BABY-FRIENDLY HOSPITAL

REQUEST FOR PROPOSALS (RFP)

Los Angeles County Children and Families First – Proposition 10 Commission (aka First 5 LA)

RELEASE DATE: DECEMBER 18, 2012
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## I. TIMELINE FOR SELECTION PROCESS

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<tr>
<th>ACTIVITY</th>
<th>DATE</th>
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<tbody>
<tr>
<td>Release of RFP</td>
<td>December 18, 2012</td>
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<tr>
<td>Information Session- Bidders’ Conference</td>
<td>January 8, 2013</td>
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<tr>
<td>Time: 2:00-3:00pm</td>
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<tr>
<td>Location: First 5 LA offices</td>
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<tr>
<td>750 N. Alameda Street</td>
<td></td>
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<tr>
<td>Los Angeles, CA 90012</td>
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<tr>
<td>Last Day to Submit Questions to First 5 LA</td>
<td>January 23, 2013</td>
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<tr>
<td>Proposal Package due to First 5 LA via electronic submission by 5:00pm</td>
<td>January 30, 2013</td>
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<tr>
<td>Site Visits (candidates selected for site visits will be contacted with exact date &amp; time)</td>
<td>February 11 - 15, 2013</td>
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<tr>
<td>Hospital Notification of Awards</td>
<td>February 25, 2013</td>
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<tr>
<td>Contract Negotiations Begin</td>
<td>March 11, 2013</td>
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<tr>
<td>Board of Commissioners Approval</td>
<td>May 9, 2013</td>
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<tr>
<td>Anticipated Contract Start Date</td>
<td>June 1, 2013</td>
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All questions and requests for additional information regarding this RFP must be received in writing by First 5 LA via email before 5 p.m. on Wednesday, January 23, 2013. First 5 LA reserves the sole right to determine the timing and content of the responses to all questions and requests for additional information.

Questions and information requests can be submitted to:

Andrew Welsering, MPH, Program Officer  
Program Development Department  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012  
Phone: (213) 482-7546  
E-mail: babyfriendly@first5la.org

**Information Session- Bidders’ Conference**

The information session for the Baby-Friendly Hospital RFP will be held on January 8, 2013 at First 5 LA, located in Downtown Los Angeles. Please RSVP to babyfriendly@first5la.org by January 4, 2013. Space is limited.

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1 Note: Dates are subject to change at First 5 LA’s sole discretion.
BACKGROUND

A. 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 grant-making. 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.

Figure 1: First 5 LA Prioritized Pathway

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 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.

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. By June, each community partnership will have submitted proposals to the First 5 LA commissioners for future investments. These can include building safe parks, providing early childhood education programs or supporting other strategies that achieve Best Start’s primary goals that children in each community grow up safe, healthy and ready to learn.

To learn more about Best Start, visit www.beststartla.org.

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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.

B. BREASTFEEDING

Breastfeeding promotes optimal health, cognitive development, and bonding of infant-mother. Breastfeeding mothers need support and skilled assistance in the hospital to ensure good initiation of breastfeeding. The Baby-Friendly Hospital (BFH) Project will enhance and support a continuum of care to improve initiation and duration of breastfeeding by improving breastfeeding policies and procedures in birthing hospitals and increase capacity to meet the need of families through improved workforce competencies in infant and toddler issues in the health sector.

This improvement in breastfeeding policies will also support the outcome of strengthened “attachment and bonding” between mother and child as it is aimed at increasing exclusive breastfeeding. These outcomes further support the goals outlined in the new Strategic Plan in the goals of ensuring that children maintain healthy childhood weight and are safe from child abuse and neglect.

There is overwhelming scientific evidence that breast milk is the optimal food for infants and provides numerous health benefits to the infant and mother. However, babies are not breastfed due to different causes. The strongest risk factors for early breastfeeding termination are late breastfeeding initiation and supplementing the infant, making imperative that hospitals adopt and follow institutional policies that protect, promote and

support breastfeeding. Institutional changes in maternity care practices effectively increase breastfeeding initiation and duration as most children are born in a hospital or birthing center.

Unfortunately, in Los Angeles County, the 2011 average exclusive hospital breastfeeding rate at discharge is 46.8%, compared with California’s rate of 60.4%.

