FIRST 5 LA
Parent Child Interaction Therapy Trainer
REQUEST FOR QUALIFICATIONS
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I. TIMELINE FOR SELECTION PROCESS

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<tr>
<td>RFQ Released</td>
<td>April 11, 2012</td>
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<td>Information Session</td>
<td>April 18, 2012</td>
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<tr>
<td>Final date to submit questions for RFQ and for requests for additional information</td>
<td>April 18, 2012</td>
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<td>Application Due:</td>
<td>May 4, 2012</td>
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<td>• Online applications plus all required forms</td>
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<td>• One (1) original signed copy of the First 5 LA “Signature Authorization” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms mailed or delivered to First 5 LA</td>
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<tr>
<td>External Review of Applications</td>
<td>May 7 – May 17 2012</td>
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<td>Notification of Acceptance</td>
<td>June 1, 2012</td>
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<td>Approval of PCIT Training Contract at First 5 LA Commission Meeting</td>
<td>July 12, 2012</td>
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<td>Contract Projected Start Date</td>
<td>July 15, 2012</td>
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*Dates listed in timeline are subject to change at First 5 LA’s sole discretion.*

All questions and requests for additional information regarding this RFQ must be received by First 5 LA via email before 5 p.m. on April 18, 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. Responses to questions will be posted on the First 5 LA website no later than April 25, 2012.

Questions and information requests may be submitted to:

Bill Gould, Program Officer
Program Development Department
First 5 LA
fax: 213.482.5903
bgould@first5la.org
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, the First 5 LA Commission was formed as a public entity to develop and oversee various early childhood initiatives and to manage the funding from Proposition 10. Since 1998, First 5 LA has invested more than $1 billion to support programs, initiatives, research, partnerships, public education and other endeavors in all four of its goal areas:

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

The First 5 LA FY 2009-2015 Strategic Plan

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

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

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

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

The Place-Based Approach, Best Start

The First 5 LA commissioners’ place-based approach focuses on the places where families live combining efforts to strengthen families with those that build community capacity to create and sustain thriving and healthy environments for all children. The research and promising practices\(^1\) 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 June, each community partnership will have submitted proposals to the First 5 LA commissioners for future investments. These can include building safe parks, providing early childhood education programs or supporting other strategies that achieve Best Start’s primary goals that children in each community grow up safe, healthy and ready to learn.

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

Countywide Approach

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

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

III. PURPOSE OF CONTRACT

Project Description
This Request for Qualifications is part of First 5 LA’s Countywide Strategies and is designed to address First 5 LA’s FY2009-2015 goal, Children are Safe from Abuse and Neglect through the expansion of clinical supportive services.

In addition, a concurrent countywide approach focuses on integrating children and family service delivery systems, policy change, public education, workforce development and other strategies that improve the health, safety, and early education of all children in the county.
In the Strategic Plan, the Commission established four specific outcomes that it seeks for young children in Los Angeles County. These outcomes are defined in the plan as four long-term goals of ensuring that children:

1. Are born healthy
2. Maintain a healthy weight
3. Are safe from abuse and neglect
4. Are ready for Kindergarten

**The Place-Based Approach**
The First 5 LA Board of Commissioners adopted a place-based approach as one of two central approaches in its new strategic plan. The research and promising practices (Department of Health & Human Services, 2007) emerging from decades of place-based efforts makes a strong case for First 5 LA’s shift of a significant amount of its resources to this funding mechanism. A place-based approach focuses on the places in which families live, combining efforts to strengthen families with those building the capacity of communities to create and sustain thriving and healthy environments for all children. 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 across funding areas.

**Countywide Approach**
In addition to the place-based approach, the First 5 LA FY 2009-2015 Strategic Plan outlines the critical role of strong, coordinated, and responsive systems in supporting families and improving outcomes for children prenatal through five. These systems include the actual structures through which health and human services are provided in Los Angeles 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 Los Angeles County while improving the sustainability of the place-based approach and outcomes. Success in the place-based communities requires that systems change occurs countywide in order to achieve sustained and long-term improved outcomes for children in those communities. 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 place-based communities.

