# First 5 LA Project Team

<table>
<thead>
<tr>
<th>Role</th>
<th>Name</th>
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<tr>
<td>Project Manager:</td>
<td>Melinda Leidy, Research Analyst</td>
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<td>Project Supervisor:</td>
<td>Antoinette Andrews, Senior Research Analyst</td>
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<tr>
<td>Contract Officer</td>
<td>Victoria Duran-Lopez, Contract Compliance Officer</td>
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In 1998, CA voters passed Prop 10, taxing tobacco products to fund early childhood development.

First 5 LA is a public entity governed by a Commission made up of County Supervisor appointees.

Since 1998, we’ve funded over $1,000,000,000 in grants and contracts.
New strategic plan: *Strengthening Families and Communities in L.A. County*

Strategic Plan has both Placed Based and Countywide approaches to grant making

Combined approach allows Commission to concentrate limited resources in areas of high need and to sustain efforts over time
The strategic plan incorporates seven specific countywide strategies:

- public policy
- public education
- resource mobilization
- workforce development
- data systems integration
- health access
- systems integration

* Closely connected is organizational capacity building
Design and implement a comprehensive evaluation of the 4 countywide systems improvement (CSI) strategies.

Measure increased public knowledge, behavior changes and improved public policies related to children.

Examine four intermediate outcomes and how they have led to those changes:

- relationships, influence, leveraging, and capacity building.
1. What kinds of relationships has First 5 LA built during the current strategic plan in support of children 0-5 and their families?
2. How has First 5 LA influenced others to act in support of children 0-5 in LA County?
3. What additional resources has First 5 LA leveraged for children 0-5 in LA County, from internal and external sources?
4. How has the capacity of organizations serving children 0-5 in LA County been improved?
5. How have these countywide strategies contributed to or supported First 5 LA’s place-based efforts?
Major Tasks

* Develop an evaluation plan
* Conduct an evaluation
* Conduct a social network analysis
* Report findings
* Maintain communications and report progress to First 5 LA
Contractual Details

* Standard contract procedures/requirements
* Deliverables-based contract/payment structure
* 18 month contract
* Commission approval (consent calendar)
* Contract award
Application & Review Process

* Submission requirements
  * Deadline: July 22 @ 5pm
  * Proposals must be submitted electronically
  * Original documents signed in Blue Ink must also be received by deadline

* External reviewers
  * Proposals will be scored by panel of external experts
  * Reviewer scores determine who is selected for finalist interviews

* Finalist interviews (August 19-23)

* Ideal Experience
  * Extensive knowledge of a variety of evaluation methods in the fields of public education, policy and advocacy, resource mobilization, and/or capacity building.
  * Experience planning and conducting evaluations.
  * Demonstrated experience conducting social network analyses.
Questions