

DATA STRATEGY REQUEST FOR PROPOSALS (RFP)

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THIS WEBINAR WILL BE RECORDED



All questions (3) My questions (3)

MG Marilu Guzman (Yo... 08:15 AM

How's your day going?

🔊 This question has been answered live

MG Marilu Guzman (Yo... 08:15 AM

What high school did you go to?

MG Marilu Guzman (Yo... 08:15 AM

Type your question here...

☒ Send anonymously

Cancel Send

- **This webinar is being recorded.**
- **Questions:** Please submit questions via the chat throughout the presentation and direct them to me: Chris Stephens.
- **This webinar's slides and recording will be posted on F5LA's website**

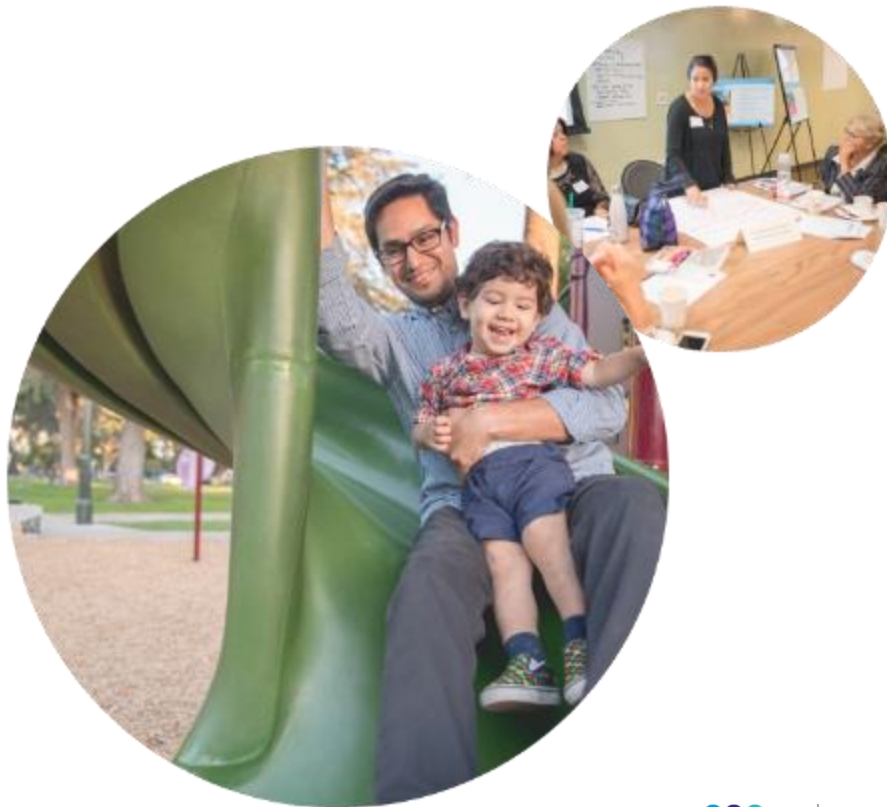
Kimberly Hall, Chief Data Officer
Office of Data for Action



Chris Stephens, Contract Compliance Officer
Contract Administration & Purchasing Department



1. About First 5 LA
2. Project Overview
 - Background Information
 - Scope of Work
 - Terms of the Project
3. Eligibility and Desired Qualifications
 - Eligibility Requirements
 - Summary of Desired Qualifications
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 - Required Documents
 - Selection Process and Review Criteria
5. Timeline
6. Q & A