The countywide approach represents a comprehensive effort to address systems improvement in Los Angeles County through the following seven strategies to:

1. **Public Policy**: Define and pursue First 5 LA’s priorities for policy change that support families within the four priority goal areas.
2. **Public Education**: Build public will and promote knowledge around issues facing children and families.
3. **Resource Mobilization**: Support and enhance the impact of the total portfolio of First 5 LA investments through effective, strategic partnerships; and by leveraging social and financial capital.
4. **Workforce Development**: Improve the knowledge and skills of the countywide prenatal to five workforces to strengthen families and support children’s healthy development.

5. **Data Systems Integration**: Support improvement of the quality and usefulness of data collected about children and families throughout Los Angeles County and the programs, projects and services that support them.

6. **Health Access**: Increase access to health insurance for children 0-5 by assisting families in obtaining coverage, and potentially subsidizing insurance for children not covered by other insurance.

7. **Information Resource and Referral**: Provide telephone lines or printed/online resource directories which community members can access in order to get information about resources.

These strategies address countywide systems improvement from various points within these systems, yet work in a coordinated manner. Combined, they constitute a coordinated approach for First 5 LA to leverage opportunities, advocate for change, instill knowledge and raise awareness about how best to strengthen families with young children. In addition, while these strategies were approved as “countywide,” some of the activities will be specifically targeted to support the place-based approach.

**Parent Child Interaction Therapy Project (PCIT)**

The Parent Child Interaction Therapy Project (PCIT) is designed to expand access to clinical support for children with serious behavior problems and their parents. Parent Child Interaction Therapy (PCIT) is an evidenced-based therapy that has been successfully used to help young children ages two to seven years old with serious behavior problems like aggressiveness, defiance, temper tantrums and oppositional behavior. More recently, this practice has been expanded to children ages six months to two years of age. It has also been documented as an effective practice for reducing incidences of low to moderately severe physical abuse cases involving young children (see discussion below).

A summary of the PCIT program is provided below:

“PCIT is a behavioral family intervention for children two to seven years of age with disruptive behavior disorders. It has been identified as a best practice for physically abusive parents. Developed by Sheila Eyberg at the University of Florida, PCIT integrates concepts from social learning theory, traditional play therapy, and attachment theory to enhance the parent-child relationship, increase children’s pro-social behaviors, and increase parents’ behavior management skills. The program is implemented in two phases: The first phase is the Child Directed Interaction (CDI) phase during which parents develop child-centered interaction skills. The second phase is the Parent-Directed...”

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Interaction (PDI) phase during which effective discipline skills are the focus.

Source: PCIT Training Guidelines (Feb 2009)

In July 2008, the Washington State Institute for Public Policy evaluated PCIT and PCIT was found to have a statistically significant effect on reducing child abuse and neglect among PCIT family participants. PCIT participants were significantly less likely than those in a comparison group to abuse or neglect their children. Additionally, it was found to have an approximate $6 return on investment for each dollar spent by reducing further social costs and improved societal benefits.

The purpose of this contract is to expand families’ access to PCIT by expanding the number of licensed therapists and clinics that are certified to provide PCIT therapy to families that would benefit from this service.

The selected contractor would be responsible for the design, development, and implementation of a training program to increase the number of qualified PCIT therapists and clinical sites in Los Angeles County. The selected contractor would work under the general direction and guidance of First 5 LA and its partner, the Los Angeles County Department of Mental Health (LACDMH), to plan, develop, and execute the approved training program and curriculum. The contractor would be expected to implement a training program consistent with the PCIT Training Guidelines (see Appendix J, February 2009).

Training Objectives:

The purpose of the training is two-fold:

1. Increase children and families’ access to PCIT Therapy by expanding the number of certified therapists and provider agencies in Los Angeles County; increasing both the number and geographic diversity of qualified providers.

2. Provide agencies and therapists with the capacity to successfully sustain these services by leveraging available state and federal funding, and seeking reimbursement for these services. LACDMH will be available to support agencies in understanding how funding for these services can be billed appropriately to the funding agencies.

The training will expand the number of trained mental health therapists that are already certified in PCIT throughout Los Angeles County, including expanding the number of certified trainers and supervisors that would then have the capacity to expand the future workforce. Currently, it is estimated that there are 98 clinicians who have been trained or will be trained in the next few months as PCIT therapists in the LACDMH system. To ensure that the training program is leveraging existing PCIT resources in Los Angeles County, the selected contractor will implement the requested PCIT therapy in two phases:

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The 98 clinicians are the target audience for the Phase I Advanced Training (see PCIT guidelines-Appendix J).

