First 5 LA
Best Start Printer and Promo Vendor Request for Qualifications

Los Angeles County Children and Families First – Proposition 10 Commission (aka First 5 LA)

RELEASE DATE: May 17, 2013
TABLE OF CONTENTS

I. TIMELINE FOR SELECTION PROCESS ................................................................. 3

III. ELIGIBILITY ........................................................................................................... 6

IV. SUMMARY OF DESIRED QUALIFICATIONS ...................................................... 7

V. TERMS OF PROJECT ............................................................................................. 7

VI. STATEMENT OF QUALIFICATIONS .................................................................... 8

VII. SUBMISSION REQUIREMENTS ......................................................................... 10

VIII. SELECTION PROCESS AND REVIEW CRITERIA ............................................ 11

IX. CONTRACTUAL CONSIDERATIONS ................................................................. 12

A. Conflict of Interest ............................................................................................... 12

B. Compliance ........................................................................................................... 12

C. Contract Information ............................................................................................ 12

XI. APPLICATION CHECKLIST .................................................................................. 15
## I. TIMELINE FOR SELECTION PROCESS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
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<tbody>
<tr>
<td>RFQ Released</td>
<td>May 17, 2013</td>
</tr>
<tr>
<td>Application Due:</td>
<td></td>
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<tr>
<td>- Online applications plus all forms</td>
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<tr>
<td>- One (1) original and signed copy of First 5 LA’s “Signature Authorization” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms, along with five (5) copies of any supporting documentation or samples, sent or delivered to First 5 LA</td>
<td>June 7, 2013 by 5 p.m.</td>
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<tr>
<td>External Review of Applications</td>
<td>June 10</td>
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<tr>
<td>- Agency Selected</td>
<td>June 11, 2013</td>
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<tr>
<td>Applicant Notified, Scope of Work and Budget negotiations, documents finalized</td>
<td>June 12 – 17, 2013</td>
</tr>
<tr>
<td>Board of Commissioners Approval</td>
<td>July 11, 2013</td>
</tr>
<tr>
<td>Contract Start Date&lt;sup&gt;1&lt;/sup&gt;</td>
<td>July 15, 2013</td>
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</tbody>
</table>

All questions and requests for additional information regarding this RFQ must be received in writing by First 5 LA via mail or email before 5 p.m. PST on June 4, 2013. First 5 LA reserves the sole right to determine the timing and content of the responses to all questions and requests for additional information.

**Questions and information requests can be submitted to:**

Larry Renick, Assistant Director, Public Affairs  
First 5 LA  
750 N. Alameda Street  
Los Angeles, CA 90012  

Phone: 213.482.7548  
E-mail: LRenick@first5la.org

<sup>1</sup> While it is First 5 LA’s desire to execute the contract for a July 15, 2013 start date, all dates are subject to change at First 5 LA’s sole discretion.
II. BACKGROUND

First 5 LA — “Champions for Our Children”

In 1998, California voters passed Proposition 10, which levied a 50-cent per pack tax on all tobacco products. The resulting tax revenues were earmarked for the creation of a comprehensive system of information and services to advance early childhood development and school readiness within each county in California. In Los Angeles County, the First 5 LA Commission was formed as a public entity to develop and oversee various early childhood initiatives and to manage the funding from Proposition 10. Since 1998, First 5 LA has invested more than $1 billion to support programs, initiatives, research, partnerships, public education and other endeavors in all four of its goal areas:

- Children are born healthy
- Children maintain a healthy weight
- Children are safe from abuse and neglect
- Children are ready for kindergarten

The First 5 LA FY 2009-2015 Strategic Plan

In 2009, First 5 LA’s Board of Commissioners adopted a new strategic plan to guide its investments through June 2015. The plan, *Strengthening Families and Communities in L.A. County*, marked a significant evolution in First 5 LA’s approach to grantmaking. It was later amended by the Commission to include additional countywide initiatives developed in 2010. In addition to a countywide approach that focuses on policy change, public education, workforce development and other strategies, the strategic plan also commits a sizeable portion of funds to improve the well-being of children in specific geographic communities.

The Commission selected 14 Best Start communities based on lessons learned from First 5 LA’s first decade and research, which shows the influential role of safe and supportive neighborhoods in a young child’s quality of life.

