Marketing and Communications Agency
Request for Qualifications
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I. TIMELINE FOR SELECTION PROCESS¹

<table>
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<tr>
<th>ACTIVITY</th>
<th>DATE</th>
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<tbody>
<tr>
<td>RFQ Released</td>
<td>February 3, 2012</td>
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<tr>
<td>Information Teleconference: Please register with Janet Lee, no later than February 14, 2012 (contact info below)</td>
<td>February 17, 2012</td>
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<tr>
<td>Final date to submit questions and requests for additional information</td>
<td>February 24, 2012</td>
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<tr>
<td>Posting of responses to questions</td>
<td>February 27, 2012</td>
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<td>Application Due:</td>
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<tr>
<td>• Online applications plus all forms</td>
<td>March 5, 2012 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>
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<tr>
<td>External Review of Applications</td>
<td>March 7 - March 14, 2012</td>
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<td>Interviews with Final Applicants</td>
<td>March 19-23, 2012</td>
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<td>Agency Selected</td>
<td>March 26, 2012</td>
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<tr>
<td>Applicant Notified, Scope of Work and Budget negotiations</td>
<td>March 27 - April 10, 2012</td>
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<tr>
<td>Board of Commissioners Approval</td>
<td>May 10, 2012</td>
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<tr>
<td>Contract Start Date ¹</td>
<td>July 1, 2012</td>
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<tr>
<td>Initial Meeting with Agency</td>
<td>Week of July 2, 2012</td>
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</table>

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 Friday, February 24, 2012.

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:
Janet Lee, Public Affairs Administrative Assistant
First 5 LA
750 N. Alameda Street, Suite 300, Los Angeles, CA 90012
Phone: 213.482.7539
E-mail: JLee@first5la.org

¹ Note: While it is First 5 LA’s desire to execute the Marketing & Communications Contract for a July 1, 2012 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 nearly $1 billion 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. First 5 LA’s Strategic Plan (2009–2015)

In June 2009, First 5 LA’s Board of Commissioners adopted a new strategic plan to guide its investments through June 2015. The adoption of this plan titled, “Strengthening Families and Communities in L.A. County,” marked a significant evolution in First 5 LA’s approach to grant-making by committing a sizeable portion of funding to improving the well-being of children in specific geographic communities throughout the County while maintaining an effective level of investments in ongoing and new countywide initiatives. The adoption of the new Strategic Plan will allow First 5 LA to continue focusing on strengthening families while deepening our commitment to fostering a communities’ ability to create and sustain safe and nurturing places for children to grow while continuing to address these same issues throughout the county.

The Commission has established four specific outcomes it seeks for young children as part of the new Strategic Plan. These four long-term goals strive to ensure that:

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

All of our countywide investments will be focused on changing outcomes in one of these areas.

This approach will focus on integrating children and family service delivery systems, policy change, public education, workforce development and other strategies that improve the health, safety and early education of all children in the county.

C. Marketing and Communications

The Marketing and Communications Agency will support all marketing, communications and outreach efforts needed on behalf of First 5 LA’s public education and outreach endeavors. The activities of the agency will also include the development and maintenance
of marketing, communications and public outreach efforts for current and new countywide initiatives. Examples of these include:

1. Healthy Kids Insurance Initiative  
2. Autism  
3. Black Infant Health  
4. Healthy Food Access  
5. Los Angeles Universal Preschool (LAUP)  
6. Partnerships for Families  
7. Workforce Development

8. Baby Safe Surrender Program
10. Baby Safe Surrender Program
11. Tot Parks and Trails
12. Family Literacy
13. School Readiness

III. MARKETING AND COMMUNICATIONS RESPONSIBILITIES AND DELIVERABLES

Under the supervision of the First 5 LA Marketing team and working collaboratively with the current Place-Based Marketing and Communications Agency (whose scope of work includes overall branding and messaging for the place-based project), the responsibilities of the Marketing and Communications Agency may include, but are not limited to, the following:

- **Strategic and Creative Planning, Development, and Implementation**  
The agency will be expected to develop effective marketing communications utilizing mass media and direct marketing strategies and tactics. Agency will need to maintain consistency while evolving the First 5 LA brand, tone and voice to ensure positive impressions across the county. Must have experience with integrated campaign efforts. Agency will be required to execute at least one (1) marketing and advertising campaign per year, involving television, radio, outdoor, online and/or print and other outlets.

