FIRST 5 LA
BEST START COMMUNITY ASSESSMENT
REQUEST FOR QUALIFICATIONS
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I) TIMELINE FOR SELECTION PROCESS

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<tr>
<td>RFQ Released</td>
<td>October 1, 2010</td>
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<tr>
<td>Information Session</td>
<td>October 22, 2010</td>
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<td>Due date for questions, requests for additional information</td>
<td>November 5, 2010</td>
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<tr>
<td>Due Date for Qualifications:</td>
<td>November 19, 2010 at 5:00 PM</td>
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<td>• Online applications plus all required forms</td>
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<td>• One (1) original signed copy of the First 5 LA &quot;Signature Authorization&quot; and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms mailed or delivered to First 5 LA</td>
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<td>Application Review</td>
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All questions and requests for additional information regarding this RFQ must be received by First 5 LA via email before 5 PM on Friday, November 5, 2010. 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 may be submitted to:

Deliah De La Garza-Adkins, Program Officer

E-mail: DDelagarza@First5LA.org

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1 Note: All dates are subject to change at the sole discretion of First 5 LA.
II) Background
About First 5 LA
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 within each county in California to enhance the early growth experiences of children, enabling them to be more successful in school and ultimately to give them an equal opportunity to succeed in life. In Los Angeles County, First 5 LA (also known as the Proposition 10 Commission) was formed as a public entity to develop and oversee various early childhood initiatives and to administer and manage its share of the funding from Proposition 10. Since 1998, First 5 LA has invested over $871 million to champion health, education, and safety causes concerning children prenatal through five and their families. Additional information regarding First 5 LA may be found at http://www.first5la.org.

First 5 LA Fiscal Year 2009–2015 Strategic Plan
In June 2009, the First 5 LA Board of Commissioners adopted its FY 2009–2015 Strategic Plan entitled Strengthening Families and Communities in L.A. County. This Plan incorporates lessons learned from the first 10 years of First 5 LA’s grantmaking and research, which reveal not only the importance of supportive and informed parents and caregivers to a young child’s quality of life, but also the role of safe and supportive neighborhoods, or places, to that child’s development.

As a result, this new plan represents a major shift in First 5 LA’s grantmaking from an initiative-based to a place-based approach. This new approach will allow First 5 LA to focus on strengthening families while fostering the communities’ ability to create and sustain safe and nurturing places for children to grow and thrive.

In the Plan, the Commission established four specific outcomes that it seeks for young children in L.A. County. These outcomes are defined in the Plan as four long-term goals of ensuring that children:

- Are born healthy
- Maintain a healthy weight
- Are safe from abuse and neglect
- Are ready for Kindergarten

All of First 5 LA’s investments will be focused on changing outcomes in these areas.

First 5 LA’s place-based efforts, to be known as Best Start, will be implemented in the following target communities:

1. Central Long Beach
2. Compton, East Compton
3. East Los Angeles (includes City Terrace, Commerce and parts of Monterey Park)
4. El Monte, South El Monte
5. Lancaster
6. Metro LA
7. Pacoima
8. Palmdale
9. Panorama City
10. South Los Angeles/Broadway-Manchester
11. South Los Angeles/West Athens
12. Southeast L.A. County Cities (including Bell, Cudahy, Bell Gardens and Maywood)
13. Watts, Willowbrook
14. Wilmington
First 5 LA has selected three types of implementation strategies to accomplish these goals:

1. **Family Strengthening**: Within each of the target communities, these direct services will impact children’s most essential influence — their family. Home visitation will be a central component of this strategy, along with other types of activities designed to assist caregivers in supporting a child’s development.

2. **Community Capacity Building**: Within the target communities, these strategies will focus on building capacity in the areas of community engagement, community leadership, community infrastructure, and community investment. They will be implemented through a collaborative process designed to strengthen and leverage existing local assets and family resources.

3. **Countywide Strategies**: Through policy, public education and systems change, these strategies are designed to create strong, coordinated and responsive systems that support and assist families with young children within the target communities and across L.A. County.

