First 5 LA
Marketing and Communications
Talent Placement Agency
Request for Qualifications
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I. TIMELINE FOR SELECTION PROCESS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
</tr>
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<tbody>
<tr>
<td>RFQ Released</td>
<td>April 30, 2012</td>
</tr>
<tr>
<td>Application Due:</td>
<td></td>
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<tr>
<td>- Online applications plus all forms</td>
<td></td>
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<tr>
<td>- One (1) original and signed copy of First 5 LA’s “Signature Authorization” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms, along with five (5) copies of any supporting documentation or samples, sent or delivered to First 5 LA</td>
<td>May 21, 2012 by 5 p.m.</td>
</tr>
<tr>
<td>External Review of Applications</td>
<td>May 23-29, 2012</td>
</tr>
<tr>
<td>Interviews with Final Applicants (if appropriate)</td>
<td>June 1 -6, 2012</td>
</tr>
<tr>
<td>- Agency Selected</td>
<td>June 15, 2012</td>
</tr>
<tr>
<td>Applicant Notified, Scope of Work and Budget negotiations</td>
<td>June 16-22, 2012</td>
</tr>
<tr>
<td>Board of Commissioners Approval</td>
<td>July 12, 2012</td>
</tr>
<tr>
<td>Contract Start Date ¹</td>
<td>July 23, 2012</td>
</tr>
<tr>
<td>Initial Meeting with Agency</td>
<td>Week of July 23, 2012</td>
</tr>
</tbody>
</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 April 30, 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:

Questions regarding this RFQ should be directed to Violet Gonzalez, First 5 LA Countywide Marketing Manager.

First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012  
Phone: 213.482.7833  
E-mail: VGonzalez@first5la.org

¹ Note: While it is First 5 LA’s desire to execute the Marketing & Communications Talent Placement Agency contract for a July 23, 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, the First 5 LA Commission was formed as a public entity to develop and oversee various early childhood initiatives and to manage the funding from Proposition 10. Since 1998, First 5 LA has invested more than $1 billion to support programs, initiatives, research, partnerships, public education and other endeavors in all four of its goal areas:

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

The First 5 LA FY 2009-2015 Strategic Plan

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

The Commission selected 14 *Best Start* communities based on lessons learned from First 5 LA’s first decade and research, which shows that the role of safe and supportive neighborhoods is just as important to a young child’s quality of life as supportive and informed parents and caregivers.

This combined place-based and countywide approach allows the Commission to concentrate its limited resources in areas of high need and to sustain those efforts over time. The strategic plan will allow First 5 LA to continue focusing on strengthening families while deepening our commitment to fostering a community’s ability to create and sustain safe and nurturing places for children to grow.
**Figure 1: First 5 LA Prioritized Pathway**

In the Strategic Plan, the Commission identified a pathway for our investments that leads to our desired outcomes for children, families and communities in our four goal areas.

The Place-Based Approach, *Best Start*

The First 5 LA commissioners’ place-based approach focuses on the *places* where families live — combining efforts to strengthen families with those that build community capacity to create and sustain thriving and healthy environments for all children. The research and promising practices\(^2\) emerging from decades of place-based efforts make a strong case for First 5 LA’s shifting a significant amount of resources to this funding strategy. The place-based approach allows First 5 LA to focus on families most in need, creating a seamless pipeline to effectively serve families along the continuum of a child’s development. This approach also creates unique partnerships with families, community residents and other funders, resulting in a better measure of our impact.

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Parents, civic and business leaders, members of the clergy, representatives from community-based organizations and others are working together to develop partnerships within each of the 14 communities. By June, each community partnership will have submitted proposals to the First 5 LA commissioners for future investments. These can include building safe parks, providing early childhood education programs or supporting other strategies that achieve Best Start’s primary goals that children in each community grow up safe, healthy and ready to learn.

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

Countywide Approach

The strategic plan also outlines the critical role of strong, coordinated and responsive systems in supporting families and improving outcomes for children prenatal through age 5. These systems include the actual structures through which health and human services are provided in L.A. County, as well as less formalized systems. By focusing on countywide systems improvement and change, strategic plan investments can have a widespread impact on children across the county, while, at the same time, helping to improve the sustainability of the place-based approach and outcomes. First 5 LA understands that enduring systems changes are most successful when they are informed by — and grow out of — close-to-the ground, culturally competent, community-based and resident-driven models for strengthening families, such as those we will be supporting in the Best Start communities.

The countywide approach is a comprehensive effort through a variety of programs, strategies and initiatives. For example, First 5 LA is launching nearly two dozen commissioner-developed investments in areas such as autism identification and service referrals; early child care and education workforce development; nutrition and physical activity programs for families and child care facilities and parental support projects. In addition, among other strategies, First 5 LA continues to strive for increased access to health care and insurance for pregnant women, children and their families; provide telephonic or online and printed resource directories for families and support and enhance the impact of our investments with effective, strategic partnerships and leveraging social and financial capital via our newly-developed Community Investments Department.