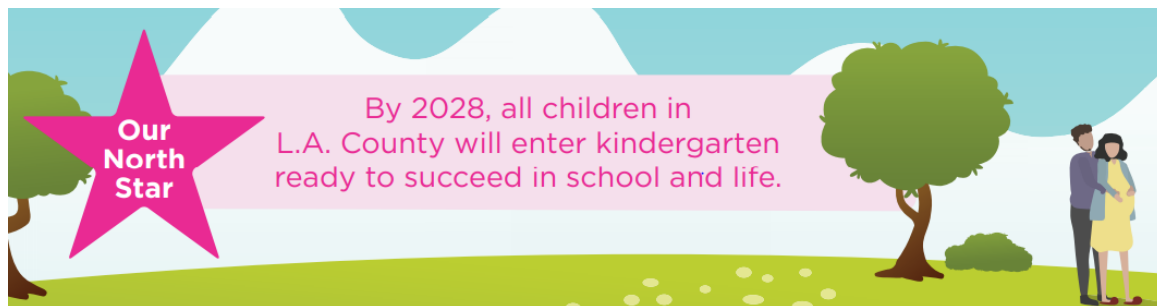


1. About First 5 LA

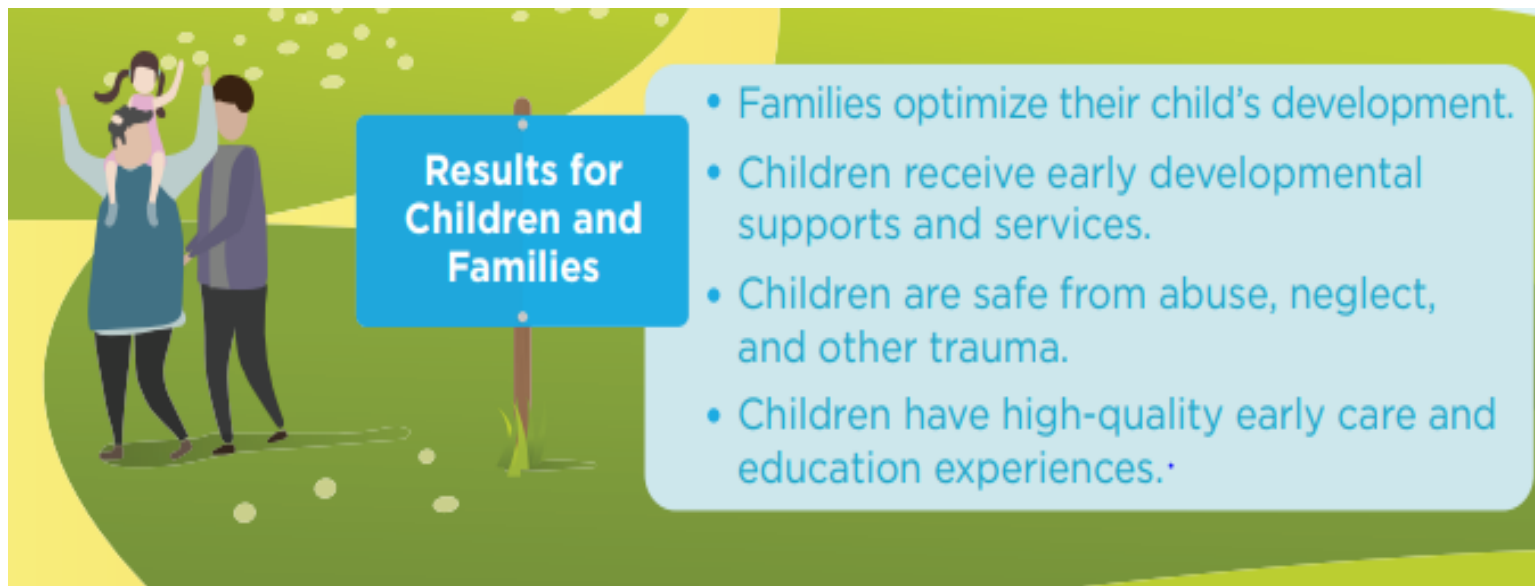
- Public agency created by voters in 1998, funded exclusively by a tax on cigarettes
- Focused on kids prenatal to age 5
- Prioritizing kids because 90% of the brain is developed by age 5
- First 5 LA pivot from a funder of direct services to an agent of systems change in 2015
- Funder, advocate, convener, collaborator, catalyst, and communicator of child and family needs and strategies that make a difference in their lives



By 2028, all children in Los Angeles County will enter kindergarten ready to succeed in school and life. The strategic plan will help guide and accelerate all First 5 LA does to make a tangible difference in the lives of children today and tomorrow.



To reach its North Star, First 5 LA wants systems to work better for all families in L.A. County by being more family-centered and child-focused with an emphasis on the following four results:



Results for Children and Families

- Families optimize their child's development.
- Children receive early developmental supports and services.
- Children are safe from abuse, neglect, and other trauma.
- Children have high-quality early care and education experiences.