- **Materials and Outreach Production and Management**  
Utilizing current First 5 LA branding and messaging elements as well as new elements created by the agency, the Marketing and Communications Agency will be responsible for the conceptualization, design and execution of marketing, communications and outreach materials and efforts to be used across Los Angeles county to support the marketing, policy and public education goals of First 5 LA, including the goals and efforts associated with First 5 LA’s portfolio of countywide initiatives. The Marketing and Communications Agency will work in collaboration with First 5 LA staff and other grantees, consultants and contractors (including the Place-Based Marketing Contractor) as they determine the nature of each deliverable, its content and opportunities to integrate messaging with ongoing place-based efforts. Deliverables may include, but are not limited to, outreach that utilizes grassroots tactics, social and traditional media, community events and Web-based, print, video and/or direct marketing. Agency will be expected to oversee and manage the production and distribution of materials that support countywide marketing and communications efforts. A triple bid process will be required for each approved project.
• Media and Sponsorship Planning and Buying
The Agency will be expected to negotiate, plan and buy mass and/or direct response media across channels for the defined target populations, as well as leverage PSA or earned-media opportunities. Agency may be called upon to find, negotiate and purchase event and other sponsorships which will provide First 5 LA with public education opportunities. Capabilities should include established relationships with general and foreign language media, including but not limited to, Spanish, Chinese (Mandarin and Cantonese), and Korean.

• Success Measurement Strategy
The Marketing and Communications Agency will work in collaboration with the First 5 LA team (First 5 LA staff as well as Research and Evaluation contractors) to determine the effectiveness of all marketing and communications efforts. The Agency will be expected to define benchmarks, establish criteria, implement research and evaluation strategies, and revise materials and outreach strategies as needed to ensure that all marketing and communications efforts are effective in achieving planned objectives and goals. This will include establishing benchmarks and measurement criteria for online/social media marketing and implementing a search engine optimization strategy for the First 5 LA web properties.

• Public Relations
The agency should have well-established media relationships (TV/Radio/Print/Online) with English- and Spanish-language outlets as they will be expected to leverage those relationships, develop and pitch stories about First 5 LA, its initiatives, grantees and other newsworthy topics that raise awareness and generate good will towards First 5 LA and its efforts in the community.

• Marketing Partnerships Strategy and Implementation
The Agency will be expected to build and further develop First 5 LA’s Marketing Partnership Program. Capabilities should include knowledge of Corporate Partnership and Affinity program strategies, an extensive database of local and national potential partners that First 5 LA can leverage, as well as a clear understanding of how to position and promote First 5 LA as an ideal partner in community. Implementation of a marketing partnership strategy will include integrating efforts with other First 5 LA departments (i.e., the Community Investments Department). Professional negotiation skills required.

• Infant Safe Surrender Public Education Campaign
The Agency will provide marketing and communications support for a one-year countywide public education and awareness campaign regarding Los Angeles County’s Infant Safe Surrender Program. This will be supported by an already approved First 5 LA funding allocation of $500,000. The work will include potential refreshing of the Safe Surrender program tagline and logo, identification of key messages, target audiences, media/public relations planning and success measurement. Work will include coordination with a Los Angeles County Supervisor and office staff.
- Event Support and Logistics
  The Agency will recruit, train and manage a “street team” or outreach workers who will function as representatives of First 5 LA at community events throughout Los Angeles County. The number of outreach workers will be determined as needs are identified. The Agency will also provide event logistics support such as delivery of collateral materials, event site set-up and strike, storage and delivery of event related equipment and materials. Most events will occur on weekends and may extend before and/or after regular business hours.

- Website programming, design and maintenance
  The Agency will provide support (or the direct management of sub-contractors) for the design, development and implementation of back end and/or front end updates or redesigns of the First 5 LA online properties. Agency staff or subcontractors should have experience designing, programming and maintaining websites in a Windows hosting environment with PHP v. X and with a Drupal v. X.0 back end. Contractor to provide programming and test server environments for project use with environments matching those used on First 5 LA’s production servers.