In an effort to improve exclusive breastfeeding rates at hospital discharge, and therefore improving overall exclusive breastfeeding rates, the First 5 LA Commission has chosen the Baby-Friendly Hospital Initiative, an established “best practice” that is evidence-based as a model of funding.

The Baby-Friendly Hospital Initiative (BFHI) is a global program sponsored by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for lactation. In the United States, birth facilities that have achieved BFHI designation typically experience an increase in breastfeeding rates. There is a relationship between the number of BFHI’s “Ten Steps to Successful Breastfeeding” in place at a birth facility and a mother’s breastfeeding success. These “Steps” are policy changes to implement changes in practices within the hospitals.

III. BABY-FRIENDLY HOSPITAL PROJECT

A. PROJECT ALLOCATION

The First 5 LA Board of Commissioners recognizes the great need in LA County to improve breastfeeding rates. This Baby-Friendly Hospital Project is a key activity for the new Strategic Plan (FY 2009-2015) with a total allocation of up to $10,500,000.

It is well established that breastfeeding promotes optimal health, cognitive development, and bonding of infant-mother. Breastfeeding mothers need support and skilled assistance in the hospital to ensure good initiation of breastfeeding. For many women, the hospital is the only source of breastfeeding support and education. Exclusive breastfeeding during the hospital stay is one of the most important influences on how long babies breastfeed exclusively after discharge. Babies who are fed breast milk exclusively in the hospital are more likely to receive only breast milk at home and to breastfeed for a longer period of time, increasing the benefits of breastfeeding. Therefore, it is critical that First 5 LA includes strategies to improve breastfeeding initiation and duration.

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5 California Department of Public Health. California In-Hospital Breastfeeding as Indicated on the Newborn Screening Test Form Statewide, County and Hospital of Occurrence: 2011
The $10.5 million BFH Project allocation includes funding for:

A. Outreach to Hospitals
   A. Establishing a “BFH Advisory Workgroup” ($100,000)
   B. Hiring a consultant to support the Workgroup objectives in surveying the needs and level of readiness of hospitals to implement a Baby-Friendly Hospital Project ($400,000)

B. Establishing a pilot project in partnership with California Hospital Medical Center (CHMC) ($500,000)

C. Identifying and providing resource support for implementation of the Baby Friendly Hospital Project based on Workgroup findings and recommendations at up to 19 additional hospitals in LA County with poor exclusive breastfeeding rates ($9,000,000)

D. Evaluation ($500,000)

**B. FUNDING TO HOSPITALS**

This RFP to hospitals is offering funding for 1) *training of staff* and 2) *operational support* to hospitals that are willing, ready and able to embrace and implement policy changes recommended by Baby-Friendly USA. Operational costs may include the following areas:

- Staff time to attend training
- Assessment fees payable to Baby-Friendly USA
- Some administrative costs (i.e., data collection staff and project coordinator on part-time basis only unless special need is demonstrated)

The Commission expects to enter into a contract agreement with each selected hospital which will be eligible for renewal at the end of each contract year. The contract may be renewed annually for up to 36 months. The total contract amount for the entirety of the project is **not to exceed $473,000** per hospital.

**Contract Agreement Period**

The Commission anticipates the project to be approximately 36 months in duration with the selected hospital(s) with an intended start date of June 1, 2013. The contract agreement will be subject to annual review and renewal based on hospital compliance.

Funding for new hospitals will be available on a competitive, first-come-first-serve-basis contingent upon availability of funds.

The selected applicants shall not be authorized to deliver or commence performance of services as described in the application until final execution of the contract agreement (agreement must be signed by both parties). Any performance of services commenced prior to obtaining all written approvals by First 5 LA shall be considered voluntary.

**Contract Agreement Obligations**

The selected hospital(s) will be required to adhere to all contract obligations as outlined in this document, including the First 5 LA Contract Agreement (See Sample Contract Agreement). It is imperative that all applicants review the contract language in detail and fully understand contract obligations should they be selected as a hospital for this project.
IV. PROJECT REQUIREMENTS

The selected hospitals are required to conduct the following activities as part of its completion of the Baby-Friendly Hospital Contract Agreement Requirements and Deliverables during the course of the contract:

- Assign project coordinator and data collector for project
- Achieve 10 Steps to Successful Breastfeeding:
  - Maintain a written breastfeeding policy that is routinely communicated to all health care staff
  - Train all health care staff in skills necessary to implement this policy
  - Inform all pregnant women about the benefits and management of breastfeeding
  - Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
  - Help mothers initiate breastfeeding within one hour of birth
  - Give infants no food or drink other than breast milk, unless medically indicated
  - Practice “rooming in” – allow mothers and infants to remain together 24 hours a day
  - Encourage unrestricted breastfeeding
  - Give no pacifiers or artificial nipples to breastfeeding infants
  - Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic
- Attain the Baby-Friendly USA Designation
- Meet with First 5 LA staff, consultants or Workgroup members as needed during the entire implementation of the project
- Work with First 5 LA Staff and consultants in the evaluation process to determine the impact and success of the project
- Actively engage the Board of Commissioners and First 5 LA staff in all activities to be delivered under this RFP
- Fully partnering with the Board of Commissioners and First 5 LA staff in convening collaborative meetings and planning efforts
- Maintaining the 10 Steps to Successful Breastfeeding, including ongoing training of all staff to maintain continued designation as a Baby-Friendly Hospital

V. ELIGIBILITY AND QUALIFICATIONS

A. ELIGIBILITY

Applicant hospitals must demonstrate the following in order to be eligible for the Baby-Friendly Hospital Project funding:

- Demonstration of hospital’s buy-in (i.e., Board approval or letter from the hospital’s CEO)
- Exclusive breastfeeding rate below LA County average of 46.8%\(^7\).

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\(^7\) Data from California Department of Public Health, California In-House Breastfeeding as Indicated on the Newborn Screening Test Form Statewide, County and Hospital of Occurrence: 2011.
Hospital applicants who do not fulfill the above criteria will be disqualified.

B. SUMMARY OF DESIRABLE QUALIFICATIONS

First 5 LA is seeking hospitals with the following desired qualifications:

Knowledge & Skills

- Evidence of the hospital’s understanding and initiation of the Baby-Friendly Hospital Initiative’s 10 Steps to Successful Breastfeeding

Experience

- Demonstrated experience of putting together a breastfeeding workgroup or taskforce within the hospital

Other Desired Qualifications

- Sensitive to the diversity of communities throughout Los Angeles County
- Ability to effectively communicate, problem solve, and plan with various agencies; and
- Ability to perform other duties which may be deemed necessary and appropriate

Policies

- Policy of post-partum couplet care in place
- Policy of nursery closure in place

VI. PROPOSAL CONTENT

Interested applicants must review the following instructions and include in the proposal content the required content listed below. All proposal content must use exact headings and subheadings.

A. TABLE OF CONTENTS

A table of contents must be submitted setting forth all sections of the Proposal Content and corresponding page numbers.

B. PROPOSAL NARRATIVE

The Proposal Narrative will include detailed description of the proposed project addressing all of the topics indicated in the headings below. The Narrative shall not exceed 12 pages in length.
1. **Description of the Hospital**

Briefly describe the hospital overseeing and administering the proposed project. Describe administrative and fiscal experience that demonstrates the capacity of the hospital that will provide administrative services for the proposed project. Describe the hospital’s role in relation to the proposed project.

2. **Description of Project Staff and Qualifications**

Hospitals must identify all staff who will work on and/or participate in this project, including their titles, each person’s role, responsibilities, and expertise as it relates to this project. Include resumes of key project staff. (The resumes will not be included as part of the twelve (12) page proposal maximum.) The person(s) who will have the primary responsibility of coordinating the project must be identified.

If the hospital intends to hire new staff (i.e., part-time project coordinator and/or data collector), include job qualifications and job description in the Appendices of the proposal. Describe the process that will be used to manage the human resources of the project, including coordinating work and training of staff, subcontractors, and other consultants. Hospitals must provide an organization chart of the proposed project.

Hospitals proposing to subcontract work (i.e., training) in order to provide needed skills or services for the proposed project need to provide key qualifications of subcontractor(s) and specify activities they will conduct to ensure project success. Specify the role of each subcontractor.

3. **Description of the Service Area and Target Population**

Briefly describe the hospital’s service area. Include demographics of the population in the service area including the estimated number of live births per year based on the most recent data available at the time of submission of this proposal.

4. **Description of the Project**

Provide a project statement that addresses intended goal/desired result(s) of the proposed project as it relates to the relevant outcomes of Baby-Friendly Hospital Project. Describe details of plans and strategies to be implemented in order to achieve the goals stated.