First 5 LA grounds its work in its **values**, that act as guiding principles for how it does its work, the culture it aims to promote, and as benchmarks to measure behaviors and performance:

- **Collaboration**
- **Integrity**
- **Learning**
- **Diversity, Equity and Inclusion (DEI)**



Advances an organization-wide data strategy

Manages select organizational measurement and data efforts

Provides leadership and consultation on measurement, evaluation and data projects

Provides direction and oversight related to the development and implementation of a Data Strategy

Grounded in the 2020-2028 Strategic Plan

- Priorities
- Organizational values
- Governance guidelines

Roadmap for using data to achieve organizational goals

- Data Priorities
- Infrastructure Needs
- Efforts and Solutions

Foundation for data-related efforts

- Impact Framework
- Evaluations, Landscapes, Learning Agendas, etc.
- Data development and infrastructure improvements

Purpose and Goals:

1. Optimize our organizational effectiveness
2. Inform system change efforts
3. Measure the progress of our strategic plan



2. Project Overview

Through this RFP, First 5 LA is seeking proposals from entities interested in leading a Data Strategy Project Team that shall provide the following in support of Data Strategy development and implementation planning:

Expertise and
thought
partnership

Process design
and
implementation

Facilitation

Product
development

Project
management

The Data Strategy will be:

- Grounded in a set of principles rooted in our organizational values and priorities that provide direction
- A tool for operationalizing our Diversity, Equity and Inclusion (DEI) value and Equity Investment Guideline
- Actionable and include multiple components that are aligned and coordinated.

As the Data Strategy is developed, we will consider data needs related to the following*:

- First 5 LA's priority early childhood systems and target populations
- Organizational effectiveness and culture
- Measuring impact and the progress of Strategic Plan

The Data Strategy will include:

- Prioritized data needs that reflect the perspective of internal and external stakeholders
- Quantitative data from and about systems, communities and populations
- Qualitative data that reflects parent, community and stakeholder voice and tells the story of how systems are changing

The Data Strategy will undergo periodic review and refinement.

*It is not feasible to develop a Data Strategy that places equal emphasis on data needs related to organizational effectiveness and culture, systems change efforts and measuring progress at the outset.

Scope of Work

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During this phase, the Project Team will refine the Proposed Project Plan submitted with their proposal. Tasks during this phase may include:

1. Orientation and onboarding conversations
2. Key informant interviews with internal and external stakeholders
3. Identification and review of data strategies and agendas of similar organizations
4. Establishing and convening an advisory group to solicit guidance and recommendations
5. Refining the Project Plan including key milestones and target dates
6. Development of the framework (e.g., scope, content and structure) for the Data Strategy
7. Ongoing communication with key stakeholders

During this phase, the Project Team will develop the Data Strategy. Tasks may include:

1. Development of data strategy principles and success criteria
2. Inventory of existing initiatives that support data needs
3. Identification of organization-wide, team-specific and system-specific data needs
4. Assessment of data-related organizational infrastructure strengths and weaknesses
5. Development of long-term goals and short-term priorities and milestones
6. Prioritization of data needs to determine which will be addressed
7. Determine the new or existing work to include in the Data Strategy
8. Develop dissemination products and collateral materials
9. Convene the advisory group and incorporate guidance and recommendations
10. Ongoing communication with key stakeholders

During this phase, the Project Team will support implementation planning. Tasks may include:

1. Supporting ODFA as it prepares to provide strategic oversight of the work in the Data Strategy
2. Co-designing and supporting planning capacity building efforts that promote understanding data, data use and data quality
3. Co-designing and supporting planning efforts related to sensemaking and data use including approaches, tools and processes within First 5 LA and with key partners and stakeholders
4. Co-designing and supporting planning efforts related to dissemination and sharing findings, learnings and insights with First 5 LA staff, key partners and stakeholders

Terms of the Project

- The total project term is estimated to be up to **2 years (24 months) at a cost not to exceed \$400,000**. First 5 LA expects to enter an initial **13-month contract** with an anticipated start date of November 15, 2021.
- Based on learnings and performance, this project **may be extended through June 2028**. While there is no guarantee of an extension, First 5 LA is seeking proposer's that can potentially continue beyond the estimated project term.
- **This will be a task order contract**

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3. Eligibility Requirements and Desired Qualifications

Proposers must meet the following criteria:

- (1) Minimum of five (5) years of experience partnering with organizations to prioritize and plan to address strategic data needs
- (2) Availability of key staff to attend virtual and in-person meetings in Los Angeles County
- (3) Proposers must also be able to acknowledge that they are expected to be able to support the technology, meeting space, and other logistical needs including translation for virtual and in-person information gathering and learning activities throughout Los Angeles County