The Phase II Certification training should expand the number of therapists in the second year by 82% (assuming 20 new sites annually and four new clinicians at each site). To be qualified for training, a trainee must meet the following criteria:

- Have a master’s degree or higher in the mental health field and must be actively working with children and families.
- Be licensed in his or her field or be eligible to receive supervision from a licensed individual trained in PCIT.
- His or her agency must serve a population of clients within the age range for the targeted PCIT services (i.e., two to five years of age); and must allow time for trainees to participate in ongoing training and consultation.

The specific components of the Phase I and Phase II training are detailed below.

Phase I: Advanced Training is designed for therapists that have previously been certified in PCIT but who would benefit from an advanced training program to enhance and/or update their skills. The Phase I enhanced training would also be available to therapists that are currently not individually certified in PCIT, but work at a clinical site in which PCIT is offered. The clinician would be available to participate in the training with the support and assistance of their host agency. Approximately 30 agencies representing an estimated 60 therapists will be invited to participate in the advanced training. The successful contractor should be prepared to initiate the advanced training immediately upon the award of a contract by First 5 LA.

Phase II: Certification Training should be designed to provide qualified and eligible therapists with a path to becoming certified in PCIT. Training is expected to be an intensive commitment that requires several components. The training program should assume that approximately 20 new agencies participate in the training annually. Specifically, training and curriculum requirements should include:

- 40 hours of in-person training with a PCIT trainer - this includes an overview of the theoretical foundations of PCIT, coding practice, case observations, and guided coaching with families, with a focus on mastery of Child Directed Interaction (CDI) and Parent Direction Interaction (PDI) skills and coaching.
- Advanced live training – trainees will work with families approximately two to six months after completing their initial trainings. These trainings will focuses on refining coaching skills, addressing complex treatment issues, and a check-off on coaching criteria (PCIT guidelines Appendix L).
- Case Work - trainees must treat a minimum of two PCIT cases to completion as primary therapists or co-therapists. Until the two PCIT cases are completed, trainees must remain in regular contact (i.e., recommended weekly, but no less than monthly)—via telephone, live observation, or tape review—with a PCIT trainer. The completion of two PCIT cases is expected to last about a year.
• **Skill reviews** – Trainees must have their treatment reviewed by a PCIT trainer. Reviews can be conducted through videotapes, live observation, or online/telemedicine system. To check skill development, trainers must review the following sessions conducted by the trainee: 1) Child-Directed Interaction (CDI) Didactic; 2) Parent-Directed Interaction (PDI) Didactic; and, 3) CDI coaching (ideally the first CDI coaching session).

**IV. STATEMENT OF WORK**

First 5 LA expects the selected training contractor to complete eight tasks outlined below in order to successfully conduct the training,

*Task 1: Review Background Data on the Availability of PCIT Therapy in LA County*

The selected contractor will be expected to review and analyze the prevalence and accessibility of PCIT in Los Angeles County and specifically the availability of services for First 5 LA's target population children ages 0-5. Analysis of available data should inform the planning process outlined in tasks three and five.

*Task 2: Coordinate with First 5 LA and LACDMH*

First 5 LA established a strategic partnership with Los Angeles County Department of Mental Health to ensure coordinated implementation of each project strategy and provide overall support and guidance. LACDMH, as the lead mental health agency in Los Angeles County, is responsible for providing child mental health services in Los Angeles County for children, including those from birth to five years old, who have serious emotional conditions and have been diagnosed with a mental disorder. LACDMH's goal is to enable children with behavioral disorders to remain at home, succeed in school, and avoid involvement with the juvenile justice system. LACDMH is responsible for providing a wide range of services to these children and their families through a network of County operated and contracted agencies across all eight-service areas of Los Angeles County as well as several programs and services that are delivered Countywide.

