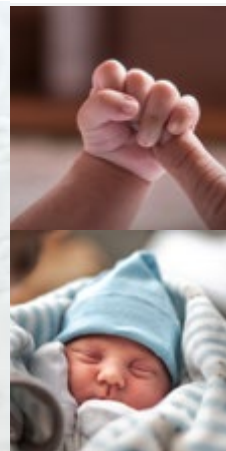


Imagine coming together to change the future of our youngest children.

Together, First 5 LA and our local community are creating brighter futures for every child in L.A. County.

Community and system leaders are committing to measurable and equitable outcomes for all families — prioritizing resources needed most urgently.



Our 2024-2029 Strategic Plan and four recently introduced initiatives center on children's lifelong well-being — focused on...

- Families' basic needs
- Healthy foods and outdoor play spaces
- High-quality health and mental care for every mother, pregnant person and child
- Equitable access to quality early care and education for every child and family

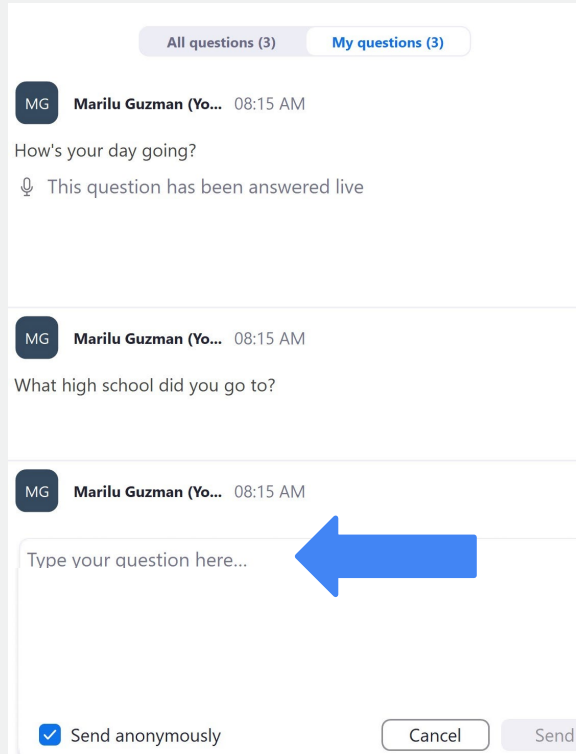
We look forward to further conversation — excited and proud to share more with you.



Wednesday, August 27, 2025

Child & Family Progress Project Request for Qualifications Informational Webinar


House Rules and Reminders



The screenshot shows a Q&A interface with two tabs: "All questions (3)" and "My questions (3)". It displays three questions from a user named Marilu Guzman (Yo... 08:15 AM):

- Question 1: "How's your day going?" with a status "This question has been answered live".
- Question 2: "What high school did you go to?"
- Question 3: "Type your question here..." with a blue arrow pointing to the input field.

At the bottom, there is a checkbox for "Send anonymously" (checked), and "Cancel" and "Send" buttons.

- **This webinar is being recorded**
- **Questions:** Please submit questions via the Q&A  throughout the presentation
- **If you have a question after this webinar,** please email Daisy Ortiz at dortiz@first5la.org.
- **This webinar's slides and recording will be posted:** [First 5 LA Annual Reporting Project Request for Qualifications \(RFQ\) - First 5 Los Angeles](#)

Welcome and Introductions

Laura Covarrubias, Senior Data Strategist
Impact & Accountability Department



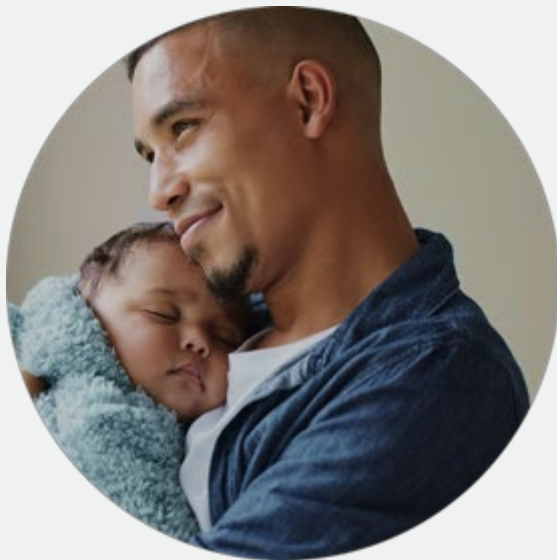
Kevin Proff, Contract Compliance Officer
Contract Administration & Purchasing Department





Today's Agenda

1. **About First 5 LA**
2. **Project Overview**
 - Background Information
 - Scope of Work
 - Terms of the Project
3. **Eligibility and Desired Qualifications**
 - Eligibility
 - Desired Qualifications
4. **Required Documents**
5. **Evaluation Criteria & Selection Process**
 - Evaluation Criteria
 - Selection Process
6. **How to Apply**
7. **Timeline**
8. **Q & A**



About First 5 LA

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



First 5 LA's 2024-2029 Strategic Plan

On November 9, 2023, First 5 LA's Board of Commissioners unanimously approved the 2024-2029 Strategic Plan. The current Strategic Plan reaffirms our commitment to creating a lasting and measurable impact, centering racial justice and equity in our work, and partnering with renewed urgency to create a future where young children and their families are prioritized in L.A. County and across the state.

