October 8, 2003

Dear Prospective Applicant:

First 5 LA is issuing this Request for Qualifications (RFQ) to select an executive/specialty search firm specializing in public sector recruiting to conduct recruitment of senior management-level position(s) within the organization. Applicants responding to this RFQ must have the qualifications, experience and demonstrated success in placing senior level professionals.

Executive/specialty search firms specializing in public sector recruiting interested in assisting First 5 LA with the candidate sourcing and recruitment process of senior management-level position(s) should submit a proposal of no more than ten (10) pages. 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.

Please submit two (2) proposal copies in a sealed envelope no later than 5:00 pm on Friday, October 31, 2008. Envelopes should be addressed as follows:

Magdalena Martinez  
Director of Human Resources  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012

ATTN: Executive/Public Entity Specialist Search Firm

Responses must be either mailed or hand delivered. Mailed proposals must also be received by the by 5:00 pm on Friday, October 31, 2008. Submissions will not be accepted electronically or via facsimile.

For additional information or further questions, please contact Magdalena Martinez, Director of Human Resources, at 213.482.7529 or mmartinez@first5la.org.

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

Sincerely,

Evelyn V. Martinez  
Executive Director
EXECUTIVE/PUBLIC ENTITY SPECIALIST SEARCH FIRM REQUEST FOR QUALIFICATIONS (RFQ)

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

RELEASE DATE: October 8, 2008
I. TIMELINE FOR SELECTION PROCESS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
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<tbody>
<tr>
<td>RFQ Released</td>
<td>October 8th, 2008</td>
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<tr>
<td><strong>Application Due:</strong></td>
<td></td>
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<tr>
<td>• 1 original</td>
<td></td>
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<tr>
<td>• 1 copies</td>
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<tr>
<td>• 1 CD containing all materials</td>
<td><strong>October 31st, 2008 by</strong></td>
</tr>
<tr>
<td></td>
<td><strong>5:00 p.m.</strong></td>
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<tr>
<td>Applicant Review Process</td>
<td>Week of November 3rd</td>
</tr>
<tr>
<td>Contractor(s) Selected/Notified</td>
<td>November 7th</td>
</tr>
<tr>
<td><strong>Contract Start Date</strong>¹</td>
<td>November 10, 2008</td>
</tr>
</tbody>
</table>

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, October 20, 2008. 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:

Magdalena Martinez  
Director of Human Resources  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012  

mmartinez@first5la.org

¹ Note: While it is First 5 LA’s desire to execute the Contract for a November 10th, 2008 start date, all dates are subject to change at First 5 LA’s sole discretion.
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 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, First 5 LA was formed as a public entity to develop and oversee various early childhood initiatives and to manage the funding from Proposition 10. To address the needs of communities, in 2004 the Commission adopted The Next Five Strategic Plan (FY 2004-2009), focusing on the goal areas of Early Learning, Health and Safety. Since 1998, First 5 LA has invested over $800 million to support initiatives in these areas. Additional information regarding First 5 LA can be found at http://www.first5la.org/.

III. ELIGIBILITY

First 5 LA is issuing this Request for Qualifications (RFQ) to select an Executive/Public Entity Specialist Search Firm to conduct recruitment of senior management-level position(s) within the organization. Applicants responding to this RFQ must have the qualifications, experience and demonstrated success in placing senior level professionals.

IV. DELIVERABLES AND SCOPE OF WORK

The executive search firm will be required to perform any and all tasks related to for the sourcing, recruitment and selection of candidates for senior management-level positions within the organization, including but not limited to the following:

1. In consultation with the Director of Human Resources, develop candidate identification and evaluation criteria based on the defined job description, duties and responsibilities of the position, and minimum qualifications.

2. Develop a sourcing and recruitment plan that will yield qualified and desirable candidates.

3. Prepare a comprehensive Recruitment Profile which includes information about First 5 LA, the position(s) to be filled, and sourcing and recruitment strategies.