The contractor should assume LACDMH will provide the following support to the selected training contractor:

- Identification and selection of agencies to participate in the year one advanced training program. LACDMH will provide the trainer with resources and support to recruit agencies and therapists to participate in the training. This will include contract information for agencies and therapists that are currently eligible PCIT providers. First 5 LA will provide stipends to reimburse agencies for the cost of therapists to participate in the training program. LACDMH will work with First 5 LA to design and implement the stipend reimbursement program.
- Recruitment and selection assistance for agency therapists to participate in training to certify new therapists in PCIT therapy. LACDMH will develop the recruitment and selection processes.
- Allocation and distribution of funding for facility upgrades or modifications, and training stipends to therapists who participate in the PCIT training program.
• Assistance to agency staff to understand how services can be reimbursed from appropriate federal and state funding sources, once trained and certified in PCIT
• Assistance in participating in and supporting the Evaluation Design. This includes using LACDMH evaluation tools and contributing to other evaluation tools as needed for project as well as providing technical assistance to support First 5 LA’s evaluation and assistance using evaluation data for program improvement.
• Provision of program support including scheduling trainings, monitoring completion of trainings, and certification for agencies as PCIT providers.

**Task 3: Develop a Phase I Training Plan and Curriculum**
As outlined above, the Phase I training is designed to be an advanced training for therapists and agencies already trained in PCIT. The training plan should define:
- Recommended curriculum and number of training sessions
- Participation requirements
- Total number of required training hours
- Strategy, platform, and format for delivering the training
- Timeline

A draft plan will be submitted to First 5 LA and LACDMH for review and comment once the contract has commenced. A final plan will then be updated and issued to reflect any input from First 5 LA and LACDMH, as appropriate.

**Task 4: Execute Phase I Training Plan**
The selected contractor will be expected to execute the training program according to the approved plan. Any issues or unanticipated challenges should be presented to LACDMH for support in resolution.

**Task 5: Develop Phase II Training Plan**
The Phase II Training Plan will address the expanded new training. As indicated, it is targeted that approximately 20 agencies each year for five years will be targeted to participate in the training. The training plan should address periodic follow-up with agencies once formal training is complete to ensure fidelity to the PCIT model in execution. The training plan should include:
- Recommended curriculum and number of training sessions
- Participation requirements
- Required training hours
- Strategy, platform, and format for delivering the training
- Timeline

**Task 6: Execute Phase II Training Plan**
The selected contractor will be expected to execute the training plan on an annual basis. Throughout implementation, the selected contractor will provide regular updates to First 5 LA and LACDMH (see task 7 below) and work with First 5 LA and LACDMH to resolve any issues or unanticipated challenges.

**Task 7: Provide quarterly implementation reports**
The contractor will be responsible for providing quarterly implementation status reports. The status reports should minimally include:

- Number of agencies and therapists who participated in the training
- Number of agencies and therapists who have complete the trainings
- Implementation challenges and recommendations for future trainings
- Actual implementation status versus planned implementation and report on any relevant issues that warrant consideration by First 5 LA and LACDMH

*Task 8: Prepare an evaluation report annually*

The contractor is expected to submit annually an evaluation report on the overall progress on the training strategy and implementation. The report should highlight:

- Process data
- The degree to which project implementation achieved the desired expansion of certified PCIT providers?
- The degree to which the implementation is balancing expansion throughout Los Angeles County, highlighting communities that may be benefitting from the expansion or not being impacted
- Recommendations for future years rollout

The selected contractor will also be expected to support and participate in First 5 LA’s evaluation of the program and may be asked to participate in special studies related to the project.

**Additional activities**

First 5 LA reserves the right to request the selected contractor/s to perform additional activities related to the work described above. These activities will be incorporated in a revised work plan, budget, and scope of work as necessary. The contractor will furnish the necessary personnel, materials, and services, unless otherwise stated in this document.

**V. ELIGIBILITY REQUIREMENTS**

Applicants must have the qualifications, experience, and ability to successfully carry out the PCIT project. The ideal applicant(s) will be familiar with and have extensive experience in training mental health professionals, specifically in PCIT therapy. Experience in Los Angeles County and California is preferable, but not mandatory.

**VI. SUMMARY OF DESIRED QUALIFICATIONS**

In addition to meeting the general key eligibility requirements, the ideal training contractor would possess all or most of the following core competencies:

**Knowledge and Skills**

- Certified PCIT provider and/or demonstrated experience and capacity as a training provider in PCIT.
- An understanding of the requirements of providing mental health services to young children in California and, as appropriate, in Los Angeles County.
- An understanding of the Los Angeles County system of mental health services for young children (children five and younger).
- Excellent communication skills, including culturally appropriate verbal and written communication.
- Ability to design, manage and track multiple complex projects.
- Ability to work independently without direct supervision and maintain responsibility for all updates, reports and other deliverables and project timelines.
- Willingness and ability to communicate regularly and work effectively with First 5 LA staff.
- Culturally appropriate perspectives on issues influencing children prenatal to 5 and families in Los Angeles County.
- Financial accountability including timely submission of invoices and financial reports or updates.

