Best Start LA
Marketing and Communications Contractor Request for Qualifications
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I. TIMELINE FOR SELECTION PROCESS

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<tr>
<th>ACTIVITY</th>
<th>DATE</th>
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<tbody>
<tr>
<td>RFQ Released</td>
<td>August 28, 2009</td>
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<tr>
<td>Final date to submit questions and requests for additional information</td>
<td>September 25, 2009</td>
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<tr>
<td>Application Due:</td>
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<td>• Online applications plus all forms</td>
<td>October 2, 2009 by 5 p.m.</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 all work samples, sent or delivered to First 5 LA</td>
<td></td>
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<tr>
<td>Applicants Notified</td>
<td>October 5-9, 2009</td>
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<td>Interviews with Final Applicants</td>
<td>October 12-23, 2009</td>
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<td>Contractor Selected/Notified</td>
<td>By October 30, 2009</td>
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<td><strong>Contract Start Date</strong></td>
<td>December 1, 2009</td>
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<tr>
<td>Initial Meeting with Contractor</td>
<td>December 1-4, 2009</td>
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All questions and requests for additional information regarding this RFQ must be received in writing by First 5 LA via mail, fax, or email before 5 p.m. on Thursday, September 25, 2009. 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, Marketing Manager  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012  

Phone: 213.482.7548  
Fax: 213.482.5552  
E-mail: LRenick@first5la.org

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1 Note: While it is First 5 LA's desire to execute the Marketing & Communications Contract for a **December 1, 2009** start date, all dates are subject to change at First 5 LA's sole discretion.
II. BACKGROUND

A. 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, 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 over $800 million to support initiatives in all three of its goal areas. Additional information regarding First 5 LA can be found at http://www.first5la.org/.

B. The Best Start LA Focus Area

**Best Start LA** is a $125 million, multi-year investment created by First 5 LA that aims to shape, strengthen and support five Los Angeles County communities by building resources and providing access to activities that improve the well-being, development and care experienced by pregnant women, parents of newborns and children age 3 and under.

At the heart of this investment is an effort to create demonstration communities that ultimately have the ability and know how to be truly family-friendly and provide support and care for young children, expectant mothers and families. The goal of Best Start LA is to improve the overall quality of the experiences and surroundings that affect the growth and development of young children — including pregnancy and prenatal care, parent-child interaction, safe play environments, and access to trained health care providers and community resources. A long-term vision of the First 5 LA Commission, Best Start LA seeks to generate permanent, positive change at both the community and county-wide levels.

Best Start LA uses various approaches to engage and educate parents, families, community members and stakeholders so they become a part of the Best Start LA community. These approaches include:

**Improving Education & Awareness for New Mothers and Families**

The Best Start LA Welcome, Baby! family engagement program focuses on education and awareness-building for expectant mothers and parents of newborns, with the goal of improving the overall physical and mental well-being of infants, their mothers and families. Through a series of visits at their prenatal healthcare provider, at the hospital and in the home, this free, voluntary program focuses on educating new mothers about the benefits of breastfeeding, teaches parents how to recognize their baby’s developmental cues, and introduces families to the wide range of resources offered within the Best Start LA community.
Engaging Families within Communities
Best Start LA seeks to engage, encourage and educate parents and families about the benefits of creating a positive atmosphere for their children, as well as the factors that contribute to healthy child development. The goal is for parents to become integrated and active partners within existing community frameworks, and to act as advocates for supportive, child-friendly environments.

Supporting Healthy Communities
Best Start LA creates and strengthens community activities that promote healthy child and family-friendly environments, including play spaces, libraries, education and support service centers. In addition, Best Start LA encourages parents, families, residents and community-based organizations to become leaders for change in their own neighborhood.

Creating Change for Children and Families County-wide
In addition to community-based efforts, Best Start LA promotes positive change within county-wide systems that supports its goals and vision of community building and strengthening. These “building block” efforts include long-term sustainability planning, a workforce development project that enhances career pathways for professionals who work with and/or provide services for young children and families, and a data infrastructure which not only informs the design and implementation of Best Start LA, but also supports the adaptation of a policy agenda for change in each community.

C. Marketing and Communications for Best Start LA
Best Start LA is a multi-dimensional focus area, which includes a wide range of strategies in various sectors. In order for these strategies to be effectively implemented, each requires a variety of communications efforts — from large events involving the entire Best Start LA community, to tailored, informational brochures for health care providers explaining the benefits of having their clients participate in the Welcome, Baby! family engagement program.

