FIRST 5 LA RESEARCH BRIEF GRAPHIC DESIGN VENDOR REQUEST FOR QUALIFICATIONS (RFQ)
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I. TIMELINE FOR SELECTION PROCESS

<table>
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<tr>
<th>ACTIVITY</th>
<th>DATE</th>
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<tr>
<td>RFQ Released</td>
<td>July 25, 2011</td>
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<tr>
<td>Due date for Questions</td>
<td>August 1, 2011</td>
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<tr>
<td>Application Due:</td>
<td>August 8, 2011</td>
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<td>• Online applications plus all</td>
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<td>forms</td>
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<td>• One (1) original and signed</td>
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<td>copy of the application cover</td>
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<td>letter, First 5 LA’s “Agency</td>
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<td>Involvement in Litigation and/or</td>
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<td>Contract Difficulties” and “Signature Authorization” forms</td>
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<td>• Work samples submitted as hard</td>
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<td>copies and through online</td>
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<td>application system in PDF format</td>
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<tr>
<td>Vendor(s) Selected/Notified</td>
<td>August 16, 2011</td>
</tr>
<tr>
<td>Contract Start Date(^1)</td>
<td>September 1, 2011</td>
</tr>
</tbody>
</table>

Questions and information requests should be submitted to:

Maria Altamirano  
Research Assistant  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012  
(213) 482-7533  
maltamirano@first5la.org

All questions and requests for additional information regarding this RFQ must be received in writing by First 5 LA via mail, fax, or email before 5 p.m. on Monday, August 8, 2011. First 5 LA reserves the sole right to determine the timing and content of the responses to all questions and requests for additional information.

While it is First 5 LA’s desire to execute the Contract for a September 1, 2011 start date, all dates are subject to change at First 5 LA’s sole discretion. Please do not contact First 5 LA to inquire about the status of your proposal.
II. BACKGROUND

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 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 more than $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.

First 5 LA Fiscal Year 2009–2015 Strategic Plan

In June 2009, the First 5 LA Board of Commissioners adopted its FY 2009–2015 Strategic Plan, Strengthening Families and Communities in L.A. County. This Plan incorporates lessons learned from the first ten 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 and county-wide 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

All of First 5 LA’s investments will be focused on changing outcomes in these areas.

The First 5 LA FY 09-15 Strategic Plan includes an innovative blend of place-based and countywide funding strategies designed to improve outcomes in our four goal areas. The Commission’s decision to move to a “place-based” funding approach, as opposed to initiative-based funding, is an effort to focus more intentionally on impacting the well-being of families and children by improving the communities in which they live. Our FY 2009-2015 Accountability and Learning framework reflects this emphasis on place-based evaluation as well as a strengthened emphasis on using results from our evaluations and research projects to learn and improve on an ongoing basis.
First 5 LA FY 2009-2015 Accountability Framework

The goals of First 5 LA’s Accountability and Learning Framework for the FY 09-15 Strategic Plan include the following:

- Gather and disseminate timely information on implementation and outcomes to support and improve our work and the work of our grantees;
- Capture change over time in Best Start communities;
- Enable us to tell a coherent story of our investments to our stakeholders – most notably First 5 LA Commissioners and staff, our community partners and grantees and other external stakeholders.

The major types of research and evaluation activities in which First 5 LA will engage over the course of the strategic plan include the following:

- An implementation evaluation that will document the process of implementing our new strategic plan while providing information needed to learn and improve our place-based work;
- Place-based and strategic evaluations, including evaluations of some of First 5 LA’s key strategies, as well as data collection within each of First 5 LA’s Best Start communities to monitor progress towards change;
- Research projects designed to be responsive to policy and programmatic issues arising out of our evaluation work;
- The convening of a Research Advisory Committee (RAC), which will provide technical input, guidance, and advice to support First 5 LA’s research activities as we embark on this new strategic plan and accountability framework;
- Dissemination activities, including the development of a Community Change dashboard where each target community will be able to monitor the change that is happening within its boundaries;
- A learning and improvement process in order to promote meaningful use of our findings.

As described above, the purpose of the Accountability and Learning Framework, part of the 2009-2015 Strategic Plan, is to continually collect, analyze and disseminate findings from the various research and evaluation activities conducted by First 5 LA. The focus of our collective efforts is to hold First 5 LA and its grantees accountable and for various audiences to learn from the evaluations. The dissemination of research briefs and other reports will facilitate these accountability and learning goals.