**Experience**
- Demonstrated experience in providing mental health training services, specifically PCIT.
- Demonstrated experience in working with a diverse base of therapists and/or providers.
- Demonstrated experience in designing and implementing PCIT training programs targeted at providers and therapists who work with young children and parents.
- Demonstrated experience working with a diverse base of therapists and/or providers.
- Demonstrated project management experience including effectively delivering services according to project plans, schedules and budgets.

Proposers should also carefully review Section IX - SELECTION PROCESS AND REVIEW CRITERIA. This section identifies how proposers experience, knowledge and skills will be evaluated. Proposers should submit evidence of individual and firm qualifications in the requested areas as part of the Proposal Narrative.

**VII. PROJECT TERMS**

**Available Funding**
The contractor(s) will be compensated based upon the project budget developed during the contracting period. First 5 LA has budgeted approximately $3 million for the training program for the contract period of July 15, 2012, through June 30, 2017 (not to exceed 750,000 in Y1). The contract will be subject to annual review based on performance. The budget will be expected to be detailed and justified upon successful award to a contractor.

The contractor is responsible for all expenses related to any subcontracted services and for supplying all business equipment required to implement the tasks and scope of work (e.g., computer, printer, fax, internet access, telephone, etc.). The contractor will be responsible for maintaining a method to capture and document time spent on project activities, as a means to support First 5 LA staff management of costs and ensure accomplishment of all project objectives. The contractor will also be responsible for purchasing any incentives to
provide to each of the participants. The amount and kind of incentive should be proposed to First 5 LA and approved before they are purchased.

Final Scope of Work and Budget will be determined during the contract development process. Funds will be disbursed through monthly invoices based on actual expenses and services rendered.

**Contract Period**
The Commission anticipates the project to be approximately 60-months with the selected contractor(s) with an intended start date of July 15, 2012. The contract will be subject to annual review and renewal based on contractor performance.

The PCIT Training contractor shall not be authorized to deliver or commence performance of services as described in the application until final execution of the contract (contract must be signed by both parties). Any performance of services commenced prior to obtaining all written approvals by First 5 LA shall be considered voluntary.

**Contractual Obligation**
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). Please note: applicant must be willing to accept all terms outlined in the contract. It is imperative that all applicants review the contract language in detail and fully understand contractual obligations should they be selected as a contractor for a project. (Hourly rates should be consistent with First 5 LA’s Consultant/Contractor Rate Table (posted under Important Documents). Please see Section X, “Contractual Considerations,” sub-section, C, “Contract Information,” point 9 to review Commission policies and guidelines concerning rates).

**VIII. PROPOSAL CONTENT**

First 5 LA requires submission of proposals using First 5 LA’s online system accessed from the First 5 LA website: [www.first5la.org/FundingCenter](http://www.first5la.org/FundingCenter). Carefully review the following requirements for proposal content.

1. **Proposal Checklist (requires the CEO/ED signature)**

2. **Cover Letter:** Introduce the contractor(s) and/or consulting firm, clearly providing the lead contractor's name, address, telephone number, e-mail address, date, and stating that the letter and materials provided are in response to the RFQ for the PCIT training contractor(s).

3. **Proposal Narrative:** The Project Narrative must be uploaded in a Word or PDF document using the online application. No hard copies of the proposal narrative will be accepted. Responses shall not exceed 20 pages in length double-spaced. The proposal narrative should include:
a. Contractor’s and/or consulting firm’s relevant qualifications and experience and plan for design and implementation of the PCIT Training Program as described in Section IV. Statement of Work.

b. Proposed project team and each team member’s role on the project. The Proposer must identify all staff that will work on and/or participate in this project, including their titles, each person’s role, responsibilities, and expertise as it relates to this project.

c. Description of the proposed technical approach and work plan for implementing the PCIT Training Program. The proposal technical approach should be as detailed as possible, including proposed training format and structure. In the narrative, the applicant should describe the proposed process to complete each task listed in the Statement of Work, and whether there are any tasks that they would add or omit based upon their expertise. If the applicant would like to propose change to tasks or assumptions put forth by First 5 LA, they may do so with explanation of the proposed changes. Please note that the project specified in this RFQ will involve substantial work, and a key consideration in reviewing proposals will be the applicant’s technical and workforce capacity. The response to this section (technical approach/workplan) should not exceed 4 pages of the total 20 pages. The applicant’s proposal will be reviewed according to the review criteria outlined in the Review Tool. (See Appendix I).

