FIRST 5 LA
BEST START FAMILY SURVEY DATA COLLECTION PROJECT
REQUEST FOR PROPOSALS

Los Angeles County Children and Families First – Proposition 10 Commission (aka First 5 LA)
RELEASE DATE: July 17, 2012
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I. Best Start Family Survey Data Collection Project RFP Timeline

A. Proposal and Review Timeline

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<th>Date(s)</th>
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<tr>
<td>RFP released</td>
<td>July 17, 2012</td>
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<tr>
<td>Interested bidders conference</td>
<td>July 27, 2012, 10:00 to 12:00 p.m. PST</td>
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<tr>
<td>Final date to submit questions and requests for additional information</td>
<td>August 3, 2012</td>
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<tr>
<td>Answers to all questions posted to website</td>
<td>August 10, 2012</td>
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<td>Proposals Due</td>
<td>August 24, 2012 at 5:00 p.m. PDT.</td>
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<td>August 31, 2012 at 5:00 p.m. PDT.</td>
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<td>External Review</td>
<td>September 5, 2012</td>
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<td>Finalists notification</td>
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<td>September 17, 2012</td>
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<td>Finalist presentations and interviews</td>
<td>Week of September 10–14, 2012</td>
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<td>Week of September 24-28, 2012</td>
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<td>October 12, 2012</td>
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<td>Contract start date</td>
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B. RFP Questions

All questions and requests for additional information related to this RFP must be submitted via email before 5 p.m. on August 3, 2012 to Kimberly Hall (khall@first5la.org). To ensure that all potential applicants receive the same information, questions and responses will be posted on the RFP webpage. Generally, questions will be responded to on an ongoing basis. Responses to all questions submitted on or before the August 3, 2012 deadline will be posted no later than August 10, 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.

While it is First 5 LA’s desire to execute the Contract with a December 1, 2012 start date, all dates are subject to change at First 5 LA’s sole discretion. Please do not contact First 5 LA for status updates on your proposal.

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

**B. 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.

**C. 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 practices¹ 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.

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 Fall 2012, 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.

First 5 LA’s place-based efforts, known as Best Start, are being 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. South El Monte/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

For more information about Best Start, the selected Best Start Communities and Los Angeles County in general, applicants may refer to the following resources:

- General information about the Best Start investment and community webpages, http://beststartla.org/
- Community Data tables which include demographic data for the 0-5 population in each of the Best Start Community in 2010, www.first5la.org/files/Family%20Survey%20RFP%20Background%20Data.zip
- Community Profile for Los Angeles County in 2010, http://www.first5la.org/files/DemMig_CommProfile_03062012_0.pdf
- Boundary maps for each of the Best Start Communities, http://www.first5la.org/Target-Community-Maps

D. 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.

E. First 5 LA FY 2009-2015 Revised Accountability Framework

First 5 LA’s 2009-2015 Strategic Plan represents a comprehensive and far-reaching approach to achieving our goal of enhancing the lives of expectant parents, children prenatal through five, and the families of those young children. In its first twelve years of working in L.A. County, First 5 LA has funded a wide array of direct services programs and has supported efforts to build the capacity of our partners. Our intent has been not only to develop, implement and improve grant making programs, but also to sustain the positive changes our grantees are making in the lives of the children and families they serve.

First 5 LA’s approach to Accountability and Learning must be similarly thorough, far-reaching and comprehensive. We must have the data and analytical tools in place to know not only what works, but why it works and how it can be improved upon. The Revised Accountability and Learning Framework reflects our approach to evaluating the effectiveness of First 5 LA’s work and our objective of providing the most thorough, useful and relevant information to our many internal and external stakeholders.

Our work is structured around the following four broad categories:

I. Program evaluations
II. Data and research projects
III. Dissemination of findings
IV. Learning and improvement

In addition, the Research and Evaluation department has a number of important and ongoing goals, including the development of data sources, building the evaluation capacity of our colleagues and partners, and promoting and highlighting the work of the Commission. Central to these goals are the following working objectives:
• **Evaluate**: design and conduct appropriately rigorous evaluations of all First 5 LA programs, investments and strategies.

• **Share**: provide high quality and timely findings to commissioners, grantees, staff and external audiences. Promote the use of findings for program planning and improvement, policy development and acquisition of content knowledge.

• **Build Capacity**: build the capacity of First 5 LA staff, commissioners, grantees, and research partners to understand, generate, and effectively use data.

• **Develop Data**: support and improve upon existing data infrastructures and data sources. Promote data sharing, and development of data sharing policies for population-based and administrative data relevant to the 0-5 population.

• **Develop Expertise**: conduct original research on commission relevant issues and regularly consult with experts in the field. Cultivate our own expertise on research findings and outcomes relevant to First 5 LA investments and the 0-5 population in L.A. County.

### III. Project Overview

**A. The First 5 LA Family Survey**

The Family Survey is the mechanism First 5 LA will use to gauge indicators of well-being among young children and families in the Best Start Communities. The indicators were chosen to serve as measures of the *intermediate* outcomes specified in the theory of change (TOC) pathway for the 2009-2015 Strategic Plan (see Appendix A). The indicators were identified by First 5 LA staff through a literature review that assessed evidence supporting the moderating effects of the risk and protective factors identified on the prioritized pathway. In particular, staff was interested in understanding the causal evidence from existing experimental and quasi-experimental studies connecting risk and protective factors with outcomes through an examination of programs that have been shown through rigorous research to impact the four priority measures. Through the literature review process, we identified key indicators for the risk and protective factors research has shown to be both modifiable and to impact our priority measures.

The intermediate outcomes are considered important precursors for the four priority goals of our strategic plan. Following are the six intermediate outcomes:

• Parents/ caregivers are resilient
• Children bond with parents/caregivers
• Parents/ caregivers support their child's learning
• Children have access to quality ECE
• Children have adequate physical activity
• Infants and children have good nutrition

The survey will be conducted with separate representative samples of households with children 0 to 5 within each of the Best Start Communities. The Family Survey will be population-based and provides precise point-in-time, community level estimates as well as
estimates for the Best Start investment as a whole. In each community, the same sample design, instrument, data collection plan and analytic approach will be used.

