1. What is the correct deadline for the proposal submittal?

Answer: The correct deadline to submit proposals is January 28, 2009. The date of January 9, 2009, on Appendix A is incorrect and will be modified.

2. Do you need eight (8) copies of supporting materials (i.e. research reports) as requested in the RFQ?

Answer: Yes, please submit eight (8) copies of all materials submitted.

3. Will there be incentives to parents to encourage them to participate in the CBAR process?

Answer: Best Start LA (BSLA) will require that incentives or an alternative strategy to ensure consistent participation of community members in the CBAR process be included in the Lead Entity’s final Scope of Work and Budget.

4. Will there be negotiating upfront about participating in a research component? Or would we want to offer additional incentives for participation in the participatory research piece?

Answer: The framework of this evaluation strongly focuses on participants being involved in the collection of their own data and it is being addressed in the evaluation design. We expect for the CBAR TA contractor to work with First 5 LA (F5LA) evaluation staff, and/or to contractors that may be involved in the evaluation project in the future.

5. In the CBAR RFQ, there are a number of outcomes and questions that Best Start is interested in pursuing and answering, but what if through the CBAR process, we find that the community is not interested in these indicators or questions and the community has their own set of questions and outcomes?

Answer: First 5 LA has identified 10 Core Outcomes for the Best Start LA investment. These outcomes are broad and encompass the change that the commission wishes to see in the Demonstration Communities. Potential indicators, measures and research questions have also been identified, but are subject to discussion and negotiation with the partners in the selected communities.
6. Would you please elaborate on the five (5) demonstration communities and the other areas?

Answer: First 5 LA has not identified four of the five communities. The Commission is intending to discuss an approach to utilize data to target communities that will be invited to compete to be selected as the remaining four demonstrations. The countywide data was analyzed by dividing it into geographic areas that were identified based on several existing boundaries, including city and high school feeder boundaries. First 5 LA also collected and analyzed countywide data on child, family and community level indicators. This data was applied to the identified geographic areas and utilized to generate a scatterplot that compared and contrasted communities, based on the level of resources applicable to the outcomes sought by the project and on child, family and community well-being. The Commission’s intent is to utilize this scatterplot to select communities to target for competition to be the remaining Demonstration Communities.

7. The centralized case management services are with Children's Bureau of Southern California. Why did you select Para Los Niños for the Pilot Community Lead Entity?

Answer: Per our standard operation, First 5 LA held an open and competitive process that included external reviewers and was targeted to any entity serving families within the designated geographic area. Para Los Niños was selected based on this objective process. The Commission’s rationale for selecting the Pilot Community included targeting the same geographic area identified by Los Angeles County’s Centralized Case Management project. This project is co-located at Magnolia Place and currently collaborates with Children’s Bureau of Southern California. We anticipate that the network developed at the community level will also include Children’s Bureau and other partners in that existing network, as many of these agencies share common missions and desired outcomes with Best Start LA.

8. Do you anticipate any overlap with Los Angeles Best Babies Network (LABBN) or other programs that are targeting prenatal care? Do you see it as a complimentary collaboration?

Answer: Best Start LA was developed to compliment past F5LA investments, including Healthy Births and to exist on a continuum of resources for families as they advance through the child’s life. First 5 LA currently has a contract with the LABBN, which plays a key role in the development, early implementation and refinement of Welcome, Baby!. Dr. Carolina Reyes, Executive Director of Los Angeles Best Babies Network (LABBN), has been a key informant to the development of Best Start LA.

9. Will Los Angeles Best Babies Network (LABBN) be submitting a proposal for this contract?
Answer: No. The LABBN has been involved in the development of Best Start LA and is therefore already part of the team.

10. Please define the concept of an “environmental scan.” Is this the same as “resource mapping?” Is it taking the results of resource mapping by the sustainability team and incorporating it? Is this a separate task than resource mapping?

Answer: Resource mapping is a part of an environmental scan. This environmental scan is should include an in-depth look at the way in which the all relevant environments support families (i.e. What are the resources? How do public spaces support a child’s development? Where do families and children spend their time and what is the impact? How much green space is available?).

11. Does the environmental scan also include cultural factors and attitudinal issues?

Answer: Yes. Questions that should be answered include: How do families get their information? How prepared is this environment to implement our expectations and outcomes for families and their young children?

12. Do you require 12-font and double spaced documents? The forms online are protected and therefore unable to modify the document in order to fit requirements? How do we proceed?

Answer: Some of the PDF forms are protected and therefore it is acceptable to print out the forms and handwrite the information requested.

