**APPLICANT NAME:**

**REVIEWER NAME:**

**SUMMARY SCORES:**

<table>
<thead>
<tr>
<th>Score (max)</th>
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<tbody>
<tr>
<td>I. Understanding of the Scope of Work</td>
<td>(30)</td>
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<tr>
<td>II. Technical Approach</td>
<td>(30)</td>
</tr>
<tr>
<td>III. Organizational Experience &amp; Proposed Personnel</td>
<td>(20)</td>
</tr>
<tr>
<td>IV. Budget</td>
<td>(10)</td>
</tr>
<tr>
<td>V. Management Plan</td>
<td>(10)</td>
</tr>
</tbody>
</table>

**TOTAL SCORE:** (100)
Appendix J: Best Start Family Survey Data Collection Project Proposal Review Tool

I. UNDERSTANDING OF THE SCOPE OF WORK 30 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 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, strategies for working with program staff and establishing an appropriate partnership relationship, as well as their ability to provide the required skills, resources and strategies necessary for implementing the study

Score: (maximum score = 30)

Please include any notes or questions on a separate page

Name of Applicant:
II. TECHNICAL APPROACH

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 suggested modifications, a detailed description and rationale for any proposed modifications, an analysis plan, 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 and formats for the required reports; and

b. Examples of the problems that might occur in the proposed approach, particularly problems related to the 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)

Please include any notes or questions on a separate page
III. ORGANIZATIONAL EXPERIENCE & PROPOSED PERSONNEL  
20 points

The applicant’s organizational experience as reflected in the proposal must demonstrate adequate experience conducting survey work of a comparable scope, scale and level of complexity. In addition the applicant will be evaluated by the extent to which the qualifications of proposed personnel demonstrate the relevant academic background, training and experience as outlined below:

a. 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.

b. 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;

c. Experience working with community-based programs;

d. 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;

e. Experience in managing multi-site research studies of low-income, culturally and linguistically diverse families;

f. Inclusion of 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.

g. Experience and knowledge working in Southern California, preferably in Los Angeles County.

Score: (maximum score = 20)

Please include any notes or questions on a separate page

Name of Applicant:
IV. BUDGET

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 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 so 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 project budget for the first fiscal year that does not exceed $400,000 and a total project budget across two fiscal years that does not exceed $1,000,000.

Score: (maximum score = 10)

Please include any notes or questions on a separate page

Name of Applicant:
V. MANAGEMENT PLAN  
10 points

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. 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;

d. Evidence of the applicant having worked with any proposed subcontractors in the past;

e. 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 staff and data collectors for the duration of the contract.

Score: (maximum score = 10)

Please include any notes or questions on a separate page

Name of Applicant: