May 25, 2012

Dear Applicant:

First 5 LA is issuing this Request for Proposals (RFP) to eligible organizations committed to improving access to parks and trails for young children from prenatal stage through age 5. In November 2010, First 5 LA approved a $10 million allocation to develop tot parks and trails throughout Los Angeles County. This allocation was approved to support the goal of “Children Maintain a Healthy Weight” as identified in the FY 2009-2015 Strategic Plan.

Through a prior RFP, First 5 LA awarded contracts to Public/Private Partnerships in Los Angeles County Supervisiorial Districts One through Four. A well qualified lead agency has not been identified for the Fifth District and this RFP is restricted to agencies in the Fifth Supervisiorial District. The selected partnership will receive funding of up to $2 million for a period of no more than three years.

The Tot Parks and Trails project seeks to create sustainable changes in communities to support increased physical activity creating the shift to healthy and active living communities. Applicants are encouraged to be creative in using all available land. Examples of spaces to be enhanced for support of physical activity include parks, sidewalks, trails, playgrounds, workplaces, walkable neighborhoods, and indoor recreation facilities.

In response to this RFP, applicants must complete and submit a proposal online and all required documents to First 5 LA. Mailed, faxed or emailed submissions will not be accepted.

Proposals must be received by 5:00 p.m. on June 27, 2012. For additional information or further questions, please email Karen Robertson-Fall, Program Officer, at krobertson@first5la.org.

Thank you for your continued commitment to the children and families of Los Angeles County and to the vision and mission of First 5 LA.

Sincerely,

Craig A. Steele
Interim Chief Executive Officer

A public entity.

CAS:krf:sa