- Branding and rebranding of First 5 LA properties
  The Agency will review existing First 5 LA properties (including First 5 LA, Ready. Set. Grow! and Best Start brands), and, if recommended, prepare a rebranding plan to integrate the properties. Plan elements should include revised style guide(s), vision/branding statements, boiler plate text, new or updated collateral material (including digital properties) and a public awareness campaign. Upon review and approval (which may include plan revision) contractor will implement the plan, including testing with various First 5 LA stakeholder groups.

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

First 5 LA reserves the right to revise this list during the contract negotiation process with the selected Marketing and Communications Agency.
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 First 5 LA’s place-based efforts.

Applicants must have a physical presence and the capacity to work throughout Los Angeles County.

V. SUMMARY OF DESIRED QUALIFICATIONS
An ideal applicant will have all or most 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.”
- Expertise in developing marketing and communications plans that engage diverse, multi-cultural, multi-lingual audiences using a wide variety of outreach techniques, including print and outdoor media, Internet, street teams or guerilla marketing, community events, information sessions, direct mail and others. Audience members could include, but not limited to, parents, policy makers, health care and social service providers, community-based organizations and local businesses.
- Experience in developing a suite of communications materials for a diverse, multi-cultural, multi-lingual audience utilizing an existing style guide and verbal messages.
- 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 public education campaign, using a variety of techniques (focus-group, street level, surveys, etc.), and adjust the materials and outreach techniques accordingly.
- Strong time management and budgetary skills.
- Strong written and oral communication skills in a variety of languages, literacy levels and for diverse audiences.
- Strong design team able to create branded materials in a variety of styles for a diverse, multi-cultural, multi-lingual audience.
- Expertise in rebranding organizations and the creation of a updated visual and verbal “style guide,” including new boiler plate, vision/mission statements, key messages and taglines and an updated look and feel.
- Experience in recruiting, training and managing “street team” or outreach workers who function as representatives of an organization. Agencies with specific experience with outreach workers for non-profit or non-commercial organizations conducting public education or awareness campaigns are highly desirable.
- Expertise in the development and implementation of medium to large scale websites (or the direct management of sub-contractors).
- 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.

After initial review, applicant’s qualifications will be evaluated and scored by a panel of external reviewers. Applicants that receive the highest scores from the external reviewers will be invited for an in-person or phone interview with First 5 LA staff.
VI. TERMS OF PROJECT

Available Funding

Contract funding is project-based and is part of overall Public Affairs budget of up to $4.9 million dollars for approximately 36 months covering the fiscal years 2012–13, 2013–14 and 2014–15, subject to Commission approval (fiscal year runs from July 1 through June 30). Contract will be executed for the initial 12 month period (approximately). Contract renewal will be required for the second and third fiscal years. 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 twelve (12) months (estimated contract period, July 1, 2012 – June 30, 2013), contingent upon approval by the First 5 LA Board of Commissioners, successful contract negotiations, and First 5 LA approval and submission of documents by the selected Marketing and Communications Agency. 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 1st to June 30th.

The Marketing and Communications Agency shall not be authorized to deliver or commence performance of services as described in the application until the final execution of the contract and written approval has been obtained from First 5 LA. Any performance of services commenced prior to the Marketing and Communications Agency obtaining such approval by First 5 LA shall be considered voluntary.

Contractual Obligation

The selected Marketing and Communications is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract (See Sample Contract). Please note, applicant must be willing to accept all terms outlined in the contract.
VII. SUMMARY 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 Monday, March 5, 2012.**

Applications received after this deadline will not be considered.

A. Statement of Qualifications (Marketing and Communications Expertise and Experience *(maximum 10 pages)*):
   - General qualifications, competency, experience, business integrity, and capacity to successfully execute marketing and communications efforts on behalf of First 5 LA.
   - Established office and capacity to work in Los Angeles County and have experience conducting social marketing, public education, advertising, and strategic communications efforts.
   - Proven track record of developing social marketing, public education, advertising, “street team” and strategic communications campaigns (including research, conceptualizing, execution and analysis) for diverse multicultural audiences. Please include examples of these campaigns, stating how the impact of the campaign was evaluated, and what impact the campaign had in the community. Please refer to the Section V above for a list of desired qualifications and highlight how your agency’s experience and expertise relate to those qualifications.
   - List of any awards or accommodations the applicant has received.

