

RFP APPLICANT EVALUATION
Family Survey Project

APPLICANT NAME:

REVIEWER NAME:

SUMMARY SCORES:

	Score (max)
I. Understanding of the Scope of Work	_____ (15)
II. Technical Approach	_____ (30)
III. Qualifications of Proposed Personnel	_____ (20)
IV. Organizational Experience	_____ (15)
V. Management Plan	_____ (10)
V. Budget	_____ (10)
<u>TOTAL SCORE:</u>	_____ (100)

**RFP APPLICANT EVALUATION
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I. UNDERSTANDING OF THE SCOPE OF WORK

15 points

This criterion reflects the extent to which the applicant’s proposal demonstrates a solid understanding of the various conceptual, methodological, statistical and logistical issues related to conducting the proposed pilot project and ongoing data collection in culturally diverse communities. It also reflects the extent to which the applicant’s proposal demonstrates a solid understanding of the demographic and other relevant characteristics of the population currently living in Los Angeles County, particularly in First 5 LA’s Best Start communities. Finally, the Applicant must discuss the scope and complexity of the study tasks, as well as the required skills, resources and strategies necessary for addressing such issues.

Score: (maximum score = 15)

Please include any notes or questions on a separate page

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II. TECHNICAL APPROACH

30 points

The applicant will be evaluated by the extent to which the proposed technical approach is succinct and logical in format, demonstrating clear conceptual design and methods consistent with the various tasks to be accomplished and an approach that meets all the requirements outlined in the RFP, including:

- a. A detailed description of how each of the specific tasks in the RFP should be accomplished including a sampling plan with clear justification (including appropriately detailed power analyses associated with the different research questions, units of analyses, etc.), an approach to each of the project challenges, including any modifications to the various survey administration strategies being piloted, a detailed discussion of how and why the proposed sampling strategy was selected, strategies for working with program staff and establishing an appropriate partnership relationship, proposed data analyses, a detailed discussion of how the data analyses will address such issues as how to collect and analyze data from distinct linguistic subgroups, examinations of measurement equivalence across possible subgroups, any repeated measurements of child and family functioning across the length of the evaluation, and formats for the required reports; and

- b. Examples of the problems that might occur in the proposed approach, particularly problems related to the complexities of provider-based sampling and other data collection methods, reaching culturally and linguistically diverse families, and data analyses, among others, as well as a sufficiently-detailed description of how each problem should be prevented.

Score: (maximum score = 30)

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III. QUALIFICATIONS OF PROPOSED PERSONNEL 20 points

The applicant will be evaluated by the extent to which their staff qualifications demonstrate the relevant academic background, training and experience in the following areas:

- a. Survey research, particularly multi-site, state-level or national surveys of culturally and linguistically diverse communities, particularly studies conducted among parents of young children, and/or studies that have utilized varied survey methods;
- b. Experience working closely with community-based programs;
- c. Experience collecting and processing quantitative data from a large number of sites. The applicant should demonstrate an understanding of, documented experience with, and the ability to use statistical modeling techniques including in particular statistical weighting procedures;
- d. Experience in managing multi-site research studies of low-income, culturally and linguistically diverse families;
- e. Inclusion of full résumés of proposed staff in the proposal which clearly reflect the range and depth of the requirements outlined above, including any publications in professional refereed journals.
- f. Experience and knowledge working in Southern California, preferably in Los Angeles County.

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IV. ORGANIZATIONAL EXPERIENCE

15 points

The applicant's organizational experience as reflected in the proposal must demonstrate the following:

- a. Adequate computer/statistical resources and the institutional capability to process and analyze all data;
- b. Experience conducting large-scale surveys and providing institutional support for the recruitment, training and management of a team of field staff, with particular experience conducting surveys in linguistically diverse communities, and other related data collection and quality control activities associated with multi-site and/or longitudinal studies of similar populations.

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V. BUDGET

10 points

Applicants submitting proposals must develop budgets that are in line with common business practices. The applicant's budget and budget narrative should reflect the following:

- a. A reasonable price per task, based on the reviewers' experience;
- b. A composite hourly rate for all personnel that does not exceed \$150/hour (see detail in Contracting Considerations, number 9);
- c. Tasks assigned to appropriate personnel as to minimize the cost per deliverable while also maximizing the quality of the output;
- d. An awareness of the realities of fixed-price budgeting reflected in an appropriate financial accommodation of risk, particularly related to protracted revisions and delayed start dates.
- e. A total budget for the first fiscal year that does not exceed \$1.5 million. It is expected that applicants' budgets will be significantly lower than this, however.

Score: (maximum score = 10)

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VI. MANAGEMENT PLAN

10 points

The timeline for this project will be intense. Applicants must be able to demonstrate that they can complete all deliverables within the project period. Additionally, management plans will be judged by the extent to which the plan includes the following:

- a. Specific procedures for maintaining quality control and timeliness and conducting regular reviews of the quality of data collected;
- b. Work scheduling according to tasks (and subtasks, as appropriate) and timetables for deliverables on a Gantt chart;
- c. Personnel loading chart by task and subtasks which lists for each key staff (including subcontractors and consultants), the person hours (or days) to be spent on each task and subtask (presented separately by contract year). The approximate percentage of time each individual will be available for this project also must be included, separately for each phase and option, within the overall context of each person's percent time allocated to any other current projects (the percentages for other projects should be presented separately by project, and include the project title, contract/grant number and Contracting/Grant Officer name and contact information). The total percentage of time allocated among all projects for each key personnel should add up to no more than 100%;
- d. Evidence of the ability to have a sufficient number of the staff available to accomplish the work, including a Memorandum of Understanding with any subcontractor or consultants to be utilized, percent of time devoted to this contract for each person proposed on the project (presented separately by contract year), and a detailed description of all current and projected, outside commitments (listed separately by percent time for each ongoing or proposed project and presented by year) for staff and consultants who are proposed less than full time to this project;
- e. Evidence of the applicant having worked with any proposed subcontractors in the past;
- f. Evidence of the ability to have a sufficient number of site liaisons and other related study staff available within Los Angeles County to provide ongoing, regular contact with First 5 LA grantee agencies and data collectors for the duration of the evaluation contract.

Score: (maximum score = 10)

Please include any notes or questions on a separate page

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