**Development of a Community Partnership**

In order to maximize the potential for success, First 5 LA’s place-based efforts will be driven and informed by the communities themselves. Community members will determine how best to achieve the four long-term goals for young children, and First 5 LA will work with them over a period of years to achieve these changes. Through this process, the communities will develop the capacity to continue making desired changes on their own well into the future.

This will require an initial and intensive community planning process. Each target community will select a fiscal agent and a community facilitator who will play a pivotal role in guiding the community through the planning process. This process will culminate with the community partnership submitting to First 5 LA a written proposal for a multi-year implementation plan. The proposal will include a detailed plan of action including scopes of work and budgets.

The planning process will include: regular collaborative meetings, community assessment, ongoing capacity building and training on effective collaboration, finalizing community boundaries, development of a community decision-making process and preparation for communities to engage in community-driven research. Although there will be adjustments for certain communities based on their readiness, First 5 LA will engage simultaneously in all of the target communities listed above.

**III) Community Assessment Background**

**Community Capacity Building**

A key aspect of the FY 2009-2015 Strategic Plan is Community Capacity Building, which includes place-based strategies designed to strengthen families and further develop community capacity and existing strengths. First 5 LA defines Community Capacity
Building as a community-centered collaborative process which connects, strengthens and leverages existing local assets\(^2\) and resources of families and the informal and formal systems (i.e., organizations and networks) which serve them. This model aims to facilitate stronger and new community relationships that allow authentic individual, organizational and community voices to be heard, understood, affirmed and engaged. First 5 LA’s approach requires community leadership to engage residents in order to implement programs and strategies designed to create sustainable community-led change, ultimately benefiting children prenatal through 5 and their families.

Throughout the Community Partnership Development Phase and the implementation of each community’s plan, First 5 LA’s internal Community Capacity Building Team will work with each Community Partnership to implement activities that build capacity in four areas:

- **Community Engagement**: Supporting relationship building and partnerships among and across families, other community members and systems (organizations and networks).
- **Community Leadership**: Identifying, supporting and developing leaders within and from the local community.
- **Community Infrastructure**: Strengthening, connecting and mobilizing local community-based resources (money, time and talent).
- **Community Investment**: Mobilizing and connecting external resources (money, time and talent) of nonprofit, for-profit, government and non-traditional partners to local community-based resources.

The results of the Community Assessment will identify specific community assets and resources, as well as needs and challenges in each community related to the four capacity areas. The Community Assessment results will provide key data to inform the development of each Community Partnership’s proposal. Measures used in the Community Assessment process will be integrated into the community evaluation at a later phase in the Partnership.

**Community Selection Data**

First 5 LA has used data on child outcomes in communities throughout Los Angeles County to assess where the needs of children and families are greatest. This need data played an important role in selecting the targeted communities, as well as lessons learned through multiple other community change initiatives, demonstrating the importance of partnering with communities with existing capacity and strengths.

The First 5 LA community selection process collected both qualitative and quantitative data to assess each community’s current capacity level. Quantitative data was collected by the Advancement Project/Healthy City on the level of First 5 LA investments, other non-profit investments and the prevalence of physical assets associated with the four priority outcomes, such as proximity to a birthing hospital, the number of full-service markets and the number of non-profits servicing the community. Special Service for Groups worked with staff to collect qualitative data on community strengths and capacity pertaining to community leadership capacity and the engagement of multiple sectors. Specifically, they conducted focus groups and interviews to gather data and produced community profiles

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\(^2\) For further information, see the Community Capacity Building Glossary in Appendix D.
that summarized the data gathered. These profiles are provided in Appendix B, and the quantitative data measures used in the selection process are outlined in Appendix C.

**Community Facilitator and Community Assessment Liaison**  
Each community will have a Community Facilitator who will play a pivotal role in guiding the community through proposal development. Community Facilitators will engage Community Partnerships through an intensive and thoughtful co-design process to develop their written proposal. Co-design refers to the process and outcome of joint planning, designing, responsibility and goal-setting of a project.