The ideal proposer will possess relevant knowledge and experience:

Knowledge

1. Understanding of the conditions of young children and families in L.A. County
2. Familiar with the L.A. County early childhood landscape including service delivery systems
3. Understanding of the data landscape in priority early childhood systems
4. Knowledge of systems thinking, systems change initiatives, and approaches to systems research
5. Understanding of organizational development, change management, including the ability to identify and assess organizational challenges and develop strategies to strengthen capacity

Experience

1. Experience with systems change measurement, research and evaluation efforts in early childhood systems
2. Experience leading an entity through a process to develop and execute a data strategy
3. Experience with collaborative decision-making and planning among stakeholders with diverse identities, experience and interests
4. Experience in serving as a neutral and objective third party in strategic planning and implementation
5. Experience gathering and synthesizing complex information to make insights available in accessible formats for a variety of audiences

Experience (cont.)

6. Experience facilitating single- and multi-stakeholder discussions in virtual spaces and in-person settings that include divergent perspectives and insights
7. Experience collaborating with funders, grantees, researchers, contractors, community members, and other stakeholders
8. Experience working with culturally, ethnically, linguistically, and social-economically diverse groups in Los Angeles County
9. Demonstrated commitment to equity-focused data practices that document and elevate disparities
10. Experience managing dynamic and complex projects with competing priorities and deadlines that require flexible and nimble responses



4. Required Documents and Selection Process



Appendix B Data Strategy RFP - Proposal Checklist

The following checklist outlines all items to be provided in response to the Data Strategy RFP. This checklist is for applicant use only and does not need to be submitted to First 5 LA. If any of the following items are omitted from the proposal, then the proposal will be considered incomplete and will not be reviewed. If documents exceed the maximum page limit, they will not be reviewed. Pages will be removed before the Level 2: Proposal Review. The removed page(s) will not be made available to reviewers.

Please review all documents carefully and check off each item before submitting your proposal. Unless explicitly requested in Section IX. Required Documents below, please do not attach additional cover pages to the required documents. Unless explicitly requested in Section IX. Required Documents of the RFP, please do not embed hyperlinks in your proposal documents. Any hyperlink included in proposal documents will be deactivated before the Level 2: Proposal Review and will not be made available to reviewers.

- ☐ 1. Online Application
- ☐ 2. Proposed Project Plan (Maximum of ten (10) pages double-spaced, size 11-point font, 1-inch margins)

Online Application: In order to respond to this RFP, proposers must complete an online application form and submit all required documents through the online application system. Proposers must set-up an online account in order to access the application form. Instructions on setting up the account and access the online application may be found on F5LA's website where the RFP is posted.

HOW TO APPLY



To respond to this RFP, please submit your proposal and all required documents through the online application system designated by First 5 LA by no later than 5:00 p.m. PST on August 20, 2021, by taking the following steps:

Step 1: Create a user account by clicking [here](#).

Step 2: Once a user account has been created, click [here](#) to access the application.

Step 3: Once an application has been started, click [here](#) to modify and/or submit your application. Please do not create a new application once you have started your application.

For help with the online application click [here](#).

Proposed Project Plan: Maximum of 10 pages double-spaced, 11-point font with 1” margins. Proposers should provide a narrative describing the following:

- A. Proposed approach to developing the First 5 LA Data Strategy and supporting implementation planning that addresses the project purpose, goals and assumptions in Section III. Project Overview and considers the potential phases and tasks outlined in Section IV. Scope of Work. Proposers are encouraged to revise or expand the phases and tasks in Section IV as long as alignment with the overall project purpose, goals and terms including cost and duration is maintained.
- B. Any anticipated contextual, logistical or methodological challenges and how they will be addressed or mitigated to achieve the project purpose and goals.

Organizational Qualifications: Maximum of 8 pages double-spaced, 11-point font with 1” margins. Proposers should provide a narrative that demonstrates the following:

- A. Organizational values, background and experience with similar projects including how the proposer will leverage this experience in the context of the First 5 LA Data Strategy.
- B. The qualifications of key members of the proposed Project Team including proposed subcontractors, if applicable based on Section VI. Desired Qualifications. The narrative should speak to any addition qualifications required to implement the Proposed Project Plan.
- C. Organizational assets and resources reflected in the Proposed Project Plan that are anticipated to contribute to the success of the First 5 LA Data Strategy.
- D. Experience with organizations similar in complexity to First 5 LA including how this experience will be leveraged in the context of the First 5 LA Data Strategy.