This combined place-based and countywide approach is intended to concentrate First 5 LA’s limited resources in areas of high need and to support the sustainability of those efforts over time. The strategic plan will allow First 5 LA to continue focusing on strengthening families while deepening our commitment to fostering a community’s ability to create and sustain safe and nurturing places for children to grow.

Figure 1: First 5 LA Prioritized Pathway

The strategic plan (as amended) identified a pathway for First 5 LA investments that leads to our desired outcomes for children, families and communities in our four goal areas.
The Place-Based Approach, *Best Start*
First 5 LA’s place-based approach focuses on the *places* where families live — combining strategies to strengthen families with those that build community capacity to create and sustain thriving and healthy environments for all children. The research and promising practices emerging from decades of place-based efforts make a strong case for First 5 LA’s shifting a significant amount of resources to this funding strategy. The place-based approach allows First 5 LA to focus on families most in need, creating a seamless pipeline to effectively serve families along the continuum of a child’s development. This approach also creates unique partnerships with families, community residents and other funders, resulting in a better measure of our impact.

Parents, civic and business leaders, members of the clergy, representatives from community-based organizations and others are working together to develop partnerships within each of the 14 communities. The expectation is that each community partnership will submit proposals to the First 5 LA commissioners for future investments that target community-identified priorities that will help advance *Best Start’s* primary goals that children in each community grow up safe, healthy and ready to learn.

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To learn more about Best Start, visit www.beststartla.org.

Countywide Approach
The strategic plan (as amended) recognizes the critical role of strong, coordinated and responsive systems in supporting families and improving outcomes for children prenatal through age 5. These systems include the actual structures through which health and human services are provided in L.A. County, as well as less formalized systems. By focusing on countywide systems improvement and change, countywide investments can have an impact beyond the children in the 14 Best Start communities. At the same time, this approach will help improve the sustainability of the place-based approach and outcomes. First 5 LA understands that enduring systems changes are most successful when they are informed by — and grow out of — community-based experience and concrete evidence regarding models that strengthen families and improve outcomes for children, such as those we will be supporting in the Best Start communities.

The countywide approach is a comprehensive effort through a variety of programs, strategies and initiatives. The strategic plan (as amended) incorporates seven specific countywide strategies, including public policy, public education, resource mobilization, workforce development, data systems integration and health access. In addition, First 5 LA is supporting an array of countywide investments in areas such as universal screening and assessment of newborns, early care and education workforce development, nutrition and physical activity programs for families and in child care facilities, and parental support projects. In addition, among other strategies, First 5 LA continues to strive for increased access to health care and insurance for pregnant women, children and their families; provide telephonic or online and printed resource directories for families and support and enhance the impact of our investments with effective, strategic partnerships and leveraging social and financial capital via our newly-developed Community Investments Department.

B. Printer and Promotional Materials Support for First 5 LA and Best Start

The First 5 LA and the Best Start effort seek an organization with a minimum of five years of experience providing printing and promotional materials services. These services include, but are not limited to, the printing of fliers, brochures, banners, stickers, posters, and magazines, as well as the purchasing and printing of First 5 LA and Best Start-branded promotional materials such as children’s balls, t-shirts, hats, shopping bags, water bottles and other items. In addition, the organization should be able to arrange for the storage, shipping and/or delivery of these items. Should the organization not be able to directly provide these services, the chosen organization can sub-contract with an organization to provide these services. Services should be delivered in a timely and budget conscious manner.

III. ELIGIBILITY

This Request for Qualifications (RFQ) serves to identify a company with the necessary resources or has a group of subcontractors that have the qualifications, experience,
competency and ability to successfully deliver the required printed and promotional materials on behalf of First 5 LA and the Best Start effort as well as associated ancillary services (bulk mailing, folding, other services to be determined by First 5 LA and named printer).

