Oral Health Community Development (OHCD) Project
Request for Qualifications

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

RELEASE DATE: October 4, 2010
FIRST 5 LA
ORAL HEALTH COMMUNITY DEVELOPMENT (OHCD) PROJECT
REQUEST FOR QUALIFICATIONS

TABLE OF CONTENTS

I. TIMELINE ................................................................................................................. 1

II. BACKGROUND ................................................................................................. 1

A. FIRST 5 LA .......................................................................................................... 1
B. COMMUNITY WATER FLUORIDATION: A PUBLIC HEALTH MEASURE ..... 2

III. ORAL HEALTH COMMUNITY DEVELOPMENT PROJECT ............. 3

IV. EXPERT REQUIREMENTS ................................................................................. 4

V. ELIGIBILITY AND QUALIFICATIONS ............................................................. 4

A. ELIGIBILITY ......................................................................................................... 4
B. QUALIFICATIONS ............................................................................................... 4

VI. QUALIFICATIONS STATEMENT CONTENT ............................................. 5

A. CONTACT INFORMATION ............................................................................... 5
B. QUALIFICATIONS ............................................................................................... 5
C. SCOPE OF WORK ................................................................................................. 5
D. BUDGET ................................................................................................................ 5

VII. REVIEW PROCESS, TIMELINE, AND SUBMISSION GUIDELINES .... 7

A. REVIEW PROCESS & CRITERIA ....................................................................... 7
B. SUBMISSION GUIDELINES .................................................................................. 7

VIII. CONTRACTUAL CONSIDERATIONS ......................................................... 9

IX. APPENDICES .................................................................................................... 12
I. TIMELINE

The RFQ process will operate along the following timeline: (Note: First 5 LA reserves the right to modify the stated schedule of events at any time.)

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 4, 2010</td>
<td>Release of RFQ</td>
</tr>
<tr>
<td>October 19, 2010</td>
<td>Information Meeting at First 5 LA</td>
</tr>
<tr>
<td></td>
<td>11:00 am – 12:00 pm</td>
</tr>
<tr>
<td>November 4, 2010</td>
<td>Last Day to Submit Questions to First 5 LA</td>
</tr>
<tr>
<td>November 5, 2010</td>
<td>Proposal package due to First 5 LA by 5:00pm</td>
</tr>
<tr>
<td>Week of November 15, 2010</td>
<td>Interviews</td>
</tr>
<tr>
<td>December 6, 2010</td>
<td>Notify Selected Expert of Final Decision</td>
</tr>
<tr>
<td>December 7, 2010</td>
<td>Contract Negotiations Begin</td>
</tr>
<tr>
<td>January 2011 (Date to be determined)</td>
<td>Contract Begins</td>
</tr>
</tbody>
</table>

II. BACKGROUND

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](http://www.first5la.org).

A. FIRST 5 LA

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, this new plan represents a major shift in First 5 LA’s grantmaking from an initiative-based to a place-based approach. 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 of ensuring that children:

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

B. COMMUNITY WATER FLUORIDATION: A PUBLIC HEALTH MEASURE

Fluoride is a naturally occurring mineral in most water supplies that, if at optimal levels, can help to maintain dental tissue development and dental enamel resistance during a person’s entire life span. Water fluoridation is the most effective public health measure for the prevention of dental decay, demonstrating benefits to people of all ages. This is primarily due to the universal reach of water supplies to all communities.

The prenatal stage through age five is a critical period of tooth formation and development. Oral health, with respect to teeth formation and development, begins in the prenatal stage. The best tooth decay protection is achieved if fluoride is consumed from birth; moreover, 85% of the maximum protection is achieved if fluoride consumption starts between ages three and four.\(^1\) Widespread use of fluoride has been a major factor in the decline in the prevalence and severity of tooth decay in the United States.

California law (AB 733, signed into law in 1995) requires all public water systems with 10,000 or more service connections to fluoridate their systems, provided that funding for the Project costs come from a source other than the water system’s own usual funding sources. AB 733 was proposed as part of the U.S. Public Health Service’s national campaign to “increase the proportion of the U.S. population served by community water systems with optimally fluoridated water” to a target of 75% by the turn of the century.\(^2\) AB 733 also mandates fluoridation of California’s public water systems with an ultimate goal to decrease dental caries which will create a potential cost-savings to taxpayers of approximately $80 million annually.\(^3\) Compared to other states, California ranked in the bottom 25% in providing optimally fluoridated water to its residents. Currently, the Center for Disease Control and Prevention estimates that only 27.7% of California’s population receives

---


\(^2\) Subsequently, the Centers for Disease Control and Prevention (CDC) promulgated Healthy People 2010.