B. Samples of Relevant Projects in Process or Completed:
   - Materials to be submitted include marketing plans, collateral pieces, websites, ad campaigns, research materials, campaign assessment, 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 websites 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.

C. 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.

D. Consultant Hourly Budget Form based on Consultant/Contractor Rate Table
   - Applicants should complete the Consultant Hourly Budget form (Appendix B). Hourly rates should be consistent with First 5 LA’s Consultant/Contractor Rate Table (see Appendix H). Please see Section X, “Contractual Considerations,” sub-section, C, “Contract Information,” point 9 to review Commission policies and guidelines concerning rates.
• Applicants may also include sample budgets and budget narratives from previous projects that reflect the type of work they believe will be involved in the execution of their role as First 5 LA’s Marketing and Communications Agency.

E. 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.

F. Agency Involvement in Litigation and/or Contract Compliance Difficulties (Appendix C): 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.

G. Signature Authorization Form (Appendix D): 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 or black ink.

H. Board Resolution (Appendix E): Include, as needed, to support the authority of persons listed on Signature Authorization Form if your bylaws do not delegate authority to sign contracts.

I. 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.

VIII. SUBMISSION REQUIREMENTS

☐ All applications must be received electronically.
☐ All forms that require signatures must be signed in blue or black ink. Signature stamps are not acceptable. Please submit one (1) original and signed copy of the “Application Checklist,” First 5 LA’s “Signature Authorization,” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms to the address listed on application checklist.
☐ All supporting materials must include the name of the applicant. Submit supporting digital materials on Window XP minimum-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, inclusion of all appropriate attachments, etc. Applications with omissions of any required documentation are subject to disqualification. Applicants may use the Application Checklist 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 three external reviewers. (Please refer to the Review Tool)
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.
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.
5. As part of this review process, the panel may contact an applicant’s references.

Selection Criteria
First 5 LA will award a Contract to one applicant with the expertise and qualifications outlined in the RFQ. Contractor selections will be 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
- Responses to interview questions

First 5 LA reserves the right, without prejudice, to reject any or all submitted qualifications. The Commission does have an appeals process. For more information please contact the Contracts Compliance Department.

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 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 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 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 in writing. 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)
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 VII (Summary of Qualifications) and Section VIII (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.

☐ Application Checklist (signed by an authorized signatory)
☐ Online Application – complete online
☐ Statement of Qualifications (Marketing and Communications Experience and Expertise (10 pages maximum))
☐ Planning and Implementation Processes (2 pages maximum)
☐ Consultant Hourly Budget form (Appendix B)
☐ References (minimum of three, maximum of five. - 5 pages maximum):
☐ Examples of Relevant Projects, in Process or Completed (5 copies in print and/or CD/DVD format)
☐ Agency Involvement in Litigation and/or Contract Compliance Difficulties (1 original, signed in blue or black ink) (Appendix C)

☐ Signature Authorization Form (Appendix D) (1 original, signed in blue or black ink)

☐ Résumé or Curriculum Vitae for Key Staff and Subcontractor(s)

☐ Annual Independent Audit for prior fiscal year or calendar year (For private corporations, please mark this document as proprietary so that First 5 LA does not consider this part of our public records)

☐ W-9

☐ By-Laws, if applicable

☐ Articles of Incorporation, if applicable

☐ List of Board Members, if applicable

☐ IRS Letter of Determination, if applicable

☐ Business License, if applicable

Applications must be submitted online at www.first5la.org/CountywideMarComRFQ.

All applications must be received electronically. In addition, please 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, and five (5) copies of any supporting documentation or print samples to:

Craig A. Steele, Interim Chief Executive Officer
First 5 LA
750 N. Alameda Street, Suite 300
Los Angeles, CA 90012
Attention: Marketing and Communications Agency