The 2024-2029 Strategic Plan features three Goals that focus on meeting basic needs; establishing nurturing relationships and environments; and creating a solid foundation for well-being, lifelong learning and success of children prenatal to age five and their families.

Under the Goals are nine **Strategic Plan Objectives**: population-level outcomes that describe the desired conditions for children prenatal to age five and their families in L.A. County. Each Objective includes a specific focus area and articulates a measurable level of desired change aligned with First 5 LA's Strategic Plan. The nine Objectives center the organization's work on children and families, recognizing young children's continuum of needs, building from physiological safety to esteem, love and belonging, and toward self-fulfillment.



Project Overview

First 5 LA's Commitment to Tracking Progress

- The **Impact Framework** is a guiding structure to assess the effectiveness of First 5 LA's work by tracking both population-level outcomes and performance measures tied to specific tactics and strategies
- The **Child & Family Progress Project (CFP project)** is a key component of the Impact Framework:
 - Focuses on the nine Strategic Plan Objectives
 - Acquires and analyzes data to assess progress using appropriate metrics.

First 5 LA aims to monitor changes in conditions over time

There are nine Objectives in First 5 LA's 2024-2029 Strategic Plan.

Each Objective defines a condition affecting children under 5 and/or their families and a desired outcome.

The CFP Project aims to capture conditions over time and track to see if there is improvement.

1.1 Infant Mortality

1.2 Poverty

1.3 Housing Insecurity

2.1 Supports for Maternal Depression

2.2 Access to Choices for Healthy Foods

2.3 Access to Parks and Open Spaces

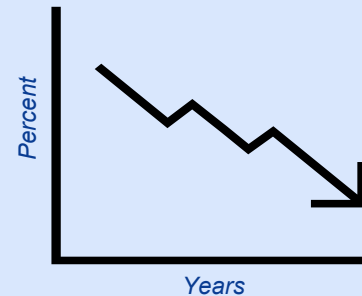
3.1 Early Care and Childhood Education

3.2 Early Intervention Services

3.3 Culturally Affirming Services

"1.3 REDUCE the annual percent of households with children prenatal through age 5 in Los Angeles County living in poverty to 15.4% by the end of 2029."

Percent of households with children prenatal through age 5 living in poverty in LA County over time



Project Goals

Project Goal 1: Establish a baseline for the Objective conditions utilizing data from prior to the start of the 2024-2029 Strategic Plan.



Project Goal 2: Track changes in the Objective conditions over the course of the Strategic Plan.



Project Goal 3: Assess whether the Objective targets have been met by the end of the Strategic Plan.



Services Sought

Measurement approach and plan development:

- Design a methodological approach to measure progress toward each Objective, including defining metrics (e.g., formulas, numerators, denominators) and protocols for assessing change over time.
- Formalize approach into a detailed measurement plan to guide subsequent data activities.
- NOTE: The sources where data will be obtained from will be pre-determined by First 5 LA.

Data acquisition:

- Acquire data from the designated sources pre-determined by First 5 LA to establish baseline, midlines, and endline values for each Objective.

Data analysis:

- Analyze the data to assess current conditions for each Objective.
- Track change over time.
- Generate insights into progress towards the Strategic Plan goals.

Dissemination products:

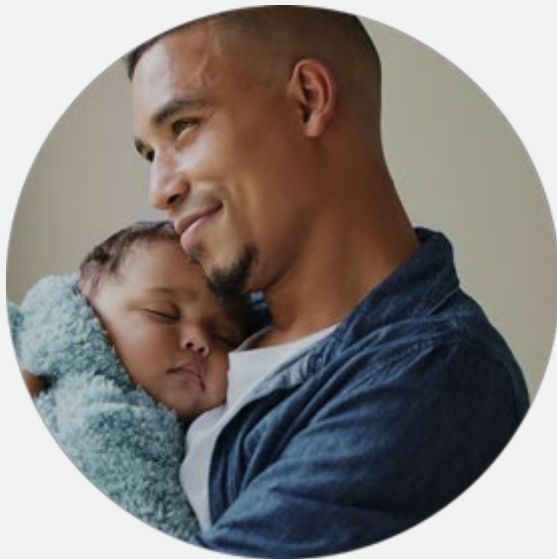
- Develop tailored materials to communicate findings with a variety of stakeholders.

Project Assumptions

- **Population & Timeframe:** CFP tracks conditions of **children under age 5, pregnant individuals, and their families in LA County**, with observation periods spanning pre-2024 (baseline) through 2029 (Strategic Plan end date).
- **Project Duration:** CFP will begin in FY2025-2026 and is anticipated to continue through FY2030-2031.
 - While the Strategic Plan concludes in 2029, the project timeline is anticipated to extend an additional two years to account for data availability, with 2029 data not expected until FY2030-2031.
- **Data Scope:** This project is limited to acquiring and analyzing **existing data sources**, such as the US Census American Community Survey and California Department of Public Health Birth Cohort Files, to produce Objective measures.
 - The Child & Family Progress Project does not include new research or primary data collection at this time.

