FIRST 5 LA GRAPHIC DESIGN VENDOR
REQUEST FOR QUALIFICATIONS (RFQ)
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I. TIMELINE FOR SELECTION PROCESS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFQ Released</td>
<td>November 2, 2009</td>
</tr>
<tr>
<td>Due date for Questions</td>
<td>November 9, 2009,</td>
</tr>
<tr>
<td>Application Due:</td>
<td></td>
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<tr>
<td>• 1 original</td>
<td>November 16, 2009,</td>
</tr>
<tr>
<td>• 1 copy</td>
<td>MUST BE RECEIVED BY 5 pm</td>
</tr>
<tr>
<td>• 1 CD containing all materials</td>
<td></td>
</tr>
<tr>
<td>Applicant Review Process</td>
<td>Week of November 16th</td>
</tr>
<tr>
<td>Vendor(s) Selected/Notified</td>
<td>November 19, 2009</td>
</tr>
<tr>
<td>Contract Start Date¹</td>
<td>November 23, 2009</td>
</tr>
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</table>

All questions and requests for additional information regarding this RFQ must be received in writing by First 5 LA via mail, fax, or email before 5 p.m. on Monday, November 9, 2009. 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 should be submitted to:

Teryn Mattox  
Research Analyst  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA  90012  
(213) 482-7516  
tmattox@first5la.org

¹ Note: While it is First 5 LA’s desire to execute the Contract for a November 23, 2009 start date, all dates are subject to change at First 5 LA’s sole discretion.
II. BACKGROUND

First 5 LA – “Champions for Our Children”

In 1998, California voters passed Proposition 10, which levied a 50-cent per pack tax on all tobacco products. The resulting tax revenues were earmarked for the creation of a comprehensive system of information and services to advance early childhood development and school readiness within each county in California. In Los Angeles County, First 5 LA (also known as the Proposition 10 Commission) was formed as a public entity to develop and oversee various early childhood initiatives and to manage the funding from Proposition 10. To address the needs of communities, in 2004 the Commission adopted The Next Five Strategic Plan (FY 2004-2009), focusing on the goal areas of Early Learning, Health and Safety. Since 1998, First 5 LA has invested over $800 million to support initiatives in these areas. Additional information regarding First 5 LA can be found at http://www.first5la.org/.

The Los Angeles Mommy and Baby (LAMB) Survey

The LAMB survey is a mail-in survey that asks new mothers questions about events that happened before, during, and after their pregnancies. First 5 LA has formed a strategic partnership with the LAMB survey, and has agreed to assist in the production of high-quality materials to make the LAMB survey more engaging to new mothers. More information on the LAMB survey can be found at http://publichealth.lacounty.gov/mch/LAMB/LAMB.html.

III. ELIGIBILITY

First 5 LA is seeking a graphic design vendor to assist with several design projects. These include but may not be limited to the design of the Los Angeles Mommy and Baby (LAMB) survey, including cover pages and internal contents. Applicants responding to this RFQ must have the qualifications, experience and demonstrated success detailed below.

Required qualifications:
- Demonstrable ability to conform their design to preexisting Style Guidelines.
- Expertise in design layout for print production and lower resolution Internet distribution.
- Experience in preparing high-quality design files for print production and working with printers.
- Ability to be accessible and flexible in accordance with product timelines and activities.
- Strong written and oral communication skills.
- Attention to detail

Preferred qualifications:
- Experience designing products related to children and families
- Experience designing products for a range of linguistic and cultural groups.
- Experience designing research briefs and/or surveys
- Familiarity with First 5 LA
IV. DELIVERABLES AND SCOPE OF WORK

The design vendor will be required to perform tasks including but not limited to the following:

**Design of LAMB survey cover and contents:**
- Design vendor will produce two (2) variations of survey covers and end sheets, making revisions to both as suggested by First 5 LA and LAMB teams. Both of these drafts will be presented at focus groups of new mothers conducted by First 5 LA.
- Design vendor will create a final revised survey cover and end sheet given focus group feedback, which will be communicated to the vendor by First 5 LA with specific instructions for revisions.
- Design vendor will create, using the final revised survey cover, versions of the survey in Mandarin and Spanish. Design Vendor will not be responsible for translation services. However, designer must be able to modify survey design as needed to accommodate text in these languages.
- Design vendor will design and produce the internal contents of the LAMB survey following the finalization of survey questions by First 5 LA and LAMB team. The LAMB survey may be up to 100 questions, and the design vendor will be expected to assist F5LA and the LAMB teams with making survey questions and skip logic as clear as possible. More than one revision may be necessary given any last-minute changes to the survey contents.