For the descriptive purposes of this RFQ, we have broken Best Start LA into the following focus areas, each of which will include marketing and communications efforts:

- General Support for Best Start LA
- Support for the Welcome, Baby! family engagement program
- Support for each Best Start LA demonstration community lead agency
- Support for county-wide building blocks
- Best Start LA Public Education
III. MARKETING AND COMMUNICATIONS RESPONSIBILITIES AND DELIVERABLES

Under the supervision of the First 5 LA Best Start LA team, the responsibilities of the Marketing and Communications Contractor include, but are not limited to, the following:

For the Best Start LA focus area overall:

- **Strategic and Creative Planning, Development, and Implementation**
  The Marketing and Communications Contractor will work in partnership with First 5 LA staff and other Best Start LA grantees and contractors to develop effective marketing and communications strategies and tactics, and to determine the appropriate communications tools and style for all outreach efforts in the various Best Start LA communities. Deliverables may include, but are not limited to, products that utilize grassroots tactics, social and traditional media, and event, Web-based, print, video and/or direct marketing. Contractor will build upon the existing Best Start LA Style Guide as a tool for establishing positive and meaningful associations between First 5 LA and Best Start LA with the diverse audience members for the focus area. In addition, Contractor should conduct ongoing research to determine the effectiveness of the design and content style within the various Best Start LA communities.

- **Material Production and Management**
  The Marketing and Communications Contractor will be responsible for the conceptualization, design and production of marketing plans, strategies and products to be used by the various Best Start LA contractors and grantees across Best Start LA communities (number of communities to be determined). The Marketing and Communications Contractor will work in collaboration with First 5 LA staff as well as Best Start LA grantees and other contractors to determine the type of deliverables and their content. The Contractor will be expected to oversee and manage the production and distribution of materials that support Best Start LA’s marketing and communications efforts. A triple bid process will be required for each approved project.

- **Success Measurement Strategy**
  The Marketing and Communications Contractor will work in collaboration with the Best Start LA Research and Evaluation team (both First 5 LA staff as well as contractors) to determine the effectiveness of all marketing and communications efforts. The Contractor will be expected to define benchmarks, establish criteria, implement research and evaluation strategies, and revise materials as needed to ensure that all marketing and communications products are effective in achieving planned objectives and goals.

For the *Welcome, Baby!* Family Engagement Program:

- Work in collaboration with the *Welcome, Baby!* lead agency(ies) on the creation of the content, design, production and distribution for all associated collateral products. Products to include recruitment plan and supporting materials for enlisting providers...
and clients in the program as well as informational materials associated with each of the seven Welcome, Baby! visits.

- Work in collaboration with Welcome, Baby! lead agency(ies) to determine the appropriate “incentives” to be distributed by the Welcome, Baby! staff, and supervise the execution of the purchasing and/or creation of all Welcome, Baby! incentive or support materials.

- Create a plan to seek out corporate, small business and other sponsors for Welcome, Baby! incentives, and once approved by First 5 LA Best Start LA team, pursue and execute sponsorship opportunities. Potential incentive sponsors include manufacturers of breast pumps; car seats; diapers; children’s clothing and other businesses associated with new mothers and babies as well as local businesses and service operators in each of the Best Start LA demonstration communities.

- Work in concert with the Best Start LA Research and Evaluation team to determine the success of Welcome, Baby! collateral materials and incentive program.

- Work in collaboration with Welcome, Baby! lead agency(ies) to lead communication trainings for Welcome, Baby! staff.

Marketing Support for each Best Start LA Community’s Lead Agency:

- Work in collaboration with each community’s lead agency on the creation of content, design, production and distribution for all associated informational and outreach materials.

- Support each community’s lead agency in their ongoing efforts to engage the community in the goals and vision of Best Start LA. These efforts may include community events, Web site(s), advertisements, and other outreach efforts using a variety of communications techniques. It is anticipated that the Web site(s) will contain text, graphics, video and social networking elements, and will be used as an information and communication tool within the Community, as well as for general audience marketing.

- Support the inter-agency communications efforts between First 5 LA and each Best Start LA community’s grantees and contractors.

- Work in collaboration with the Best Start LA Research and Evaluation team to evaluate the success of outreach efforts, and revise efforts accordingly.

Marketing Support for County-wide Building Blocks:

- Work in collaboration with Best Start LA “Baby Friendly Hospital” contractors on the creation of content, design, production and distribution for all associated informational and outreach materials.

