Birth Outcomes Evaluation  
RFQ APPLICANT REVIEW TOOL LEVEL 2

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**TOTAL SCORE:** (100)
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I. UNDERSTANDING OF THE SCOPE OF WORK 20 points

This criterion reflects the extent to which the applicant’s proposal demonstrates a solid understanding of the various conceptual, methodological, and logistical issues related to conducting the proposed Birth Outcomes Evaluation. The Applicant must discuss the scope and complexity of the study tasks, as well as the required skills, resources and strategies necessary for addressing such issues.

Note: Any notes and/or questions should be included on a separate piece of paper

Score: (maximum score = 20)

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II. TECHNICAL APPROACH 35 points

The applicant will be evaluated by the extent to which the proposal meets all the requirements outlined in the RFP, including a detailed description of how each of the specific tasks in the RFP should be accomplished, strategies for working with program staff and establishing an appropriate partnership relationship, and proposed data analyses.

Note: Any notes and/or questions should be included on a separate piece of paper

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III. QUALIFICATIONS OF PROPOSED PERSONNEL 20 points

The applicant will be evaluated by the extent to which their staff qualifications demonstrate the relevant background, training and experience in the following areas:

a. Background in perinatal issues and maternal-child health

b. Experience working with culturally and linguistically diverse groups, in particular, parents of young children and community-based programs

c. Experience developing qualitative data collection tools, conducting interviews and focus groups

d. Experience collecting and processing quantitative data from a large number of sites.

e. Experience analyzing and summarizing qualitative and quantitative data

f. Inclusion of full résumés of proposed staff in the proposal which clearly reflect the range and depth of the requirements outlined above, including any publications in professional refereed journals.

    g. Experience and knowledge working in Southern California, preferably in Los Angeles County.

    Note: Any notes and/or questions should be included on a separate piece of paper

    Score: (maximum score = 20)
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IV. Organizational Capacity  

15 points  

The applicant’s organizational experience as reflected in the proposal must demonstrate the following:  

a. Adequate computer/statistical resources and the institutional capability to process and analyze all data;  

b. Adequate financial capacity as determined by the applicant’s proposed budget, statement of financial position, and other relevant documents  

Note: Any notes and/or questions should be included on a separate piece of paper  

Score: (maximum score = 15) 

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V. BUDGET  

10 points

The applicant’s budget and budget narrative should reflect the following:

a. A reasonable price per task, based on the reviewers’ experience;

b. A composite hourly rate for all personnel that does not exceed $150/hour (see detail in Contracting Considerations section below);

c. Tasks assigned to appropriate personnel as to minimize the cost per deliverable while also maximizing the quality of the output;

d. An awareness of the realities of fixed-price budgeting reflected in an appropriate financial accommodation of risk, particularly related to protracted revisions and delayed start dates.

e. A budget that does not exceed $290,000. It is expected that applicants’ budgets will be significantly lower than this, however.

Note: Any notes and/or questions should be included on a separate piece of paper

Score: (maximum score = 10)