

Information Session

August 3, 2022

CONTENT WRITING, EDITING AND PROOFREADING REQUEST FOR QUALIFICATIONS (RFQ)

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GENERAL RULES AND REMINDERS

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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

- **Questions:** Please submit questions via the chat box to **Chris Stephens** during the presentation.
- Official answers to all questions will be released according to timeline detailed in RFQ.

Anastasia Howard, Manager of Internal Communications, Office of Communications



Chris Stephens, Contract Compliance Officer
Contract Administration & Purchasing Department



Today's Agenda

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



An abstract graphic featuring a solid red background. A large white circle is positioned on the left side, partially overlapping the red area. A smaller blue circle is located in the bottom right corner, also overlapping the red area. The text '1. About First 5 LA' is written in a bold, dark blue font within the white circle.

1. About First 5 LA

About First 5 LA

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- Public agency created by voters in 1998, funded by a tax on cigarettes.
- Focused on young children prenatal to age 5-years old.
- Prioritizing kids because 90 percent of the brain develops in the first 5 years of life.
- 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.



That by 2028, all children in Los Angeles County will enter kindergarten ready to succeed in school and life. The new 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:



First 5 LA's Values

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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 a benchmark to measure behaviors and performance:

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

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2. Project Overview

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Background

Project Purpose

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- Through this RFQ, First 5 LA is seeking proposals from qualified individuals and firms (with or without subcontractors) to serve as a contracted content writer, editor and proofreader.
- The selected contractor shall provide writing, editing and proofreading on a range of writing projects requiring different techniques and writing styles to suit the medium and the audience.
- The selected writer shall translate complex ideas and findings into accurate yet easy-to-understand language, write for the intended audience, process and apply feedback provided by the Office of Communications and members of the First 5 LA staff.

Project Purpose (Continued)

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- The editor and proofreader will follow styles articulated in First 5 LA's Writing Style Guide and the Associated Press (AP) Stylebook.
- For content writing purposes, the selected contractor will attend the Office of Communication's regularly scheduled editorial meetings to remain aware of and participate in content planning. The selected contractor, covering content writing, editing and proofreading, will attend an initial onboarding session, monthly check-ins and other meetings, as necessary.



Scope of Work

Scope of Work

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The objective, timeline and deliverable for each writing, editing and proofreading project will vary in frequency and length. Projects will be related to early childhood development issues, specifically:

- Policy and advocacy related to early childhood development
- Early learning experiences including child care, preschool, and kindergarten with a preference for Early Childhood Education (ECE) issues
- Health care systems, developmental and intervention access and services, including how traditional and home-based systems affect young children and families
- Community and grantee partner initiatives that reflect system and environment impacts on young children, parents and families; lived experience storytelling; community and provider needs and priorities
- Current events that affect young children such as but not limited to prenatal care, nutrition, wellness, physical activity, child development, parent resiliency, and family strengthening
- Organization priorities that align to the 2020-2028 Strategic Plan (see Section II. Background)

Scope of Work (Continued)

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Projects will include and not be limited to:

- Covering events, conducting interviews and research, and writing intended for publication on First 5 LA digital properties, other external websites (news outlets or partner organizations) and internal communications vehicles such as the employee e-newsletter and other standard and electronic internal communications platforms, developing content such as:
 - articles and short- and long-form blog posts
 - external stakeholder and internal communications campaigns, including broadcast emails
 - press releases, opinion editorials, and other official public statements
 - executive summaries of reports and studies
- Editing of studies, whitepapers, reports and aforementioned content
- Proofreading a variety of written content, including aforementioned content and other copy

Other projects may include summaries of past and current research on topics of interest to First 5 LA, such as articles, briefings and reports, and other disparate sources of information to create compelling original research and articles

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Terms of the Project

Terms of the Project

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- The total project term is estimated to be up to **2 years (24 months)**. First 5 LA expects to enter into a 12-month initial agreement with the selected contractor for a not-to-exceed amount of \$59,583, with an anticipated start date of September 1, 2022.
- The contract will renew annually at First 5 LA's sole discretion for a total project term 2 years and for a total estimated project cost of \$130,000.
- **This will be a task order contract**



3. Eligibility Requirements and Desired Qualifications

Eligibility Requirements

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Proposers must meet the following criteria:

- Minimum of 3 years in operation as a legal entity.
- No conflict of interest.
- A minimum of three (3) years of experience producing written content for decision makers and elected officials, such as executive summaries or reports and studies, and blogs to demonstrate thought leadership
- A minimum of three (3) years of experience producing written content for media and news outlets, such as op-eds and blog posts
- A minimum of three (3) years of experience in editing and proofreading complex content, such as articles, blogs and reports, that required following organization and Associated Press (AP) style guidelines

Desired Qualifications

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The selected proposer will have the following desired qualifications:

- Experience in interpreting and translating complex topics, such as California budget proposals, policy briefs and research findings into easy-to-understand language that appeals to a wide audience
- Familiarity with early childhood development issues
- Experience in producing a variety of written content under aggressive timelines
- Backgrounds in journalism and writing for executives or elected officials are preferred
- Ability to attend meetings virtually, as needed
- The ideal proposer will have a combination of the Experience, Knowledge, Skills, & DEI outlined in the RFQ Section VI (Desired Qualifications).



4. Required Documents and Selection Process

Content Writing, Editing and Proofreading Request for Qualifications (RFQ)

Proposal Checklist

The following checklist outlines all items to be provided in response to the Content Writing, Editing and Proofreading Request for Qualifications (RFQ). This checklist is for proposer use only and does not need to be submitted to First 5 LA. If any of the following items are omitted from the proposal, the proposal will be considered incomplete and will not be reviewed. If documents exceed the maximum page limit, they will not be reviewed. Please review all documents carefully and check off each item before submitting your proposal.