Project Organization Chart: Maximum of 1 page. Organizational Chart for the proposed Project Team that specifies:

- A. The name, job title, and role on the project for each key member of the proposed Project Team, including any proposed subcontractors.
- B. The reporting relationships between the members of the team including proposed subcontractors, if applicable.

Resumes or Curricula Vitae: Maximum of three (3) pages per team member.

- A. Include resumes or curricula vitae for any project team members and any proposed subcontractors who will exercise a major role in carrying out the project.
- B. Please include resumes for subcontractors, if applicable.
- C. All resumes should be submitted as one PDF document.
- D. Do not embed hyperlinks in your resumes.

Scope of Work: Complete the Scope of Work Template (Appendix E) and describe key activities to carry out the objectives for the 13-month initial agreement period. Refer to RFP Section IV (Scope of Work) for more information.



APPENDIX E – SCOPE OF WORK

Agreement Number: **N/A**

Agreement Period: **N/A**

Agency Name:

Revision Date: **N/A**

Project Name: **First 5 LA Data Strategy**

Project Length:

Project Description:

Objectives	Activities and Subtasks	Staff Assignment	Timeline	Deliverables
Include who, what, when, where, how and how much for each objective.	Indicate the activities and subtasks leading to the fulfillment of the objective. Include benchmarks or milestones in chronological order. Include the appropriate quantity or frequency of the associated activities or subtasks.	Indicate staff, consultants or subcontractors responsible for the respective activity or subtask.	Indicate start and end period.	Indicate Date Due.
Objective 1: <i>describe the objective for the first set of activities</i>	Activity 1.1: <i>insert activity description</i> Subtask 1: <i>specify subtask related to activity 1.1</i> Subtask 2: <i>specify subtask related to activity 1.1</i> Activity 1.2: <i>insert activity description</i>			

Required Documents – Proposed Budget

35

Proposed Budget: Please provide an estimated budget breakdown for all activities and tasks using the template provided as Appendix F: Deliverables Based Budget Form. Please explain the component costs in the budget narrative.



APPENDIX F - DELIVERABLES BASED BUDGET FORM

Contract # N/A
Contract Period _____

Agency Name: _____

Project Name: First 5 LA Data Strategy

Month/Period	Obj #	Activity Description	Deliverable	Payment Amount	Objective total
	1	INSERT SHORT OBJECTIVE DESCRIPTION FROM SCOPE OF WORK			\$ -
		INSERT BRIEF DESCRIPTION OF ACTIVITIES FROM THE SOW	INSERT SHORT DELIVERABLE		
		ADD ROWS FOR ADDITIONAL ACTIVITIES AS NEEDED	ADD ROWS FOR ADDITIONAL DELIVERABLES AS NEEDED	COST TO COMPLETE ACTIVITY AND PRODUCE DELIVERABLE	
	2	INSERT SHORT OBJECTIVE DESCRIPTION FROM SCOPE OF WORK			\$ -
	3	INSERT SHORT OBJECTIVE DESCRIPTION FROM SCOPE OF WORK			\$ -
	4	INSERT SHORT OBJECTIVE DESCRIPTION FROM SCOPE OF WORK			\$ -
	5	ADD ROWS FOR ADDITIONAL OBJECTIVES AS NEEDED			\$ -
		TOTAL DELIVERABLES		\$ -	\$ -


Budget Narrative: Maximum of 8 pages double-spaced, 11-point font with 1” margins. Proposers must submit a Budget Narrative using Appendix G – Budget Narrative Template.

- A. The Budget Narrative should justify the cost of the proposed work by supplementing the information provided in the Proposed Budget and Proposed Scope of Work based on the instructions within the Budget Narrative Template.
- B. The Budget Narrative should also specify the expected Full Time Equivalent on the Data Strategy Project for key members of the Project Team. It is expected that proposer’s budgets will be clearly justified, and time allocations will be appropriate to the role of team member based on work proposed.
- C. This proposed Budget Narrative will be used as part multi-stage review process. As discussed in Section VII. Terms of Project, the contract and all subsequent Task Orders will be negotiated with the selected proposer.