Additionally, in a process to be determined, each Community Partnership will select a Community Assessment Liaison to serve as a primary contact during the Community Assessment. Throughout the Community Assessment process, the Facilitator and Liaison will convey feedback to the Community Assessment contractor regarding approaches to outreach, data collection and dissemination of data.

**IV) Purpose of Contract**  
The Community Assessment contractor will conduct an assessment of assets and capacity in each community during the Partnership Development Phase, building on the First 5 LA community selection process. The Community Assessment will provide information important to the cooperative development of a single proposal from each community. First 5 LA seeks one entity to manage or conduct all Community Assessments to ensure consistent quality of data.

To gain a more holistic understanding of the assets within each community, it is important that the Community Assessment contractor collect data from individuals and community groups beyond First 5 LA's grantees and the participants in each Community Partnership. These include, but are not limited to, community residents, parents, local businesses, nonprofit organizations, community-based organizations, local service providers, faith-based organizations, educational institutions, elected officials and local government agencies. The Community Facilitators, Assessment Liaisons and other members of the Partnerships may also identify additional individuals or groups in each community.

The purpose of these Community Assessments is two-fold. First, the intention is that data collected through this process will inform each Community Partnership as they begin to think about the assets available in their community as well as to determine what is required to support each community in meeting the four priority goals outlined in First 5 LA's new Strategic Plan. Each Community Partnership will utilize the Community Assessment data to help identify community strengths and assets as well as opportunities and needs to grow their capacity in support of their proposal's development and implementation. The second purpose of the Community Assessment is to provide baseline data in each of the four capacity areas, expanding the breadth and depth of the data collected as part of the Community Selection process. This will help First 5 LA's Community Capacity Building team and the Community Partnership assess progress towards building each community's capacity across the four core capacity areas. Some of the measures used in the assessment phase will become part of the cross-site indicators that community evaluators will use to measure change over time in each community.
To collect this data, the Community Assessment contractor will manage or conduct an assessment in each of the 14 targeted communities and will work in conjunction with the First 5 LA Community Capacity Building team. In order to ensure that the data represents the community in its entirety and that there is representation from as many constituencies as possible, First 5 LA, the Community Assessment contractor, Community Facilitators and Community Assessment Liaisons will regularly discuss if comprehensive data are being collected.

The complete scope of the Community Assessments will be co-designed by the Community Assessment consultant and First 5 LA’s Community Capacity Building Team and Research and Evaluation staff. The Community Assessments will include both qualitative and quantitative methods to develop a comprehensive view of each community's assets and capacities including, but not limited to, the following areas:

1. Identifying available resources/services, including those that are culturally and linguistically appropriate for families
2. Determining where families congregate and get information
3. Identifying any barriers to accessing resources/services and any assets which can be leveraged to address barriers
4. Mapping current community relationships
5. Identifying family resource centers, family-centered neighborhood associations and other groups (formal and informal)
6. Identifying current formal and informal organizations, networks, service providers, parents and community leaders with a strong presence in the community
7. Identifying providers who engage community members as leaders
8. Identifying emerging and future community leaders
9. Identifying opportunities and barriers for conducting advocacy and organizing work supporting children and families
10. Identifying potential family mentors
11. Assessing interest of existing and emerging organizations, networks, collaboratives and other systems to engage in the Community Partnership’s work
12. Identifying assets and barriers related to infrastructure development
13. Mapping the number and diversity of existing nonprofit organizations and service providers through an organization and network survey (survey to be developed by Community Assessment contractor)
14. Mapping the number and diversity of existing resources and investments (money, time and talent) available to families and the community
15. Identifying resource needs and assets around collaboration, with a focus on sustainability, leveraging and communications.

The Community Facilitators, Assessment Liaisons and other members of the Partnerships may also identify or request additional areas to explore in order to address unique community needs related to First 5 LA’s four long-term goals for children.