Research and Evaluation Graphic Design Vendor RFQ

The First 5 LA Research and Evaluation (R&E) department is seeking a graphic design vendor to design the department’s style guide and several research briefs. The style guide will be used by R&E to create various types of dissemination products. The research briefs will be designed to communicate specific research findings to a broader audience. As such, more people in the public will benefit from the knowledge obtained through First 5 LA’s efforts. Designing the research briefs will require experience in data intensive projects, as they will include a mix of charts, tables, images, photographs and text.
III. ELIGIBILITY

Applicants responding to this RFQ must have the qualifications, experience and demonstrated success detailed below.

Required qualifications:
- Experience designing products featuring data and research findings.
- Demonstrated ability to conform their design to preexisting style guidelines at First 5 LA.
- Expertise in design layout for both print production and lower resolution Internet distribution.
- Experience in preparing high-quality design files for print production and working with printers.
- Experience designing text and data for presentation online.
- Ability to be accessible and flexible in accordance with product timelines and activities.
- Strong written and oral communication skills.
- Attention to detail

Preferred qualifications:
- Experience designing products related to children and families
- Experience designing products for a range of linguistic and cultural groups.
- Familiarity with First 5 LA
- Experience with data visualization and design

IV. DELIVERABLES AND SCOPE OF WORK

The design vendor will be required to perform tasks including but not limited to the following:

Task 1: Create a Style Guide for Research & Evaluation
- Design vendor will produce a style guide for the Research & Evaluation Department, which will include templates for the types of products listed below:
  - research briefs
  - power point presentations
  - evaluation/ research reports
  - posters
- Design vendor will produce the templates using real content to be provided by First 5 LA staff.
- Style guide and templates will be produced in a format that is compatible with the capabilities of the Research & Evaluation department. The R&E style guide must conform to the First 5 LA lexical and style guide.

Task 2: Design Research Briefs
- Design vendor will design up to four (4) research briefs intended to convey technical information to a broad audience in a user-friendly format.
• Research briefs will be between 4 and 6 pages, and will include a mix of charts, tables, images, photographs and text. All edited content, including text and data, will be provided to the design vendor to produce the briefs.
• Design vendor will be expected to perform light copy-editing and proofreading services.
• Design vendor will be asked to advise us on alternative ways to present research and evaluation data and findings to diverse audiences.

The Commission reserves the right to modify the deliverables outlined above and also includes additional deliverables throughout the course of the contract.

V. TERMS OF SERVICE

Available Funding

The Accountability and Learning framework was included as part of the Implementation Plan of the Strategic Plan FY 2009-2015 approved by the Commission on June 10, 2010. Dissemination activities, which include a style guide and research briefs, are included in the Accountability and Learning framework.

A final deliverables-based budget will be negotiated once a vendor has been selected. Funds will be granted through invoices based on deliverables completed during a given period. Total compensation will not exceed $25,000.

Contract Period

First 5 LA expects to enter into a contract of no more than twelve (12) months with the selected vendor(s). It is expected that services shall commence immediately upon the vendor’s receipt of written authorization from First 5 LA. Any performance of services that commence prior to the vendor obtaining an executed contract from First 5 LA shall be considered voluntary.

First 5 LA reserves the right to extend the contract beyond the initial twelve months should there be additional deliverables defined.

Contractual Obligation

The selected vendor is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract. (See Appendix 5: Sample Contract)

VI. STATEMENT OF QUALIFICATIONS

Design vendors should submit a proposal that includes:

1. **Cover letter** introducing the graphic design vendor and clearly showing the vendor’s name, address, telephone number, e-mail address, the date, and a statement that the letter is in response to an RFQ for a research briefs graphic design vendor. One (1) original SIGNED with BLUE INK copy of the cover letter
must be received at First 5 LA by the application deadline. Additionally, applicants will be required to upload a copy of the cover letter to the online application system.

2. **Statement of Qualifications**: A written statement of no more than two pages listing applicant’s relevant professional experience and education. Statement should outline the contractor’s qualifications as a graphic designer, as well as how the contractor's demonstrated qualifications and experience will facilitate the completion of the tasks outlined above. Include any previous experience in designing similar products and with working with entities similar to First 5 LA.

3. **References**: Use the attached Reference Form and Instructions (see Appendix C) to provide contact information for three former clients. The applicant is responsible for submitting the completed Client Reference Form as a required attachment. First 5 LA may contact some or all of the references as part of its review process.

