June 20, 2013

Dear Prospective Applicant:

First 5 LA is issuing this Request for Proposals to qualified groups interested in conducting an evaluation of First 5 LA’s Countywide Systems Improvement efforts, specially Resource Mobilization, Policy, Public Education, and Capacity Building. The first part of this study will seek to measure increased public knowledge behavior changes and improved public policies to keep children 0-5 healthy, safe and ready for school, as well as a greater quantity and quality of services available for children 0-5 and their families. The second part of the study will look at the four main strategies First 5 LA has engaged in to achieve those changes – Relationships, Influence, Leverage and Capacity Building – and analyze how they have led to those changes. The selected contractor will work closely with First 5 LA staff to finalize the project design and conduct the evaluation. Prospective applicants should have extensive expertise conducting evaluations and knowledge of evaluations in the fields of public education, policy and advocacy, resource mobilization and/or capacity building.

To be eligible for consideration, applicants must submit a full application including attachments, online at www.first5la.org/FundingCenter by 5:00 p.m. PST July 22, 2013. Additionally, applicants are required to mail original, signed copies of the Cover Letter, Signature Authorization Form and Agency Litigation Form to the following address, also by 5:00 p.m. July 22, 2013.

Kim Belshé, Executive Director
First 5 LA
750 N Alameda Street
Los Angeles, CA 90012
Attention: Melinda Leidy, CSI Comprehensive Evaluation

Applicants must also review in detail the First 5 LA Sample Contract in Appendix H. It is imperative that all applicants fully understand contractual obligations should they be selected as the contractor for this project. The selected applicant shall be expected to execute the contract without substantive alteration. All data and information collected in the course of the Countywide Systems Improvement Comprehensive Evaluation, in whatever form, shall be the sole property of the First 5 LA.

First 5 LA reserves the right to modify or withdraw the attached solicitation document and stated schedule of events at any time. If you have any questions about this RFP, please email your questions to Melinda Leidy, Research Analyst, at mleidy@first5la.org.

Thank you for your dedication to children and families and for supporting the vision and mission of First 5 LA.

Sincerely,

Kim Belshé
Executive Director