IV. SUMMARY OF DESIRED QUALIFICATIONS

An ideal applicant will have all or some of the following qualifications:

- Expertise producing, or have a network of sub-contractors, to produce high quality printed materials, such as annual reports, fliers, posters, business cards, letterhead and/or purchasing and printing branded promotional materials such as children’s balls, t-shirts, hats, shopping bags, water bottles and other items.
- Ability to store, shipping and deliver produced materials (or have a network of sub-contractors with this ability).
- Production facilities (both offset and digital) that are able to produce printed materials in a variety of formats and sizes. A web press facility (or ability to subcontract with such a business) is highly desirable.
- Ability to evaluate requests from First 5 LA or contracted design firms for print and/or promotional production, make suggestions on revisions to job requirements that will make project most cost effective and timely, and cost out various quotes for completion of work.
- Consistent record of delivering high-quality materials on time and on budget.
- An educated and responsive staff to interact with First 5 LA, Best Start staff or any First 5 LA contracted design firms that will alert the First 5 LA representative of any issues that may affect the quality, budget or timely delivery of the product. Vendor staff should also be able to make suggestions on how to rectify situation.
- Must be able to provide samples of materials (paper, fabric, etc.) or produced materials upon request.

V. TERMS OF PROJECT

Available Funding

Funding for the initial contract to support the Best Start effort is $140,000, and will run through June 30, 2014. Additional funding is determined on an annual basis, and ongoing contractual relationships are subject to Commission approval (fiscal year runs from July 1 through June 30). First 5 LA and Best Start, with Vendor approval, reserve the right to amend the Scope of Work or increase/decrease the budget, as well as renew the contract with additional funding after the initial contract ends on June 30, 2014. Annual contract amounts will be negotiated during the finalization of the contract’s Scope of Work and Budget. Funds will be granted through monthly invoices based on services rendered and actual expenses.
All contracts are contingent upon final approval by the First 5 LA Board of Commissioners, successful contract negotiations, and First 5 LA approval and submission of documents by the selected Vendor.

The selected Vendor shall not be authorized to deliver or commence performance of services as described in the application until final execution of the contract. Any performance of services commenced prior to the final execution of the contract shall be considered voluntary.

The selected Vendor is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract. (See Sample Vendor Agreement)

VI. STATEMENT OF QUALIFICATIONS

In order to respond to this RFQ, applicants are required to submit the following materials to First 5 LA no later than 5:00 P.M. on June 7, 2013.

Applications received after this deadline will not be considered.

A. Cover Letter (maximum two pages): Each applicant is required to include a cover letter on the organization’s letterhead addressed to Kim Belshé, Executive Director, First 5 LA, containing the following:
   • The date.
   • The applicant’s name, address, telephone number, and e-mail address.
   • The primary contact person’s name, title, and address, telephone, fax, and e-mail address (if different from organization’s information).
   • A statement indicating that the submission is in response to an RFQ for the Best Start Printer and Promo Vendor.
   • A general overview of the applicant’s qualifications.

The applicant’s cover letter must be signed by a person authorized to bind the applicant to the terms of the application.

B. Expertise and Experience as a Printer and/or Producer of Promotional Materials (maximum three pages), including some or all of the following information:
   • General qualifications, competency, experience, business integrity, and capacity to produce print materials and/or promotional materials.
   • Range of printing services and variety of promotional materials available
   • Capacity to work, and having an established staff presence and office in Los Angeles County.
   • If necessary, a list of sub-contractors, along with their experience and experience, who can provide required services as outlined in above if the primary vendor cannot.
   • Select list of clients and list of any awards or accommodations the applicant has received.
C. **Samples of Print and/or Promotional Materials:**
Include a wide range of samples in a variety of sizes and formats that represent that breadth of the types of services your organization or its sub-contractors can supply. **Please submit four (4) copies of all samples.**

D. **Sample Quotes:**
Please include quotes (include quotes for color correction and hard proof if needed/suggested) and production schedules for the following materials.
**PLEASE NOTE:** You do not need to include an example of any or all of the following items as part of your samples.

   i) **T-shirts**
      100 percent cotton t-shirt with breast pocket on front
      Imprinting on two locations:
      Front: breast pocket, one-color imprint
      Back: three-color imprint
      Please provide quote for a quantity of 100 and 500.

   ii) **Jumbo pencil** (aka, "Jumbo Tipped Large Diameter Round Pencil")
      One-color imprint on one location (please indicate imprint area size in quote)
      Please provide quote for a quantity of 1,000 and 5,000.

   iii) **Stickers**
      1.5” round, on a roll
      Color: 4/0
      Please provide quote for a quantity of 1,000 and 5,000.

   iv) **5 Panel Folded Brochure**
      Size: 20" x 8.5"
      Color: 4/4
      Stock: 100# Gloss Book
      Finish: Z-fold to 4" x 8.5"
      Please provide quote for a quantity of 2,500 and 10,000.

   v) **4-Page Newsletter**
      Size: 17" x 11"
      Color: 4/4
      Stock: 80# Gloss Cover
      Finish: Fold along 11" side to 8.5" x 11"
      Please provide quote for a quantity of 5,000 and 25,000.

