1. **Should the information provided as requested on p.10, #2, be discrete from that of p11, #6, or can they be different pieces of information relative to the same project?**

   They can be different pieces of information relative to the same project.

2. **In terms of “best and evidence based practices addressing the identified outcomes and goals”, is the consultant’s role to assess existing practices and outcomes or how the proposed investments address the practices and outcomes or some other role?**

   Both. The consultant should be able to assess the practices and outcomes outlined in the proposed investments, as well as additional practices and related outcomes. Though the desired outcomes of the proposed investments should not be significantly altered, the consultant should be able to refine the outcomes and be aware of the effect of design elements on the achievement of outcomes.

3. **Will information on lessons learned be given to assess the proposed investments or some other process?**

   The consultant should be aware of lessons learned from projects and efforts that they have been involved with or which have been documented in reports, studies, etc. Where First 5 LA has lessons learned, these will be shared with the consultant.

4. **Is the consultant role to review documentation of the outreach and communication and building of buy-in from key opinion leaders or is the role to conduct the outreach to the key opinion leaders to gather the information or some other role?**

   The role of the consultant is to identify and detail considerations related to outreach, communication and building of buy-in. Preliminary outreach may be required to accomplish this task.

5. **In terms of “level and type of evaluation...” is the role to suggest evaluation strategies or assess the evaluations defined in the proposed investments or some other role?**

   The consultant should have the capacity to both assess the evaluation approach outlined within the proposed investments, as well as make recommendations for alternative strategies, if needed.
6. What is the consultant’s role in “comprehensive review of opportunities to leverage existing or future resources”?

The consultant’s role is to complete the review.

7. What are examples of expertise in “Public Education and marketing plans”?

Examples would be showing how the consultant participated in the creation and/or execution of campaigns designed to educate the public (either a general market or targeted to a specific demographic) about a subject.

8. What are examples of expertise in “Social marketing”?

The Social Marketing Institute defines social marketing as “the planning and implementation of programs designed to bring about social change using concepts from commercial marketing.” Expertise in social marketing would be demonstrated by examples of how the consultant has participated in the creation and/or execution of social marketing campaigns.

9. What are examples of expertise in “Marketing and communication strategies and tactics”?

Marketing and communication strategies and tactics are the tools, such as focus groups, message creation, look and feel, definition and building of a cohesive brand, advertising or awareness building, website or social media, utilized in an outreach or information campaign. Expertise in these would be demonstrated by examples of how the consultant has chosen which tools and strategies to utilize in the creation and/or execution of social marketing campaigns and why they were chosen.

10. How does First 5 LA define “preconception and interconception care”?

Thought First 5 LA does not have official definitions for preconception and interconception care, these terms refer generally to preventive efforts and/or interventions that address risks to a woman’s health or pregnancy outcome, targeting those factors which must be attended to before conception, between pregnancies or early in pregnancy to have optimal impact.

11. Is it correct that the period of work and statement of work and dollar amount will be provided after the consultant pool is selected?

Correct.

12. On pg 10, 2a, it asks for a narrative description of each area of expertise, we have expertise in many of the areas, how many areas do you recommend we describe?

Please provide a narrative for all areas in which you have expertise.
13. Will the system allow more than 3 areas of expertise to be input? In a prior attempt, there was no field for a fourth narrative regarding the areas of expertise.

Enter the three areas of expertise in the designated fields, in the 3rd box after their description they need to write "see attachment". They can provide the other information as a word document and follow the guidelines of 200 words or less and submit it as #12 in the attachment section. (12- Other supporting Documents)

14. On the budget form, what do you anticipate as the tasks/deliverables for the consultant pool? It is my understanding from the RFQ that assignments would vary based on need.

Assignments would vary based on need, we are looking for the hourly rate per person.

15. Also on the budget, is there a specified or maximum number of hours anticipated for tasks?

There is no maximum number of hours. Hours will vary per project.

16. I have some rather extensive work samples. Do you want work samples included in their entirety or are excerpts acceptable? Technically, is there a limit on the file size that can be uploaded?

Excerpts are acceptable, the maximum file size is 100 pages.