**Design of First 5 LA research briefs:**
- Design vendor will produce up to 8 research briefs intended to convey technical information to a broad audience in a user-friendly format.
- Research briefs will be between 1 and 10 pages, and will include a mix of charts, tables, images, photographs and text.
- Design vendor will be expected to perform light copy-editing and proofreading services.

The Commission reserves the right to modify the deliverables outlined above and also includes additional deliverables throughout the course of the contract.

V. TERMS OF SERVICE

**Available Funding**

A final budget will be negotiated once a vendor has been selected. Funds will be granted through monthly invoices based on services rendered and actual expenses. Total compensation will not exceed $25,000.

**Contract Period**

First 5 LA expects to enter into a contract of no more than twelve (12) months with the selected vendor(s). It is expected that services shall commence immediately upon the
vendor’s receipt of written authorization from First 5 LA. Any performance of services that commence prior to the vendor obtaining an executed contract from First 5 LA shall be considered voluntary.

First 5 LA reserves the right to extend the contract beyond the initial twelve months should there be additional deliverables defined.

**Contractual Obligation**

The selected vendor is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract. (See Appendix 5: Sample Contract)

**VI. STATEMENT OF QUALIFICATIONS**

Design vendors should submit a proposal that includes:

1. **Cover letter:** Introducing the design vendor and clearly showing the vendor’s name, address, telephone number, e-mail address, the date, and a statement that the letter is in response to an RFQ for a graphic design vendor.
2. **Résumé(s):** Include the résumé(s) of all staff expected to work on the design project.
3. **Names and contact information for at least three references from current and/or former clients.**
4. **An hourly rate that includes all costs associated with the vendor’s performance of duties (e.g., travel, etc.).** Please see the compensation section below for more details about First 5 LA’s maximum allowable hourly composite rate.
5. **An hourly rate form that details expenses for the design of the survey cover and contents as described above.**
6. **Work samples:** Two (2) or more samples of vendor’s work that is most applicable to the projects described above.

Qualified parties should submit information sufficient to support their qualifications to perform this service. First 5 LA reserves the right to request additional information and/or to begin negotiating with the most qualified bidder.

Please submit your qualifications using First 5 LA’s online application, as well as submitting one (1) original and signed copy of the application cover letter, First 5 LA’s “Agency Involvement in Litigation and/or Contract Difficulties” and “Signature Authorization” forms, as well as work samples, to:

**Evelyn V. Martinez, Executive Director**  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012  
Attention: First 5 LA Graphic Design Vendor

No faxed or emailed submissions will be considered.
Additional Required Documentation (not a part of 10 page proposal):

1. **Agency Involvement in Litigation and/or Contract Compliance Difficulties (Appendix 1):**
   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.

2. **Signature Authorization Form (Appendix 2):** This form is required in order to verify signature authority to enter into contractual agreement with First 5 LA. If not outlined in the applicant’s Bylaws, a Board Resolution or Partnership Agreement must be submitted, as applicable, that indicates signature authority. Applicants must submit two original forms signed in blue ink.

3. **Proof of Commercial General Liability Insurance**

4. **Copy of Vendor’s Business License**

5. **W-9 Form**
VII. SELECTION PROCESS AND REVIEW CRITERIA

Selection Process
1. Applications will be evaluated by the Director of Research and Evaluation, First 5 LA staff, and one member of the LAMB team. The applicants will be evaluated for minimum qualifications, including timely receipt of the proposal.
2. **Level 1**: Staff check for application completeness and adherence to application requirements.
3. **Level 2**: An interdepartmental team reviews and scores applications using standardized review tools. External reviewers with expertise in the field are recruited to score applications, as needed or depending upon the weight of the initiative or project. Review tools are strictly adhered to by all staff and external reviewers to mitigate the potential of bias. In accordance with First 5 LA policy, both external and internal reviewers sign a conflict-of-interest form.
4. **Level 3**: Finance Department staff review the application and financial documents from the applicant agency to ensure their fiscal capability to implement the grant as intended.
5. **Site Visit/Reference Check**: When necessary and applicable, a site visit and/or reference checks are completed for the final applicants. Again, these site visits and reference checks are scored with a standardized review tool made available prior to the site visit.