Data from the Family Survey will be used in a variety of ways. Given that this will be the first administration the results will provide a baseline for a number of indicators or measures of well-being for children 0 to 5 in each of the Best Start Communities. The timing of the survey will allow us to measure indicators early on, before services and supports are provided on a large scale. The data will be used to provide support and guidance to efforts within each community. For the Best Start communities, Survey findings should provide invaluable information that the community governance groups and funded agencies can use to inform their prioritization, planning and implementation of programs and services. In addition, each community will know how the well-being of children 0 to 5 in their community compares with children the same age in LA County as a whole. The ability to compare Best Start Communities to LA County as a whole is an important goal of the Family Survey. Family Survey results should also be compared to state and nation statistics where possible. Finally, Family Survey results will feed First 5 LA’s dissemination efforts including the change dashboard, the Annual Accountability and Learning Report, and press releases.

**Instrument**

The instrument that will be used in the Family Survey is a questionnaire comprised of items drawn from the most recent Child version of the Los Angeles County Health Survey (LACHS; see: [http://publichealth.lacounty.gov/ha/hasurveyintro.htm](http://publichealth.lacounty.gov/ha/hasurveyintro.htm)) and/or the Los Angeles County WIC Survey (see: [http://www.phfewic.org/projects/SurveyData.aspx](http://www.phfewic.org/projects/SurveyData.aspx)) administered by the Public Health Foundation Enterprises Women, Infants and Children Program (PHFE-WIC). Two types of questions were selected. First are those chosen as measures or indicators of the intermediate outcomes from the TOC pathway (see Appendix B – Family Survey: Outcome Indicators and Items). The second set of items assesses the demographic characteristics of the respondents. Demographic data will be used to profile respondents and their families as well as to compare subgroups to see how indicators vary between groups. Demographic items from the questionnaire include race and ethnicity, language(s) spoken, education, marital status, employment, income, housing, household size, and public assistance. Using items from the LACHS and WIC survey enable comparisons with the 0 to 5 population in Los Angeles County.

**Target Population**

The Family Survey will target parents or legal guardians in households with children from birth through age 5 within each of the Best Start Communities. The survey sample should be representative of families with young children from the major racial groups in each of the Best Start Communities.

**Sampling Approach**

Within each community, the Family Survey will use an address-based sampling (ABS) approach with a multi-stage cluster design. First, each community will be divided into clusters according to the census tracts that fit within the boundaries of the community. Census tracts should be stratified according to the percent of households with individuals from the four major ethnic groups. These strata will be based on recent 2010 census data.
The second stage sample will consist of selecting blocks from the sampled census tracts, and this will be done using or sampling proportional to block size. The next stage sample will include randomly selected eligible households (families with children from birth through age 5) within each sampled census block. This approach will require the use of constructed lists of households within selected areas (e.g., census tracts and blocks or segments within tracts) based on existing addresses combined with local field operations to fully find and enumerate eligible households. US Postal Service Delivery Sequence Files (DSF) that are purchased through a vendor and frequently updated should be used to enumerate eligible households.

The ABS approach was selected based on a review of the literature on contemporary sample designs and administration methods in surveys of representative samples of children and families conducted by Harder+Company Community Research for First 5 LA. The background paper which reviews the literature and discusses the implications for the design of the Family Survey can be found here, [http://www.first5la.org/files/07810_BackgroundPaper_FINAL_121211.pdf](http://www.first5la.org/files/07810_BackgroundPaper_FINAL_121211.pdf). An ABS approach was recommended because of its fit with the concept of studying individual communities and the small area, community-level estimates that are required. An ABS approach also provides excellent coverage and high sample efficiency with multiple mode data collection strategies.

Although initially conceived as more expensive, the ABS variation should provide greater precision at a lower cost given its potential efficiency for sampling small areas such as communities with improved coverage and response rates. An ABS approach can also provide for analyses of block groups within communities, to identify potential neighborhood clusters that may differ in each community.

**Sample Recruitment and Data Collection Procedures.**

The sample recruitment procedures require extensive field operations because almost every household in a sampled census block (or segment) must be enumerated and screened for eligibility, although most will be screened via telephone thereby somewhat reducing costs. Using lists of residential addresses from a vendor, addresses of occupied housing may be obtained for all ZIP Codes within the sampled blocks, then, by using reverse directories, the addresses can be matched to telephone numbers. For households with linked telephone numbers, a letter will be mailed to introduce the survey and to inform the household members that they will receive a telephone call for the initial screening. In cases where the sampled housing unit addresses are not matched to telephone numbers, a field staff recruiter will visit the household to conduct the initial screening.

The sampled households will be screened to identify their eligibility for participation in the Family Survey. The screener will include a series of questions to identify eligible households, defined as those with children from birth through age five with a parent or legal guardian living in the household. One eligible adult from each household, who must be the primary caregiver of a child from birth through age five who lives in the household, will be selected as the respondent to participate in the full telephone interview. Applicants should define the procedure for selecting the adult for those cases where more than one caregiver is eligible and willing to participate. One of the respondent’s children five years of age or under will be selected as the focal child. Applicants should specify a procedure for randomly selecting a child when there are multiple eligible children in the household. This procedure should
account for the fact that some indicators are applicable to children with certain age ranges (e.g., breastfeeding rates or access to preschool) so there is a need to have sufficient numbers of children in each age range. If the selected respondent within each household does not wish to be interviewed by telephone, an in-person interview will be administered, but it is expected that there will be relatively few of these cases.

First 5 LA expects applicants to make suggestions and amendments as they deem appropriate and feasible. Applicants are encouraged to propose additional methods or supplemental methods to be used particularly when the proposed methods are not successful at obtaining the desired sample sizes. In other words, this section is not designed to be a fixed or exhaustive list of approaches, strategies and activities and is included to give an overview of the current thinking of the commission.

B. Purpose of Contract

The purpose of this contract is to engage a contractor to finalize the design and conduct the initial wave of Family Survey data collection within each of the Best Start communities. The primary goal for this initial administration is to establish a baseline for the intermediate indicators from the First 5 LA TOC pathway within each of the Best Start communities. A secondary goal is to compare each of the Best Start communities with L.A, County as a whole as well as the state and the nation where possible. The selected contractor will work closely with the internal First 5 LA Family Survey project team for the duration of the project.

This project is aimed at answering the following research questions:

- How are children and families within each of the Best Start communities doing on indicators of the intermediate outcomes in the First 5 LA theory of change pathway?
- Within each Best Start community, are there systematic differences across the major racial/ethnic subgroups on each of the indicators?
- How do children and families within each of the Best Start communities compare to children and families in L.A. County, California and the nation on the selected indicators?

Applicants may propose complimentary research questions that fit within the current scope, timeframe and available funding for this project. First 5 LA is particularly interested in psychometric analyses that examine potential differences in the functioning of the items/scales across racial/ethnic and/or linguistic subgroups and consider this an excellent focal point for complimentary research questions.