E. **References (minimum of two):** References should be from current or former clients. Each reference should include name, company, address, phone number, email, length of time known, and a short statement about your relationship. In addition, written statements from each reference may be included.
F. Agency Involvement in Litigation and/or Contract Compliance Difficulties (one original SIGNED with BLUE INK): Please read the information on the required Agency Involvement in Litigation and/or Contract Compliance Difficulties form thoroughly and include one (1) original SIGNED with BLUE INK copy by the application deadline. If you checked Yes to any of the questions on this form, please explain whether this will impact the project on this solicitation. Omission of the form will constitute an incomplete proposal and may be grounds for disqualification.

G. Signature Authorization Form (one original SIGNED with BLUE INK): This form is required in order to verify signature authority to enter into contractual agreement with First 5 LA. If not outlined in the Bylaws, a Board Resolution or Partnership Agreement must be submitted, as applicable, that indicates signature authority. Applicants must submit one original form signed in blue ink. Omission of the form will constitute an incomplete proposal and may be grounds for disqualification.

H. Board Resolution (Appendix F): Include, if applicable, to support the authority of persons listed on Signature Authorization Form.

I. Applicant should include a completed W-9 (Appendix G).

J. Copy of their business license.

VII. SUBMISSION REQUIREMENTS

Applicants are required to submit their qualifications online at www.first5la.org/2013_Best_Start_Printer_RFQ, as well as submit one (1) original and signed copy of the application cover letter, the First 5 LA’s “Signature Authorization,” and the “Agency Involvement in Litigation and/or Contract Compliance Difficulties,” forms. In addition, each applicant must deliver four (4) hard copies of their samples.

Written submissions must meet the following criteria:

☐ All forms that require signatures must be signed in blue ink. Signature stamps are not acceptable.

Please deliver original and signed materials, along with samples, to:

Kim Belshe, Executive Director
First 5 LA
750 N. Alameda Street
Los Angeles, CA 90012
Attention: Larry Renick, Best Start Printer and Promo Vendor RFQ

Applicants must complete online application and deliver all materials to First 5 LA no later than June 7, 2013 at 5 p.m.
VIII. SELECTION PROCESS AND REVIEW CRITERIA

Selection Process

1. First 5 LA staff will evaluate all applications for completeness and minimum qualifications. Basic requirements include: timely receipt of application, inclusion of all appropriate attachments, etc. Applications with omissions of any required documentation are subject to disqualification. Applicants may use the Application Checklist (Page 15) as an aid in preparing the application. Please note that the Application Checklist is merely an aid.

2. After initial review, applicant’s qualifications will be evaluated and scored by a panel of external reviewers (Please see Qualification Review Tool). As part of this review process, the panel may contact an applicant’s references. Contractor(s) selections will be based on, but not limited to, evaluation of the following factors:
   i) Breadth and experience performing comparable work
   ii) Breadth and experience of sub-contractors
   iii) Rates for services
   iv) References from clients, colleagues and peers
   v) Interview answers

3. As a public entity, the Commission has a responsibility to the public to ensure that the organizations are financially stable to provide services. Further written materials regarding the financial stability of the agency may be requested by our finance department prior to the interview. If these materials are requested, applicants may choose to indicate that materials are private and are not to become part of the public record.

4. Some or all of the applicants who have submitted complete and responsive applications may be interviewed. Interviews are scheduled to be held on dates shown in Section I (Timeline for Selection Process). These dates are subject to change at First 5 LA’s sole discretion. All applicants must advise First 5 LA staff of their availability during these days. Interviews will be held either at First 5 LA or via phone. Further written materials regarding qualifications may be requested prior to the interview.

First 5 LA reserves the right, without prejudice, to reject any or all submitted qualifications. Please see Section X below for the Appeals Policy.
IX. CONTRACTUAL CONSIDERATIONS

Specific contractual considerations, including but not limited to the following, apply to RFQ submission process and project implementation and to any contracts that result from the submission and implementation of the project/proposal. The contractor will need to comply with all of the provisions in the attached sample contract (See Sample Vendor Agreement).

