Place-Based Marketing and Communications Contractor, Phase I, Request for Qualifications

Los Angeles County Children and Families First – Proposition 10 Commission (aka First 5 LA)

RELEASE DATE: May 17, 2010
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## I. TIMELINE FOR SELECTION PROCESS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
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<tbody>
<tr>
<td>RFQ Released</td>
<td>May 17, 2010</td>
</tr>
<tr>
<td>Information Teleconference: please register with Susie Alejandre, no later than June 3, 2010 (contact info below)</td>
<td>June 4, 2010</td>
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<tr>
<td>Final date to submit questions and requests for additional information</td>
<td>June 7, 2010</td>
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<tr>
<td>Application Due:</td>
<td></td>
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<td>• Online applications plus all forms</td>
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<tr>
<td>• One (1) original and signed copy of First 5 LA’s “Signature Authorization” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms, along with all work samples, sent or delivered to First 5 LA</td>
<td>June 14, 2010 by 5 p.m.</td>
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<tr>
<td>External Review of Applications</td>
<td>June 14-18, 2010</td>
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<tr>
<td>Interviews with Final Applicants</td>
<td>June 21-30, 2010</td>
</tr>
<tr>
<td>Contractor Selected/ Applicants Notified</td>
<td>Week of July 5, 2010</td>
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<tr>
<td><strong>Contract Start Date</strong> ¹</td>
<td>August 2, 2010</td>
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<tr>
<td>Initial Meeting with Contractor</td>
<td>August 2-6, 2010</td>
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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 Friday, June 7, 2010.

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 can be submitted to:

Susie Alejandre, Public Affairs Administrative Assistant  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012  

Phone: 213.482.7551  
Fax: 213.482.5552  
E-mail: SAlejandre@first5la.org

¹ Note: While it is First 5 LA’s desire to execute the Marketing & Communications Contract for an **August 1, 2010** start date, all dates are subject to change at First 5 LA’s sole discretion.
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, 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 over $800 million to support initiatives in all three of its goal areas. Additional information regarding First 5 LA can be found at [http://www.first5la.org/](http://www.first5la.org/).

B. First 5 LA's Strategic Plan (2009–2015)

In June 2009, First 5 LA's Board of Commissioners adopted a new strategic plan to guide its investments through June 2015. The adoption of this plan titled, “Strengthening Families and Communities in L.A. County,” marked a significant evolution in First 5 LA's approach to grant-making by committing a sizeable portion of funding to improving the well-being of children in specific geographic communities throughout the County. We believe, and research confirms, that children thrive when they live in safe and supportive families and neighborhoods. This place-based approach allows the Commission to concentrate limited resources in areas of high need and to sustain those efforts over time. The adoption of the new Strategic Plan will allow First 5 LA to continue focusing on strengthening families while deepening our commitment to fostering a communities' ability to create and sustain safe and nurturing places for children to grow.

The Commission has established four specific outcomes it seeks for young children as part of the new Strategic Plan. These four long-term goals strive to ensure that:

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

All of our place-based investments will be focused on changing outcomes in one of these areas.

First 5 LA has recently completed a data-driven and research intensive process to identify the 10 to 20 communities which can benefit the most from First 5 LA's place-based investments. The primary consideration in community selection is community need as measured by incidences of low birth weight, low-performing schools, poverty, reports of child abuse and neglect, and other commonly recognized factors that put children at reach. For more information about the community selection process, visit the First 5 LA website at [www.first5la.org/articles/strategic-plan-community-selection-principles](http://www.first5la.org/articles/strategic-plan-community-selection-principles).
In addition, a concurrent countywide approach will focus 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.

C. Marketing and Communications for Place-based Communities, Phase I

The first phase of implementation for the place-based communities will begin with outreach in each of the chosen communities leading to the development of a community partnership. The end of Phase I will be the successful completion of a comprehensive proposal from each place-based community for the implementation of programs and services that will measurably improve the results for First 5 LA’s four goal areas in their community. First 5 LA estimates that Phase I will last between 12 to 24 months, but that the timeline may vary from community to community.

