



## Appendix B

### Writing/Editing/Proofreading RFQ Writing Exercise

#### Writing Exercise

Targeting *Los Angeles Times* readers, write an opinion-editorial for First 5 LA Executive Director Kim Belshé on the importance of community-driven planning that lays the foundation for local infrastructure funding to prioritize and impact the health and well-being of Los Angeles County's youngest children in Best Start geographies. The piece should elevate awareness, create a sense of urgency and engage decision makers to build public and philanthropic support of this approach for community-driven planning and infrastructure funding.

This exercise is intended to demonstrate the RFQ respondent's ability to digest complex information and craft clear, compelling and persuasive arguments to an audience of early childhood advocates, decision makers and elected officials.

#### Scenario

- The lack of investment in the built environment affects early childhood development.
- Community involvement is key to improving greenspace access.
- First 5 LA in partnership with others is helping to increase park access in six communities in L.A. County, through LINK.

#### First 5 LA research resources:

- [First 5 LA Spearheads Multi-Donor Project to Improve Parks in Underinvested Areas](#)
- [The LINK Advocates, Governments, Families, and Parks Initiative \(LINK\)](#)

#### External research resources:

- [Los Angeles Countywide Parks and Recreation Needs Assessment](#)
- [Measures Matter](#)
- [StreetsBlog LA: El Monte's Zamora Park to Get Major Makeover](#)
- [Research shows](#) green spaces can significantly benefit the physical and mental health of children, as well as their social development.
- [Green Spaces and Child Health and Development](#)

#### Guidelines

Submissions should be approximately between 400-700 words, use the First 5 LA Writing Guide and secondarily Associated Press style, and should be submitted as an attachment in Microsoft Word. Use single-spaced Arial 10.5 font for all text and 1" margins. Authors are responsible for clearly expressed content, proofreading, and verifying all facts, including dates, titles, and correct spelling of names and organizations.

#### Review Criteria

Submission will be evaluated using the following criteria:

- Clearly states a central message and supports it with logical arguments, empirical evidence and illustrative examples.
- Expresses a strong opinion or poses a question that sparks debate.
- Provides enough context for the topic so that it is accessible and relevant to a broad audience.
- Written in a clear, engaging, and accessible first-person style that minimizes jargon and buzzwords.
- Free of superfluosness, and spelling and grammatical errors.