4. Recruit candidates from diverse backgrounds utilizing local, regional, and national resources, as applicable.

5. Prepare a thorough assessment of the merits of each candidate and their appropriateness for hire, including their professional and educational credentials.

6. In collaboration with the Director of Human Resources, coordinate pre-screening interviews of qualified candidates.
V. TERMS OF SERVICE

Available Funding

A final budget will be negotiated once a firm, or multiple firms have been selected. Funds will be granted through monthly invoices based on services rendered and actual expenses.

Contract Period

The contract period will be from approximately November 10, 2008 through the satisfactory completion of the assignment.

The Firm is not authorized to deliver or commence services as described in the application until written approval has been obtained from First 5 LA. Any performance of services commenced prior to the Firm obtaining an executed Contract from First 5 LA shall be considered voluntary.

Contractual Obligation

The selected firm is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract. (See Appendix 3: Sample Contract)

VI. STATEMENT OF QUALIFICATIONS

Executive/specialty search firms interested in assisting First 5 LA with the candidate sourcing and recruitment process of senior management-level position(s) should submit a proposal of no more than ten (10) pages that includes:

1. A draft work plan that outlines the entirety of the proposed search process(es). The work plan should describe the proposed approach to be taken for recruitment of position(s), including a recruitment timeline and suggestions for different sourcing and recruitment strategies that may be necessary for filling the position(s).

2. A description of the firm’s approach and experience with identifying and successfully placing women and minority candidates.

3. Identification of key personnel proposed to work with First 5 LA including background, relevant experience, and time available to complete this project.

4. Description of the firm’s relevant experience in the recruitment of senior management-level positions at organizations comparable to First 5 LA.

5. Names and contact information for at least three references from current and former clients.

6. A fee proposal for the proposed services. Fee proposals should outline:
   a. How the firm will work to achieve cost effectiveness for First 5 LA.
b. Description and enumeration of cost difference between national and local executive searches, if applicable; and,
c. Identify what categories of direct expenses are not included within the fee proposal and provide an estimated budget for these expenses.

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.

Please submit two (2) proposal copies in a sealed envelope no later than 5:00 pm on Friday, October 31, 2008. Envelopes should be addressed as follows:

Magdalena Martinez  
Director of Human Resources  
First 5 LA  
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Los Angeles, CA 90012  

ATTN: Executive/Public Entity Specialist Search Firm  

Responses must be either mailed or hand delivered. Mailed proposals must also be received by the by 5:00 pm on Friday, October 31, 2008. Submissions will not be accepted electronically or via facsimile.

Additional Required Documentation (not a part of 10 page proposal):

1. Agency Involvement in Litigation and/or Contract Compliance Difficulties (Appendix 1): 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.

2. Signature Authorization Form (Appendix 2): 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.

VII. SELECTION PROCESS AND REVIEW CRITERIA

Selection Process
1. Applications will be evaluated by the Director of Human Resources and the Executive Director.
2. The applicants will be evaluated for minimum qualifications, including timely receipt of the proposal.

Selection Criteria
First 5 LA will award a Contract to one or more applicants with the expertise and qualifications outlined in the RFQ.
First LA reserves the right, without prejudice, to reject any or all submitted qualifications. An appeals process is not available.

VIII. CONTRACTUAL CONSIDERATIONS

Specific contractual considerations, including but not limited to the following, apply to RFQ/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 Proposals (RFP) and Request for Qualifications (RFQ)/BIDS/LOI’s. 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/RFQ with 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 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/ RFP. The Commission also reserves the right to cancel this RFQ/ RFP, 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/RFP. Any cover letters, résumés and/or curriculum vita, including attached materials, submitted in response to this RFQ/RFP 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 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 Term of Contract section of contract, 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.

5. Unless otherwise submitted during the application (RFQ, RFP, etc.) 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.
6. 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).

7. 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

All Appendices are included as separate attachments.