Collaboration with F5LA and External Partners

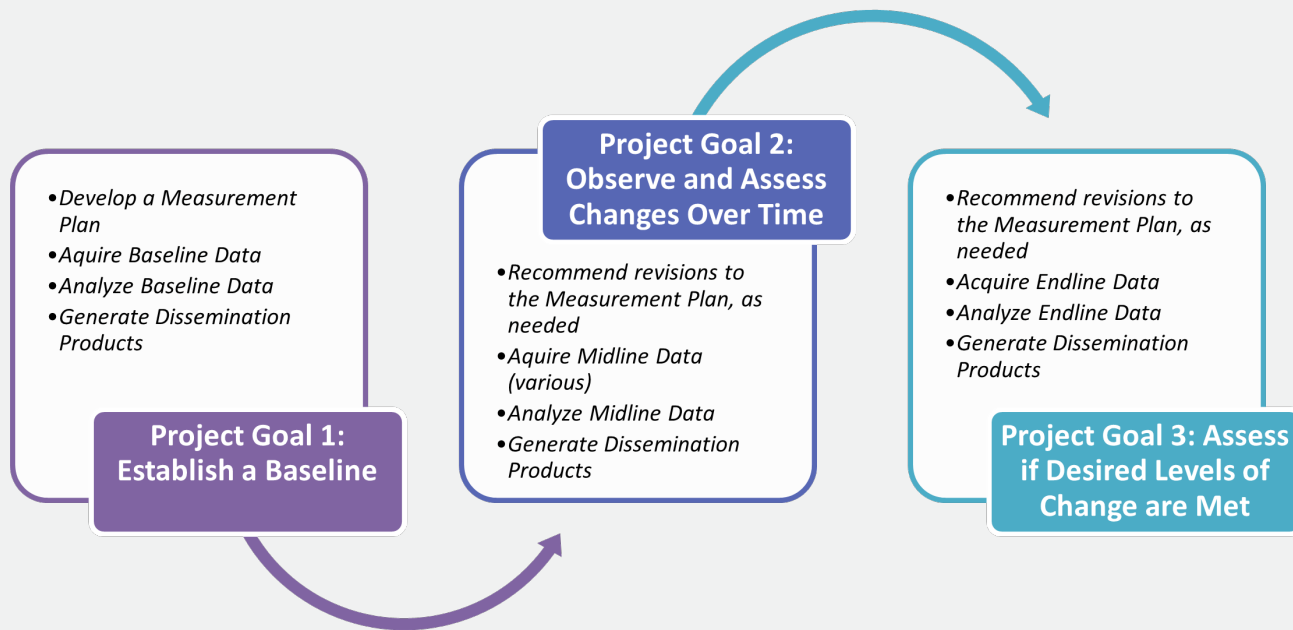
- The selected contractor will work in close partnership with First 5 LA staff throughout all phases of the project
 - The Impact and Accountability department's team members will serve as active thought partners in the design and implementation of the work, and quality assurance.
 - Additionally, the selected contractor is expected to work on occasion with First 5 LA staff from other departments, such as to gather information from relevant projects and to share findings from this project.
- The contractor is also expected to engage with external stakeholders, as needed. First 5 LA will facilitate key introductions to data, County and community partners as needed.



Scope of Work

Project Approach

- The three project goals are sequential and have corresponding activities.
- Each Strategic Plan Objective must meet all three project goals.
- Strategic Plan Objectives will have their own timelines for how they progress individually.



Year 1 Priorities

- The selected contractor is expected to complete project goal 1 for at least three Strategic Plan Objectives in Year 1.
- Note: This table provides a preliminary overview. Details will be finalized with the select contractor

Project Goal 1: Establish a baseline of the Objective conditions to monitor progress towards the Strategic Plan targets.	
Activity	Deliverable(s)
1. <i>Measurement approach and plan development</i>	<ul style="list-style-type: none"> • Measurement Plans for three Objectives
2. <i>Data acquisition</i>	<ul style="list-style-type: none"> • Progress updates on baseline data acquisition
3. <i>Data analysis</i>	<ul style="list-style-type: none"> • Progress memos on data analysis • Baseline visualizations (Tables, graphs, maps) • Findings memos for each Objective baseline
4. <i>Dissemination products Generation</i>	<ul style="list-style-type: none"> • Summaries of three Objective Baselines

General Activities

- **Measurement approach and plan development:** For each Strategic Plan Objective, the contractor will develop an initial Measurement Plan with clear instructions for how to measure the Objective condition (using external data sources pre-determined by First 5 LA), providing a framework for consistent measurement through 2029, with revisions recommended as needed.
- **Data acquisition:** Using the Measurement Plan as a guide, the contractor will acquire and prepare data to establish the indicators needed to measure the Objectives over time.
- **Data analysis:** The contractor will analyze the data according to the Measurement Plan to establish a point-in-time measurement and assess how conditions are changing.
- **Dissemination Products Generation:** The contractor will create materials that support effective communication of findings to a range of audiences, including technical and lay stakeholders.