4. Résumés or Curriculum Vitae(s):
   Include résumé(s) or Curriculum Vitae(s) for all staff who will be involved in the proposed project design and implementation, outlining relevant work and/or project history, education, publications, prior research projects, etc., including those that will be working on the project as subcontractors, if possible and as appropriate. Please include information specific to work in Los Angeles County. Resumes will not be included as part of the 20 page proposal maximum.

5. Proposed Budget: Please include all anticipated costs for planning and implementation not to exceed the amounts as described in the RFQ. This will be a deliverables-based contract. The selected contractor will be paid per completion of deliverable. The contractor will assume any risk from contract or project delays. The budget should be created based upon tasks and deliverables set forth in this RFQ. First 5 LA and the selected contractor will negotiate final budget and scope of work. See Appendix E for sample documents. Hourly rates should be consistent with First 5 LA’s Consultant/Contractor Rate Table (posted under Important Documents). Please see Section X, “Contractual Considerations,” sub-section, C, “Contract Information,” point 9 to review Commission policies and guidelines concerning rates. (The Budget Request Forms will not be included as part of the twenty (20) page proposal maximum.) Identify costs over a twelve (12) month period and number of hours personnel will be assigned to the Project, including a brief description of the services, the rate of pay and the formula used to determine the total amount. Identify and provide a general description of all other non-personnel costs (for example, equipment, printing, copying, space, telephone, supplies, etc.) required to complete the deliverables. Specifying the quantity, cost
per unit, duration of use, and purpose of these items. Provide a separate Budget Narrative for each of the line items in the Budget Request Forms.

6. **Scope of Work:** Using Appendix G: Scope of Work, describe the objectives and related key activities expected for the Training Contractor to design, development and implement a certified training program to increase the number of qualified PCIT therapists and clinical sites in Los Angeles County in Year 1 of contract and give 5 year SOW overview as well. Applicant should provide details for objectives such as (who, what, when, where, how and how much for each objective). Activities and subtasks leading to the fulfillment of the objective should also have sufficient details (i.e., benchmarks or milestones in chronological order. Include the appropriate quantity or frequency of the associated activities or subtasks). Staff assignments should be detailed (i.e., consultants and/or subcontractors responsible for the respective activity or subtask). Finally, all deliverables need to be described and specific due dates need to be provided.

7. **References (minimum of three, maximum of five):** Use the Client Reference Form and Instructions (see Appendix D) to obtain references from three former clients for projects (in process or) completed within the past five years, including at least two who may be contacted as references. The applicant is responsible for submitting the completed Client Reference Forms as a required attachment. Each reference should include primary contact name, company, address, phone number, email, dates of project(s) or engagement(s), and brief descriptions of the nature of the project or engagement. First 5 LA must be able to contact at least two (2) of the references provided. If two (2) references cannot be reached within a timely manner, First 5 LA may deem the applicant ineligible for this opportunity.

Additional Required Attachments:

1. **Agency Involvement in Litigation and/or Contract Compliance Difficulties:** Please read the information on the required Agency Involvement in Litigation and/or Contract Compliance Difficulties form thoroughly. An unsigned form or omission will constitute an incomplete application and grounds for disqualification. See Appendix C.

2. **Signature Authorization Form:** This form is required in order to verify signature authority to enter into contractual agreement with First 5 LA. If not outlined in the By-laws, a Board Resolution, Partnership Agreement or Business License must be submitted, as applicable, that indicates signature authority. Applicants must submit one original form signed in blue ink. See Appendix B.

3. **Annual Independent Audit (if applicable, provide most recent audit)**

4. **By-laws (if applicable)**

5. **Articles of Incorporation (if applicable)**
IX. SELECTION PROCESS AND REVIEW CRITERIA

First 5 LA will award a contract to applicant(s) with the expertise, demonstrated experience and qualifications outlined in the RFQ.

The First 5 LA staff will review each application to ensure that basic requirements are met including: timely receipt of application, format as required, inclusion of all appropriate attachments, etc. Proposals with omissions of any required documentation are subject to disqualification. See Appendix I.