In addition to providing First 5 LA staff and commissioners with information about families with children 0 to 5 in each of the Best Start Communities, each of the partnerships also have a vested interest in learning about the findings from the Family Survey. Survey findings will provide Best Start Community governance groups and funded agencies with invaluable information to inform their prioritization, planning and implementation of programs and services. The contractor will be required to work with First 5 LA staff to disseminate findings to the communities.
If additional work supporting the Family Survey is required during or after the specified period of performance, First 5 LA reserves the right to either extend this contract or issue a separate RFP to solicit another contractor to complete the additional required work.

C. Period of Performance

Please note that the term of the contract issued under this RFP will end on June 30, 2013 with an anticipated contract renewal. The total anticipated project length of the Best Start Family Survey Data Collection Project is approximately 2 years. Applicants should submit a proposal for the full duration of the project (from December 1st 2012, through November 30, 2014), for planning purposes only. The First 5 LA Commission reserves the right at its sole discretion to extend the term of this contract conditional upon performance and the availability of funds. Please note that First 5 LA contracts are executed annually. Before the end of the first contract year the selected contractor will be required to obtain approval for a new scope of work, budget, and payment plan for the following year.

IV. Statement of Work

A. The Family Survey Project: Major Tasks

In order to successfully conduct and disseminate findings from the Family Survey, First 5 LA expects the contractor to complete, at a minimum, the tasks outlined below. These tasks, as well as any additional tasks proposed by the applicant, should be included in the scope of work. Applicants are encouraged to revise, expand, and otherwise edit the tasks in their project proposal as long as any additions are adequately justified and remain consistent with the overall project purpose, goals and available funding.

Task 1: Revise Scope of Work based on comprehensive review of background documents, and meetings with key First 5 LA staff

As an introduction to our organization and our current strategic direction, the selected contractor will review First 5 LA’s strategic plan materials and Revised Accountability and Learning Framework. To facilitate SOW revisions, the contractor will also participate in an extended meeting with key First 5 LA staff conducted within 14 days of contract execution. Discussion topics for the meeting will include the purpose of the project, SOW, and deliverables. Discussions of deliverables will include the establishment of an agreed upon list of progress indicators that will provide First 5 LA and the contractor with information necessary to monitor and ensure timely and satisfactory completion of the project in accordance with the work plan and delivery schedule. At least five days prior to the meeting, the contractor will deliver a proposed agenda to the designated First 5 LA staff person for review and comment. Specific background materials can also be requested at that time.

Task 2: Finalize the study design and analysis plan

The contractor will develop a comprehensive design and analysis plan using the proposal submitted in response to this RFP as the basis for the final study design, making appropriate revisions based on input and feedback from First 5 LA. The final study design must include, but is not limited to, the following sections:

- Sampling Plan
In responding to this RFP, applicants are required to outline a sampling plan that clearly indicates how they will obtain sufficient sample sizes within each community to facilitate both precise estimates of community level statistics with respect to the key indicators contained in the survey and within community subgroup comparisons between racial/ethnic subgroups with sufficient statistical power. Minimum standards for acceptable within-community precision levels will be +/- 5% error at a 95% confidence level. Minimum acceptable standards for statistical power with respect to the within community racial/ethnic subgroup comparisons will be .80. Successful applicants will delineate the desired sample size and the racial/ethnic subgroups to be compared from among the major categories (African-American, Asian, Latino, and Caucasian) for each of the communities.

The sampling plan should specify how and when oversampling may be used to ensure adequate sample sizes for the various targeted subgroups, as well as plans to address potential differential response rates across the key subgroups of interest and the implications for data analysis. Applicants must specify how they would use data from previous studies using the same measures and populations to estimate the between and within cluster variances on key indicators in the survey, and how they will use this information to understand the interclass correlations and design effects given the cluster sampling strategy. Applicants should also indicate how they plan to use this information for each community such that the sample size required to achieve the minimum acceptable precision level given simple random sampling is adjusted to reflect the actual sample size needed to achieve the same precision level given the cluster sampling strategy.

Applicants are expected to provide sufficient detail regarding how they will construct the cluster sample. The following questions may serve as a starting point for the construction of such a plan:

- How will clusters be sampled?
- Will clusters be sampled proportional to size?
- Will clusters be combined to create equally sized clusters?
- How will the racial/ethnic composition of the clusters be determined, and will this information be used to create a stratified sample of clusters?
- How will households be sampled within cluster?
- Will households be sampled within cluster in a multi-stage sampling strategy, or will entire clusters be contacted?
- How will the focal child be selected in families with multiple eligible children?
- How will the primary caregiver be selected within families with multiple eligible adults?

In addition, the basic structure of the sampling plan needs to be similar across communities to facilitate combining data for the purpose of making overall estimates. Applicants are expected to outline a plan for creating weights that will aid in the analysis of the data. They are expected to create a plan for establishing weights that will create representative samples of each community and that will be useful for creating a representative sample of the whole of the communities in aggregate. The weighting scheme needs to account for:
o Size of each community
o Probability of selection at the cluster level, oversampling of clusters based on racial / ethnic subgroups
o Non-response
o Representativeness of the sample with respect to key population characteristics.

- Data collection plan
  - Data collection process and methods to be used, including screening protocol and procedures for selecting from among multiple caregivers and children when applicable, with justifications.
  - Approach for ensuring adequate numbers of data collection staff with the necessary linguistic abilities reflective of the primary targeted linguistic subgroups within each community.

- Data analysis plan
  - Weighting procedures for community specific analysis to make each sample representative of its respective community
  - Weighting procedures for combined analysis to weight the communities proportional to size for the purpose of overall estimates
  - Plans for non-response analysis
  - Plans for conducting community-specific analyses including subgroup comparisons and comparisons of each Best Start community to LA County as a whole and the state and the nation when possible
  - Plans for conducting combined analyses of Best Start as a whole including comparisons to LA County, California and the nation when possible

The Design and Analysis plan is subject to the First 5 LA Quality Assurance (QA) process. A detailed description of First 5 LA’s QA process can be found in Appendix C. The process requires a minimum of 3 weeks so the selected contractor will have to build in adequate time for First 5 LA staff and the QA team to provide feedback. The design and analysis plan will not be accepted until it has been approved by First 5 LA’s QA team as abiding by First 5 LA’s quality standards.