\(^3\) Senate Committee Staff Analysis of the background of the bill as amended on June 14, 1995: projected cost savings to tax payers is approximately $80 million with cumulative effects of $160 million annually.
optimally fluoridated water. More recently, the Dental Health Foundation, with support from First 5 California, released a report titled “Mommy, It Hurts to Chew.” This 2006 report includes key survey findings as well as recommendations for an approach to reduce the impact of dental disease on children, families, and public systems in California. One of its key recommendations for actions to be taken is to “increase financial support for capital, operations and maintenance costs of community water fluoridation.”

This report contributed to First 5 LA’s growing interest in investing in activities to improve the oral health of children from the prenatal stage through age five.

III. ORAL HEALTH COMMUNITY DEVELOPMENT PROJECT

At the September 2007 Commission meeting, the board approved the $20 million Oral Health Community Development (OHCD) Project that aims to prevent dental decay in children through community water fluoridation and related public education and advocacy activities. Contracts funded under the OHCD Project will not exceed $1 Million. First 5 LA’s OHCD Project September 2007 Board Memo and Report with further background information can be accessed on First 5 LA’s website, www.first5la.org. First 5 LA’s OHCD Project is based upon the Commission’s priority to improve children’s oral health.

The primary focus of the OHCD Project is to fund the construction of water fluoridation treatment infrastructure and related public education activities to improve the oral health of children in LA County from the prenatal stage through age five. This goal includes objectives to increase the percentage of children from the prenatal stage through age five who have access to community water sources that are optimally fluoridated and the percentage of children who consume optimally fluoridated water in LA County.

OHCD funds must build on existing efforts and interest in community water fluoridation. The current available leveraging opportunities are a driving force behind the OHCD Project. In line with the Commission’s desire to maximize its investments by working with other partners on strategic leveraging opportunities, the OHCD Project seeks to optimize concurrent fluoridation efforts by the Metropolitan Water District (MWD) to further increase the supply of optimally fluoridated water in LA County.

The OHCD Project activities for water agencies are one-time costs and will be available annually on a competitive, first-come-first-serve-basis, over the course of three years. The incremental funding cycles enable water agencies time to strengthen their level of readiness to apply for funding. Water agencies who want to invest in construction of water fluoridation systems must establish and provide evidence of formal support from the municipalities that will receive the optimally fluoridated water as a result of the proposed Project. Water agencies may need to

4 “Mommy, It Hurts to Chew: The California Survey and an Oral Health Assessment of California’s Kindergarten and 3rd Grade Children” by the Dental Health Foundation, February 2006.
build their level of readiness through a number of other activities such as implementing a community education process to establish support for an OHCD Project across a range of stakeholders. The Commission requires water agencies to sustain the Project through continued fluoridation of water and public education.

IV. EXPERT REQUIREMENTS

First 5 LA is seeking a community water fluoridation education expert interested in working with First 5 LA staff and Commission to implement outreach efforts for the Oral Health Community Development (OHCD) Project. The Commission expects to enter into a twelve (12) month contract with the selected expert(s). The contract will be eligible for renewal at the end of the contract period and the Contract amount may not exceed $650,000 over the course of up to two (2) years. The community water education expert’s services and activities funded by First 5 LA OHCD Project will support First 5 LA’s strategic plan efforts.

The responsibilities of the selected consultant(s) include, but are not limited to, the following:

* Identify local leadership and key stakeholders
* Engage and educate key stakeholder (i.e., water company board members) on community water fluoridation
* Engage local volunteers and local health providers in education efforts
* Prepare information packets illustrating local need and facts
* Initiate dialogue with local water systems
* Attend public meetings/hearings

V. ELIGIBILITY AND QUALIFICATIONS

A. ELIGIBILITY

The expert or organization must have a minimum of ten (10) years of experience in community water fluoridation education in the State of California. Relevant experience includes, but is not limited to, the qualifications listed below.

B. QUALIFICATIONS

First 5 LA is seeking a community water fluoridation advocate expert with the following desired qualifications:

**Experience & Knowledge**

- Knowledge and familiarity with the drinking water industry in LA County (type and nature of water systems);
- Specialized and technical experience in assisting cities and water districts to successfully implement community water fluoridation projects;
- Familiarity with various methods of community outreach and social marketing to achieve policy change;
• Ability to assess local needs and design strategies to engage a range of audiences, including parents, community leaders, and healthcare professionals, particularly physicians and dentists;
• Ability to identify and work with opinion leaders to educate consumers, elected officials and decision-makers about the benefits of community water fluoridation, ensuring that communities are well informed and have a reliable source to turn to for further information;
• Capacity to offer technical expertise to provide input for effective solutions;
• Ability to leverage from professional networks and work with collaboratives and dental societies across the state to provide updates on local events, statewide activity and guidance when requested;
• Ability to be adaptable and flexible in strategies and planned activities in order to respond to new developments and shifting environments;
• Knowledge of the California Department of Public Health, Division of Drinking Water and Environmental Management (DDWEM) requirements;
• Capacity to actively engage the Commission in all activities to be delivered under this RFQ;
• Sensitivity to the diversity of communities throughout Los Angeles County and ability to facilitate effective communication, problem solving, and planning with various agencies; and
• Ability to perform other duties which may be deemed necessary and appropriate.