The Marketing and Communications Contractor will support all marketing, communications and outreach efforts needed in the development and maintenance of these partnerships (including outreach to build membership and community awareness) and all efforts needed for the successful completion of each community’s implementation proposal. These efforts may also include community-wide public education about First 5 LA’s place-based activities, the importance of the first five years of life, the impact that community has on the development of young children and families and other information that may lead to a community member’s interest or engagement in the place-based efforts in their area. These efforts may include outdoor signage, community events, content support for a community website, media campaigns and other types of outreach and promotion.

III. MARKETING AND COMMUNICATIONS RESPONSIBILITIES AND DELIVERABLES

Under the supervision of the First 5 LA Place-Based Marketing team and working in concert with the current Best Start LA Marketing and Communications Contractor (whose scope of work includes overall branding and messaging for the project, along with support within the first Best Start community), the responsibilities of the Place-Based Marketing and Communications Contractor include, but are not limited to, the following:

- Community Outreach Planning and Implementation
The Place-Based Marketing and Communications Contractor will work in partnership with First 5 LA staff, community contractors, community members and the current Best Start LA Marketing and Communications Contractor to develop effective marketing and communications strategies and tactics to educate and engage community members about First 5 LA’s place-based effort and our four goal areas, the partnership development and the proposal writing processes in each of the different communities. Based upon research, the Contractor will determine the communications methods and materials that are demographically and culturally appropriate for all outreach efforts and develop a communications plan for each community. Each plan should contain a research and
evaluation component to determine the effectiveness of the outreach methods within the various communities.

- **Materials and Outreach Production and Management**
  Utilizing branding and messaging elements developed by the current Best Start LA Marketing and Communications Contractor, the Place-Based Marketing and Communications Contractor will be responsible for the conceptualization, design and execution of marketing, communications and outreach materials and efforts to be used across the various Place-based communities in the implementation of each community’s marketing plan. The Place-based Marketing and Communications Contractor will work in collaboration with First 5 LA staff and other contractors as they determine the nature of each deliverable and its content. Deliverables may include, but are not limited to, outreach that utilizes grassroots tactics, social and traditional media, community events and Web-based, print, video and/or direct marketing. Deliverable may differ from community to community. Contractor will be expected to oversee and manage the production and distribution of materials that support the Place-based marketing and communications efforts. A triple bid process will be required for each approved project.

- **Communications Technical Assistance**
  As part of the partnership development process, each community is tasked with identifying a Communications Representative who will work closely with the partnership to create a mechanism to inform residents and stakeholders about the place-based work in their community. This Communications Representative will be a component of each community’s partnership. The Place-based Marketing and Communications Contractor will provide communications assistance to each community’s partnership based upon their needs, with the ultimate goals of building the partnership’s capacity to communicate effectively about the place-based work in their community.

- **Success Measurement Strategy**
  The Place-based Marketing and Communications Contractor will work in collaboration with the First 5 LA team (First 5 LA staff as well as Research and Evaluation contractors) to determine the effectiveness of all marketing and communications efforts for Phase I. The Contractor will be expected to define benchmarks, establish criteria, implement research and evaluation strategies, and revise materials and outreach strategies as needed to ensure that all marketing and communications efforts are effective in achieving planned objectives and goals. The Place-based Marketing and Communications Contractor will work with the Best Start LA Marketing and Communications Contractor to enhance the brand’s visual style and verbal messaging based upon community needs and feedback.

**NOTE:** All costs associated with the Place-Based Marketing and Communications Contractor work products are included in the overall budget allocation. There are no separate funds for the “hard costs.”