**Task 3: Finalize the survey instrument**

The selected contractor will finalize the survey instrument including item ordering, format, skip logic, and any additional translation necessary. Items that appear on the LACHS are already translated into English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese. Items that appear on the WIC survey are already translated into Spanish, Cantonese and Vietnamese. The existing translated items from the LACHS and WIC Surveys will be made available to the selected contractor. Proposals should include estimates of the number of additional languages the survey should be translated into, a description of the translation process, and any piloting work of the newly translated items.

**Task 4: Obtain IRB approval**
The selected contractor will prepare and submit an initial Institutional Review Board (IRB) application through an established IRB. The contractor is fully responsible for securing IRB approval prior to conducting the Family Survey and securing renewed approval as needed. Proposed budgets should include any costs associated with the IRB application process. First 5 LA must review and approve all IRB materials prior to submission.

**Task 5: Develop the data entry system and quality assurance protocols**

The contractor will design, document and use a system to ensure that each designated sample unit is properly surveyed and compensated given the survey administration process. All required information must be obtained, properly identified, and stored. The system must have the means for correcting materials/data found to be incomplete or inaccurate. The system must permit project staff to monitor the flow of information and to produce periodic reports of the study's progress, while also maintaining complete confidentiality of participants. These reports will be provided to First 5 LA on a biweekly basis throughout survey administration.

To ensure that data collected are of high quality, the Contractor will have, in addition to procedures for monitoring the quality of data collectors in the field, a system in place for quickly identifying patterns of inaccuracies and anomalies in the data (such as out-of-range variables, missing data, and unusual distributions of scores), such that immediate corrective action can be initiated. All such problems and subsequent corrections must be carefully documented and included in the technical memo (see Task 11). Any identified problems should also be discussed during biweekly meetings and noted in monthly reports.

Finally, the contractor is responsible for ensuring that the process for entering and storing data has adequate protocols for ensuring respondents’ confidentiality. These protocols must be submitted to First 5 LA for review.

**Task 6: Develop training materials and train survey research staff**

To ensure that data collection staff has the skills and preparation necessary to perform data collection duties, the contractor will design and implement a comprehensive training program. Refresher trainings should be provided as needed. Training should include aspects of cultural and linguistic sensitivity, as well as means of ensuring the data collector’s personal safety. All persons who collect or have access to raw data must be trained in confidentiality issues and provide signed assurances of nondisclosure of confidential information. The selected contractor will maintain these records and provide them to the First 5 LA upon request.

Training materials will be due to First 5 LA for review no less than 14 business days prior to the first training.

The contractor will develop and implement a plan to have senior staff conduct periodic observations during data collection periods to monitor data collection staff and maintain quality control.

**Task 7: Prepare for family survey administration**
Assume for budgeting purposes that the selected contractor will prepare for data collection in the following ways:

- Purchase US Postal Service Delivery Sequence Files (DSF) through a vendor
- Purchase a list of phone numbers that map onto the addresses/selected households
- Enumerate and screen households in sampled blocks for eligibility
- Purchase $10 incentives for each survey respondent and a raffle prize worth $200 awarded to one participant out of every 100 participants in a given community;
- Purchase all required materials, including technology, required for data entry;
- Conduct introductory tasks, such as writing, designing, and mailing postcards to selected households; and
- Take necessary steps and purchase any required materials to insure the safety of data collectors in the field.

Preparations will be complete no less than ten business days prior to data collection and the contractor will update First 5 LA staff on the progress of preparations during biweekly team meetings. Please note that the above assumptions are subject to change.

**Task 8: Develop and implement an outreach plan in consultation with designated First 5 LA Staff**

The contractor will meet representatives of the Best Start Community teams and community facilitators that engage with families, residents, and other community members in the field. It is expected that the selected contractor will work with the BSC teams to coordinate and spread the work about the Family Survey. The selected contractor will attend at least two meetings with select First 5 LA staff to open channels of communication and strategize around reducing any foreseeable burdens. After completing these meetings, the contractor will be expected to write a brief memo describing their plan for outreach and coordination within each of the communities.

**Task 9: Conduct Family Survey data collection and data entry**

The contractor will be responsible for all aspects of sampling and data collection in each of the fourteen Best Start communities. For budgeting purposes assume that data collection will be undertaken in three to four communities (based on geographic proximity) simultaneously. There will be approximately four clusters of communities. Data collection in the communities should be completed within a 12-month period. However this, as with all other assumptions, is subject to change. Below are additional assumptions the applicant should bear in mind regarding data collection and data entry.

- Assume for budgeting purposes that data collection will be conducted through a phone interview, with a short screening tool administered to all households to identify those families with children ages 0-5. The details of how the sampling and data collection will be done should be clearly documented in the applicants’ proposal, including the following:
  - Sampling units and sampling strategy within each community,
  - Expected response and cooperation rates within each community and justification for these rates based on the pilot study or previous research with this population,
Expected sample sizes:

- The final sample within each community (including the respective key subgroups of interest noted above) will include a sufficient number of caregivers with children ages 0 to 5 to allow for precise estimates at the community-level; applicants should submit the relevant power calculations in their proposal, using the respective characteristics of each of the Best Start communities, which are documented here: [www.first5la.org/files/Family%20Survey%20RFP%20Background%20Data.zip](http://www.first5la.org/files/Family%20Survey%20RFP%20Background%20Data.zip);

- Please note that we are interested in sampling families within the communities without regard to their current or future participation in First 5 LA strategies. That is, we are not interested in a sample of First 5 LA participants only, but rather a representative sample of all families with young children throughout the community;

- The survey will be conducted in up to six languages (depending upon the proportionate representation within each of the communities)\(^2\), and some communities are geographically isolated and require substantial travel time. Contractors should examine the characteristics of the selected Best Start communities for more information.

Applicants should prepare their budgets according to the assumptions above, although any or all of these assumptions may be subject to revision in the final design and analysis plan.

**Task 10: Prepare data set**

The contractor will be responsible for cleaning and weighting the data for each community and for the Best Start investment as a whole. The contractor will prepare and submit a summary memo, codebook, and data tables for each community and across all communities summarizing key statistics. The data, stripped of individual identifying information, will be submitted to First 5 LA in an acceptable format along with a codebook no less than 30 days prior to the contract end date. The contractor must ensure that the consent process is reflective of the ultimate goal of having a final data set that can be used internally by First 5 LA and wouldn't be limited to exclusive use by the contractor. Together, First 5 LA and the selected contractor will determine if and when there is need for suppression of variables, especially any low frequency variables that may risk compromising confidentiality.