For a full list of tasks associated with each Activity, please refer to Section IV. Scope of Work, Subsection C General Activities and Tasks

Project Management and Additional Activities

The contractor is expected to plan and facilitate regular meetings with the First 5 LA project team, and occasionally with other First 5 LA staff. Responsibilities include:

- Developing meeting agendas and documenting discussion, decisions, and action items.
- Managing communications with key project stakeholders.
- Designing and maintaining a tracking system to monitor progress across project goals and activities for the nine Objectives.
- Providing regular written updates organized by Objective, noting progress, challenges, and next steps.

Additional activities may be required during the life of the project based on emergent needs, insights or changes to the Strategic Plan.

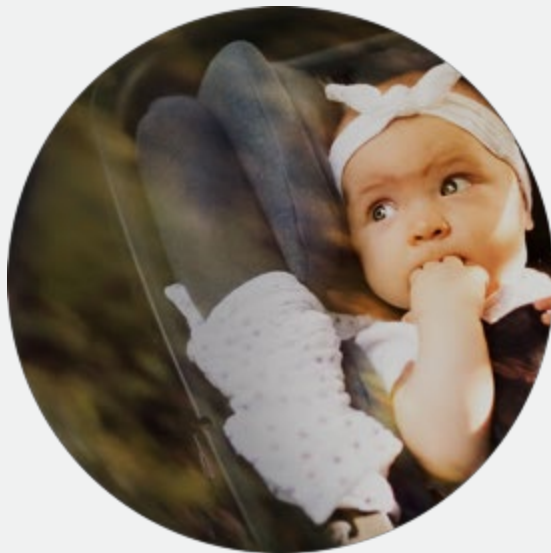
- Any additional activities may be incorporated into the contract once negotiated through updates to the scope of work, timeline and budget.



Terms of the Project

Terms of the Project

- Initial 8-month Agreement for Year 1 goals
- Project Term – may renew annually at First 5 LA's sole discretion for a total project term of up to 5 years and 8 months until June 30, 2031.
- Anticipated Start Date: November 3, 2025
- This will be a fixed-price, deliverables-based contract.
- The selected applicant shall have technological capabilities for efficient phone and email communication to facilitate interaction with First 5 LA staff and others, as necessary.
- First 5 LA will retain sole ownership of the primary data gathered and/or generated by the selected contractor during the life of the project and in consideration of all data sharing agreements for this project.



Eligibility Requirements & Desired Qualifications

Eligibility Requirements

- Proposers must meet the following minimum requirement(s):

The selected organization must have a minimum of five (5) years of experience designing and executing research projects.

Desired Qualifications: Research Experience

1. Experience conceptualizing and conducting research (including developing research questions and research design), especially for research observing differences over time.
2. Experience analyzing secondary data from sources such as:
 1. the US Census Bureau;
 2. the American Institute for Research Early Learning Needs Assessment Tool (AIR ELNAT);
 3. the National Committee of Quality Assurance (NCQA);
 4. California Department of Public Health (CDPH)
 5. California Department of Health Care Services (CDHCS);
 6. and/or any LA County agency or department.
3. Experience conducting research focused on the social conditions or systems that influence the well-being of young children and their families, particularly areas such as health, early learning, or family support.
4. Experience conducting research focused on the conditions or well-being of Los Angeles County residents.
5. Experience applying equity-focused research approaches, including analyzing disparities by race/ethnicity, geography, or income.

Desired Qualifications: Technical Skills

1. Ability to generate new indicators or rates by identifying the appropriate numerators and denominators.
2. Experience conducting time-series analyses and assessing the validity and reliability of results (e.g., performing statistical significance test and interpreting margins of error).
3. High proficiency in identifying and interpreting disparities by disaggregating data across multiple variables (e.g., age, race/ethnicity, and geography).
4. Experience using ArcGIS or other mapping software to analyze geographic regions at various levels (such as county, Supervisorial Districts, Special Planning Districts, and census tracts) and generate heat maps.
5. Demonstrates the ability to develop clear and effective data visualizations using tools such as Tableau, Power BI, R, or Python.

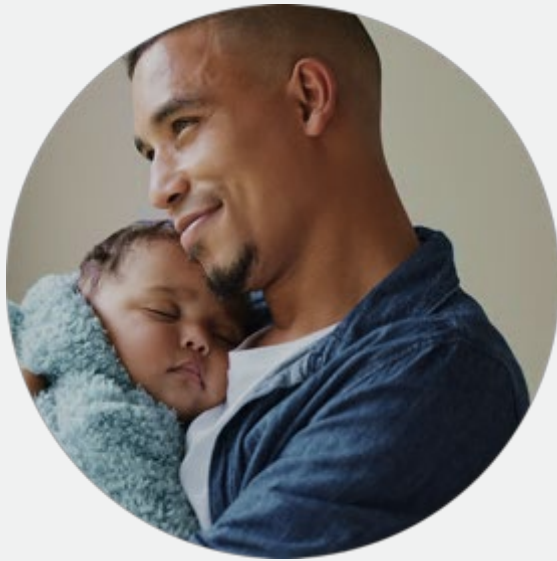
Desired Qualifications: Reporting and Strategic Collaboration

Reporting and Information-Sharing Experience

1. Experience developing written materials (e.g., research updates, reports and briefs) that communicate findings and implications for diverse audiences.
2. Experience creating data visualizations including graphs, tables and maps.
3. Experience presenting research findings to both technical and lay audiences.