Also, address the hospital’s commitment to leveraging other resources for this project and briefly describe specific leveraging activities. For example, describe how Baby-Friendly Hospital Project funding will be utilized with other resources, if any, to achieve the project goals.

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8 Subcontractors include individuals and/or organizations, including lactation consultants and trainers, who will be paid by this Project.
5. **Sustainability of Project**

Hospitals must commit to maintain the Baby-Friendly Hospital designation as an ongoing policy and standard of operation. (Hospital must complete and submit Appendix G: Written Commitment to Maintain Baby-Friendly Hospital designation.) The hospital's plans for sustaining Baby-Friendly Project designation must be identified and described in the proposal. Hospitals must describe other resources, cash or in-kind, that has been or will be secured for this project other than the funds requested in this proposal.

6. **Evaluation of Project**

The Commission will require all hospitals with successful proposals to collect and share data demonstrating adherence to the 10 Steps to Successful Breastfeeding (i.e., initiation of breastfeeding, skin-to-skin, rooming-in, etc.) and work with the Commission’s evaluation team on selecting the appropriate performance measures and providing data and other information required. Successful hospitals will also participate in other evaluation activities, as the Commission and/or its evaluator deem necessary. **Hospitals must state their willingness to participate in evaluation activities in their proposal.** Hospitals who submit successful proposals will be contacted by Commission staff to develop an appropriate evaluation plan based on the approved project.

C. **SCOPE OF WORK**

Using Appendix B: Scope of Work, describe the objectives and related key activities expected for the BFH Project and by when and whom those activities will be carried out.

D. **BUDGET**

Using the attached budget worksheet, (Appendix C: Budget Form) provide your itemized budget that details expenses for the proposed activities to complete the deliverables. The Budget Form may be expanded to provide additional line items or space for clarification.

Identify costs over a thirteen (13) month period and number of hours personnel will be assigned to the project, including a brief description of the services, the rate of pay and the formula used to determine the total amount. Identify and provide a general description of all other non-personnel costs (for example, equipment, printing, copying, space, telephone, supplies, etc.) required to complete the deliverables. Specifying the quantity, cost per unit, duration of use, and purpose of these items. **Please see the terms and conditions #9 for the Commission’s Policy and Guidelines for Hiring Consultants rate limits.**

Provide a separate **Budget Narrative** for each of the line items in the Budget Forms. The Budget Narrative should reflect each line item in the budget, the budget amount and the rationale for each item.

E. **OTHER REQUIRED DOCUMENTS**

Other documents required for a complete proposal will include:
• Signature Authorization Form (Appendix E)
• Agency Involvement in Litigation and/or Contract Compliance Difficulties (Appendix F)
• Commitment to Achieve and Maintain Baby-Friendly Hospital Designation (Appendix G)
• Proof of nonprofit status or appropriate business license
• Current Audited Financials
• By-Laws\(^9\) (if applicable)
• Articles of Incorporation\(^{10}\) (if applicable)

[All documents required for a complete proposal package are listed on Page 14.]

**VII. REVIEW PROCESS AND CRITERIA**

First 5 LA staff will review each proposal to ensure that threshold criteria (please refer to Section V: Eligibility) was met to determine if the applicant is eligible to submit a proposal for the Baby-Friendly Hospital Project funding.

The hospital will be selected through a review process and this process includes two phases of review. The review process may involve an interview and/or site visit.

**Phase I**

**Level 1** review will determine applicants’ eligibility, as well as the timely and complete submission of the proposal and application. Proposals that are incomplete or do not meet the minimum requirements are subject to disqualification. Please see Appendix H for a copy of the Level I Review Tool.

**Level 2** review involves an independent panel’s review of eligible applicants’ fulfillment of the selection criteria. The panel will include external reviewers for proposal rating. The criteria are based on the qualifications set forth on Page 8 of this RFP. Please see Appendix I for a copy of the Level II Review Tool.

The following represents a summary of the selection criteria that will be considered during the selection process:

- Demonstrated experience in performing comparable work
- The appropriateness and measurability of the selected project goals
- The service area and target population
- The appropriateness and thoroughness of the project design, timelines, scopes of work, and plans
- The demonstrated capacity for project implementation and management
- The level of support for the project from stakeholders

\(^9\) This is required in order to verify signature authority to submit application and to enter into legal agreement. If signature authority is not identified in the By-laws, a Board Resolution or Partnership Agreement should be submitted, as applicable, that indicates signature authority.