The data codebook must have sufficient information such that someone outside of the project would understand and be able to use the data set. The codebook will be submitted along with the data set no less than 30 days prior to the contract end date. The elements of the codebook should include:

- Variable names, labels, and definitions of each variable in the data set, including scale and min/max information for each of the variables
- Definitions and clearly documented procedures for any constructed variables
- Indices are created where applicable such that separate data sets can be linked

\(^2\) Languages may include English, Spanish, Chinese (Mandarin and Cantonese), Korean and Vietnamese.
• Adequate documentation of how and when any variable suppression was done

The selected contractor and First 5 LA will abide by data sharing and intellectual property principles as outlined in the contract.

Task 11: Prepare technical memo on data collection

The technical memo on data collection should summarize data quality and monitoring efforts and address any issues that may have arisen during data collection. No more than 45 days following the completion of data collection in each cluster of communities, the contractor will submit a memo summarizing final response and cooperation rates, any issues with missing data, etc.

• A section detailing lessons learned;
• A discussion presenting an analysis of the tasks performed and resolution of problems encountered;
• A section detailing the quality of data collected, as well as a report on non-response across different subgroups, and efforts made to minimize non-response.

Task 12: Develop and implement a dissemination plan

The contractor will work closely with First 5 LA staff to disseminate the findings from the Family Survey. Target audiences for dissemination efforts should include First 5 LA staff, First 5 LA Commissioners and Best Start governance groups. Dissemination products should include but are not limited to a technical report, a research brief, and Best Start Community Profiles. Dissemination products will undergo review through the First 5 LA QA Process. In addition, the contractor will be expected to summarize questions, or concerns that arise during the dissemination phase in the monthly report following the respective dissemination activity.

Task 13: Develop and implement a project management plan

The contract will develop and implement a project management plan. The plan should define the approach and timeline to be used by the Project team to execute the project. The plan should also document planning assumptions, facilitate communication among stakeholders, and be consistent with the approved scope, budget and timeline.

During all phases of the contract, the contractor will provide monthly 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, problems encountered or remaining from the prior months, expected approach to resolve problems from the prior month, tasks for the current month, and any budgeting implications or significant concerns to be addressed by First 5 LA.

Relevant staff will be expected to attend biweekly phone meetings with the First 5 LA Family Survey project team. The selected contractor will be responsible for drafting
agendas for approval by the First 5 LA team prior to the meeting, and the contractor will be responsible for summarizing each meeting within 2 business days.

Additional activities

First 5 LA may require the selected contractor to perform additional activities related to the work described above. These activities may be incorporated in a revised design and analysis plan, budget, and scope of work as appropriate. The contractor will furnish the necessary personnel, materials, services, and otherwise do all things necessary or incident to performing this study, unless otherwise stated in this document.

B. Overview of Tasks and Deliverables

The table below provides a recap of tasks and related deliverables for the Best Start Family Survey Data Collection Project. The information in this table is preliminary and subject to change. More detailed descriptions of each of the tasks listed below, including explicit assumptions for budgeting purposes, are included in the preceding section.

<table>
<thead>
<tr>
<th>Task</th>
<th>Deliverable(s)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Revise the Scope of Work</td>
<td>Agenda for an extended planning meeting</td>
</tr>
<tr>
<td></td>
<td>Summary memo from planning discussions and review of background documents</td>
</tr>
<tr>
<td></td>
<td>Revised Scope of Work</td>
</tr>
<tr>
<td>2. Finalize the study design and analysis plan</td>
<td>Post Award design and analysis plan</td>
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<tr>
<td></td>
<td>Final design and analysis plan</td>
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<tr>
<td>3. Finalize the survey instrument</td>
<td>Draft Instrument and Protocol</td>
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<tr>
<td></td>
<td>Final Instrument and Protocol</td>
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<tr>
<td>4. IRB application and approval</td>
<td>Draft IRB application</td>
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<tr>
<td></td>
<td>Revised IRB application</td>
</tr>
<tr>
<td></td>
<td>IRB application submitted</td>
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<tr>
<td></td>
<td>IRB approval</td>
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<tr>
<td>5. Develop the data entry system and quality assurance protocols</td>
<td>Draft data entry and quality assurance protocols including screen shots</td>
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<tr>
<td></td>
<td>Final data entry and quality assurance protocols including screen shots</td>
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<tr>
<td>6. Develop training materials and train survey research staff</td>
<td>Draft training materials</td>
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<td></td>
<td>Final training materials</td>
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<tr>
<td>Task</td>
<td>Deliverable(s)*</td>
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<tr>
<td>7. Prepare for family survey administration</td>
<td>Data collector training schedule</td>
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<tr>
<td>a. Purchase incentives</td>
<td>Updates in the monthly report</td>
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<td>b. Mail out introductory postcards</td>
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<tr>
<td>c. Hire and train interviewers</td>
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<tr>
<td>d. Purchase any necessary equipment for data collectors</td>
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<tr>
<td>8. Develop and implement an outreach plan</td>
<td>Update in the monthly progress report</td>
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<tr>
<td>9. Conduct Family Survey data collection and data entry</td>
<td>Draft outreach plan</td>
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<td></td>
<td>Final outreach plan</td>
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<tr>
<td></td>
<td>Notes from planning meetings with First 5 LA staff</td>
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<td></td>
<td>Collateral material</td>
</tr>
<tr>
<td></td>
<td>Updates in the monthly report</td>
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<tr>
<td>10. Prepare dataset</td>
<td>Family Survey data collection schedule</td>
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<td></td>
<td>Updates in the monthly progress report</td>
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<tr>
<td>11. Prepare technical memo on data collection</td>
<td>Dataset</td>
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<tr>
<td></td>
<td>Codebook</td>
</tr>
<tr>
<td>12. Develop and implement a dissemination plan</td>
<td>Draft Technical Memo</td>
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<td></td>
<td>Final Technical Memo</td>
</tr>
<tr>
<td>13. Develop and implement a project management plan and provide monthly updates</td>
<td>Draft dissemination plan</td>
</tr>
<tr>
<td>a. Submit monthly progress reports</td>
<td>Final dissemination plan</td>
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<tr>
<td>b. Conduct bi-weekly meetings with the First 5 LA R&amp;E staff</td>
<td>Notes from planning meetings with First 5 LA staff</td>
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<tr>
<td></td>
<td>Draft Best Start Community Profile template</td>
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<td></td>
<td>Final Best Start Community Profile template</td>
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<tr>
<td></td>
<td>Updates in the monthly report</td>
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<tr>
<td></td>
<td>Project Management Plan</td>
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<tr>
<td></td>
<td>Monthly reports</td>
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<tr>
<td></td>
<td>Notes from bi-weekly meetings</td>
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</tbody>
</table>
*Please note that all deliverables may be subject to a First 5 LA quality assurance (QA) review. Payment is contingent upon the completion of deliverables to the satisfaction of the First 5 LA QA team. Incomplete or unsatisfactory deliverables may be prorated or subject to nonpayment. Please see Appendix C for QA principles, policies, and conflict resolution process.

