FIRST 5 LA
Program Consultants Pool
REQUEST FOR QUALIFICATIONS
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I. TIMELINE

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE¹</th>
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<tbody>
<tr>
<td>Request for Qualifications (RFQ) Released</td>
<td>Friday, August 24, 2012</td>
</tr>
<tr>
<td>Information session via Go To Meeting.</td>
<td>Thursday, August 30, 2012</td>
</tr>
<tr>
<td><strong>RSVP</strong> to: <a href="mailto:LArriola@first5la.org">LArriola@first5la.org</a></td>
<td>11:00 am – 12:00 pm OR 2:00 – 3:00 pm</td>
</tr>
<tr>
<td>Application Due Date:</td>
<td>Friday, September 14, 2012 by 5:00 p.m. PST</td>
</tr>
<tr>
<td>• Online Application</td>
<td></td>
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<tr>
<td>• One (1) complete application packet with original signatures</td>
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<tr>
<td>External Review of Applications</td>
<td>Week of September 17, 2012</td>
</tr>
<tr>
<td>Notification of acceptance into the Pool</td>
<td>Week of September 24, 2012</td>
</tr>
<tr>
<td>Contract Agreement Intended Start Date²</td>
<td>Varies</td>
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</table>

All questions and requests for additional information regarding this RFQ must be received via email no later than Friday, August 31, 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.

Marsha Ellis, Assistant Director
Best Start Communities Department
Email: mellis@first5la.org

¹This Request for Qualifications (RFQ) will be reposted on an as-needed basis. All dates are subject to change at First 5 LA’s sole discretion.
²It should be noted that being accepted into the pool does not guarantee a contract with First 5 LA and that a contract will only be executed once work has been solicited.
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.
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\(^3\) 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.

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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 this fiscal year. Each community partnership will submit proposals to the First 5 LA commissioners for future investments.

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. ELIGIBILITY

First 5 LA is seeking applicants for consultant work with several of First 5 LA departments, including Best Start Communities, Community Investments, Policy, Program Development, and Public Affairs. Eligible applicants must demonstrate the qualifications, experience, competency, and ability to successfully provide professional counsel, technical assistance and related program and/or organizational support through consulting engagements. Applications will be considered from individuals and/or groups with a presence in California and the capacity to work throughout Los Angeles County.

Individuals and agencies with current First 5 LA contracts must be in compliance with the terms of those contracts in order to participate in the First 5 LA Program Consultants Pool. An applicant's previous work performance with the Commission will help to determine final eligibility. Applicants should refer to Appendix B for a complete list of Areas of Expertise.
IV. TERMS OF SERVICE

Contract Period

The funding available for these potential contracts was approved as part of the Commission’s approval of the Fiscal Year 2012-2013 programmatic budget. The contract period and budget will be determined based on the project scope of work and the Commission’s need and will be contingent upon First 5 LA approval and submission of documents by the selected consultant(s). First 5 LA has the right to issue one or more contracts based on the deliverables and at the sole discretion of the Commission. The Commission also reserves the right to amend a scope of work, extend a contract length beyond an initial term and add additional funding if a project requires additional work.

Once accepted into the pool, consultants will be offered the opportunity to extend their eligibility for the following fiscal year at the sole discretion of the Commission. A consultant agreement with First 5 LA will not be issued to any member of the pool until work has been solicited. Membership in the pool is not a guarantee of a consultant agreement with First 5 LA, and consultants in the pool may exit at any time.

Payment for each consultant will be determined by the services provided. Payments will be granted based on invoices submitted for services rendered and actual expenses.

Contractual Obligation

All consultants are required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA consultant agreement. (See Sample Contract Appendix I). Selected consultants may be required to submit additional documentation or rates at the time of the solicitation in order to complete the contracting process.

The Commission reserves the right to amend the Program Consultants Pool as needed to best meet the needs of all parties.

Following the Commission’s identification of projects to be implemented, First 5 LA will issue a solicitation to qualified consultants. Solicitations may include the following:

- The period of the work to be performed
- A Statement of Work for the work being solicited
- The amount of funding available for the work to be performed

Selected consultants may be required to submit additional documentation at the time of the solicitation in order to complete the contracting process.
V. STATEMENT OF QUALIFICATIONS

Required documents to respond to this RFQ:

1. Application Checklist (Appendix A): The checklist must be included with the application and needs to indicate which documents are being submitted.

2. Areas of Expertise (Appendix B): Please identify a maximum of five (5) areas in which you have the strongest expertise and/or in-depth experience as a consultant and indicate your responses in the appropriate location on the online application form.