\(^{10}\) A business license from the jurisdiction where the organization operates should be submitted instead of Articles of Incorporation for Partnerships, Limited Liability Partnerships and Sole Proprietorships.
The appropriateness of the plan(s) for attaining Baby-Friendly Hospital designation
The appropriateness of leveraging efforts identified
Feasibility of plans for project sustainability
The appropriateness of funds requested based on the project activities
The demonstrated knowledge and understanding of the issues and policy environment surrounding breastfeeding in Los Angeles County.

Level 3: The Finance Department staff will review the application and financial documents from the applicant agency to ensure their fiscal capability to implement the contract as intended. Please see Appendix J for a copy of the Level III Review Tool.

Phase II

Site Visit: A site visit will be conducted for all final applicants. Final applicants will be selected based on the scores of the external reviewers and meeting the requirements of Review Tools I, II and III. Again, these site visits are scored with a standardized review tool made available prior to the site visit.

The Commission reserves the right to reject any or all submitted proposals. Please refer to http://www.first5la.org/About-Us/Policies for First 5 LA’s Appeals Policy.

VIII. SUBMISSION GUIDELINES

The costs of developing the proposal are entirely the responsibility of the applicant submitting this proposal and cannot be charged to the Commission or included in the proposed budget. The Commission is prohibited from funding any services that were performed and/or paid for prior to an agreement approved by the Commission.

A. GUIDELINES

Proposals must adhere to the following guidelines in order to be considered:

- The Proposal Narrative must not exceed twelve (12) pages total, not including appendices and required documents
- Times New Roman font, no less than 12-point
- All pages and page numbers, excluding appendices, must be numbered sequentially with the name of the hospital applicant at the top of each page
- Provide a table of contents with page numbers for the proposal
- Original signatures in blue ink must be submitted for the following documents: Proposal Package Checklist, Signature Authorization Form, Agency Involvement in Litigation, Commitment to Achieve Baby-Friendly Hospital Designation and the Budget Form.

B. PROPOSAL PACKAGE

A complete proposal package must consist of the items identified below. For a proposal to be eligible for review, all required appendices must be submitted. Complete the Appendix A: Proposal Package Checklist to confirm all the required items are included. Please submit
the following documents:

- Appendix A: Proposal Package Checklist
  - Proposal Content *
    - Table of Contents*
    - Proposal Narrative*
    - Scope of Work (Appendix B)
    - Budget Forms (Appendix C)**
    - Budget Narrative*
- Appendix E: Signature Authorization Form**
- Appendix F: Agency Involvement in Litigation and/or Contract Compliance Difficulties**
- Appendix G: Commitment to Achieve and Maintain Baby-Friendly Hospital Designation**
- Proof of nonprofit status or appropriate business license*
- Current Audited Financials*
- By-Laws (if applicable)*
- Articles of Incorporation(if applicable)*
- List of Governing Body Members*

*No First 5 LA format is required. Applicants may submit existing documents or records.

**Hard copy with wet signature must be submitted by mail.

All submissions must be received by 5:00 pm, Wednesday, January 30, 2013. Mailed, faxed or e-mailed submissions will not be accepted (except for all original signature pages which must be received by the proposal due date). Please contact First 5 LA with any questions. Questions may be emailed to babyfriendly@first5la.org. The last day to submit questions is Wednesday, January 23, 2013.

IX. CONTRACTUAL CONSIDERATIONS

Specific contractual considerations, including but not limited to the following, apply to the RFP 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 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 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 final 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, the total composite rate, which includes labor and other costs, for a Consultant may not exceed $150-$200 an hour, depending on the type of expertise. 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.

X. 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 refer to the Appeals Policy located at http://www.first5la.org/About-Us/Policies.

XI. APPENDICES

APPENDIX A: Proposal Package Checklist
APPENDIX B: Scope of Work
APPENDIX C: Budget Forms
APPENDIX D: Sample Contract Agreement
APPENDIX E: Signature Authorization Form
APPENDIX F: Agency Involvement in Litigation and/or Contract Compliance Difficulties
APPENDIX G: Commitment to Achieve and Maintain Baby-Friendly Hospital Designation
APPENDIX H: Level I Review Tool
APPENDIX I: Level II Review Tool
APPENDIX J: Level III Review Tool