B. The Public Affairs Department at First 5 LA

The Public Affairs department within First 5 LA is responsible for the organization’s internal and external communications and outreach efforts. The department is responsible for all marketing, advertising, social media, community outreach, conference funding and outreach to the media. The department oversees the maintenance of various First 5 LA Web sites, the creation of collateral material and advertising, First 5 LA’s weekly e-newsletter as well as supporting the communications needs of various First 5 LA programs and grantees.
C. Marketing and Communications Support for First 5 LA

The First 5 LA Public Affairs department seeks a talent placement agency that can provide qualified temporary employees to provide services for multicultural audiences in the area of editorial, design, project management, multimedia production and Internet production. The temporary employees will work with various First 5 LA staff members from all departments on a variety of projects.

- **Marketing and public relations editorial:** Work output includes (but is not limited to) news stories for First 5 LA’s e-newsletter, *The Monday Morning Report*; editorial content for First 5 LA’s parent Web site [www.ReadySetGrowLA.org](http://www.ReadySetGrowLA.org); letters to potential partners; editorial content for promotional fliers, informational brochures and posters; letters and e-mail blasts to grantees, stakeholders and parents; advertising copy and “advertorials” for external publications; as well as culturally sensitive translation services for all the above. The talent placement agency should be able to supply temporary employees who have experience creating these materials for non-profits, government agencies and foundations, and who can work either on- or off-site.

- **Design:** Material to be produced include (but is not limited to) fliers, brochures, posters, postcards, stickers, buttons, print and online advertisements. Design employees must be able to create the above while conforming to First 5 LA’s Design Style Guidelines, as well as the technical guidelines for printers, publications and webmasters.

- **Project Management:** Services to be supplied include (but are not limited to) the creation of project schedules and budgets; project plans for Web sites, events and promotional campaigns; coordination of other temporary employees and the delivery of their work product (projects include collateral material, Web sites, events, promotional campaigns); outreach to potential partners and vendors; coordination with vendors for the production of collateral material; preparation and coordination of materials and files as needed; coordination of delivery of items, including the creation of final mailing lists.

- **Multimedia Production:** Services to be provided include (but are not limited to) still photography, sound recording, videography, photo manipulation, sound or picture editing, music supervision (including coordination of music rights, if necessary), music composition, and the creation of Power Point documents.

- **Internet Production:** Services to be provided include the updating of current First 5 LA Web sites (new web pages, updating content on existing web pages, preparation of graphics files, etc) as well as the creation of new Web sites. Technical skills and requirements include, but are not limited to, proficiency in HTML with CSS (hand-coding), JavaScript and PHP.

First 5 LA retains the right to add other services not listed above.
III. ELIGIBILITY

Applicants responding to this RFQ must have the qualifications, experience, competency and ability to successfully fill the temporary employee needs (as detailed in Section II.C) on behalf of First 5 LA’s Public Affairs department.

Applicants must have a physical presence and have temporary personnel available to work in Los Angeles County, California.

IV. SUMMARY OF DESIRED QUALIFICATIONS

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

- Expertise placing temporary employees with non-profits, foundations or government agencies in L.A. County.
- Experience recruiting temporary employees with the ability to write content for marketing and public relations materials; design for print and online; skills necessary to project manage events, print production, marketing campaigns and Internet production; and technical knowledge of building Web sites.
- Experience in recruiting temporary employees with the ability to produce communications materials for a diverse, multi-cultural, multi-lingual audience.
- Ability to provide a diverse group of possible employees to fulfill temporary positions, and to provide their resumes and work samples, if requested.

Applicants that meet the requirements of the RFQ will be evaluated by a team of external reviewers. The team of external reviewers will recommend the selection of one or more applicant(s). The recommended applicant(s) may be invited for an interview with First 5 LA staff, either by phone or in-person.

V. TERMS OF PROJECT

Available Funding

Contract funding is project-based and is part of the overall Public Affairs budget of up to $750,000 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 contract amounts will be negotiated during the finalization of the contract’s Scope of Work and Budget. 

Funds will be granted through monthly invoices based on services rendered and actual expenses.
**Contract Period**

The Year 1 contract period will be approximately twelve (12) months (estimated contract period, July 23, 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 Talent Placement 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 1 to June 30.

The Marketing and Communications Talent Placement Agency shall not be authorized to deliver or commence performance of services as described in the application until final execution of the contract. Any performance of services commenced prior to the final execution of the contract shall be considered voluntary.

**Contractual Obligation**

The selected Marketing and Communications Talent Placement Agency is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract. ([See Sample Contract](#))
VI. STATEMENT OF QUALIFICATIONS

In order to respond to this RFQ, applicants are required to submit the following materials to First 5 LA no later than 5 p.m. on May 21, 2012.