- Support all communications endeavors associated with the Best Start LA Policy and Sustainability efforts, including the creation of content, design, production and distribution for all associated informational and outreach materials.

- Work in collaboration with Best Start LA Workforce Development contractors on the creation of content, design, production and distribution for all associated informational and outreach materials.

- Support all communications endeavors associated with the Best Start LA Data Infrastructure efforts, including the creation of content, design, production and distribution for all associated informational and outreach materials.
Best Start LA Public Education:
• Building upon the communications work of *Welcome, Baby!*, the county-wide building blocks and the support for the lead agency within each Best Start LA community, create public awareness of the Best Start LA goals and vision within each community. These efforts may include outdoor signage, community events, a Best Start LA community Web site, business and community partnerships, media campaigns and other types of outreach and promotion.
• Creation of a communications plan to promote the goals and vision of Best Start LA on a county-wide basis. Elements to include media and business partnerships, targeted outreach, research and evaluation.

**NOTE**: All costs associated with the Best Start LA Marketing and Communications Contractor work products are included in the overall budget allocation. There are no separate funds for the “hard costs.”

*The actual amount of time the Marketing and Communications Contractor will spend on each component will vary depending on the needs of First 5 LA and the Best Start LA grantees and consultants over the course of the contract. First 5 LA reserves the right to revise this list during the contract negotiation process with the selected Marketing and Communications Contractor.*

**IV. ELIGIBILITY**

Applicants responding to this RFQ must have the qualifications, experience, competency and ability to successfully develop and create marketing and communications plans and materials in support of the Best Start LA focus area.

Applicants must have a physical presence in California, and the capacity to work throughout Los Angeles County.
V. SUMMARY OF DESIRED QUALIFICATIONS

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

- Expertise working with non-profits, foundations, community-based organizations and social services agencies that provide services in L.A. County.
- Experience in social marketing, as defined as “the planning and implementation of programs designed to bring about social change using concepts from commercial marketing.”
- Knowledge of joint private/public partnerships and the ability to create and fulfill sponsorships opportunities for non-profits.
- Experience in developing communications materials for a diverse, multi-cultural, multi-lingual audience.
- Ability to organize communities around a common cause or theme, using a wide variety of outreach techniques, including print and outdoor media, Internet, street teams or guerilla marketing, direct mail and others.
- Ability to design and implement Web sites that are user friendly, intelligently designed, and contain and inspire user-generated content.
- Ability to develop creative and informative printed and video materials in a variety of languages for diverse audience (such as, but not limited to, health care and social service providers, community-based organizations, local businesses and parents of newborns).
- Ability to conduct research using a variety of techniques (focus-group, street level, surveys, etc.) in a manner that produces measurable information, as well as the ability to analyze and present the results.
- Ability to evaluate the positive and negative aspects of a campaign, and adjust the materials accordingly.
- Strong time management and budgetary skills.
- Strong written and oral communication skills.
- A diverse team that includes account executives/project managers, writers, designers, technical advisors/implementers and researchers with the ability to produce culturally competent materials in a range of languages.

Applicants that meet initial review criteria will be invited for an in-person or phone interview with First 5 LA staff.
VI. TERMS OF PROJECT

Available Funding

The total amount of funding available for the Best Start LA Marketing and Communications Contractor will not exceed $3 million for up to approximately two and a half (2 ½) years (Final length of contract and available funding will be determined by the contract execution date. Yearly contracts with First 5 LA will coincide with First 5 LA’s fiscal year, which ends on June 30th.) Annual expenditures 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.

Contract Period

The Year 1 contract period will be approximately seven (7) months (estimated contract period — December 1, 2009 to June 30, 2010), contingent upon First 5 LA approval and submission of documents by the selected Marketing and Communications Contractor. Each subsequent Contract (including Scope of Work, Budget and Budget Narrative), if awarded, will be renewed on an annual basis covering the periods of July 1, 2010 to June 30, 2011, July 1, 2011 to June 30, 2012.

The Best Start LA Marketing and Communications Contractor shall not be authorized to deliver or commence performance of services as described in the application until written approval has been obtained from First 5 LA. Any performance of services commenced prior to the Best Start LA Marketing and Communications Contractor obtaining all written approvals by First 5 LA shall be considered voluntary.