The contractor is responsible for engaging the Community Partnerships as the first step in the data collection process. The Community Assessment consultant, with feedback from First 5 LA, Community Assessment Liaisons and Community Facilitators, will determine specific data collection methods. However, it is expected that several methods will be necessary, including focus groups, observations in the community, individual interviews
with key informants, photo essays, and surveys. Determination of sufficient input will be based not on the quantity of individuals participating, but the inclusion of multiple constituencies.

The contractor hired to conduct the Community Assessment will be expected to coordinate with other data collection efforts in each of the communities. Most importantly, upon completion of the Community Assessment, the contractor will be expected to share findings not only with the communities, but with other evaluators who may be hired by First 5 LA or by the communities. We expect that community evaluations will be commissioned by and conducted in each of the 14 targeted communities. The Community Assessment contractor will be expected work closely with these evaluators and the Community Partnerships to share these findings and help incorporate them into the work of the communities. Cross-site indicators that are collected as part of the Community Assessment and any other assessment efforts will be collected again at a later date by the community evaluators in an effort to measure change in the capacity within each of the 14 target communities.

V) Statement of Work
In order to successfully complete the Community Assessments, First 5 LA expects the Community Assessment contractor to complete, at a minimum, the tasks outlined below:

**Task 1: Review First 5 LA’s Strategic Plan, implementation plan and accountability and learning materials**
The FY 2009-2015 Strategic Plan is quite complex with many nuanced strategies at both the community and county levels. The contractor will review First 5 LA’s strategic planning materials, in particular the Community Capacity Building strategies and plans.

**Task 2: Coordinate with other First 5 LA data collection efforts**
First 5 LA has multiple teams that will be working in each of these targeted communities engaging families, residents, organizations and others. These community activities and data collection efforts must be coordinated in order to avoid overburdening agencies and families. The selected contractor will work with the other First 5 LA teams to coordinate the assessment process and data collection. Data must be compiled and presented in a way that facilitates their use. Qualitative notes and transcripts should be typed and edited for ease of reading. The contractor should be prepared to submit raw data as well as reports, memos or outputs from qualitative data analysis software that interpret and synthesize the data. A codebook must accompany any quantitative dataset and must be saved in excel, SPSS, or STATA formats. Again, it is expected that raw quantitative data as well as any outputs, tables and charts will be shared with the community evaluators who may be hired by First 5 LA or by the community.

**Task 3: Attend regular meetings with First 5 LA Community Capacity Building Team and other designated First 5 LA staff**
Relevant contractor staff will be expected to attend regular meetings, via phone and/or in-person, with the Community Capacity Building Team and other designated First 5 LA staff during the contract period.
**Task 4: Finalize Community Assessment Design**
The contractor will create the Community Assessment research design in close collaboration with First 5 LA, incorporating feedback from other partners involved in First 5 LA’s work. This design will very likely be a revision, as relevant, of the plan initially submitted in the contractor’s RFQ response. The assessment design should include the following sections:

- Literature review of community assessment and asset mapping methods
- Proposed data collection plan
  - Finalized measures of change and indicators for data collection
  - Sampling techniques in each community
  - Data collection methods to be used and rationale
- Data analysis plan including software needed, if applicable

**Task 5: Finalize Community Assessment Outreach and Logistics Plan**
The contractor will co-design a Community Assessment outreach and logistics plan with First 5 LA, incorporating feedback from other partners involved in First 5 LA’s work. Data collection in each of the communities will require strategic and effective outreach to potential participants, the securing of locations for focus groups and one-on-one interviews as well as arranging meetings with gatekeepers, as appropriate, to allow for any observations in the community. The contractor will be responsible for identifying and reaching out to potential participants and will be expected to work with the Community Capacity Building Team, other designated First 5 LA staff, the Community Facilitators and Community Assessment Liaisons to finalize outreach plans. The contractor will also work with First 5 LA staff to provide necessary information or training to Community Assessment Liaisons, as needed.

**Task 6: Application for Institutional Review Board (IRB) approval for data collection**
The selected contractor will be expected to prepare and submit an IRB application to a certified IRB, and the contractor is fully responsible for securing IRB approval prior to conducting any data collection activities. First 5 LA must review and approve all IRB materials prior to submission to an IRB.