13. Regarding the first demonstration community, the Pilot Community, was it selected based on a safety network, and city and high school feeder boundaries?

Answer: The city and high school feeder boundary data was previously defined. The boundaries for the Pilot Community were selected via boundaries defined by the County of Los Angeles and its partners in their Centralized Case Management design process and do not match the previously defined Best Start LA geographic areas. The data analyzed by First 5 LA will be used for demonstration communities two through five. The Commission is expected to finalize its approach to targeting communities for the remaining five demonstration communities in the coming months.

14. Is Para Los Niños going to address the different needs within communities in addition to getting them involved?

Answer: Yes. It is the responsibility of the Lead Entity to complete the work, to address the different needs of the community and involve families. The CBAR
TA contractor will assist by coaching and offering Technical Assistance to the Lead Entity.

15. Is the role of CBAR TA contractor to provide training and guidance to Para Los Niños and others implementing CBAR?

Answer: Yes.

16. What is your selection methodology on the Family Engagement? (i.e. two prenatal visits) Are you targeting clinics in the area? Is it just clinics?

Answer: For the first demonstration community the universal population the Commission is interested in reaching is the partner hospital’s birthing population and the successful applicant was expected to be able to reach that population. However, the RFQ utilized to identify a partner did not require that it be a clinic or hospital. Based on the identified driver being the hospital birthing population there will be three populations that the evaluation will focus on in measuring impact: (1) those who participate in the Welcome, Baby! activities only, (2) those who participate in the community activities only and (3) those who participate in both Welcome, Baby! and Community-Based Activities. The selected applicant for the first demonstration community is partnering with all of the clinics who serve a significant market share of the population in the target geographic area. This is an added benefit in terms of reaching as many families as possible in the prenatal phase.

17. Is that what you will be doing in other communities? (see question #16)

Answer: First 5 LA is learning from this first demonstration community and expects that it will assist in defining future decisions.

18. Will all five demonstration communities be funded by the end of the first year? Second year? Or later? Do you expect to go beyond the five demonstration communities in these seven years?

Answer: Demonstration community #2 is tentatively projected to be released in February or March 2009. Demonstration community #3 is tentatively projected to be released between October 2009 and January 2010. Demonstration community #4 is tentatively projected to be released some time in 2010. Demonstration community #5 is tentatively projected to be released some time in 2011.

19. Seven years is a long time for one research project, especially for CBAR, where findings are expected in a timely fashion to inform decision-making in the community. Do you expect each pilot community to build on the original research scope and have different research questions (and hence, different partners, methods, tools, goals, etc.) from one year to the next? Or are you expecting a longitudinal research project?
Answer: Each demonstration community is a five-year project. We propose that the community build on the original scope and have different research questions, though we don’t dictate that they be revised annually. The community may engage in two to three sets of research questions and can frame the methods, etc over the course of two or three years if it is appropriate.

20. The PDF documents on the website are read-only. Is it possible to get them in formats where we can type our responses directly onto the documents?

Answer: No. Please print out the document and handwrite the information requested.

21. The Projected Budget Summary form (Appendix J) starts from FY 2008 and only goes up to FY 2013, while the RFP asks for budgets for FY 2009 to FY 2015. Where should we include budget summary for years not covered in the current Appendix J? Is it possible for you to re-do this form for us?

Answer: The form has been modified to reflect correct fiscal years and posted on the First 5 LA website under the CBAR TA RFQ.

22. The “Previous Client Form” is the same as “Applicant Reference Form,” correct? Is it okay to have a reference who was not a “client,” but a “community partner”? I’m thinking of a particular community-based action research project where we were the lead and we provided some of the similar services requested in your RFQ to our community partners who did some of the data collection with us. I would love to use them as a reference, but some of the categories on that form might not be as relevant for community partner, as they are for client, e.g. “Cost control.” Can they explain their role in the beginning? Would this hurt our proposal? Or can you re-frame these categories as questions that our partners can address more fully (in particular, cost control, business relations, and customer service, etc.)?

Answer: Yes, the “Previous Client Form” is the same as the “Applicant Reference Form.” Yes, you can use a community partner as a reference in addition to but not in replacement of a client. Please limit to no more than two. Please mark inapplicable questions accordingly and no, this will not hurt your proposal.

23. Should “Applicant Reference Form” or other support materials be specific to the applicant? Or do you expect separate references or work samples, etc., from our consultants as well?

Answer: Applicant Reference Forms for the applicant are required. Separate references for subcontractors are allowable. Please limit to no more than two.