Contractual Obligation

The selected Best Start LA Marketing and Communications Contractor is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract. (See Sample Contract, Appendix A)

VII. 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 October 2, 2009.

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 Evelyn V. Martinez, 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 LA Marketing and Communications Contractor.
• 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. **Marketing and Communications Expertise and Experience (maximum 10 pages):**
• General qualifications, competency, experience, business integrity, and capacity to successfully execute marketing and communications efforts in association with the Best Start LA focus area for First 5 LA.
• Capacity to work in Los Angeles County and have experience conducting local and regional marketing efforts.
• Established staff presence and office in California.
• Proven track record of developing marketing and communications campaigns (including research, concep ting, execution and analysis) for a diverse multicultural audience.
• List of any awards or accommodations the applicant has received.

C. **Samples of Relevant Projects in Process or Completed:**
• Materials to be submitted include collateral pieces, Web sites, ad campaigns, press clips, and any other appropriate examples of work created by the applicant. Materials may be submitted in print, Windows-compatible CD or DVD (for audio and video) with an on-screen disc menu, or both. Please include links to relevant Web sites on either a separate piece of paper or included on the CD or DVD. All materials must be clearly marked, and become property of the Commission and are subject to public disclosure.

D. **Planning and Implementation Processes (maximum two pages):**
• In general terms, please describe the work processes (or methodology) your agency will utilize to address the Responsibilities and Deliverables as described in this RFQ.

E. **Proposed Budget and Budget Narrative:**
• Using the attached budget worksheet, (Appendices B, C and D) provide itemized budgets that detail expenses for the following services and products. Please include costs broken down by hourly rate for all staff and subcontractors, and include Budget Narratives justifying all included costs.
  o **Focus Group:** Conduct three focus groups with expectant or mothers of newborns to gauge the effectiveness of and interest in the collateral materials associated with Best Start LA’s *Welcome, Baby!* In addition, the focus groups should survey the woman about the best way to recruit and retain expectant or mothers of newborns into the *Welcome, Baby!* program. Include in the budget the costs for
preparation, recruitment, conducting research (including any hard costs such as materials, rental space, etc.), analysis and final report.

- **Event Management and Execution:** Conceive and execute a *Best Start LA Family Fun Day* to take place in one of the Best Start LA communities. This free event will have an estimated attendance of 500 local parents and children, and will be a fun and informative event about the resources available within the Best Start LA community. Include in the budget the costs for preparation and project management, selection/rental of space, outreach to vendors and potential sponsors, giveaways, food/drink, execution of promotional campaign, including the design of any promotional or collateral material, on site staffing, and press outreach.

- **Best Start LA Community Newsletter:** Conceive and execute a Best Start LA bilingual, 24-page newsletter (12-pages English/12-pages Spanish, 5.5”x8.5”) to inform the community about the resources and opportunities available within this community as part of Best Start LA. Include in the budget the cost of developing the look and feel, format and content style for the newsletter based upon the existing Best Start LA style guide, content research and development, design, printing (including vendor research), distribution and promotional plan.

Applicant may also include other sample budgets and budget narratives that reflect the type of work they believe will be involved in the execution of their role as the Marketing and Communications Consultant.

**F. References (minimum of three, maximum of five. No more than five pages total):** References may be from colleagues, current or former clients, or peers. 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. First 5 LA must be able to contact at least two (2) of the references provided by the applicant. If two (2) references cannot be reached within a timely manner (no more than three attempts, no longer than one week), First 5 LA may deem the applicant ineligible for this opportunity.

**G. Agency Involvement in Litigation and/or Contract Compliance Difficulties (Appendix G):** Please read the information on the required Agency Involvement in Litigation and/or Contract Compliance Difficulties form thoroughly. An unsigned form or its omission will constitute an incomplete application and will be grounds for disqualification.

**H. Signature Authorization Form (Appendix F):** 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.

**I. Board Resolution (Appendix I):** Include, as needed, to support the authority of persons listed on Signature Authorization Form **(Appendix F)**.
J. Résumé or Curriculum Vitae for Applicant(s): Provide a detailed professional résumé for the key staff expected to work on the project, outlining all relevant work history, educational attainment, publications, prior research projects, etc. Include the résumés for subcontractors as well. All subcontractors must be clearly identified and approved by First 5 LA prior to commencing work.

K. Memorandum of Understanding (MOU) (Appendix H): If a subcontractor or un-paid collaborator will be used to render any of the services under this application, the applicant must submit an MOU. MOUs may also be submitted after the Contract for the Best Start LA Marketing and Communications Contractor has been executed.