**Task 7: Conduct Assessment Data Collection**
The contractor will conduct data collection in the communities. For the purposes of this proposal, applicants should assume the following:

- All data collection methods and any materials should be translated into languages used in that community
- It is expected that Community Assessments will commence in March 2011 and conclude in July 2011.

**Task 8: Prepare draft Community Assessment reports**
The contractor is expected to submit preliminary reports to First 5 LA, the Community Facilitators and Assessment Liaisons for review. The contractor should anticipate receiving feedback on draft reports from the Community Capacity Building Team, other designated First 5 LA staff, the Community Facilitators and Community Assessment Liaisons during the data collection and reporting phases. The number of draft reports will be determined
through the co-design process; however, a minimum of two draft reports should be provided to each community.

Task 9: Prepare final Community Assessment report
A final report incorporating feedback from the Community Capacity Building Team, other designated First 5 LA staff, the Community Facilitators and Community Assessment Liaisons shall be submitted for each community. Final reports should include:

- Executive summary
- Methods with any changes from agreed upon design
- Incorporation of the community selection data
- Lessons learned and implications for mid-course corrections
- Limitations section/quality of data collected and recommendations for changes in the future
- Data provided in a clean, manageable and exportable format
- Instruments/protocols used in an appendix

Task 10: Disseminate Community Assessment reports
The contractor is expected to work closely with Community Facilitators, Assessment Liaisons and the Community Capacity Building Team to disseminate the assessment reports to each Community Partnership. It is expected that dissemination of data will be conducted primarily in August and September 2011.

Task 11: Monthly progress report and invoice (if applicable)
During all phases of the contract, the contractor will provide brief monthly progress reports to First 5 LA, which clearly indicate the contract tasks that were to be performed in the prior month, a description of the progress made in completing these tasks, challenges encountered or remaining from the prior months, expected approach to resolve challenges from the prior month, tasks for the current month, and any budgeting implications or significant concerns to be addressed in collaboration with First 5 LA.

Additional activities
First 5 LA reserves the right to request the selected contractor to perform additional activities related to the work described above. These activities will be incorporated in a revised work plan, budget and scope of work as necessary. The contractor will furnish the necessary personnel, materials, services, and otherwise do all things required to perform the Community Assessments, unless otherwise stated in this document.

VI) Eligibility
Applicants must have the qualifications, experience and ability to successfully carry out the Community Assessment project from planning to preparation of reports. Applicants should have a presence in California, the capacity to work throughout Los Angeles County and familiarity with conducting similar community-level assessments and other related programs. At least one member of the applicant team must be located in Los Angeles County. The ideal applicant(s) will be familiar with and have extensive experience working with diverse communities and stakeholder groups. Knowledge of organizations, programs, systems and services for children prenatal to 5 and their families is also important.
VII) Summary of Desired Qualifications
Strong candidates for this opportunity will demonstrate capacity in most, if not all, of the following areas:

- Demonstrated experience to effectively manage or conduct community assessments and related activities across multiple heterogeneous sites
- Demonstrated experience collecting both qualitative and quantitative data, preparing and housing raw data, analyzing this data and reporting findings in ways that facilitate understanding and use by a wide range of audiences
- Demonstrated effective provision of community-level work and collaboration with diverse stakeholder groups
- Excellent communication skills, including culturally appropriate verbal and written communication
- Ability to design, manage and track multiple complex projects
- Ability to work independently without direct supervision and maintain responsibility for all updates, reports and other deliverables and project timelines
- Willingness and ability to communicate regularly and work effectively with First 5 LA staff
- Culturally-appropriate perspectives on issues influencing children prenatal to 5 and families in LA County
- Financial accountability including timely submission of invoices and financial reports or updates

VIII) TERMS OF PROJECT

Available Funding
The consultant(s) will be compensated based upon the project budget developed during the contracting period for an amount not to exceed $1.5 million, based on a per community cost of approximately $107,000 for a total of 14 communities. Because each community is unique in size, geography and composition, the costs to conduct the Assessments may not be uniform across the 14 communities. As such, the contractor will have flexibility in per-community allocations. However, total cost for the project cannot exceed $1.5 million.

