FIRST 5 LA PROGRAM DEVELOPMENT AND COMMUNITY INVESTMENTS
POOL OF REVIEWERS REQUEST FOR QUALIFICATIONS (RFQ)
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I. RFQ TIMELINE¹

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
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<tbody>
<tr>
<td>RFQ Released</td>
<td>March 30, 2011</td>
</tr>
<tr>
<td>Due date for questions, requests for additional information</td>
<td>April 15, 2011</td>
</tr>
<tr>
<td>Due Date:</td>
<td></td>
</tr>
<tr>
<td>• Online application plus all required attachments</td>
<td>April 20, 2011</td>
</tr>
<tr>
<td></td>
<td>Extend to: May 18, 2011 by 5:00pm PST</td>
</tr>
<tr>
<td>Application Review</td>
<td>April 20-22, 2011</td>
</tr>
<tr>
<td></td>
<td>Extend to: May 18-20, 2011</td>
</tr>
<tr>
<td>Pool of Reviewers Finalized</td>
<td>Week of April 25th</td>
</tr>
<tr>
<td></td>
<td>Extend to: Week of May 23, 2011</td>
</tr>
<tr>
<td>Notification of Acceptance</td>
<td>May 2, 2011</td>
</tr>
<tr>
<td></td>
<td>Extend to: May 31, 2011</td>
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<tr>
<td>Pool of Reviewers Updates</td>
<td>Every 12 months</td>
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All questions and requests for additional information regarding this RFQ must be received in writing by First 5 LA via email before 5:00 p.m. on Friday, April 15, 2011. 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 may be submitted to:

Erika Estrada
Senior Contracts Compliance Officer

Email: eestrada@first5la.org

¹ Note: All dates are subject to change at the sole discretion of First 5 LA.
II. BACKGROUND

ABOUT FIRST 5 LA
In 1998, California voters passed Proposition 10, which levies 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 was formed as a public entity to develop and oversee early childhood initiatives and to manage the funding from Proposition 10 (http://www.first5la.org/). Since 1998, First 5 LA has invested more than $800 million to champion and support health, education, and safety issues and programs benefiting young children and families.

In June 2009, the First 5 LA Board of Commissioners adopted a strategic plan to guide its investments through 2015: Strengthening Families and Communities in L.A. County.” The plan was developed during a public process that engaged community stakeholders, grantees, commissioners and staff and in conjunction with research in the field of early child development. We believe, and research confirms, that children are strongest when they live in safe and thriving families and neighborhoods. Therefore, First 5 LA will focus on strengthening families, while also building the capacity of communities and organizations to create and sustain nurturing environments for children. This new "place-based approach" will allow First 5 LA to have a deeper impact in select areas, while also supporting countywide objectives, and to better measure the impact of its investments.

THE FIRST 5 LA POOL OF REVIEWERS FOR PROGRAM DEVELOPMENT AND COMMUNITY INVESTMENTS PROJECTS
First 5 LA is committed to ensuring transparency and an unbiased process in the procurement of projects, services and/or products purchased on behalf of the Commission. As a proactive approach, the Commission creates a Pool of External Reviewers to provide a thorough and objective evaluation of applications in response to its solicitations.

First 5 LA seeks qualified proposal reviewers to periodically review and score proposals and/or applications submitted in response to First 5 LA's Program Development and Community Investments funding announcements. The Program Development Department is responsible for the grantmaking (design, development, and implementation) and management of First 5 LA programs/initiatives to ensure alignment with First 5 LA’s strategic plan priority goals, strategies and outcomes. The Community Investments Department’s role is to leverage fiscal and non fiscal resources to maximize F5LA's investments through grantmaking, relationship building and information sharing activities. First 5 LA periodically issues Program Development and Community Investments funding announcements to hire individuals and organizations to conduct a range of projects as outlined in the First 5 LA Strategic Plan and Commission approved initiatives.

For twelve (12) months, selected applicants will be part of a pool of reviewers, who will be asked, on a rotating basis, to participate in reviews that may include letters of intent, proposals, or statements of qualifications that will range in length depending on the project. If selected, reviewers will be contacted when Program Development and/or Community
Investments funding announcements are posted on the First 5 LA website. Reviewers will have the option of declining to participate in any given rotation.

In accordance with First 5 LA policy, all reviewers must sign a Conflict of Interest and Confidentiality Statement. Reviewers will be required to notify First 5 LA, in writing, of any connection or interest to an applicant, which could result in a conflict, or potential conflict of interest. Reviewers will be required to notify First 5 LA as soon as possible of any changes in or additions to the interests already disclosed which occur during the review process. If a reviewer is unsure as to whether an interest should be disclosed, they should discuss the matter with First 5 LA staff.

**Reviewers will be paid according to the external reviewer rates**

Proposal reviewers will be compensated at a rate that is calculated on a per page basis and is dependent on the technical nature of the proposal. The following table presents the per page reimbursement:

<table>
<thead>
<tr>
<th>Not</th>
<th>Somewhat</th>
<th>Highly</th>
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<tbody>
<tr>
<td>technical</td>
<td>technical</td>
<td>technical</td>
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| Per page compensation | $2.00 | $3.50 | $5.00 |

The per page cost applies only to the application forms, the narrative, the budget, and budget narrative. Although we do expect reviewers to read through the appendices we do not expect them to review them with the same level of detail as the other elements of the proposal. Therefore, the number of pages included in appendices do not apply to the per page cost.

**Definitions**

*Not Technical:*
These proposals do not require any specialized expertise or experience beyond a basic familiarity with the topic area and an ability to read and review the proposal in an objective manner. Vendor and Consultant proposals would be considered *not technical*.

*Somewhat Technical:*
These proposals require some expertise and training in the content area or skill set.