Please read the information on the required Litigation and Contract Compliance form (**Appendix H**) thoroughly and include a signed copy by the proposal deadline.

- ✓ If you checked “Yes” to any of the questions on this form, please explain the circumstances for the response and explain whether this will impact the project on this solicitation.

LITIGATION AND CONTRACT COMPLIANCE FORM


Giving kids the best start

Agency Name:		Agreement Number:	
Agreement Period:			

Check YES, NO or Not Applicable (N/A) in response to the following questions. If a YES answer is checked, please fully explain the circumstances and include whether it will have a potential impact on each project. Return via U.S. or electronic mail or personal delivery.

	Yes	No	N/A
1. Is the organization currently, or within the past three (3) years, involved in litigation, arbitration, or mediation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Is the Executive Director or Board of Directors currently, or within the past three (3) years, involved in litigation related to the administration and operation of a program or organization?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Are any key staff members unable to be bonded?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Has your agency been placed on, maintained on or removed from probation, suspension, delinquent, or another status of non-compliance by a contracting entity in the past three (3) years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Has there been any negative finding or determination by an auditor or contracting party regarding fiscal management or controls or contract compliance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Has the agency or agency director ever had public or foundation funds withheld?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Has the agency ever had its non-profit status suspended or revoked?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Has the agency or Executive Director or Board of Directors refused to participate in any fiscal audit requested by a government agency or funding source?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Has the agency been the target or subject of any Federal, State or local law enforcement or administrative investigation in the past three (3) years?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Are there any issues surrounding the agency's license, certification or accreditation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Explanation: For any questions marked YES, please fully explain the circumstances and include whether it will have a potential impact on the project. Use additional pages if necessary.

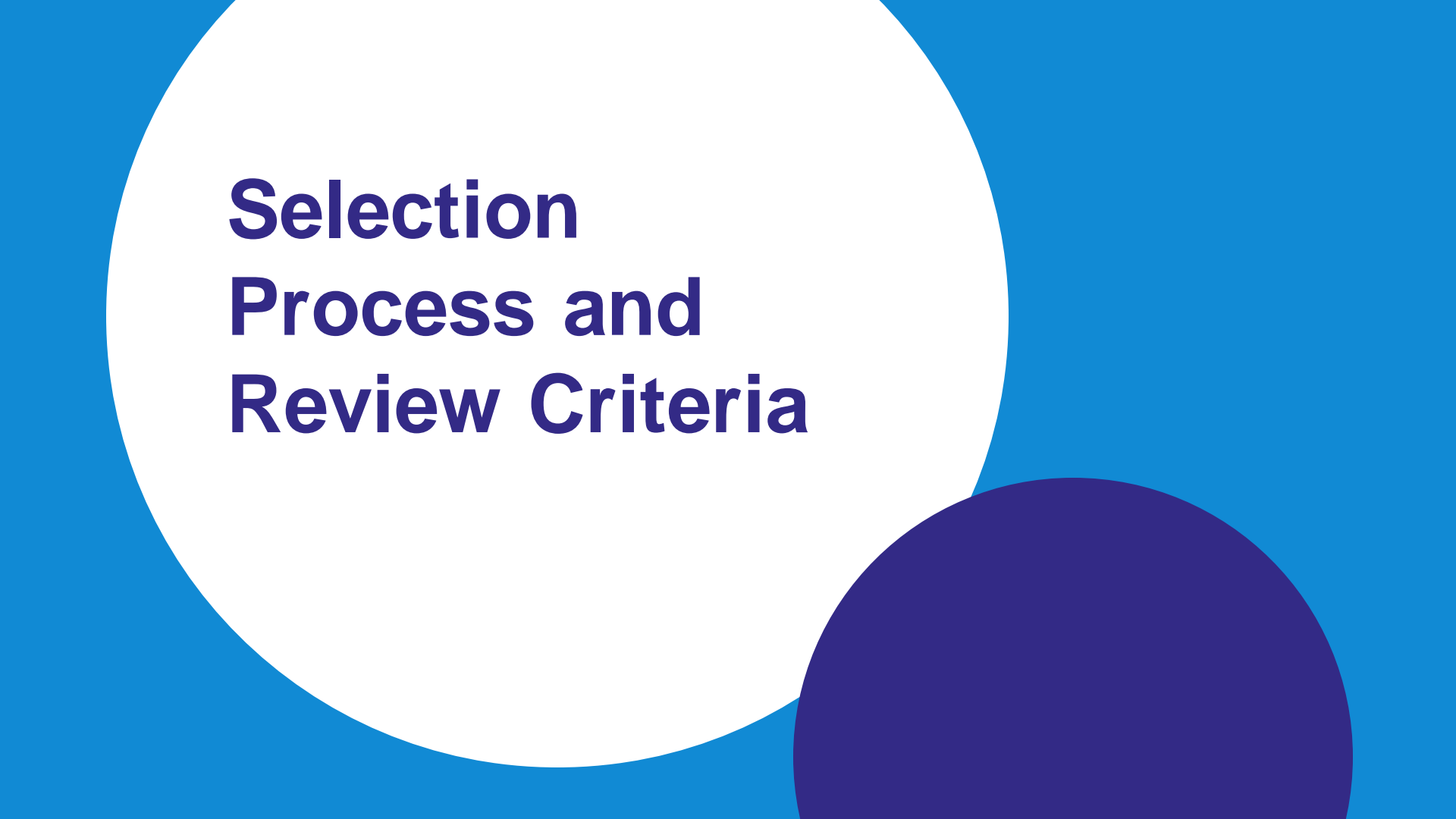
As part of the contract process the Commission, at its own discretion, may implement additional procedures to validate or further investigate any of the proposed Contractor/Grantee's responses. The Commission reserves the right to terminate the contracting process without entering into an agreement if the proposed Contractor/Grantee submits false or incorrect information.