Skills
• Strong management and team building skills;
• Ability to initiate and facilitate conversations with First 5 LA and water agency staff;
• Strong written and oral communication skills;
• Ability to synthesize information from multiple sources and form written responses to report to First 5 LA staff and Commission; and
• Ability to communicate complex issues, stimulate creative thinking, and negotiate differences.

VI. QUALIFICATIONS STATEMENT CONTENT

Interested fluoridation education experts must review the following instructions and include in the statement content the required content listed below. All qualifications statement content must use exact headings and subheadings

A. CONTACT INFORMATION

In a Cover Letter, include the individual or organization’s name, address, telephone, fax, and e-mail address; the primary contact person’s name, title, and address, telephone, fax, and e-mail address (if different from organization’s information). The letter must be written on letterhead, signed by the individual contractor or
authorized signatory formally designated by the agency such as the organization president, chief executive officer or director. (2 pages maximum)

**B. QUALIFICATIONS**

1. **Statement of Qualification:** Provide a statement outlining the expert’s demonstrated ability, based on qualifications and experience, to meet the expectations of the OHCD Project Expert Requirements as outlined in Section III. Describe the methodology that will be implemented to work with First 5 LA Staff and water agencies (such as the staff assigned to the contract, the methods of communication with First 5 LA staff, accessibility, etc.) to accomplish First 5 LA’s Requirements described in this RFQ. (10 pages maximum)

2. **Résumé or Curriculum Vitae (C.V.):** The résumé or C.V. must outline all relevant work history, educational attainment, publications, prior research projects, etc. of each individual expected to be involved with the Project.

**C. SCOPE OF WORK**

Using Appendix B: Scope of Work, describe the objectives and related key activities planned in conducting the outreach and education for the OHCD Project for up to 2 years and by when and whom those activities will be carried out.

**D. BUDGET**

Funding for the expert will not exceed $650,000 over the course of up to 2 years. Using the attached budget worksheet, (Appendix C: Budget Instructions and Budget Request Forms) provide your hourly rate and an itemized budget that details expenses for the proposed activities to complete the deliverables. Identify costs over a twelve (12) 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. Provide a separate Budget Narrative for each of the line items in the Budget Request Forms.

**VII. REVIEW PROCESS, TIMELINE, AND SUBMISSION GUIDELINES**

**A. REVIEW PROCESS AND CRITERIA**

The expert(s) will be selected through a review process. This process includes a review panel of external reviewers. Proposals that are incomplete or do not meet the minimum requirements are subject to disqualification. All decisions of First 5 LA are final. An appeals process will not be available.
The following represents the selection criteria, in addition to those set forth in Section V(b), that will be considered during the selection process:

- Past experience in performing comparable work;
- Demonstrated work with diverse groups and sectors of the water industry, public, and key informants.

First 5 LA staff and/or Commission reserve the right to reject any or all submitted proposals. First 5 LA also reserves the right to commence contracts with more than one expert and/or group should it be necessary for completion of the highest quality work within the necessary timeframe.

B. 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.

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

- The Proposal Narrative must not exceed ten (10) 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
- Digital signatures are accepted if digital signature certificates are provided. Otherwise, original signatures in blue ink must be submitted

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 B: Proposal Package Checklist to confirm all the required items are included. The following documents are to be included in the order listed below:

The following documents are required to be submitted with the proposal:

- Cover letter
- Appendix A: Proposal Package Checklist
- Table of Contents
- Qualifications Statement Content
- Organization Chart (if applicable)
- Appropriate business licenses and/or Proof of non-profit status, if applicable.
- Resumes of key staff, subcontractor(s) and expert(s)
- Appendix B: Scope of Work
All submissions must be received by **5:00 pm, November 5, 2010.** Mailed, faxed or e-mailed submissions will not be accepted (except for all original signature pages which must be postmarked by the proposal due date). Please contact First 5 LA with any questions. Questions may be emailed to **llin@first5la.org.** Last day to submit questions is November 4, 2010.

**VIII. CONTRACTUAL CONSIDERATIONS**

Specific contractual considerations, including but not limited to the following, apply to Request for Qualifications (RFQ) 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.

---

5 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.

6 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.
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 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 RFP 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 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 2009 Fiscal Year June 30, 2010, 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 sub contractors 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 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 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. 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, 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
- Form RRF-1 (required and filed annually with the California Attorney General’s Registry of Charitable Trusts) and IRS Form 990 (if applicable)
- 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 (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).

10. The sample contract and contracting requirements are attached (See Sample Contract). 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: Proposal Package Checklist

Appendix B: Scope of Work

Appendix C: Instructions for Budget Forms and Budget Request Forms

Appendix D: Sample Contract

Appendix E: Signature Authorization Form

Appendix F: Agency Involvement in Litigation and/ or Contract Compliance Difficulties