- ☐ 1. **Online Application**
- ☐ 2. **Writing & Journalism Experience Narrative** (Maximum 5 pages, single-spaced, 11-point Arial or Times New Roman font with 1" margins)
- ☐ 3. **Resumes or Curricula Vitae** (maximum of 3 pages per team member)
- ☐ 4. **Writing Sample:** See Appendix B: Writing Sample Instructions and Appendix C: First 5 LA Writing Style Guide for more information.
- ☐ 5. **Proposed Hourly Rates:** Please use **Appendix G: Proposed Hourly Rates Template** with your submission.

Required Documents: Online Application

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Online Application: In order to respond to this RFQ, 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 First 5 LA's website where the RFQ is posted.



HOW TO APPLY

To respond to this RFQ, 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. PT on August 12, 2022, 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](#).

Writing & Journalism Experience Narrative (Maximum 5 pages, single-spaced, 11-point Arial or Times New Roman font with 1" margins):

- Provide a description of how the proposed individual or project team's qualifications and experience aligns with the qualifications outlined in Section VI. (Desired Qualifications)
- Describe how these qualifications will contribute to accomplishing the work described in the Section IV. (Scope of Work).
- Provide a list of two (2) types of similar projects that were successfully concluded, including:
 - A short descriptions of the work
 - Any proposed personnel who were involved in those projects.

Required Documents: Resumes or Curricula Vitae

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Resumes or Curricula Vitae: Maximum of three (3) pages per resume or CV – Include resumes or curricula vitae for any project team members and any proposed subcontractors, if applicable, who will exercise a major role in carrying out the project.

Required Documents: Writing Sample

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Writing Sample (Please use single-spaced Arial 10.5 font for all text and 1” margins):

- The submitted writing Sample should be between 400-700 words
- Use the First 5 LA Writing Guide and secondarily Associated Press style
- Should be submitted as an attachment in Microsoft Word.
- Authors are responsible for clearly expressed content, proofreading, and verifying all facts, including dates, titles, and correct spelling of names and organizations.

Please refer to **Appendix B: Writing Sample Instructions** and **Appendix C: First 5 LA Writing Style Guide** for more information.

Proposed Hourly Rates: Clearly indicate the proposed hourly rates for services described in Section IV. Scope of Work for all proposed personnel.

Please use **Appendix G: Proposed Hourly Rates Template** with your submission.

Required Documents: Work Samples

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One (1) Experience in Interpreting and Translating Complex Topics Work Sample (Maximum four (4) pages not including the work sample cover page, 8.5” x 11” page size, single-spaced, 11-point Arial or Times New Roman font with 1” margins):

- First 5 LA is requesting one (1) work sample from proposers that demonstrates experience interpreting and translating complex topics. Proposer must provide a sample of similar/comparable articles, which demonstrate proposer’s skills as a writer, editor and proofreader, and relevant experience and expertise.
- Samples related to early childhood development issues as outlined in Section IV. Scope of Work preferred, but not required.
- Proposer may submit up to two (2) relevant articles (no more and no less than two) as long as the page number is no more than four (4) pages.

Please use **Appendix H: Work Sample Cover Page** with your work sample submission.

Required Documents: Work Samples (Continued)

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One (1) Media Work Sample (Maximum two (2) pages not including the work sample cover page, 8.5” x 11” page size, single-spaced, 11-point Arial or Times New Roman font with 1” margins):

First 5 LA is requesting one (1) work sample demonstrating media experience. The Proposer must choose from the two bulleted options below and submit only one work sample reflecting experience in writing for media. Please choose only one (1) of the following options below:

- Option #1: An opinion editorial submitted to a single print or online news outlet with a clear point of view that can help inform or influence general public readers.
- Option #2: A press release written and pitched to a print or broadcast media outlet that provides newsworthy information about a company-community collaborative.

Please use **Appendix H: Work Sample Cover Page** with your work sample submission.

Required Documents: References

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References: Please submit at least three references for which the proposer has performed similar work as described by the RFQ.

Please use **Appendix F: Reference Check Template** with your submission.

Required Documents – Litigation and Contract Compliance Form

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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, debarment, 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 read the information on the required Litigation and Contract Compliance form (**Appendix F**) thoroughly and include a signed copy with your proposal submission 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.

Required Documents – Business License- if applicable

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Please submit your organization's Business License if applicable.

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Selection Process and Review Criteria

First 5 LA will review the proposers 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

Award of Contract: The highest scoring proposer from the Level 3 Interviews, in combination with information obtained through reference checks if conducted, will be recommended to First 5 LA's Executive Director 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.
- **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 – August 12, 2022 - 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 RFQ requirements.

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5. Timeline

Timeline

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	ACTIVITY	DATE
	RFQ Released on First 5 LA's Funding Center Webpage	July 28, 2022
We are here	Informational Webinar	August 3, 2022 at 1:00pm
	Final date to submit questions regarding the solicitation	August 3, 2022 by 5:00pm Pacific Time (PT)
	Posting of responses to questions regarding the solicitation	August 4, 2022
	Proposal Submission Deadline	August 12, 2022 by 5:00pm PT
Save the date!	Interviews	August 24-26, 2022
	Contractor Selected	September 1, 2022
	Projected Contract Start Date	Mid-September 2022

A woman with long dark hair and sunglasses is lying on her stomach on a grassy field, smiling broadly. She is holding two young children. One child, a boy in a plaid shirt, is sitting up and looking towards the camera. The other child, a younger boy in an orange shirt, is lying down and looking towards the camera with a wide smile. The background is a soft-focus green field.

Q&A

cstephens@first5la.org