V. Eligibility

Applicants must have the qualifications, experience and ability to successfully carry out the Best Start Family Survey Data Collection Project (See the list of qualifications in Section VIII below). Applicants should have the capacity to work throughout Los Angeles County. The ideal applicant(s) will have extensive experience with population-based surveys using complex sampling designs; a track record of working with individuals from culturally and linguistically diverse backgrounds; demonstrated ability to recruit and train a sizeable pool of linguistically diverse data collection staff; and the financial and organization capacity to manage the considerable scope of the project.

VI. Project Terms

A. Available Funding

The contractor will be compensated based on the project budget developed during the contracting period. The total amount of funding that is approved for contracting purposes for the Best Start Family Survey Data Collection Project is $1,000,000. At the June 14, 2012 Commission meeting, the commission approved a request for the Best Start Family Survey Data Collection Project in an amount not to exceed $400,000 for FY 2012-13. The subsequent $600,000 for FY 2013-2014 is subject to approval by First 5 LA’s Board of Commissioners. The applicant will be expected to allocate funds within their annual budgets that allow for the completion of all described study tasks over the two years of the project using the funds available within each of the fiscal years and that collectively, the total budget does not exceed the amount of available funding at $1,000,000. It is expected that proposed budgets will be clearly justified in the budget narrative and will be appropriate to the work proposed.

B. Deliverables-Based Payment Structure

The contractor will be paid according to deliverables. That is, this study will be contracted on a fixed-price, deliverables-based basis. The selected contractor will be paid per deliverable, contingent on First 5 LA approval of the deliverable [see a description of the QA and QA dispute resolution processes in Appendix C of this document]. The contractor will assume any risk from contract or project delays. If any deliverable is only partially achieved, First 5 LA reserves the right, in its sole discretion, to prorate the contract price accordingly, but only to the extent such partial deliverable meets the approval of First 5 LA and is useful to First 5 LA.

The contractor is responsible for all expenses related to any subcontracted services. Details related to any services that will be subcontracted must be outlined in the SOW and work plan. The contractor will also be responsible for purchasing any incentives to provide to participants. The amount and kind of incentive should be proposed to First 5 LA and approved before they are purchased.
The final Scope of Work and Budget will be determined during the contract development and negotiation process. Funds will be disbursed through invoices based on deliverables.

C. Contract Period

First 5 LA will consider administering the Family Survey twice over a 4 year period, dependent on our data needs overtime and developments within the Best Start investment. However, this RFP encompasses the initial Best Start Family Survey Data Collection effort only, and related project start up and data analysis tasks for this initial data collection effort. If First 5 LA decides to undertake a second administration of the Family Survey, at a later date, a separate RFP may be released for the second round of data collection. Undertaking work related to the initial Best Start Family Survey Data Collection Project will not preclude consultants for being eligible to apply for subsequent Family Survey data collection projects. If selected, the contractor will be awarded contracts in 12 month increments and budgets, scopes of work and any other related contractual documents will be negotiated on an annual basis to coincide with the annual contract renewal process.

The data collection protocols, work plan and other deliverables determined by First 5 LA staff will not be accepted until approved by the First 5 LA QA team according to the First 5 LA Research and Evaluation quality assurance standards. (See Appendix C)

VII. Proposal Requirements

In order to respond to this RFP, please complete and submit your proposal and all required documents to First 5 LA no later than 5:00 PM PST on August 24, 2012 August 31, 2012. 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. In addition to the electronic documents applicants must also submit a signed copy of the application cover letter, First 5 LA’s Signature Authorization Form, Agency Involvement in Litigation and/or Contract Compliance Difficulties Form, to:

Attention: Best Start Family Survey Data Collection Project RFP
Craig A. Steele, Interim Chief Executive Officer
First 5 LA
750 N Alameda Street
Los Angeles, CA 90012

A. Submission Instructions

1. Online Application Form: Applicants must submit an online application form.

2. Cover letter: This document introduces the applicant(s) and should clearly show the applicant’s name and/or organization name, address, telephone number, e-mail address, the date, and a statement that the letter is in response to the RFP for the Best Start Family Survey Data Collection Project. One (1) original SIGNED with BLUE INK copy of the cover letter must be received at First 5 LA by the
application deadline. Additionally, applicants will be required to upload a copy of the cover letter to the online application system.

3. **Proposal Narrative:** (may not exceed 25 single spaced pages using at least 10pt font with 1 inch margins): The proposal narrative should be comprehensive and include sections detailing sampling, outreach and recruitment, data collection, staffing, data analysis and dissemination. The applicant should describe the proposed process to complete each task outlined in the RFP and whether there are any tasks they would add or omit. Proposals should also list any potential challenges or problems, and how those would be mitigated. If the applicant would like to change a task or assumption put forth in this RFP by First 5 LA concerning potential approaches to conducting the Best Start Family Survey Data Collection Project, they may do so with explanation justifying the change. In this case, the applicant must clarify the extent to which this change impacts the proposed budget. The proposal should also include a Gantt chart, roles and responsibilities of each of the team members and First 5 LA for each task, and rationale for any modifications to the timeline proposed in the statement of work. Please note that and a key consideration in reviewing proposals will be the applicants’ technical and staffing capacity

4. **Scope of Work:** The scope of work (SOW) specifies the work to be performed under the contract. The SOW should be organized by task and include a deadline and deliverable for each activity. Please see Appendix E for the Scope of Work template.

5. **Résumé(s) or Curriculum Vitae(s):** Please submit one résumé or CV of no more than 5 pages for KEY members of the team outlining all relevant work history, educational attainment, publications, prior research projects, etc. All résumés and CVs should be combined into a single document when uploading the application. Do not submit résumés or CVs for all team members.

