To score the applicants, please review and consider material provided in the online application form as well as the attachments submitted by the applicant. Attachments to consider during your review include:

- Narrative application
- Resumes of key staff participating on the project
- Copies of two relevant work samples

The first 3 questions relate to Question V.1.a. of the RFQ

**Question V.1.a:** Given the information presented in this RFQ, as well as what the applicant knows about First 5 LA, interested parties are asked to submit a narrative describing their experience in conducting large scale strategic planning for an organization similar in complexity to First 5 LA. The narrative will need to demonstrate the experience, knowledge, and skills the applicant will bring to the project, paying particular attention to the type of team that will be assembled. A successful application will provide a general description of the approach the consultant and their proposed team will use to complete the work outlined in Section III of this RFQ. This description should explain how the applicant will leverage and enhance the extensive learning and organizational improvements First 5 LA completed during 2013, as well as any additional analyses the applicant believes are essential to inform the process. To that end, please recommend methods and strategies that can be used to ensure completion and approval of the strategic plan by November 2014.

Consider the following:

- Does the response clearly describe the applicant’s experience, knowledge, and skills in conducting strategic planning with a complex organization?
- Does the response indicate that the applicant generally understands First 5 LA’s expectations for the next strategic plan?
- Does the response include an approach and activities that are appropriate and feasible for First 5 LA?
- Does the response indicate strategies for leveraging First 5 LA’s extensive base of knowledge acquired in 2013?

1. **Experience** – Extent of applicant’s experience, knowledge, and skills in successfully conducting strategic planning with complex organizations.
   
   *(up to 20 points- 20: Extensive experience; 10: Moderate experience; 0: unclear/weak experience)*
   
   **SCORE:** ________
2. **Understanding of First 5 LA’s expectations** – Applicant clearly articulates an understanding of First 5 LA’s expectations and needs in completing the next strategic plan.

*(up to 10 points – 10 Clear articulation of First 5 LA’s expectations; 5 Moderate articulation First 5 LA’s expectations; 0 Weak articulation First 5 LA’s expectations)*

**SCORE:** _______

3. **Approach to completing the strategic plan** – Applicant clearly describes the proposed approach to completing the strategic plan. The proposed approach is feasible and identifies opportunities to leverage First 5 LA’s existing learning.

*(up to 15 points- 15: Clear description and highly feasible approach 7: Moderate description of approach with some limitations; 0: Weak description of approach with many gaps in the narrative)*

**SCORE:** _______

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**Resumes** – applicants were asked to include resumes for key staff who are involved in the project.

**Consider the following:**

- Do the consultant team members’ resumes reflect work with agencies of a similar size ($50M-$150M budget, 75-200 employees)?
- Do the consultant team members’ resumes reflect work with public agencies, commissions or other First 5’s?
- Do the consultant team members’ resumes reflect knowledge or experience working within California or Los Angeles County’s funding or political environments?
- Do the consultant team members’ resumes reflect an ability to galvanize individuals, groups and communities, with a variety of interests, to build consensus around a shared vision?
- Do the consultant team members’ resumes reflect an ability to communicate complex issues, stimulate creative thinking and negotiate differences to resolve conflicts?
- Do the consultant team members’ resumes reflect an ability to initiate and facilitate conversations with key informants, lead and facilitate public hearings and mediate public forums?
- Do the consultant team members’ resumes reflect strong written and oral communication skills, the ability to synthesize information from multiple sources and form recommendations?

4. **Resumes:** Degree to which applicant resume(s) reflect experience and relevant projects to support the First 5 LA strategic planning process.

   a. *(up to 25 points – 25: Exceptional experience and relevance; 13 Modest experience and relevance; 0 no relevant experience or relevance)*

   **SCORE:** _______
Work Samples – applicants were asked to submit TWO samples of already completed work products that are applicable to the proposed project. The purpose of this request is to get a sense of the applicant’s quality of work in the finished product including writing quality, professionalism and aesthetic appeal as appropriate.

Consider the following:

- To what extent are the work samples relevant and of high quality?
- Do the samples reflect the applicant’s relevant strategic planning experience?
- Do the samples reflect a well-conceived, focused, clearly articulated strategic plan with feasible and measurable outcomes and strategies?

5. **Relevance**: Degree to which the samples reflect relevant experience in supporting the development of an organization’s strategic plan.
   *(up to 5 points- 5: Highly relevant; 2 Moderately relevant; 0 Not relevant)*
   SCORE: ________

6. **Quality**: Degree to which the samples reflect a high-quality, well-articulated final work product.
   *(up to 5 points- 5: High quality; 2 Moderate quality; 0 Not relevant)*
   SCORE: ________

Overall Quality of the Statement of Qualifications – this is an opportunity to assess the statement of qualifications package. How well did the applicant present information including writing, clear examples, ability to explain their work and their strengths etc.

7. **Overall Quality of Application**: Applicant presented clear, concise, well written and structured responses; answered questions clearly and provided clear examples, timelines and detailed responses.
   *(up to 20 points- 20: Exceptional writing and presentation; 10 adequate writing and presentation; 0 poor, unacceptable writing and presentation)*
   SCORE: ________