L. Independent Financial Audit: The applicant must include the most recent independent financial audit including the following:
   - Management Letter
   - Auditor’s Report
   - Statement of Financial Position (Balance Sheet)
   - Statement of Activities (P/L, Income and Expenses Report)
   - Statement of Cash Flow
   - Functional Expense Report
   - Notes to Financial Statements
   - Federal “Single Audit” (if applicable)

VIII. SUBMISSION REQUIREMENTS

Applicants are required to submit One (1) application with original signatures (plus print and digital supporting documents, as needed) as well as five (5) copies of application (plus print and digital supporting documents) to First 5 LA that meets the following criteria:

☐ All written submissions must be on white, 8½” by 11”, single-sided paper. Please use Times New Roman font, no less than 12-point, or a comparable font in size and formatting. No less than 1-inch margins, with no less than 1.5 line spacing.

☐ All pages and page numbers must be numbered sequentially with the name of the applicant at the top of each page. Materials must not be bound, although a heavy clasp or thick rubber band is acceptable.

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

☐ All supporting materials must include the name of the applicant.

☐ Submit supporting digital materials on Window XP-Compatible CD or DVDs.
IX. 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, formatted as required, inclusion of all appropriate attachments, etc. Applications with omissions of any required documentation are subject to disqualification. Applicants may use the Application Checklist (Page 17) as an aid in preparing the application. Please note that the Application Checklist is merely an aid.
2. If, after initial review and evaluation of application, the First 5 LA staff is still interested in applicant, First 5 LA staff will contact references.
3. 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.

Selection Criteria
First 5 LA will award a Contract to one applicant with the expertise and qualifications outlined in the RFQ. Applicant’s qualifications will be reviewed by a panel which may include external reviewers as well as First 5 LA’s Best Start LA interdepartmental team. The panel will select Contractor(s) based on, but not limited to, evaluation of the following factors:

- Experience performing comparable work
- Demonstrated work with diverse communities
- References from clients, colleagues and peers
- Quality of creative materials supplied
- Interview answers

First 5 LA reserves the right, without prejudice, to reject any or all submitted qualifications. An appeals process is not available, all decisions of First 5 LA are final.
X. 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 Contract).

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 may, at its sole discretion, reject any or all submissions in response to this RFQ. 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 all parties.

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 ending Calendar Year 2008 Fiscal Year June 30, 2008, 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 sub contractors 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 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 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. Any agreed upon changes to the intended start date must be confirmed in writing by both parties.
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
- Form RRF-1 (required and filed annually with the California Attorney General’s Registry of Charitable Trusts) and IRS Form 990 (if applicable)
- 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) or 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 (Section 7), the total composite rate for a Consultant may not exceed $150 an hour. This means that the total cost of billable hours associated with a contract divided by the total number of hours billed must be equal to or less than $150. 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 sample contract and contracting requirements are attached (See Sample Contract). If successful, the Contractor will be required to meet all of the terms and provisions set forth in these documents and within the timeframe identified.
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 Electronic and paper original must be submitted to First 5 LA by the deadline outlines in Section I. Failure to submit any required items will result in disqualification.

- Cover Letter (2 pages maximum. 1 original, signed in blue ink)
- Marketing and Communications Experience and Expertise (10 pages maximum)
- Planning and Implementation Processes (2 pages maximum)
- Proposed Budget and Budget Narrative (Appendix B, C and D)
- References (minimum of three, maximum of five. 5 pages maximum): (1 original, signed in blue ink)
- Examples of Relevant Projects, in Process or Completed (print, CD/DVD format)
- Agency Involvement in Litigation and/or Contract Compliance Difficulties, Appendix G
- Signature Authorization Form, Appendix F (1 original, signed in blue ink)
- Board Resolution, if applicable, Appendix I
- Key Staff and Subcontractor(s) Rates Table, Appendix E
- Résumé or Curriculum Vitae for Key Staff and Subcontractor(s)
- Memorandum(s) of Understanding, if applicable, Appendix H
- Independent Financial Audit

Applications must be submitted online at www.first5la.org/BSLA+Marketing+Communications+RFQ.

Applicants must also submit one (1) original and signed copy of the application cover letter, First 5 LA’s “Signature Authorization,” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms, as well as all work samples, to:

Evelyn V. Martinez, Executive Director
First 5 LA
750 N. Alameda Street, Suite 300
Los Angeles, CA 90012
Attention: Best Start LA Marketing and Communications Contractor