Strategic Collaboration:

1. Ability to understand the project's purpose and needs by asking insightful questions and requesting relevant information.
2. Experience collaborating with clients to make critical decisions and address complex project challenges.
3. Ability to identify when and how to engage with external partners to enhance project outcomes.



Required Documents

Required Documents to Submit



Appendix C RFQ Applicant Checklist

The following checklist outlines all items to be provided in response to the First 5 LA Child & Family Progress Project RFQ. 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 application, the application 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 X. Required Documents, please do not attach additional cover pages to the required documents. 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.

Check	Item
	1. Online Application
	2. Due Diligence Assessment Form <i>Appendix F</i>
	3. Organizational Conflict of Interest Form <i>Appendix G</i>
	4. Statement of Qualifications – maximum six (6) pages, 11-point font with 1" margins <i>Appendix H</i>
	5. Work Sample with Cover Page – either: <ul style="list-style-type: none"> • one [1] PDF document maximum four (4) pages, or • one [1] Microsoft PowerPoint slide deck maximum twelve (12) slides <i>Appendix I</i>
	6. Project Approach – maximum six (6) pages, 11-point font with 1" margins <i>Appendix J</i>
	7. Proposed Budget - maximum three (3) pages, 11-point font with 1" margins <i>Appendix K</i>
	8. Resumes or Curricula Vitae – maximum four (4) personnel, including the project manager, if applicable, with a maximum three (3) pages per resume or curricula vitae
	9. Business License (if applicable)

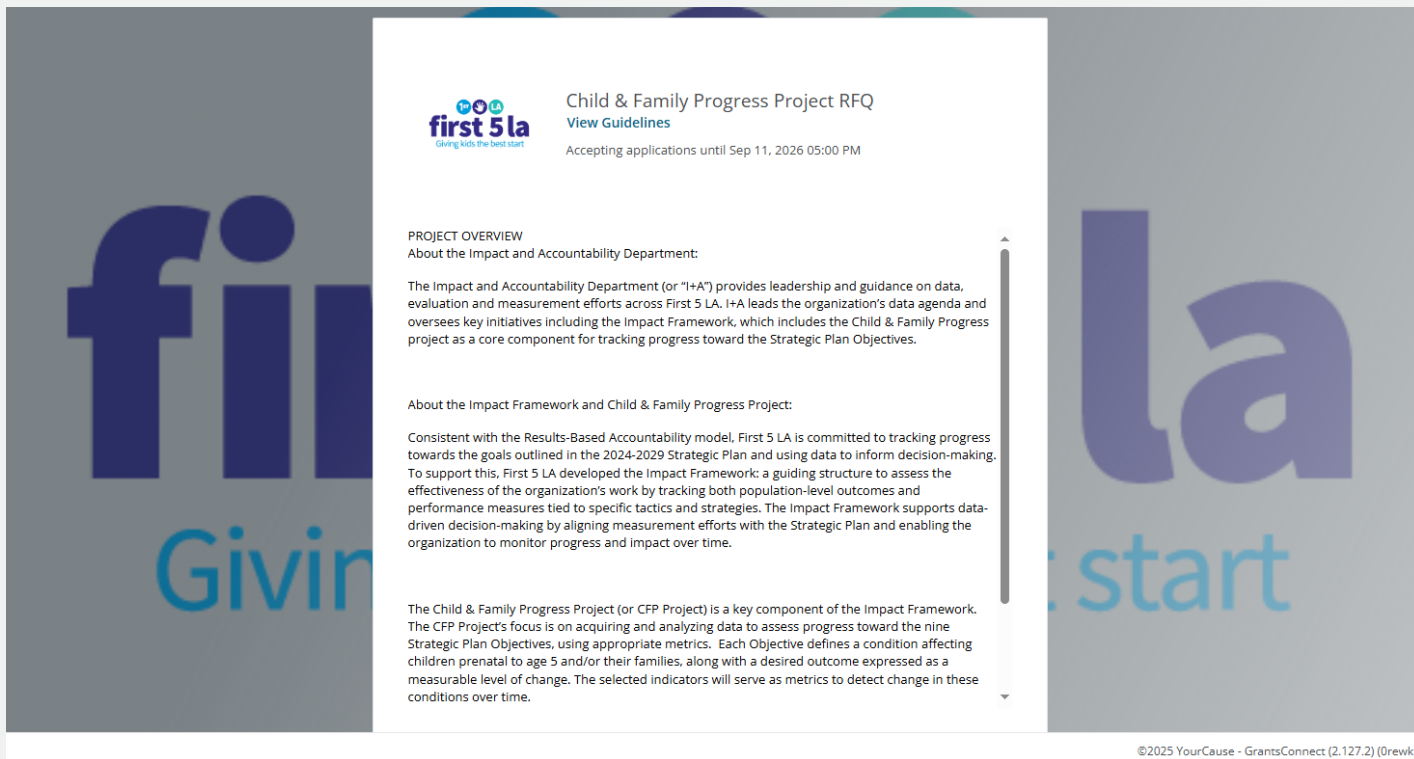
Required Documents: 1. Online Application

Online Application: In order to respond to this RFQ, proposers must complete an online application form and submit all required documents specified below 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 at <https://bbgm-apply.yourcausegrants.com/apply/auth/signin>.