*First 5 LA reserves the right to revise this list during the contract negotiation process with the selected Marketing and Communications Contractor.*
IV. ELIGIBILITY
Applicants responding to this RFQ must have the qualifications, experience, competency and ability to successfully develop and create marketing and communications plans and materials in support of First 5 LA’s place-based efforts.

Applicants must have a physical presence in California, and the capacity to work throughout Los Angeles County.

V. SUMMARY OF DESIRED QUALIFICATIONS
An ideal applicant will have all or most of the following qualifications:

- Expertise working with non-profits, foundations, community-based organizations and social services agencies that provide services in L.A. County.
- Experience in social marketing, as defined as “the planning and implementation of programs designed to bring about social change using concepts from commercial marketing.”
- Expertise in developing marketing and communications plans that engage diverse, multi-cultural, multi-lingual audiences.
- Proven track record of success at organizing communities around a common cause or theme that leads to engagement and action, using a wide variety of outreach techniques, including print and outdoor media, Internet, street teams or guerilla marketing, community events, information sessions, direct mail and others.
- Experience in developing a suite of communications materials for a diverse, multi-cultural, multi-lingual audience utilizing an existing style guide and verbal messages. Audience members could include, but not limited to, health care and social service providers, community-based organizations, local businesses and parents of newborns.
- Ability to conduct research using a variety of techniques (focus-group, street level, surveys, etc.) in a manner that produces measurable information, as well as the ability to analyze and present the results.
- Ability to evaluate the positive and negative aspects of a campaign, using a variety of techniques (focus-group, street level, surveys, etc.), and adjust the materials and outreach techniques accordingly.
- Strong time management and budgetary skills.
- Strong written and oral communication skills in a variety of languages, literacy levels and for diverse audiences.
- A diverse team that includes account executives/project managers, writers, designers, technical advisors/implementers and researchers with the ability to produce culturally competent materials in a range of languages.

After initial review, applicant’s qualifications will be evaluated and scored by a panel of external reviewers. Applicants that receive the highest scores from the external reviewers will be invited for an in-person or phone interview with First 5 LA staff.
VI. TERMS OF PROJECT

Available Funding

In June 2009, the First 5 LA Board of Commission allocated a total of $9.85 million for marketing and communications associated with the Best Start LA focus area. As part of that funding allocation, the budget to complete the marketing and communications work associated with Phase I of the Place-based Partnership Development process is estimated to be $3 million and the timeframe is estimated to last no longer than two (2) years. Annual expenditures will be negotiated during the finalization of the contract’s Scope of Work and Budget. 

Funds will be granted through monthly invoices based on services rendered and actual expenses.

Contract Period

The Year 1 contract period will be approximately ten (10) months (estimated contract period — August 1, 2010 to June 30, 2011), contingent upon successful contract negotiations. First 5 LA approval and submission of documents by the selected Marketing and Communications Contractor. Each subsequent Contract (including Scope of Work, Budget and Budget Narrative), if awarded, will be renewed on an annual basis covering the periods of July 1st to June 30th.

If the partnership development process and the successful completion of each community’s implementation proposal are not completed by June 30, 2012, First 5 LA reserves the right to continue the contract with the selected Place-based Marketing and Communications Contractor. Should the process not be completed by June 30, 2012, First 5 LA reserves the right to extend the length of contract and increase the budget for the selected contractor to accommodate the completion of this phase of the place-based work.

The Place-Based Marketing and Communications Contractor shall not be authorized to deliver or commence performance of services as described in the application until the final execution of the contract and written approval has been obtained from First 5 LA. Any performance of services commenced prior to the Place-Based Marketing and Communications Contractor obtaining such approval by First 5 LA shall be considered voluntary.

Contractual Obligation

The selected Place-Based Marketing and Communications Contractor is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract (See Sample Contract, Appendix A). Please note, applicant must be willing to accept all terms outlined in the contract.
VII. STATEMENT OF QUALIFICATIONS

In order to respond to this RFQ, applicants are required to submit the following materials to First 5 LA no later than 5:00 p.m. on Monday, June 14, 2010.