A. Conflict of Interest

The selected Contractor will be required to comply with the COMMISSION’s Conflict of Interest provisions, as outlined in the contract, and as applicable under California Law. Contractor acknowledges that he/she/it is acting as public official pursuant to the Contract and shall therefore avoid undertaking any activity or accepting any payment, employment or gift from any third party that could create a legal conflict of interest or the appearance of any such conflict. A conflict of interest exists when one has the opportunity to advance or protect one’s own interest or private interest of others, with whom one has a relationship, in a way that is detrimental to the interest, or potentially harmful for the integrity or fundamental mission of the COMMISSION. Contractor shall maintain the confidentiality of any confidential information obtained from the COMMISSION during the Contract and shall not use such information for personal or commercial gain outside the Contract. By agreeing to the Contract and accepting financial compensation for services rendered hereunder, Contractor agrees that he/she/it will not subsequently solicit or accept employment or compensation under any program, grant or service that results from or arises out of the funded project and related initiative(s). During the term of the Contract and for one year thereafter, Contractor will not knowingly solicit or accept employment and/or compensation from any COMMISSION collaborator or Contractor without the prior written consent of the COMMISSION.

B. Compliance

Current/Former grantees and/or Contractors must be in good standing and in compliance with all aspects of their contract with the COMMISSION in order to be eligible to apply for the current Request for Qualifications (RFQ). The COMMISSION may deem an applicant ineligible if it finds in its reasonable discretion, that applicant has done any of the following, including but not limited to: (1) violated any significant terms or conditions of Grant Agreement/Contract; (2) committed any act or omission which negatively reflects on Applicant’s quality, fitness or capacity to perform services listed in RFQ with the COMMISSION or any other public entity, or engaged in a pattern or practice which negatively reflects on the same; (3) committed an act or offense which indicates a lack of business integrity or business dishonesty; or (4) made or submitted a false claim against the COMMISSION or any other public entity.

C. Contract Information

1. The COMMISSION reserves the right to reject all bids and re-advertise for bids. Failure to comply with bid specification shall be grounds for disqualification of bids. Each bidder or proposer shall be required to honor the price and specifications quoted
for a minimum of sixty (60) calendar days following submission of the bid. The COMMISSION also reserves the right to cancel this RFQ, at its sole discretion, at any time before execution of a contract. The COMMISSION shall not be liable for any costs incurred in connection with the preparation of any submissions in response to this RFQ. Any cover letters, résumés and/or curriculum vita, including attached materials, submitted in response to this RFQ shall become property of the COMMISSION and subject to public disclosure.

2. The agency/organization submitting an application agrees that by submitting an application it authorizes the COMMISSION to verify any or all information and/or references given in the application.

3. The COMMISSION reserves the right, after contract award, to amend the resulting contract, scope of work, and any other exhibits as needed throughout the term of the contract to best meet the needs of the COMMISSION.

4. The COMMISSION reserves the right to request additional financial information to verify applicant’s past and current financial status. This information includes, but is not limited to: the most recent independent audit, Cash Flow Statement, Statement of Activities (Income Statement), and Statement of Financial Position (Balance Sheet).

5. Consistent with the intent of Proposition 10: California Children and Families Act of 1998, no monies for this Project may be used to supplant Federal, State, County and/or other monies available to the organization for any purpose. Activities funded under this proposal must be new or enhancements to existing activities.

6. The award of a contract by the COMMISSION to an individual/agency/organization that proposes to use subcontractors for the performance of work under the contract resulting from this application process shall not be interpreted to limit the COMMISSION’s right to approve subcontractors, assemble teams and/or assign leads. Each applicant will be evaluated independently for added value to the overall team. A copy of executed subcontract(s) related to Program funding must be provided to the COMMISSION.

7. The selected Contractor will be required to sign the contract at least two (2) weeks prior to the intended start date of the contract, as outlined in Terms of Contract/Term of Grant section, to assure the timely completion of the signature process by all parties. If the contract is not signed prior to the intended start date, the commencement of any activities under the Exhibit A – Scope of Work will not begin until the contract execution date (the date all parties have signed the contract) and Contractor will not be eligible to obtain reimbursement for any costs incurred prior to the contract execution date, unless otherwise approved in writing by the COMMISSION. If this Contract is not signed within the thirty-day (30) period from the intended start date, the COMMISSION has the right to withdraw the contract award. The COMMISSION reserves the right to revise the effective date prior to final execution of the contract.