Level I:
- First 5 LA staff will check for timely submission, application completeness and adherence to application requirements.

Level II:
- Three (3) external reviewers with expertise in the field will be recruited to score applications. 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.

- Review scores will be provided by each member of the review team using standardized review criteria as posted under Level II Review Tool. These scores will be tabulated

Level III:
- Reference checks will be completed as necessary for final applicants.

Review Criteria
First 5 LA will award a contract to one or more applicant(s) with the expertise and qualifications as outlined in this Review Criteria. Qualifications will be evaluated from a technical standpoint based on the applicant’s proven ability in their area of expertise as described in the criteria defined below.

The following represents the selection criteria that will be considered during the evaluation process:

Qualifications of Proposed Personnel  35 Points
The proposed project personnel should demonstrate the skill and experience of members of the project team in providing mental health training programs to therapists. The combination of the project team members' resume history, project history, and narrative explication of experience should convey a depth of understanding and/or skill of their identified areas of expertise. Additionally, this section should demonstrate the technical skills, availability and capacity for the proposed staff to successfully execute the scope of services, including the following:
Certificate and/or demonstrated experience and capacity as a training provider in PCIT

Demonstrated experience in providing mental health training services, specifically PCIT

Demonstrated in working with a diverse base of therapists and/or providers

An understanding of the requirements of providing mental health services to young children California and, as appropriate, Los Angeles County.

Demonstrated experience in designing and implementing PCIT training programs targeted at providers and therapists that work with young children.

Excellent communication skills, including culturally appropriate verbal and written communication

Ability to design, manage and track multiple complex projects

Ability to work independently without direct supervision and maintain responsibility for all updates, reports and other deliverables and project timelines

Organizational Experience 25 Points

The proposer’s statement of organizational experience should demonstrate the capacity, experience and knowledge in the areas outlined below. The statement of qualifications should demonstrate the contractor’s and/or consulting firm’s relevant qualifications and experience and plan for design and implementation of the PCIT Training Program as described in Section IV. Statement of Work. This should include the following:

- Certification and/or demonstrated experience and capacity as a training provider in PCIT, including knowledge of the PCIT Training Guidelines
- Experience providing training and technical assistance of similar size and scope in the indicated areas of expertise
- Experience delivering information and facilitating understanding with a wide range of audiences (diverse base of therapists and/or providers as well culturally and linguistically diverse communities)
- Experience effectively conducting and delivering training and related activities across multiple heterogeneous sites
- Ability to communicate culturally appropriate perspectives on issues influencing children prenatal to 5 and families in LA County.
- Financial accountability including timely submission of invoices and financial reports or updates.
- Project management experience including effectively delivering services according to project plan, schedule and budget.
- Brief written explanation of organization’s history, mission and activities that relate to this RFQ.

Budget 15 Points

Applicants must submit budgets that are in line with common business practices. The budget and budget narrative should reflect the following:
Overall appropriateness and cost-effectiveness of the proposal budget.
- Reasonable price per task based on the reviewer’s experience including an awareness of risk that may arise as part of fixed-price budgeting.
- A composite hourly rate for all personnel that does not exceed $150/hour (see detail in Contracting Considerations, number 9).
- Tasks assigned to appropriate personnel as to minimize the cost per deliverable while also maximizing the quality of output.
- A total budget that does not exceed $3,000,000 for up to 60 months.

Scope of Work 15 Points
The proposal narrative should demonstrate the proposer’s understanding of the scope and objectives and propose a plan successfully execute the requested scope of work. The proposal narrative will be reviewed to evaluate how well it demonstrates the following:
- An understanding of the requirements of providing mental health services to young children California and, as appropriate, Los Angeles County.
- An understanding of the Los Angeles County system of mental health services for young children (children five and younger)

Technical Approach 10 Points
The proposal narrative will be evaluated to determined:
- Capacity to achieve the project objectives with the proposed training approach and plan
- Thoroughness, viability, and quality of the contractor’s proposal
- Capacity to support First 5 LA’s evaluation of the proposed PCIT program and its effectiveness in increasing the availability for children and families to receive PCIT therapy
- The contractor’s abilities in project planning and management.
- An understanding of effective forums and mechanisms for providing PCIT training.

First 5 LA reserves the right, without prejudice, to reject any or all submitted qualifications.