Applications received after this deadline will not be considered.

A. Cover Letter (maximum two pages): Each applicant is required to include a cover letter on the organization’s letterhead addressed to Evelyn V. Martinez, Executive Director, First 5 LA, containing the following:
   • The date.
   • The applicant’s name, address, telephone number, and e-mail address.
   • The primary contact person’s name, title, and address, telephone, fax, and e-mail address (if different from organization’s information).
   • A statement indicating that the submission is in response to an RFQ for the Place-Based Marketing and Communications Contractor.
   • A general overview of the applicant’s qualifications.

The applicant’s cover letter must be signed by a person authorized to bind the applicant to the terms of the application.

B. Marketing and Communications Expertise and Experience (maximum 10 pages):
   • General qualifications, competency, experience, business integrity, and capacity to successfully execute marketing and communications efforts in association with First 5 LA’s Place-based efforts.
   • Capacity to work in Los Angeles County and have experience conducting place-based and regional marketing and communications efforts.
   • Established staff presence and office in California.
   • Proven track record of developing marketing and communications campaigns (including research, concepting, execution and analysis) for a diverse multicultural audience. Please include examples of these campaigns, stating how the impact of the campaign was evaluated, and what impact the campaign had in the community.
   • List of any awards or accommodations the applicant has received.

C. Samples of Relevant Projects in Process or Completed:
   • Materials to be submitted include collateral pieces, websites, ad campaigns, press clips, and any other appropriate examples of work created by the applicant. Materials may be submitted in print, Windows-compatible CD or DVD (for audio and video) with an on-screen disc menu, or both. Please include links to relevant websites on either a separate piece of paper or included on the CD or DVD. All materials must be clearly marked, and become property of the Commission and are subject to public disclosure.

D. Planning and Implementation Processes (maximum two pages):
• In general terms, please describe the work processes (or methodology) your agency will utilize to address the Responsibilities and Deliverables as described in this RFQ.

E. Consultant Hourly Budget Form based on Consultant/Contractor Rate Table
• Applicants should complete the Consultant Hourly Budget form (Appendix B). Hourly rates should be consistent with First 5 LA’s Consultant/Contractor Rate Table (see Appendix H). Please see Section X, “Contractual Considerations,” subsection, C, “Contract Information,” point 9 to review Commission policies and guidelines concerning rates.
• Applicants may also include sample budgets and budget narratives from previous projects that reflect the type of work they believe will be involved in the execution of their role as the Place-based Marketing and Communications Contractor.

F. References (minimum of three, maximum of five. No more than five pages total): References may be from colleagues, current or former clients, or peers. Each reference should include name, company, address, phone number, email, length of time known, and a short statement about your relationship. In addition, written statements from each reference may be included. First 5 LA must be able to contact at least two (2) of the references provided by the applicant. If two (2) references cannot be reached within a timely manner (no more than three attempts, no longer than one week), First 5 LA may deem the applicant ineligible for this opportunity.

G. Agency Involvement in Litigation and/or Contract Compliance Difficulties (Appendix C): 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.

H. Signature Authorization Form (Appendix D): This form 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 submitted, as applicable, that indicates signature authority. Applicants must submit one original form signed in blue ink.

I. Board Resolution (Appendix E): Include, as needed, to support the authority of persons listed on Signature Authorization Form (Appendix D).

J. Résumé or Curriculum Vitae for Applicant(s): Provide a detailed professional résumé for the key staff expected to work on the project, outlining all relevant work history, educational attainment, publications, prior research projects, etc. Include the résumés for subcontractors as well. All subcontractors must be clearly identified and approved by First 5 LA prior to commencing work.

K. Memorandum of Understanding (MOU) (Appendix F): If a subcontractor or un-paid collaborator will be used to render any of the services under this application, the applicant must submit an MOU. MOUs may also be submitted after the Contract
for the Best Start LA Marketing and Communications Contractor has been executed.