To access the online application:

<https://bbgm-apply.yourcausegrants.com/apply/programs/eee2d38a-6339-4c51-af1b-0119ff267302>

Required Documents: 1. Online Application



first 5 la
Giving kids the best start

Child & Family Progress Project RFQ

[View Guidelines](#)

Accepting applications until Sep 11, 2026 05:00 PM

PROJECT OVERVIEW

About the Impact and Accountability Department:

The Impact and Accountability Department (or "I+A") provides leadership and guidance on data, evaluation and measurement efforts across First 5 LA. I+A leads the organization's data agenda and oversees key initiatives including the Impact Framework, which includes the Child & Family Progress project as a core component for tracking progress toward the Strategic Plan Objectives.

About the Impact Framework and Child & Family Progress Project:

Consistent with the Results-Based Accountability model, First 5 LA is committed to tracking progress towards the goals outlined in the 2024-2029 Strategic Plan and using data to inform decision-making. To support this, First 5 LA developed the Impact Framework: a guiding structure to assess the effectiveness of the organization's work by tracking both population-level outcomes and performance measures tied to specific tactics and strategies. The Impact Framework supports data-driven decision-making by aligning measurement efforts with the Strategic Plan and enabling the organization to monitor progress and impact over time.

The Child & Family Progress Project (or CFP Project) is a key component of the Impact Framework. The CFP Project's focus is on acquiring and analyzing data to assess progress toward the nine Strategic Plan Objectives, using appropriate metrics. Each Objective defines a condition affecting children prenatal to age 5 and/or their families, along with a desired outcome expressed as a measurable level of change. The selected indicators will serve as metrics to detect change in these conditions over time.

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Required Documents: 1. Online Application

Applicant Information



Kevin Proff
kproff@First5la.org

ELIGIBILITY FORM QUESTIONS

Complete the required fields below.

Accepting applications until Sep 11, 2026 05:00 PM

Do you or your organization have a minimum of five (5) years of experience designing and executing research projects?*

Submit

Required Documents: 1. Online Application

[Welcome](#) [Organization Information](#) [Contacts](#) [Attachments](#)

Organization Information

Organization/Individual's Name*

Address*

[Can't find your address?](#)

California Secretary of State Requirement:
If your entity is required to register with the California Secretary of State's website, please provide the name your agency is registered under. First 5 LA will verify an "active" status via California Secretary of State's website:
<https://bizfileonline.sos.ca.gov/search/business>.

Website:

[Previous](#) [Next](#) [Submit](#)

Required Documents: 1. Online Application

Welcome
Organization Information
Contacts
Attachments

Organization Primary Contact Table
+ Add new
Import

PREFIX	FIRST NAME	LAST NAME	EMAIL ADDRESS	OFFICE TELEPHONE	OFFICE EXTENSION	CONTACT TITLE

☐ Same as Organization Primary Contact *

Request Primary Contact Table
+ Add new
Import

PREFIX	FIRST NAME	LAST NAME	EMAIL ADDRESS	OFFICE TELEPHONE	CONTACT TITLE

Required Documents: 1. Online Application

Welcome
Organization Information
Contacts
Attachments

Attachments


Please upload the following documents (PDF, Word or Excel files accepted). Required documents that consist of multiple pages must be combined into one document and then upload. For example, if you are submitting multiple resumes, you must save all resumes as one document and then upload. This is also the case for excel files (xlsx) with multiple sheets, be sure to upload the document in it entirely.

1. Due Diligence Assessment Form (Appendix F)
2. Organizational Conflict of Interest (Appendix G)
3. Statement of Qualifications (Appendix H - maximum six [6] pages, 11-point font with 1" margins)
4. Work Sample with Cover Page (Appendix I - either one [1] PDF document maximum four [4] pages, or one [1] PowerPoint slide deck maximum twelve [12] slides)
5. Project Approach (Appendix J - maximum six [6] pages, 11-point font with 1" margins)
6. Proposed Budget (Appendix K - maximum three (3) pages, 11-point font with 1" margins)
7. Resumes or Curricula Vitae - maximum four (4) personnel, including the project manager (if applicable), with a maximum of three (3) pages per resume or curricula vitae
8. Business License (if applicable)


In order to respond to this RFQ an application packet complete with required documents must be received by First 5 LA before the closing of this solicitation.

The maximum size for each attachment is 29 MB. Please note that files with certain extensions (such as ".exe", ".com", ".vbs", or ".bat") cannot be uploaded.