4. **Proposed budget**: Please include estimated costs by task as listed in Section IV above. Budget Forms and Instructions are available in Appendix A. Also include a budget narrative to accompany the budget forms describing what will be included in each deliverable. Please limit the narrative to two (2) pages. This contract will be a fixed-price, deliverables-based contract. The selected vendor will be paid per deliverable, contingent on First 5 LA approval of the deliverable (see a description of the Quality Assurance (QA) and QA dispute resolution processes in Appendix F). The design vendor will assume any risk from contract or project delays.

5. **Work samples**: Four (4) samples of vendor’s work, including at least one data intensive research brief and one report. Please limit the total amount of pages of sample work to 16 pages. These work samples are to be mailed and also submitted in PDF form through the online application system.

Qualified parties should submit information sufficient to support their qualifications to perform this service. First 5 LA reserves the right to request additional information and/or to begin negotiating with the most qualified bidder.

**Additional Required Documentation**:

1. **W-9 Form** (Appendix B)

2. **Agency Involvement in Litigation and/or Contract Compliance Difficulties** (Appendix D): Please read the information on the required Agency Involvement in Litigation and/or Contract Compliance Difficulties form thoroughly. An unsigned form or its omission will constitute an incomplete application and will be grounds for disqualification.

3. **Signature Authorization Form** (Appendix G): This form is required in order to verify signature authority to enter into contractual agreement with First 5 LA. If not outlined in the applicant’s Bylaws, a Board Resolution or Partnership Agreement must be submitted, as applicable, that indicates signature authority. Applicants must submit two original forms signed in blue ink.

4. **Proof of Commercial General Liability Insurance**
5. **Copy of Vendor’s Business License**

Please submit your qualifications and all forms using First 5 LA’s online application. In addition, the following documents must be submitted in hard copy with a blue signature: one (1) original and signed copy of the application cover letter, First 5 LA’s “Agency Involvement in Litigation and/or Contract Difficulties” and “Signature Authorization” forms. Work samples must be submitted in hard copy and also uploaded to the online application system in PDF format. All hard copy documents should be mailed to:

Evelyn V. Martinez, Chief Executive Officer
First 5 LA
750 N. Alameda Street, Suite 300
Los Angeles, CA 90012

Attention: First 5 LA Research Briefs Graphic Design Vendor RFQ

No faxed or emailed submissions will be considered.

**VII. SELECTION PROCESS AND REVIEW CRITERIA**

**Selection Process**
1. **Level 1:** Staff checks for application completeness and adherence to application requirements.
2. **Level 2:** External reviewers with expertise in the field are recruited to score applications, as needed. Review tools are strictly adhered to by all staff and external reviewers to mitigate the potential of bias. In accordance with First 5 LA policy, both external and internal reviewers sign a conflict-of-interest form.
3. **Level 3:** As a public entity, the Commission has a responsibility to the public to ensure that the agencies are financially stable to provide services. Further written materials regarding the financial stability of the agency may be requested by our Finance Department.
4. **Reference Check:** When necessary and applicable, reference checks will be completed, to complement rankings resulting from the external review process. First 5 LA must be able to contact two references provided by the applicant. If at least two references cannot be reached, First 5 LA may deem the applicant ineligible for this opportunity.

**Selection Criteria**
Qualifications will be evaluated by First 5 LA staff. The following are the selection criteria that will be used to evaluate applicants:
- The vendor’s past experience in producing comparable work
- The vendor’s demonstrated creativity and quality of work
- The vendor’s work with previous clients
- The cost-effectiveness of the vendor’s application
First 5 LA will award a Contract to one applicant with the expertise and qualifications outlined in the RFQ.

The Commission reserves the right to without prejudice reject any or all submitted qualifications. An appeals process is not available; all decisions of First 5 LA are final.

**VIII. CONTRACTUAL CONSIDERATIONS**

Specific contractual considerations, including but not limited to the following, apply to 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 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 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 2011 Fiscal Year June 30, 2011, 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) or 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: Budget forms and instructions
Appendix B: W-9 Form
Appendix C: Reference Form
Appendix D: Agency Involvement in Litigation and/or Contract Difficulties Form
Appendix E: First 5 LA Sample Contract
Appendix F: First 5 LA Quality Assurance Review and Conflict Resolution Process
Appendix G: Signature Authorization Form