Selection Criteria
Qualifications will be evaluated by First 5 LA staff. The following are the selection criteria that will be used to evaluate applicants:
- The vendor’s past experience in producing comparable work
- The vendor’s demonstrated creativity and quality of work
- The vendor’s work with previous clients
- The cost-effectiveness of the vendor’s application

First 5 LA will award a Contract to one or more applicants with the expertise and qualifications outlined in the RFQ.

The Commission reserves the right to without prejudice reject any or all submitted qualifications.
VIII. 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 with all of the provisions in the attached sample contract (See Sample Contract).

A. Conflict of Interest

The selected Contractor will be required to comply with the COMMISSION's Conflict of Interest provisions, as outlined in the contract, and as applicable under California Law. Contractor acknowledges that he/she/it is acting as public official pursuant to the Contract and shall therefore avoid undertaking any activity or accepting any payment, employment or gift from any third party that could create a legal conflict of interest or the appearance of any such conflict. A conflict of interest exists when one has the opportunity to advance or protect one's own interest or private interest of others, with whom one has a relationship, in a way that is detrimental to the interest, or potentially harmful for the integrity or fundamental mission of the COMMISSION. Contractor shall maintain the confidentiality of any confidential information obtained from the COMMISSION during the Contract and shall not use such information for personal or commercial gain outside the Contract. By agreeing to the Contract and accepting financial compensation for services rendered hereunder, Contractor agrees that he/she/it will not subsequently solicit or accept employment or compensation under any program, grant or service that results from or arises out of the funded project and related initiative(s). During the term of the Contract and for one year thereafter, Contractor will not knowingly solicit or accept employment and/or compensation from any COMMISSION collaborator or Contractor without the prior written consent of the COMMISSION.

B. Compliance

Current/Former grantees and/or Contractors must be in good standing and in compliance with all aspects of their contract with the COMMISSION in order to be eligible to apply for the current Request for Qualifications (RFQ). The COMMISSION may deem an applicant ineligible if it finds in its reasonable discretion, that applicant has done any of the following, including but not limited to: (1) violated any significant terms or conditions of Grant Agreement/Contract; (2) committed any act or omission which negatively reflects on Applicant's quality, fitness or capacity to perform services listed in RFQ with the COMMISSION or any other public entity, or engaged in a pattern or practice which negatively reflects on the same; (3) committed an act or offense which indicates a lack of business integrity or business dishonesty; or (4) made or submitted a false claim against the COMMISSION or any other public entity.

C. Contract Information

1. The COMMISSION may, at its sole discretion, reject any or all submissions in response to this RFQ. The COMMISSION also reserves the right to cancel this RFQ, at its sole discretion, at any time before execution of a contract. The COMMISSION shall not be liable for any costs incurred in connection with the preparation of any submissions in
response to this RFQ. Any cover letters, résumés and/or curriculum vita, including attached materials, submitted in response to this RFQ shall become property of the COMMISSION and subject to public disclosure.

2. The agency/organization submitting an application agrees that by submitting an application it authorizes the COMMISSION to verify any or all information and/or references given in the application.

3. The COMMISSION reserves the right, after contract award, to amend the resulting contract, scope of work, and any other exhibits as needed throughout the term of the contract to best meet the needs of all parties.

4. The COMMISSION reserves the right to request additional financial information to verify applicant’s past and current financial status. This information includes, but is not limited to: the most recent independent audit ending Calendar Year 2008 Fiscal Year June 30, 2008, 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 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. If this Contract is not signed within the thirty-day (30) period from the intended start date, the COMMISSION has the right to withdraw the contract award. Any agreed upon changes to the intended start date must be confirmed in writing by both parties.

8. Unless otherwise submitted during the application process, the selected Contractor will be required to submit the required documentation listed on the Contractor Checklist, which includes, but not limited to, the following documents before the Contract can be fully executed:

   □ Agency Involvement in Litigation and/or Contract Compliance Difficulties Form
   □ By-laws (if applicable)
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.

IX. APPENDICES

All Appendices are included as separate attachments.