1. Due Diligence Assessment Form (Appendix F)*


Click or drop files here to upload
Maximum file size: 29MB


2. Organizational Conflict of Interest (Appendix G)*


Click or drop files here to upload
Maximum file size: 29MB


3. Statement of Qualifications (Appendix H - maximum six [6] pages, 11-point font with 1" margins)*


Click or drop files here to upload
Maximum file size: 29MB

4. Work Sample with Cover Page (Appendix I - either one [1] PDF document maximum four [4] pages, or one [1] PowerPoint slide deck maximum twelve [12] slides)*



Click or drop files here to upload
Maximum file size: 29MB

5. Project Approach (Appendix J - maximum six [6] pages, 11-point font with 1" margins)*


Click or drop files here to upload
Maximum file size: 29MB

Required Documents: 2. Due Diligence Assessment Form and 3. Organizational Conflict of Interest Form

• Due Diligence Assessment Form (Appendix F)



DUE DILIGENCE ASSESSMENT FORM

Contractor/Grantee/Vendor ("Entity") Name:	Agreement Number:	
Project Name:		
Agreement Period:		

Instructions: Check Not Applicable (N/A), No, or Yes in response to questions # 1-11 below.

Question	N/A	No	Yes
1 Are there any issues surrounding the Entity's license, certification, or accreditation? Has the Entity been issued with a license, certification, or accreditation under a new name?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 In the past three (3) years, has your Entity had its non-profit status or business/professional permit or license delisted, suspended or revoked?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Are any key staff members on this project unable to be bonded?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 In the past three (3) years, has any of your Entity's contract(s) been terminated for non-compliance or inadequate performance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 In the past three (3) years, has your Entity been placed on, maintained on or removed from probation, suspension, delayment, or another non-compliance status by a contracting body?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 Is your Entity currently, or within the past three (3) years, involved in litigation, arbitration, or mediation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Is your Entity (including 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"/>
8 Has your Entity 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"/>
9 Has there been any 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"/>
10 Has your Entity ever had public or foundation funds withheld?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 Has your Entity filed for bankruptcy within the last three (3) years, or is it contemplating bankruptcy in the foreseeable future?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Explanation: If the response is Yes to any of the questions above, the Entity must respond by identifying the question number(s) and explaining 1) the circumstances and 2) whether there will be a potential impact on the project. Attach additional pages if necessary.

Certification:
As part of the contract process First 5 LA, at its own discretion, may implement additional procedures to validate or further investigate any of the Contractor/Grantee/Vendor's responses. First 5 LA reserves the right to terminate the contracting process without entering into an agreement if the Contractor/Grantee/Vendor submits false or incorrect information.

By signing this form, I certify, on behalf of the Entity 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: _____

• Organizational Conflict of Interest Form (Appendix G)

Organizational Conflict of Interest

Prohibited Conflicts of Interest

First 5 LA shall not contract with, and shall reject any responses submitted by, the persons or entities specified below unless First 5 LA finds that special circumstances exist which would allow for the award of such contract.

- First 5 LA employees;
- Profit-making firms or businesses in which First 5 LA employees serve as officers, principals, partners, or major shareholders;
- Persons who, within the immediately preceding 12 months, came within the provisions of number 1, and who:
 - Were employed in positions of substantial responsibility in the area of service to be performed by the contract; or
 - Participated in any way in developing the solicitation or contract or its service specifications/scope of work; and
- Profit-making firms or businesses in which the former employees, described in number 3, serve as officers, principals, partners, or major shareholders.

☐ By checking this box, you, the proposer, _____, hereby represent that you ARE NOT any of the persons or entities specified above.

Name: _____ Date: _____

Title: _____

Organizational Conflict of Interest Disclosure Statement or Representation

It is First 5 LA's policy to avoid situations that place a proposer (or any of its affiliates or proposed consultants or subcontractors of any tier) in a position where its judgment may be biased because of any past, present, or currently planned interest (financial, contractual, or otherwise); the proposer may have that relates to the work to be performed or services to be provided pursuant to this RFP, or where the proposer's performance of such work or services may provide it with an unfair competitive advantage (collectively, "actual or potential organizational conflicts of interest").

Any proposer with an actual or potential organizational conflict of interest shall review the instructions below and attach a statement disclosing such actual or potential organizational conflicts of interest. If a proposer has determined that it has no actual or potential organizational conflict of interest to report, please complete and sign the representation below.

The refusal to provide the disclosure statement or representation shall result in the proposer's disqualification for award. The nondisclosure or misrepresentation of any relevant interest may also result in the proposer's disqualification for award, or if such nondisclosure or misrepresentation is discovered after award, First 5 LA may terminate the contract for default, and the proposer may be disqualified by First 5 LA from subsequent contracts.

First 5 LA will not make an award until First 5 LA has evaluated the proposer's disclosure statement or representation. Failure to provide a disclosure statement or representation will be deemed to be a minor informality and the proposer or contractor shall be required to promptly correct the omission.

Disclosure Statement

The proposer shall attach a signed and dated statement that describes in a concise manner all relevant facts concerning any actual or potential organizational conflicts of interest that may prevent the proposer from being able to render impartial, technically sound, and other objective assistance or advice, or that has given the proposer an unfair competitive advantage.