The consultant is responsible for all expenses related to any subcontracted services and for supplying all business equipment required to implement the tasks and scope of work (e.g., computer, printer, fax, internet access, telephone, etc.). The consultant will be responsible for maintaining a method to capture and document time spent on project activities, as a means to inform cost management by First 5 LA staff and ensure accomplishment of all project objectives. The contractor will also be responsible for purchasing any incentives to provide to each of the participants. The amount and kind of incentive should be proposed to First 5 LA and approved before they are purchased.

Final scope of work and budget will be determined during the contract development process. Funds will be disbursed through monthly invoices based on actual expenses and services rendered.

Contract Period
The Commission anticipates entering into a contract of approximately 11-months duration with the selected consultant(s) with an intended start date of February 1, 2011, to continue through December 31, 2011. It is expected that Community Assessments will commence in
March 2011 and conclude in July 2011. Dissemination of data will be conducted primarily in August and September 2011. However, the contractor is expected to provide support related to the assessment data to Community Facilitators, Partnerships and First 5 LA through the duration of the contract. The process will be initiated simultaneously in each community; however, each Community Partnership may have unique operational timeframes.

If the Partnership Development Phase, including successful completion of the each community's proposal, is not complete by December 2011, First 5 LA reserves that right to continue the contract with the selected Community Assessment Contractor. First 5 LA reserves the right to extend the length of the contract and increase the budget for the selected contractor to accommodate the completion of this phase of the place-based work.

The Community Assessment 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 obtaining all written approvals by First 5 LA shall be considered voluntary.

The Community Assessment design plan will not be accepted until approved by the First 5 LA Quality Assurance team according to the First 5 LA quality standards. (See Appendix E.)

**Contractual Obligation**
The selected consultant is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract. (See Sample Contract in Appendix F.)

**IX) STATEMENT OF QUALIFICATIONS**
In order to respond to this RFQ, please complete and submit your proposal and all required documents to First 5 LA as instructed no later than **5:00 PM on November 19, 2010**. Applications received after this deadline will not be considered.

The proposal, including all required attachments, must be submitted online at [www.first5la.org/Funding-Center](http://www.first5la.org/Funding-Center). In addition to the electronic versions of the Signature Authorization and Agency Litigation Forms, please mail an original of the cover letter and these two signed forms to:

_Evelyn V. Martinez, Chief Executive Officer_  
First 5 LA  
750 N Alameda Street, Suite 300  
Los Angeles, CA 90012

Attention: Best Start Community Assessment Consultant RFQ

Required Attachments:

1. Proposal Package Checklist (see Appendix A).

2. Cover Letter: Introduce the consultant(s) and/or consulting firm, clearly providing the lead consultant’s name, address, telephone number, e-mail address, date and
stating that the letter and materials provided are in response to the RFQ for the Best Start Community Assessment consultant(s).

3. Narrative (maximum 20 pages double spaced): Please provide a narrative outlining the consultant’s and/or consulting firm’s relevant qualifications and experience and plan for designing the Community Assessment project as described in Section IV. Statement of Work. The proposal narrative should be as detailed as possible, including specific data collection and analysis strategies. The applicant should describe the proposed process to complete each task listed above and whether there are any tasks that they would add or omit based upon their expertise. If the applicant would like to propose change to tasks or assumptions put forth by First 5 LA, they may do so with explanation of the proposed changes. Please note that the project specified in this RFQ will involve substantial work, and a key consideration in reviewing proposals will be the applicant’s technical and workforce capacity. The applicant’s proposal will be reviewed according to the review criteria outlined in the Review Tool. (See Appendix G).

4. Résumé(s) or Curriculum Vitae(s): Include résumé(s) or Curriculum Vitae(s) for all staff who will be involved in the proposed project design and implementation, outlining relevant work and/or project history, education, publications, prior research projects, etc., including those that will be working on the project as subcontractors, if possible and as appropriate. Please include information specific to work in Los Angeles County.