Proposed Budget and Budget Narrative: Applicants should create a detailed first year budget organized by task. First year budgets for this project may not exceed $400,000 although it is anticipated that proposed budgets may be substantially below that amount. Applicants should also submit preliminary budgets for the subsequent year in an amount not to exceed $600,000. The year 2 budget is not binding and will be renegotiated prior to entering into a contract for year 2. The total budget amounts for year 1 and 2 must not exceed $1,000,000. The application must include a budget narrative to accompany the proposed budget. The narrative should describe what will be included in each deliverable. The required budget forms are included in Appendix F of this document.

7. **Client Reference Form:** Please complete the information outlined in the instructions for Appendix G for at least three (3) and no more than five (5) references. Clients must be organizations and/or individuals for whom the applicant has provided similar services, and must be able to provide information regarding the applicant’s capacity and performance regarding the provision of such services. Please be sure to provide current contact information for those clients who have agreed to serve as references.
8. 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 (see Appendix H) thoroughly. Submit the original SIGNED with BLUE INK to First 5 LA by the application deadline. An electronic copy must also be uploaded with the online application. An unsigned form or omission of the form will constitute an incomplete proposal and may be grounds for disqualification.

9. Signature Authorization Form (1 original SIGNED with BLUE INK): This form (see Appendix I) 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 also submitted, as applicable, that indicates signature authority. Submit the original SIGNED with BLUE INK to First 5 LA by the application deadline. An electronic copy must also be uploaded with the online application. Omission of the form will constitute an incomplete proposal and may be grounds for disqualification.

10. Annual Independent Audit: The applicant must include the most recent independent audit report. Additional documents regarding the financial stability of the agency may be requested by our finance department during or prior to the review.

11. Memorandum of Understanding (MOU) (if applicable): If a subcontractor will be used on this project, please submit a formal MOU along with the proposal. Applicants with identified subcontractors should include in their proposal a description of previous collaborations with the identified subcontractors.

Bylaws (if applicable)

Articles of Incorporation (if applicable)

Business License (if applicable)

IRS letter of determination (if applicable)

Board of Directors or List of Partners (if applicable)

B. Proposal Checklist

This checklist is for your use only and does not need to be submitted to First 5 LA. If any of the following items are omitted from the application, the application will be considered incomplete and will not be reviewed. Please review all of your documents carefully and check off each item before submitting your proposal.

<table>
<thead>
<tr>
<th>PROPOSAL REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROPOSAL APPLICATIONS Due 5:00 p.m. (PST) August 31, 2012</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Requirement</th>
<th>Details</th>
</tr>
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<tbody>
<tr>
<td>Online Application</td>
<td><a href="http://www.first5la.org/Funding-Center">http://www.first5la.org/Funding-Center</a></td>
</tr>
</tbody>
</table>
| Cover Letter | - One original signed in BLUE INK received at First 5 LA by RFP deadline  
- One electronic copy uploaded with the online application |
| Proposal Narrative | (maximum 25 pages) |
| Scope of Work | |
| Staff Résumés or Curriculum Vitae | (no more than 5 pages each for key staff only) |
| Proposed Budget | |
| Budget Narrative | |
| Client Reference Form | |
| Agency Involvement in Litigation and/or Contract Compliance Difficulties Form | - One original signed in BLUE INK received at First 5 LA by RFP deadline  
- One electronic copy uploaded with the online application |
| Signature Authorization form | - One original signed in BLUE INK received at First 5 LA by RFP deadline  
- One electronic copy uploaded with the online application |
| Annual Independent Audit | |
| Memorandum of Understanding | (if applicable) |
| By Laws | (if applicable) |
| Articles of Incorporation | (if applicable) |
| Business License | (if applicable) |
| IRS letter of determination | |
| Board of Directors or List of Partners | |

### VIII. Review Criteria and Selection Process

#### A. General Requirements

Agencies with experience in survey administration are encouraged to apply. In order for applications to be considered acceptable and eligible for award they must be prepared in accordance with the instructions given in this solicitation. In addition, Applicants must review the First 5 LA Sample Contract in Appendix D. It is imperative that all applicants review the contract language in detail and fully understand contractual obligations should they be selected as the contractor for this project. The selected applicant shall be expected to execute the contract without substantive alteration. All data and information collected in the course of this contract, in whatever form, shall be the sole property of the First 5 LA.
B. Review Criteria

The criteria identified below will serve as the standard against which the technical proposal will be evaluated and lists the significant factors which the applicant should address in the proposal. The evaluation will also be based upon the completeness and thoroughness of the proposal submitted. The applicant should demonstrate that the objectives of the project are understood and the proposal offers a logical approach for their achievement. The following criteria will be used to review and score proposals (See the review tool Appendix J for further detail):

1. Understanding of the Scope of Work

This criterion reflects the extent to which the applicant’s proposal demonstrates a solid understanding of the various conceptual, methodological, statistical and logistical issues related to conducting the proposed data collection in culturally diverse communities. It also reflects the extent to which the applicant’s proposal demonstrates a solid understanding of the demographic and other relevant characteristics of the population currently living in Los Angeles County, particularly in First 5 LA's Best Start communities. Finally, the Applicant must discuss the scope and complexity of the study tasks, strategies for working with program staff and establishing an appropriate partnership relationship, as well as their ability to provide the required skills, resources and strategies necessary for implementing the study.

2. Technical Approach

The applicant will be evaluated by the extent to which the proposed technical approach is succinct and logical in format, demonstrating clear conceptual design and methods consistent with the various tasks to be accomplished and an approach that meets all the requirements outlined in the RFP, including:

a) A detailed description of how each of the specific tasks in the RFP should be detailed power analyses associated with the different research questions, units of analyses, etc.), an approach to each of the project challenges, including any suggested modifications, a detailed description and rationale for any proposed modifications, an analysis plan, a detailed discussion of how the data analyses will address such issues as how to collect and analyze data from distinct linguistic subgroups, examinations of measurement equivalence across possible subgroups and formats for the required reports; and

b) Examples of the problems that might occur in the proposed approach, particularly problems related to the data collection methods, reaching culturally and linguistically diverse families, and data analyses, among others, as well as a sufficiently-detailed description of how each problem should be prevented.