X. CONTRACTUAL CONSIDERATIONS

Specific contractual considerations, including but not limited to the following, apply to RFQ submission process and project implementation and to any contracts that result from the submission and implementation of the project/proposal. The contractor will need to comply will all of the provisions in the attached sample contract (See Sample Contract).

A. Conflict of Interest

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

B. Compliance

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

C. Contract Information

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

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

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

4. The COMMISSION reserves the right to request additional financial information to verify applicant’s past and current financial status. This information includes, but is not limited to: the most recent independent audit, Cash Flow Statement, Statement of Activities (Income Statement), and Statement of Financial Position (Balance Sheet).
5. Consistent with the intent of Proposition 10: California Children and Families Act of 1998, no monies for this Project may be used to supplant Federal, State, County and/or other monies available to the organization for any purpose. Activities funded under this proposal must be new or enhancements to existing activities.

6. The award of a contract by the COMMISSION to an individual/agency/organization that proposes to use subcontractors for the performance of work under the contract resulting from this application process shall not be interpreted to limit the COMMISSION’s right to approve subcontractors, assemble teams and/or assign leads. Each applicant will be evaluated independently for added value to the overall team. A copy of executed subcontract(s) related to Program funding must be provided to the COMMISSION.

7. The selected Contractor will be required to sign the contract at least two (2) weeks prior to the intended start date of the contract, as outlined in Terms of Contract section, to assure the timely completion of the signature process by all parties. If the contract is not signed prior to the intended start date, the commencement of any activities under the Exhibit A – Scope of Work will not begin until the contract execution date (the date all parties have signed the contract) and Contractor will not be eligible to obtain reimbursement for any costs incurred prior to the contract execution date, unless otherwise approved by the COMMISSION in writing. If this Contract is not signed within the thirty-day (30) period from the intended start date, the COMMISSION has the right to withdraw the contract award. Any agreed upon changes to the intended start date must be confirmed in writing by both parties.

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

- Agency Involvement in Litigation and/or Contract Compliance Difficulties Form
- By-laws (if applicable)
- Articles of Incorporation (if applicable)
- Board of Directors or List of Partners (as applicable)
- Signature Authorization Form
- IRS Form 990 (if applicable)
- Annual Independent Audit for prior fiscal year or calendar year (if applicable)
- Appropriate business licenses (for vendors or private organizations)
- IRS Letter of Determination (if applicable) or completed IRS Form W-9
- Memorandums of Understanding (for any sub-contractors, collaborators, and/or partners listed under Contracted Services and Evaluation sections of Exhibit B – Budget Forms)
- Certificates of Insurance for all insurance requirements outlined in the contract.

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1. 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).

2. The sample contract and contracting requirements are attached (See Sample Contract). If successful, the Contractor will be required to meet all of the terms and provisions set forth in these documents and within the timeframe identified.

XI. APPLICATION SUBMISSION PROCESS

Applicants are required to submit one application in the following manner:

- All documents listed on the Application Checklist (Appendix A) should be uploaded with the online application at http://www.first5la.org/
- All forms that require signatures must be signed in blue ink. Signature stamps are not acceptable. Please submit one (1) original and signed copy of First 5 LA’s “Application Checklist”, “Signature Authorization” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms sent or delivered to First 5 LA on or before the submission deadline.
- All supporting materials must include the name of the applicant

Please register early online in order to become familiar with the system. It is highly recommended that after submitting your proposal you print a “printer-friendly version” of the online proposal form and review it carefully prior to submission. The printed version should be kept for your records, and will include a list of the proposal components that were attached. If the attachment is not listed, it was not successfully submitted.

If you experience any technical difficulties with submission of the proposal, you should first check this page http://www.first5la.org/Online-Application-Help or email Online_Application@first5la.org if your issue is not resolved. First 5 LA is not responsible for delays due to computer malfunction. Late proposals due to technical difficulties of the applicant will be considered late and will be ineligible for review. Please allow additional time to account for unexpected delays.

Applications must be submitted online at www.first5la.org/FundingCenter
Applicants must also submit the Application Checklist, one (1) original signed copy of the application cover letter, the First 5 LA “Signature Authorization,” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms to:

Craig Steele, Interim Executive Director
First 5 LA
750 N. Alameda Street, Suite 300
Los Angeles, CA 90012
Attention: PCIT RFQ