*Highly Technical:*
These proposals require highly specialized expertise and training in order to review thoroughly. They require the ability to judge the accuracy and appropriateness of complicated methodologies, terminologies. In most cases this will mean that the individual has both a unique skill set and significant experience applying the skill set to the specific content area.
III. SUMMARY OF DESIRED QUALIFICATIONS

Applications will be reviewed in consideration of the following knowledge, skills, and experience which should be clearly evident in the responses and information included in the application and materials provided.

Applicants should have knowledge, skills, and/or experience in a number of the following areas:

- Experience as a reviewer and evaluator of applications for funding
- Assessment of organizational financial health and management
- Assessment of management team and individual skills and experience
- Awareness of capacity building issues and approaches
- Assessment of individual or organizational capacity to implement programs or tasks on a timely basis
- Familiarity with the Los Angeles County and California child and family policy context
- Experience working with programs and systems that support young children and their families
- Experience in early childhood development in Los Angeles County
- Experience with policy advocacy and development around early childhood issues related to First 5 LA’s Strategic Plan at the local level
- Familiarity with and knowledge of First 5 LA’s Strategic Plan
- Expertise around the state of funding available (public and private dollars) for specific programs that fall within the First 5 LA Strategic Plan
- Experience in implementing mental health services for young children and their families
- Familiarity with county, state and federal fiscal leveraging opportunities related to programs for young child and their families including the Affordable Care Act
- Familiarity with facility development and capital budgeting
- Familiarity with community-based system change models and peer support group approaches to improving protective factors
- Experience mapping communities including demographics, trends, gaps, land use, traffic and safety, transportation and other data
- Knowledge of urban planning principles including: land acquisition, urban zoning, land use and development regulations

Applicants will need to indicate top five areas of content expertise related to children age 0 to 5 and their families:

- Early childhood workforce development
- Childhood obesity
- Nutrition and Physical Activity
- Oral health
- Mental health
- Health
- Sustainability planning
- Development (including donor development)
- Financial management
IV. SELECTION PROCESS

First 5 LA staff will review each application to ensure that basic requirements are met including: timely receipt, format as required, inclusion of all appropriate attachments, etc. Applications will be reviewed by First 5 LA staff with relevant expertise employing the Review Tool posted with the RFQ. Applicants approved for inclusion in the Pool of Reviewers will be contacted according to the schedule indicated in the Timeline.

V. STATEMENT OF QUALIFICATIONS (Submission Instructions)

In order to respond to this RFQ, please complete and submit your proposal and all required documents to First 5 LA as instructed no later than 5:00 PM on April 20, 2011. Applications received after this deadline will not be considered.

Applications, including all required attachments, must be submitted online at http://www.first5la.org/Funding-Center.

In addition to the electronic versions of the Signature Authorization and Agency Litigation Forms, please mail an original of the RFQ checklist, cover letter and these two signed forms to:

Evelyn V. Martinez, Chief Executive Officer
First 5 LA
750 N Alameda Street, Suite 300
Los Angeles, CA 90012
Attention: Program Development and Community Investments
External Reviewer Pool
Required Items:

1. Appendix A: RFQ Package Checklist

2. Completed Pool of Reviewers Application: Complete the online application form accessible at http://www.first5la.org/Funding-Center

3. Résumé or Curriculum Vitae

4. Client References (Appendix B): Please complete the information, outlined in the instructions for Appendix B, for at least three (3) and no more than five (5) references. References must be from organizations and/or individuals for whom the applicant has provided similar services, and must be able to provide information regarding the applicant’s skills and performance regarding the provision of such services. Please be sure to provide current contact information and permission for those clients who have agreed to serve as references for purposes of review and inclusion in the directory.

5. Signature Authorization Form (Appendix C): This form is required to verify signature authority to enter into any contractual agreement. 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.

6. Disclosure Regarding Involvement in Litigation, Legal and/or Professional Contractual Difficulties (Appendix D): Please read, complete and provide an authorized signature in blue ink on the Disclosure Regarding Involvement in Litigation and/or Professional Contractual Difficulties form. An unsigned form or omission of this signed form will constitute an incomplete application and grounds for disqualification from consideration.

7. Appendix E: Conflict of Interest – Confidentiality Form

8. W-9 Form

VI. LIMITATIONS

The following limitations apply to this RFQ submission process.

1. The Commission may, at its sole discretion, reject any or all submissions in response to this RFQ. An appeals process is not available.

2. The Commission also reserves the right, at its sole discretion, to cancel this RFQ at any time. 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 supplementary materials, submitted in response to this RFQ shall become property of the Commission and are subject to public disclosure.
3. The individual submitting an application agrees that by submitting an application authorization for the Commission to verify any or all information and/or references given in the application.

4. The Commission reserves the right to amend the External Reviewer Pool as needed to best meet the needs of all parties. At the Commission’s discretion, reviewers may be revised or removed.

5. The external reviewer pool will be reassessed annually. In April of each fiscal year, contractors in the pool will be offered the opportunity to renew their status as a reviewer for the following fiscal year. Additionally, an RFQ will be posted for additional applicants to the pool.

6. Acceptance into the external reviewer pool is not a guarantee of work. For those applicants who are accepted into the external reviewer pool, work will be solicited based on First 5 LA needs.

7. All conflict of interest laws apply and First 5 LA policies will be enforced.

8. Former staff cannot be reviewers unless they have been away from First 5 LA for a minimum of five years. Reviewers cannot be related to a First 5 LA employee.

9. Former staff or consultants that created a project/program or initiative cannot benefit from it and therefore cannot be reviewers for those initiatives.

10. Reviewers cannot be applicants of projects/programs being assessed.