5. Proposed Budget: Please include all anticipated costs for planning and implementation not to exceed the amounts as described in the RFQ. This is a deliverables-based contract. The selected contractor will be paid per deliverable. The contractor will assume any risk from contract or project delays. The budget should be created based upon tasks and deliverables set forth in this RFQ. First 5 LA and the selected contractor will negotiate final budget and scope of work. See Appendices H and I for sample documents and instructions.

6. References (minimum of three, maximum of five): Use the Client Reference Form and Instructions (see Appendix J) to obtain references from three to five former clients for projects (in process or) completed within the past five years, including at least two who may be contacted as references. The applicant is responsible for submitting the completed Client Reference Forms as a required attachment. Each reference should include primary contact name, company, address, phone number, email, dates of project(s) or engagement(s) and brief descriptions of the nature of the project or engagement. First 5 LA must be able to contact at least two (2) of the references provided. If two (2) references cannot be reached within a timely manner, First 5 LA may deem the applicant ineligible for this opportunity.

Additional Required Attachments:

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

8. Signature Authorization Form: This form is required in order to verify signature authority to enter into contractual agreement with First 5 LA. If not outlined in the By-laws, a Board Resolution, Partnership Agreement or Business License must be submitted, as applicable, that indicates signature authority. Applicants must submit one original form signed in blue ink. (See Appendix L.)

9. Annual Independent Audit (if applicable)
   Including the following, as appropriate:
   • 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-item” audit (if applicable)

10. By-laws (if applicable)

11. Articles of Incorporation (if applicable)

12. Memorandum of Understanding (MOU): If a subcontractor or un-paid collaborator will be used to render any of the services under this application, the applicant must submit and MOU. MOUs may be also submitted after the Contract has been executed. (See sample MOU in Appendix M).

X) SELECTION PROCESS AND REVIEW CRITERIA

Selection Process
First 5 LA will award a contract to applicant(s) with the expertise, demonstrated experience and qualifications outlined in the RFQ.

The First 5 LA Community Capacity Building team and Research and Evaluation staff will review each application to ensure that basic requirements are met including: timely receipt of application, format as required, inclusion of all appropriate attachments, etc. Proposals with omissions of any required documentation are subject to disqualification.

Phase I:

• First 5 LA staff will check for application completeness and adherence to application requirements.

• Three (3) external reviewers with expertise in the field will be recruited to score applications. Review tools are strictly adhered to by all staff and external reviewers to mitigate the potential of bias. In accordance with First 5 LA policy, both external and internal reviewers sign a conflict-of-interest form.
Phase II:

- Review scores are tabulated and semi-finalists are invited to participate in an interview. Interviews are evaluated through scores provided by each member of the interview team using standardized review criteria.

Phase III:

- Reference checks will be completed as necessary for final applicants and are evaluated with a standardized review tool.

**Review Criteria**

First 5 LA will award a contract to one applicant with the expertise and qualifications outlined in the RFQ. The following represents the selection criteria that will be considered during the evaluation process:

- The consultant’s ability to effectively conduct community-level work and collaborate with diverse stakeholder groups
- The consultant’s experience and demonstrated success in performing comparable work;
- Experience in program design, project budget management and implementation;
- The consultant’s capacity to manage the scope of the project
- The consultant’s knowledge and understanding of LA County communities;
- The consultant’s knowledge and understanding of the issues influencing young children and families in LA County;
- Thoroughness, viability, and quality of the consultant’s proposal;
- The consultant’s abilities in project planning and management;
- Appropriateness and cost-effectiveness of the proposal budget.

Please see the Review Tool in Appendix G. 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.

**XI) 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 will 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 2010 Fiscal Year June 30, 2010, 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 following 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 Appendix F). 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.

Applications must be submitted online at www.first5la.org/Funding-Center

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

Evelyn V. Martinez, Chief Executive Officer
First 5 LA
750 N. Alameda Street, Suite 300
Los Angeles, CA 90012
Attention: Best Start Community Assessment Consultant RFQ