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 Craig A. Steele, Interim Chief Executive Officer, 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 Marketing and Communications Talent Placement Agency.
   • A general overview of the applicant’s qualifications.

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

B. Expertise and Experience as a Marketing and Communications Talent Placement Agency (maximum 10 pages):
   • General qualifications, competency, experience, business integrity, and capacity to successfully place temporary marketing and communications employees with the First 5 LA Public Affairs department (as seen in Section IV).
   • Capacity to work, and having an established staff presence and office in Los Angeles County.
   • Proven track record of placing temporary marketing and communications employees with a variety of organizations.
   • List of any awards or accommodations the applicant has received.

C. Examples of Staffing Resumes and Lists of Current Clients (or client businesses):
   • Include sample resumes for potential temporary employees in the areas of marketing and public relations editorial, design, multimedia production, project management and Internet production for a multicultural audience.

D. Consultant Hourly Budget Form
   • In filing out this form, please include sample hourly rates for a variety of employees providing print and web editorial, design (both print and web), project management (print, web, event and other) multimedia production and website production (coding) services. In addition, please include agency fees or mark up costs associated with hiring employees referred or recruited by First 5 LA. PLEASE NOTE: You do not need to propose costs for specific projects or a total amount to be spent during the first year of the contract.
E. **References (maximum of three):** References may be from 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.

F. **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 its omission will constitute an incomplete application and will be grounds for disqualification.

G. **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 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.

H. **Board Resolution:** Include, if needed, to support the authority of persons listed on Signature Authorization Form.

I. **Applicant should include a completed W9 and copy of their business license**

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.

In addition, applicants may submit any supporting documentation or samples you deem appropriate. If applicants choose to submit additional items, please include five (5) copies of each in print form or digitally (either CD-Rom or DVD).

VII. **SUBMISSION REQUIREMENTS**

Applicants are required to submit their qualifications online at [www.first5la.org/PATempAgency2012RFQ](http://www.first5la.org/PATempAgency2012RFQ), as well as submitting 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, along with five (5) copies any supporting documentation or samples you deem appropriate. These samples can be submitted in print form or digitally (either CD-Rom or DVD).

Written submissions must meet the following criteria:

- 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.
VIII. SELECTION PROCESS AND REVIEW CRITERIA

Selection Process
1. First 5 LA staff will evaluate all applications for completeness and minimum qualifications. Basic requirements include: timely receipt of application, inclusion of all appropriate attachments, etc. Applications with omissions of any required documentation are subject to disqualification. Applicants may use the Application Checklist (Page 14) as an aid in preparing the application. Please note that the Application Checklist is merely an aid.
2. After initial review, applicant’s qualifications will be evaluated and scored by a panel of external reviewers. (Please see Qualification Review Tool) As part of this review process, the panel may contact an applicant’s references.
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.

Review Criteria
First 5 LA will award a Contract to one or more applicants with the expertise and qualifications outlined in the RFQ. Applicants will initially be evaluated by a panel of external reviewers with expertise in the field. Following this outside evaluation, First 5 LA staff will conduct interviews (either in person or on the phone) with the applicants recommended by the external reviewers. Contractor(s) selections will be based on, but not limited to, evaluation of the following factors:

- Experience performing comparable work
- Breadth and experience of sample temporary employees
- Rates for services
- References from clients, colleagues and peers
- Interview answers

First 5 LA reserves the right, without prejudice, to reject any or all submitted qualifications. First 5 LA has an appeals policy posted on the First 5 LA website.
IX. CONTRACTUAL CONSIDERATIONS

Specific contractual considerations, including but not limited to the following, apply to RFQ submission process and project implementation and to any contracts that result from the submission and implementation of the project/proposal. The contractor will need to comply 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, 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, which includes, but is 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
- 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.
X. APPLICATION CHECKLIST

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

Failure to submit any required items will result in disqualification.

- Online Application (complete online)
- Cover Letter (2 pages maximum. 1 original, signed in blue ink)
- Expertise and Experience as a Marketing and Communications Talent Placement Agency (10 pages maximum)
- Examples of staffing resumes and lists of current clients (or client businesses)
- Consultant Hourly Budget Form
- References (maximum of three, three pages maximum):
  - Agency Involvement in Litigation and/or Contract Compliance Difficulties, 1 original, signed in blue ink
  - Signature Authorization Form (1 original, signed in blue ink)
- Board Resolution, if applicable 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)
- Résumé or Curriculum Vitae for Key Staff and Subcontractor(s)
- W-9
- Business License

All applications must be submitted online at http://www.first5la.org/PATempAgency2012RFQ

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, along with five (5) copies any supporting documentation or samples you deem appropriate. These samples can be submitted in print form or digitally (either CD-Rom or DVD). Please send this to:

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