The contractor shall not be authorized to deliver or commence performance of services as described in this RFQ until final execution of the contract (contract must be signed
by both parties). Final execution of the contract is contingent on First 5 LA’s Board approval of the negotiated scope of work and budget. Any performance of services commenced prior to obtaining all written approvals by First 5 LA shall be considered voluntary.

8. Unless otherwise submitted during the application process, the selected Contractor will be required to submit the required documentation listed on the Contractor Checklist, which includes, but not limited to, the following documents before the Contract can be fully executed:

- Agency Involvement in Litigation and/or Contract Compliance Difficulties Form
- By-laws (if applicable)
- Articles of Incorporation (if applicable)
- Board of Directors or List of Partners (as applicable)
- Signature Authorization Form
- Annual Independent Audit for prior fiscal year or calendar year (if applicable)
- Appropriate business licenses (for vendors or private organizations)
- IRS Letter of Determination (if applicable)
- Completed IRS Form W-9
- Memorandums of Understanding (for any sub-contractors, collaborators, and/or partners listed under Contracted Services and Evaluation sections of Exhibit B – Budget Forms)
- Certificates of Insurance for all insurance requirements outlined in the contract.

9. Per the COMMISSION’s Policy and Guidelines for Hiring Consultants, the total composite rate, which includes labor and other costs, for a Consultant may not exceed $150 an hour, depending on the type of expertise. A blended rate is allowable. For example, for a contract totaling $150,000, a consultant may bill 500 hours for Consultant A at $200/hour, and 500 hours for Consultant B at $100/hour, with a total composite rate of $150/hour (1,000 total hours divided by $150,000 in billable hours = $150/hour).

10. The selected contractor/s will be required to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract (See Sample Contract). The selected applicant shall be expected to execute the contract without substantive alteration. If applicant cannot accept the terms of the contract without substantive alterations, the applicant should refrain from applying. It is imperative that all applicants review the contract language in detail and fully understand contractual obligations should they be selected.

X. APPEALS POLICY

First 5 LA reserves the right, without prejudice, to reject any or all submitted applications. An Appeal shall be permitted only on the grounds that the decision violated applicable law, First 5 LA policies and procedures, or the terms of the bid, RFP or RFQ. Appeals challenging First 5 LA’s decision on the merits or qualifications of bidders or proposers or
the scoring of proposals shall not be permitted. An appeal of a First 5 LA decision shall be in writing and filed with the office of the Executive Director or his/her designee within ten (10) business days following the date the notification of decision is made by First 5 LA. For more information, please refer to the Appeals Policy located at http://www.first5la.org/About-Us/Policies.

XI. APPLICATION CHECKLIST

Applicants should refer to Section VI (Statement of Qualifications) and Section VII (Submission Requirements) for complete information about required application content and submission guidelines. Both online application and paper originals must be submitted to First 5 LA by the deadline outlined in Section I.

Failure to submit any required items will result in disqualification.

☐ Cover letter (2 pages maximum. 1 original, signed in blue ink)

☐ Expertise and experience as a printer (3 pages maximum)

☐ Samples of print materials, including production schedules and budgets, if available. NOTE: applicants must submit Five (5) hard copies of their samples.

☐ Sample quotes for annual report publication, greeting card and “buck slip” (details in section VI, “D” above)

☐ References (minimum of two):

☐ Agency Involvement in Litigation and/or Contract Compliance Difficulties (Appendix D) (1 original, signed in blue ink)

☐ Signature Authorization Form (Appendix E) (1 original, signed in blue ink)

☐ Board Resolution, if applicable (Appendix F)

☐ W-9 (Appendix G)

☐ Business License
List of Appendices

- Appendix D: Agency Involvement in Litigation and/or Contract Compliance Difficulties (pdf)
- Appendix E: Contractor Signature Authorization Form (pdf)
- Appendix F: Sample Board Resolution (if applicable) (pdf)
- Appendix G: W-9
- Appendix H: Qualification Review Tool
- Appendix J: Sample vendor agreement
- Appendix K: Appeals Policy