FIRST 5 LA
Program Consultants Pool
REQUEST FOR QUALIFICATIONS

Los Angeles County Children and Families First – Proposition 10 Commission (aka First 5 LA)
RELEASE DATE: February 16, 2012
TABLE OF CONTENTS

I. TIMELINE.................................................................................................................. 3
II. BACKGROUND....................................................................................................... 4
III. ELIGIBILITY........................................................................................................ 5
IV. TERMS OF SERVICE........................................................................................... 5
V. STATEMENT OF QUALIFICATIONS....................................................................... 6
VI. REVIEW CRITERIA AND SELECTION PROCESS.............................................. 8
VII. SUBMISSION REQUIREMENTS.......................................................................... 9
VIII. TERMS OF PARTICIPATION & CONTRACTUAL CONSIDERATIONS............. 10
IX. APPENDICES....................................................................................................... 13
I. TIMELINE

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request for Qualifications (RFQ) Released</td>
<td>Thursday, February 16, 2012</td>
</tr>
<tr>
<td>Information Session <em>(optional for applicants)</em></td>
<td></td>
</tr>
<tr>
<td>First 5 LA</td>
<td></td>
</tr>
<tr>
<td>Multipurpose Room</td>
<td></td>
</tr>
<tr>
<td>Session 1: 10:00 to 11:30 am</td>
<td></td>
</tr>
<tr>
<td>Or</td>
<td></td>
</tr>
<tr>
<td>Session 2: 1:30 to 3:00 pm</td>
<td></td>
</tr>
<tr>
<td>RSVP to: <a href="mailto:mellis@first5la.org">mellis@first5la.org</a></td>
<td>Friday, February 24, 2012</td>
</tr>
<tr>
<td>Application Due Date:</td>
<td></td>
</tr>
<tr>
<td>• Online Application</td>
<td>Monday, March 5, 2012</td>
</tr>
<tr>
<td>• One (1) complete application packet with original signatures</td>
<td>by 5:00 p.m. PST</td>
</tr>
<tr>
<td>External Review of Applications</td>
<td>Week of March 12, 2012</td>
</tr>
<tr>
<td>Notification of acceptance into the Pool</td>
<td>Week of March 26, 2012</td>
</tr>
<tr>
<td>Contract Agreement Intended Start Date²</td>
<td>Varies</td>
</tr>
</tbody>
</table>

All questions and requests for additional information regarding this RFQ must be received via email no later than Monday, February 27, 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

About First 5 LA

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 within each county in California to enhance the early growth experiences of children, enabling them to be more successful in school and ultimately to give them an equal opportunity to succeed in life. In Los Angeles County, First 5 LA (also known as the Proposition 10 Commission) was formed as a public entity to develop and oversee various early childhood initiatives and to administer and manage its share of the funding from Proposition 10. Since 1998, First 5 LA has invested over $871 million to champion health, education, and safety causes concerning children prenatal through five and their families. Additional information regarding First 5 LA may be found at http://www.first5la.org.

First 5 LA Fiscal Year 2009–2015 Strategic Plan

In June 2009, the First 5 LA Board of Commissioners adopted its FY 2009–2015 Strategic Plan entitled Strengthening Families and Communities in L.A. County. This Plan incorporates lessons learned from the first 10 years of First 5 LA’s grantmaking and research, which reveal not only the importance of supportive and informed parents and caregivers to a young child’s quality of life, but also the role of safe and supportive neighborhoods, or places, to that child’s development. As a result, the new strategic plan balances place-based with countywide strategies.

First 5 LA’s FY 2009-2015 Strategic Plan represents a major shift in First 5 LA’s grantmaking from an initiative-based to a place-based approach, known as Best Start Communities. This new approach will allow First 5 LA to focus on strengthening families while fostering the communities’ ability to create and sustain safe and nurturing places for children to grow and thrive. In the Plan, the Commission established four specific outcomes that it seeks for young children in L.A. County. These outcomes are defined in the Plan as four long-term goals ensuring that children:

- Are born healthy
- Maintain a healthy weight
- Are safe from abuse and neglect
- Are ready for kindergarten

First 5 LA recently completed a data-driven and research-intensive process to identify 14 communities which can benefit the most from First 5 LA’s place-based investments. The primary consideration in selection is community need as measured by incidence of low birth weight, low performing schools, poverty, reports of child abuse and neglect and other commonly recognized factors that put children at risk. For more information about the community selection process, visit the First 5 LA website at 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.
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 programmatic budget. The contract period 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 will 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 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. Project Narrative (Appendix C):
   a. Please provide a brief narrative for each Area of Expertise selected on Appendix B. Project Narratives should describe previous client engagements, be no more than 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 Certificates:**
   - **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.

   Evidence must be submitted to First 5 LA prior to executing the contract. A certificate of insurance evidencing such coverages must be maintained throughout the term of the contract.
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. **Applicants are required to accept the contract language as specified in this boilerplate at the time of their submission of qualifications.**

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 Project 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. **Project Narratives:** The applicant must submit one (1) Project Narrative for each declared area of expertise. These project 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. If you have questions about your application, please contact the Contracts Compliance Department at (213) 482-5902.

**VII. SUBMISSION REQUIREMENTS**

Applicants are required to submit their qualifications online at [http://www.first5la.org/Funding-Center](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 Monday, March 5, 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, 2012. The consultants’ pool will be reassessed annually. Prior to the end of the fiscal year, consultants in the pool will 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 quarterly 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 consultant will need to comply with all of the provisions in the attached sample consultant agreement (Appendix I).
A. **Conflict of Interest**

The selected consultant will be required to comply with the COMMISSION’s Conflict of Interest provisions, as outlined in the consultant agreement, and as applicable under California Law. Consultant acknowledges that he/she/it is acting as public official pursuant to the consultant 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 the 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. Consultant shall maintain the confidentiality of any confidential information obtained from the COMMISSION during the consultant agreement and shall not use such information for personal or commercial gain outside the consultant agreement. By agreeing to the consultant agreement and accepting financial compensation for services rendered hereunder, consultant 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 consultant agreement and for one year thereafter, consultant will not knowingly solicit or accept employment and/or compensation from any COMMISSION collaborator or consultant 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 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, resumes, 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 consultant agreement award, to amend the resulting consultant agreement, 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 2010 Fiscal Year June 30, 2011; 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 First 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 consultant agreement 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 consultant will be required to sign the contract within seven (7) days of the intended start date of the consultant agreement, 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 Scope of Work will not begin until the contract execution date (the date all parties have signed the contract), and the 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 seven (7) day 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 before the Contract can be fully executed. This documentation includes, but is not limited to, the following documents:
   □ 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)
   □ Contractor Signature Authorization Form
   □ IRS Form 990 (if applicable) OR Annual Independent Audit for prior fiscal year or calendar year (if applicable)
   □ Appropriate business licenses (for consultants 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 on Appendix D – Hourly Budget Form)
   □ Certificates of Insurance for all insurance requirements outlined in the contract.

9. The sample consultant agreement and contracting requirements are attached (See Sample Consultant Agreement – Appendix I). If successful, the Contractor will be required to meet
all of the terms and provisions set forth in these documents and within the timeframe identified.

IX. APPENDICES

- Appendix A: Application Checklist
- Appendix B: Areas of Expertise (up to 5)
- Appendix C: Project 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: Qualification Review Tool
- Appendix I: Sample Consultant Agreement