3. Narrative (Appendix C):
   a. Please provide a brief narrative for each Area of Expertise selected on Appendix B. Narratives should describe previous client engagements, be no more than two (2) pages and include the following:
      - Client/Agency Name
      - Description of the client agency
      - Contact Person
      - Dates of project (include start and end dates)
      - Purpose of the project
      - Consultant’s role in developing, implementing and/or evaluating the project
      - Deliverables and/or outcomes of the engagement
   b. The Contact Person should be the person in the organization who serves or served as the lead project manager for your client. You are responsible for notifying your clients and securing their permission to be contacted as a reference. If First 5 LA is unable to contact the references, applicant may be deemed ineligible for the pool. The applicant may not name a First 5 LA staff member as a reference.

4. Resume: Provide resume(s) or curriculum vitae for up to three (3) principals of the consulting firm, outlining relevant work and/or consulting history, education, publications, prior research projects, etc. Maximum six (6) pages per person.

5. Hourly Budget Form (Appendix D): Applicants must submit a form detailing their hourly rate. Only complete Agency Name, Title/Name and Hourly Rate columns. 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).

6. Agency Involvement in Litigation and/or Contract Compliance (Appendix E): 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.

7. **Signature Authorization Form (Appendix F):** 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.

8. **W-9 Form (Appendix G):** Applicants must submit a completed W-9 form signed by an authorized signatory.

9. **Evidence of Insurance** does not need to be submitted with the application, but must be submitted to First 5 LA prior to executing a contract. A certificate of insurance evidencing such coverage must be maintained throughout the term of any contract.
   - **Commercial General Liability:** Applicant must have a minimum of $1,000,000 per occurrence and $2,000,000 aggregate. Applicant must provide evidence of General Liability coverage prior to entering into a Contract with First 5 LA. Once accepted into the Consultant Pool, applicant must name “Los Angeles County Children and Families First – Proposition 10 Commission” (or if abbreviated, “LA Cty Prop 10 Commn.”) as an additional insured on its General Liability Certificate.
   - **Business Auto Liability:** Applicant must have a minimum of $1,000,000 per accident. Applicable if travel for First 5 LA related business is required.

VI. REVIEW CRITERIA AND SELECTION PROCESS

Applicants must review the First 5 LA Contract Boilerplate – Appendix I. It is imperative that all applicants review the contract language in detail and fully understand contractual obligations should they be selected as a consultant for a project.

**Review Criteria**

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 should use the Application Checklist (Appendix A) as an aid in preparing and organizing the application.

2. After initial review, applicant qualifications will be evaluated and scored by a panel of three (3) external reviewers. Review tools are adhered to by external reviewers to alleviate the potential for bias. External reviewers are also required to sign a Conflict of Interest and Confidentiality Statement.

3. As a public entity, the Commission has a responsibility to the public to ensure that the agencies 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 completion of contracting process.
4. All consultants that pass the external review and agree to First 5 LA’s contract terms will be accepted into the Consultants Pool. Following acceptance to the Consultant Pool, some applicants may be required to participate in an interview with First 5 LA to determine their ability and capacity for work.

5. When necessary and applicable, reference checks are completed for the final applicants. Reference checks will be completed as necessary to complement results from the external review process. First 5 LA must be able to contact all references provided by the applicant. If a reference cannot be reached, First 5 LA may deem the applicant ineligible for this opportunity.

Selection Process

First 5 LA will accept those consultants who have the expertise and qualifications outlined in the Areas of Expertise – Appendix B. Consultant(s) selections will be based on, but not limited to, evaluation of the following factors:

1. **Relevant knowledge and expertise:** This criterion reflects the extent to which the applicant’s statement of qualifications reflects skill in their declared area of expertise. The combination of the applicant’s resume, project history, and narrative explanation of experience should convey a depth of understanding and/or skill of their identified areas of expertise. Furthermore, the area of expertise should be directly relevant to the work being undertaken by First 5 LA, and this relevance should be reflected in the applicant’s response to the online application.

   The applicant’s Narratives should reflect a history of engagement with organizations with missions similar to that of First 5 LA, and the applicant’s role on those projects should be in the capacity in which they might be employed by First 5 LA.

2. **Narratives:** The applicant must submit one (1) Narrative for each declared Area of Expertise. These Narratives will be evaluated according to the following criteria:
   
   a. The role of the applicant in the project: The applicant’s role in the project should be clear, and should conform to the role which First 5 LA would expect them to play should they be necessary for project support;
   
   b. The relevance of the project to the applicant’s declared area of expertise and to First 5 LA’s needs.

3. **References** from current and/or former clients.

4. **Interviews** with First 5 LA staff (if applicable).

First 5 LA reserves the right, without prejudice, to reject any or all submitted qualifications. The Commission does have an appeals process. Please refer to Appendix J: Appeals Policy for more information.
VII. SUBMISSION REQUIREMENTS

Applicants are required to submit all required documents online at http://www.first5la.org/Funding-Center, as well as one (1) complete application packet with original signatures to:

Craig A. Steele, Interim Chief Executive Officer
First 5 LA
750 N. Alameda Street, Suite 300
Los Angeles, CA 90012
Attention: Program Consultants Pool – RFQ

Written submissions must meet the following criteria:

✓ All forms that require signatures must be signed in blue ink. Signature stamps are not acceptable.