3. Organizational Experience and Proposed Personnel
The applicant’s organizational experience as reflected in the proposal must demonstrate adequate experience conducting survey work of a comparable scope, scale and level of complexity. In addition the applicant will be evaluated by the extent to which the qualifications of proposed personnel demonstrate the relevant academic background, training and experience as outlined below:

a) Experience conducting large-scale surveys and providing institutional support for the recruitment, training and management of a team of field staff, with particular experience conducting surveys in linguistically diverse communities, and other related data collection and quality control activities associated with multi-site and/or longitudinal studies of similar populations.

b) Survey research, particularly multi-site, state-level or national surveys of culturally and linguistically diverse communities, particularly studies conducted among parents of young children, and/or studies that have utilized varied survey methods;

c) Experience working with community-based programs;

d) Experience collecting and processing quantitative data from a large number of sites. The applicant should demonstrate an understanding of, documented experience with, and the ability to use statistical modeling techniques including in particular statistical weighting procedures;

e) Experience in managing multi-site research studies of low-income, culturally and linguistically diverse families;

f) Inclusion of full résumés of proposed staff in the proposal which clearly reflect the range and depth of the requirements outlined above, including any publications in professional refereed journals.

g) Experience and knowledge working in Southern California, preferably in Los Angeles County.

4. Budget

Applicants submitting proposals must develop budgets that are in line with common business practices. The applicant’s budget and budget narrative should reflect the following:

a) A reasonable price per task experience;

b) A composite hourly rate for all personnel that does not exceed $150/hour (see detail in Contracting Considerations, number 9);

c) Tasks assigned to appropriate personnel so as to minimize the cost per deliverable while also maximizing the quality of the output;
d) An awareness of the realities of fixed-price budgeting reflected in an appropriate financial accommodation of risk, particularly related to protracted revisions and delayed start dates.

e) A project budget for the first fiscal year that does not exceed $400,000 and a total project budget across two fiscal years that does not exceed $1,000,000.

5. Management Plan

Applicants must be able to demonstrate that they can complete all deliverables within the project period. Additionally, management plans will be judged by the extent to which the plan includes the following:

a. Specific procedures for maintaining quality control and timelines and conducting regular review of the quality of data collected;

b. Work scheduling according to tasks (and subtasks, as appropriate) and timetables for deliverables on a Gantt chart;

c. Evidence of the ability to have a sufficient number of the staff available to accomplish the work, including a Memorandum of Understanding with any subcontractor or consultants to be utilized, percent of time devoted to this contract for each person proposed on the project (presented separately by contract year), and a detailed description of all current and projected, outside commitments (listed separately by percent time for each ongoing or proposed project and presented by year) for staff and consultants who are proposed less than full time to this project;

d. Evidence of the applicant having worked with any proposed subcontractors in the past;

e. Evidence of the ability to have a sufficient number of site liaisons and other related study staff available within Los Angeles County to provide ongoing, regular contact with First 5 LA staff and data collectors for the duration of the contract.

C. Selection Process

First 5 LA will award the Best Start Family Survey Data Collection Project contract to an applicant based on the following multi-stage review process:

1. Level 1 Review: First 5 LA staff will review each application to ensure that basic requirements are met. Basic requirements include: timely receipt of all online and hard copy application requirements, adherence to required formats, and inclusion of all applicable attachments and forms. Proposals with omissions of any required documentation are subject to disqualification. Some or all of the applicants who have submitted complete and responsive applications may be contacted for more information on or before September 7, 2012.
2. **Level 2 Review:** A minimum of three (3) external reviewers will review and score proposals using the Best Start Family Survey Proposal Review Tool posted with the RFP (Appendix J). External reviewers will utilize the review tool exclusively to score proposals to alleviate the potential for bias. External reviewers are required to sign a Conflict of Interest and Confidentiality Statement.

3. **Level 3 Review:** The First 5 LA Finance Department will review a copy of the annual independent audit to ensure the financial capacity of applicants. As a public entity, the Commission has a responsibility to the public to ensure that the organizations that receive our funds are financially stable to provide the contracted services. Further written materials regarding the financial stability of the agency may be requested during or prior to the review.

4. **Presentations/Interviews:** The three highest scoring applicants will be interviewed. Interviews will complement rankings resulting from the external review process. Interviews are scheduled to be held on dates shown in the RFP Timeline. These dates are subject to change at First 5 LA’s sole discretion. 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. **Reference Checks:** If necessary reference checks will be completed for applicants with the highest ranked proposals based on the external review process. Information obtained through reference checks will complement rankings resulting from the external review process. First 5 LA must be able to contact all references provided by the applicant. If any reference cannot be reached, First 5 LA may deem the applicant ineligible for this opportunity.

The final award notification is anticipated to occur by **October 5, 2012**, with a projected contract start date of **December 1st, 2012**. First 5 LA staff and/or Commission reserve the right without prejudice to reject any or all submitted proposals.

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 the COMMISSION.

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 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/Term of Grant 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 in writing 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. The COMMISSION reserves the right to revise the effective date prior to final execution of the contract.

8. The contractor shall not be authorized to deliver or commence performance of services as described in this RFQ until final execution of the contract (contract must be signed by both parties). Final execution of the contract is contingent on First 5 LA’s Board approval of the negotiated scope of work and budget. Any performance of services commenced prior to obtaining all written approvals by First 5 LA shall be considered voluntary.

9. 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)
- Signature Authorization Form
- 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)
- 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.

10. 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).

11. The selected contractor/s will be required to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract (See Sample Contract). The selected applicant shall be expected to execute the contract without substantive alteration. If applicant cannot accept the terms of the contract without substantive alterations, the applicant should refrain from applying. It is imperative that all applicants review the contract language in detail and fully understand contractual obligations should they be selected.

X. Appeals Policy

First 5 LA reserves the right, without prejudice, to reject any or all submitted applications. An Appeal shall be permitted only on the grounds that the decision violated applicable law, First 5 LA policies and procedures, or the terms of the bid, RFP or RFQ (see Appendix K). Appeals challenging First 5 LA’s decision on the merits or qualifications of bidders or proposers or the scoring of proposals shall not be permitted. An appeal of a First 5 LA decision shall be in writing and filed with the office of the CEO within ten (10) business days following the date the notification of decision is made by First 5 LA. For more information, please see First 5 LA’s Appeals Policy.

XI. Appendices

Appendix A: 2009-2015 Strategic Plan Theory of Change Pathway
Appendix B: Family Survey: Outcome Indicators and Items
Appendix C: First 5 LA Quality Assurance Review and Conflict Resolution Process
Appendix D: First 5 LA Sample Contract
Appendix E: Scope of Work Template
Appendix F: Deliverables-Based Budget Template and Instructions
Appendix G: Client Reference Forms
Appendix H: Agency Involvement in Litigation and/or Contract Difficulties Form
Appendix I: Signature Authorization Form
Appendix J: Best Start Family Survey Data Collection Project Proposal Review Tool
Appendix K: First 5 LA’s Appeals Policy