VIII. SUBMISSION REQUIREMENTS

☐ All applications must be received electronically.
☐ 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 the “Application Cover Letter,” First 5 LA’s “Signature Authorization,” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms to the address listed on application checklist.
☐ All supporting materials must include the name of the applicant. Submit supporting digital materials on Window XP-Compatible CD or DVDs, along with any supporting documentation or print samples to the address listed on application checklist.

IX. SELECTION PROCESS AND REVIEW CRITERIA

Selection Process
1. First 5 LA staff will evaluate all applications for completeness and minimum qualifications. Basic requirements include: timely receipt of application, inclusion of all appropriate attachments, etc. Applications with omissions of any required documentation are subject to disqualification. Applicants may use the Application Checklist (Page 15) as an aid in preparing the application. Please note that the Application Checklist is merely an aid.
2. After initial review, applicant’s qualifications will be evaluated and scored by a panel of 3 external reviewers. (Please see Appendix G for Qualification Review Tool)
3. As a public entity, the Commission has a responsibility to the public to ensure that the organizations are financially stable to provide services. Further written materials regarding the financial stability of the agency may be requested by our finance department prior to the interview.
4. Some or all of the applicants who have submitted complete and responsive applications may be interviewed. Interviews are scheduled to be held on dates shown in Section I (Timeline for Selection Process). These dates are subject to change at First 5 LA’s sole discretion. All applicants must advise First 5 LA staff of their availability during these days. 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. As part of this review process, the panel may contact an applicant’s references.

Selection Criteria

First 5 LA will award a Contract to one applicant with the expertise and qualifications outlined in the RFQ. Contractor(s) selections will be based on, but not limited to, evaluation of the following factors:

- Experience performing comparable work
• Demonstrated work with diverse communities
• References from clients, colleagues and peers
• Quality of creative materials supplied
• Interview answers

First 5 LA reserves the right, without prejudice, to reject any or all submitted qualifications. An appeals process is not available — all decisions of First 5 LA are final.

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 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 2009 Fiscal Year June 30, 2009, 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 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 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
- Form RRF-1 (required and filed annually with the California Attorney General’s Registry of Charitable Trusts) and 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)
- Certificates of Insurance for all insurance requirements outlined in the contract.

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.
XI. APPLICATION CHECKLIST

Applicants should refer to Section VI (Statement of Qualifications) and Section VII (Submission Requirements) for complete information about required application content and submission guidelines. Both Electronic and paper original must be submitted to First 5 LA by the deadline outlines in Section I. Failure to submit any required items will result in disqualification.

☐ Cover Letter (2 pages maximum. 1 original, signed in blue ink)
☐ Marketing and Communications Experience and Expertise (10 pages maximum)
☐ Planning and Implementation Processes (2 pages maximum)
☐ Consultant Hourly Budget form (Appendix B)
☐ References (minimum of three, maximum of five. 5 pages maximum):
☐ Examples of Relevant Projects, in Process or Completed (print, CD/DVD format)
☐ Agency Involvement in Litigation and/or Contract Compliance Difficulties {1 original, signed in blue ink} (Appendix C)
☐ Signature Authorization Form (Appendix D) (1 original, signed in blue ink)
☐ Board Resolution, if applicable, (Appendix E)
☐ Résumé or Curriculum Vitae for Key Staff and Subcontractor(s)
☐ Memorandum(s) of Understanding, if applicable (Appendix F )

Applications must be submitted online at www.first5la.org/PlaceBasedMarComRFQ.

All applications must be received electronically. In addition, please submit one (1) original and signed copy of the “Application Cover Letter,” First 5 LA’s “Signature Authorization,” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms, along with any supporting documentation or print samples to:

Evelyn V. Martinez, Executive Director  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012  
Attention: Place-based Marketing and Communications Contractor