By signing this form, I certify, on behalf of agency named above that the responses contained herein are true and complete to the best of my knowledge.

Signature: _____ Date: _____
(Must be signed by an Authorized Signatory)

Printed Name: _____ Title: _____

Please submit your organization's Business License if applicable.

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Selection Process and Review Criteria

First 5 LA will review the proposer's qualifications based on the multi-stage review process detailed below. Proposers' qualifications must score satisfactorily in each level of review, as applicable.

- Level 1 Administrative Review
- Level 2 Proposal Review
- Level 3 Interview
- Reference Checks, if requested by First 5 LA

Award of Contract: The highest scoring proposer from Level 3 Interview, in combination with information obtained through reference checks, if conducted, will be recommended to First 5 LA's Board of Commissioners for award of the contract.

- Proposals that fail to adhere to First 5 LA's page limitation requirements will be adjusted by the removal of page(s) from the application. Pages will be removed before the Proposal Review. The removed page(s) will not be made available to reviewers. Additionally, please do not embed hyperlinks into your proposal documents.
- **Failure to submit all required documents will constitute an incomplete proposal and may be grounds for disqualification.**
- Proposers are responsible for any errors and omissions in their proposals and applications. It is the responsibility of the proposer to ensure, prior to submission, that its proposal reflects the requirements of this solicitation.
- **Proposals received after the deadline will not be considered – Aug. 20, 2021-5:00 pm PT.**
- Proposers should not wait to submit documents through the online application system minutes before the closing time. First 5 LA will not be responsible for any delays proposers may encounter with the online application system due to multiple proposers uploading documents before the closing time.

Please check the Funding Center webpage regularly for updates and addenda.

First 5 LA has the right to amend this solicitation by written addendum. First 5 LA is responsible only for that which is expressly stated in the solicitation document and any authorized written addenda thereto. Such addenda shall be made available via the online funding center. Failure to address the requirements of such addendum may result in the proposal not being considered, at the sole discretion of First 5 LA. Addenda to this solicitation, if any, will be posted on First 5 LA's website, which may be accessed by clicking <https://www.first5la.org/news-resources/funding-center/>. It is the responsibility of proposers to ensure, prior to submission, that their application reflects the most recent information and RFP requirements.

5. Timeline

ACTIVITY	DATE
RFP Released	July 23, 2021
Information Session	August 3, 2021 at 11 a.m.
Final date to submit questions and requests for additional information	August 9, 2021
Posting of responses to questions	August 13, 2021
Proposal Due	August 20, 2021
Interviews	September 20 & 22, 2021
Contractor Selected	October 1, 2021
Board of Commissioners Approval	November 10, 2021
Contract Start Date	November 15, 2021

We are here

Save the Date

Questions?

cstephens@first5la.org