✓ All supporting materials must include the name of the applicant.

The deadline for applicants to complete online application and deliver all materials to First 5 LA is Friday, September 14, 2012, by 5:00 p.m.

VIII. TERMS OF PARTICIPATION & CONTRACTUAL CONSIDERATIONS

Terms of Participation

A. Acceptance into the consultant pool is not a guarantee of work. For those consultants who are accepted into the consultants’ pool, work will be solicited based on First 5 LA needs. First 5 LA staff will select a consultant from the pool based on qualifications and availability, and other criteria as specified at the time of the solicitation. The selected consultant and First 5 LA staff will negotiate a scope of work and final budget during the contracting process.

B. Consultants will be contracted based on an hourly composite rate not to exceed $150 and will be paid based on actual hours worked. Consultants will assume any risk from contract or project delays. If any deliverable is only partially achieved, the selected consultants will be paid on actual hours completed per project contingent on First 5 LA approval of the deliverable.

C. The initial term of participation in this pool, and the term of any contracts issued to members of this pool, is through June 30, 2013. The consultants’ pool may be reassessed annually. Prior to the end of the fiscal year, consultants in the pool may be offered the opportunity to renew their eligibility for the following fiscal year at the sole discretion of the Commission.

D. Consultants will not be bound to remain in the pool, and consultants may exit at any time by mailing a signed, original letter to First 5 LA. Accepted consultants are not
bound to accept work solicited by First 5 LA. However, consultants in the pool will be required to abide by the contractual considerations outlined in the First 5 LA contract boilerplate language (Appendix I).

E. The Commission may, at its sole discretion, reject any or all submissions in response to this RFQ. Declined applicants may reapply and their application will be re-reviewed at the next review period. Declined applicants have the right to request an application feedback session with First 5 LA staff.

F. The Commission reserves the right to amend the First 5 LA Program Consultants Pool as needed to best meet the needs of all parties. At the Commission’s discretion, consultants may be removed from the pool at any time.

All work solicited from consultants, including any data collected, any analysis, and any reports collected during the course of any project, in whatever form, shall be the sole property of the Commission. Consultants shall maintain said data and information on behalf of the Commission in form and substance consistent with accepted research practices.

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 vitae, including attached materials, submitted in response to this RFQ shall become property of the COMMISSION and subject to public disclosure.

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

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

4. The COMMISSION reserves the right to request additional financial information to verify applicant’s past and current financial status. This information includes, but is not limited to: the most recent independent audit, Cash Flow Statement, Statement of Activities (Income Statement), and Statement of Financial Position (Balance Sheet).

5. Consistent with the intent of Proposition 10: California Children and Families Act of 1998, no monies for this Project may be used to supplant Federal, State, County and/or other monies available to the organization for any purpose. Activities funded under this proposal must be new or enhancements to existing activities.

6. The award of a contract by the COMMISSION to an individual/agency/organization that proposes to use 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/Term of Grant section, to assure the timely completion of the signature process by all parties. If the contract is not signed prior to the intended start date, the commencement of any activities under the Exhibit A – Scope of Work will not begin until the contract execution date (the date all parties have signed the contract) and Contractor will not be eligible to obtain reimbursement for any costs incurred prior to the contract execution date, unless otherwise approved in writing by the COMMISSION. If this Contract is not signed within the thirty-day (30) period from the intended start date, the COMMISSION has the right to withdraw the contract award. The COMMISSION reserves the right to revise the effective date prior to final execution of the contract.

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

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
- Annual Independent Audit for prior fiscal year or calendar year (if applicable)
- Appropriate business licenses (for vendors or private organizations)
- IRS Letter of Determination (if applicable)
- Completed IRS Form W-9
- Memorandums of Understanding (for any sub-contractors, collaborators, and/or partners listed under Contracted Services and Evaluation sections of Exhibit B – Budget Forms)
- Certificates of Insurance for all insurance requirements outlined in the contract.

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

IX. APPEALS POLICY

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

X. APPENDICES

• Appendix A: Application Checklist
• Appendix B: Areas of Expertise (up to 5)
• Appendix C: Narrative (1 required for each Area of Expertise)
• Appendix D: Hourly Budget Form
• Appendix E: Agency Involvement in Litigation and/or Contract Compliance Difficulties
• Appendix F: Contractor Signature Authorization Form
• Appendix G: W-9
• Appendix H: Qualifications Review Tool
• Appendix I: Sample Consultant Agreement
• Appendix J: Appeals Policy