Required Documents 4. Statement of Qualifications

Statement of Qualifications: Applicants must submit a Statement of Qualifications using **Appendix H – Statement of Qualifications Template**. The Statement of Qualifications should highlight your team's qualifications, skills, and relevant experience. Please limit the Statement of Qualifications to no more than six (6) pages, 11-point font with 1" margins, not including the cover page, and include the following:

- A brief history of the organization, including the number of years active, its mission, and key accomplishments.
- A description of the lead members of the project team, along with highlighting their qualifications and relevant experience. Please limit to four team members. For each member, please include the following:
 - Name, title, and/or role in the project (for example, manager, assistant manager, etc.)
 - Number of years with the organization
 - Number of years conducting relevant work (if different from number of years with the organization)
 - Relevant projects the team member has worked on that are directly related to the proposed work, including key role and responsibilities.
- Up to four (4) short case studies that best represent your team's relevant research experience. For each case study, include the following details:
 - Start and End Dates: (month and year to month and year, or "Ongoing")
 - Project Description: Provide an overview of the research project, including the objectives, research questions, and the context in which the project was conducted.
 - Research Methodology: Describe the research design, sampling strategy, data collection methods, and approach to data analysis. This should include any tools, techniques, or frameworks used during the research process.
 - Key Findings and Outcomes: If the project is complete, summarize the key findings, conclusions and any tangible or intangible outcomes. Include any recommendations or implications for practice, policy, or future research. If ongoing, describe the expected outcomes based on the current progress.

Required Documents 4. Statement of Qualifications



Appendix H Statement of Qualifications Template

Instructions

Applicants must submit a Statement of Qualifications using this template. The Statement of Qualifications should highlight your teams' qualifications, skills and relevant research experience. Please limit your submission to no more than six (6) pages, 11-point font, and 1" margins. **Applicants may remove instructions in blue, italicized font in this template.**

Introduction

Provide a brief history of your organization, including the number of years it's been active, its mission, and key accomplishments.

Team Members

Provide a description of the lead members of the project team, along with highlighting their qualifications and relevant experience. Limit to four team members. For each member, include the following information:

- **Name, title, and/or role in the project** (e.g., manager, assistant manager, etc.)
- **Number of years with the organization**
- **Number of years conducting relevant work** (if different from number of years with the organization)
- **Relevant projects:** List any projects the team member has worked on that are directly related to the proposed work, including key roles and responsibilities.

Case Studies

Provide up to four (4) case studies that best represent your team's relevant research experience. For each case study, include the following details:

Case Study: (Project Name)

- **Start and End Dates:** (month and year to month and year, or "Ongoing")
- **Project Description:** Provide an overview of the research project, including the objectives, research questions, and the context in which the project was conducted.
- **Research Methodology:** Describe the research design, sampling strategy, data collection methods, and approach to data analysis. This should include any tools, techniques, or frameworks used during the research process.
- **Key Findings and Outcomes:** If the project is complete, summarize the key findings, conclusions and any tangible or intangible outcomes. Include any recommendations or implications for practice, policy, or future research. If ongoing, describe the expected outcomes based on the current progress.

Required Documents: 5. One (1) Work Sample with Findings

One (1) Work Sample with Findings: Applicants should submit one work sample related to one of the case studies included in their Statement of Qualifications that showcases the final results or key findings from the project. The work sample should be on a case study that included a quantitative component. Please use **Appendix I – Work Sample Cover Page** to specify which project the work sample is related to, and the intended audience for the sample.

The work sample should demonstrate the applicant's ability to present findings from statistical analyses in a clear and accessible way; generate effective data visualizations (e.g. graphs, tables and/or maps); and tailor information for a specific audience. Appropriate work samples include, but are not limited to, a published report, a project brief, a short report, or a slide deck presentation.

Please submit only one of the following:

- One (1) PDF document no more than four pages (excluding the cover page), Or
- One (1) Microsoft PowerPoint slide deck with no more than 12 slides

You may submit an excerpt of a longer product to adhere to the maximum page- or slide- length requirement.

Required Documents: 5. One (1) Work Sample with Findings



Appendix I Work Sample Cover Page

Applicants should submit one work sample related to one of the case studies included in their Statement of Qualifications that showcases the final results or key findings from the project. The work sample should be on a case study that included a quantitative component. The work sample should demonstrate the applicant's ability to present findings from statistical analyses in a clear and accessible way; generate effective data visualizations (e.g. graphs, tables and/or maps); and tailor information for a specific audience. Appropriate work samples include, but are not limited to, a published report, a project brief, a short report, or a slide deck presentation. You may submit an excerpt of a longer product to adhere to the maximum page- or slide- length requirement.

Submission Guidelines

Please submit only one of the following:

- ☐ One (1) PDF document no more than four pages (excluding the cover sheet)

Or

- ☐ One slide deck with no more than 12 slides

Cover Sheet

Please include this cover page with the following section filled out:

Applicant Name or Organization:	
Project Name:	
Start and End Dates (Month, Year):	
Type of Document: <small>(e.g., Research Report, Project Brief, Slide Deck Presentation, etc.)</small>	
Name and Type of Primary Audience(s): <small>(Internal staff, Board or Council; External Partners, etc.)</small>	
Name and Type of Secondary Audience(s), if any: <small>(e.g., Other stakeholders or secondary groups who may have received or used the findings)</small>	
Connection to Case Study: <small>Please describe how this work sample connects to the findings and overall objectives of the project, as outlined in your case study.</small>	

Required Documents: 6. Project Approach

Project Approach: Applicants must submit a Project Approach using **Appendix J – Project Approach Template**. The Project Approach should describe your proposed approach to completing the work outlined in project goal 1 during the first year of the project, (see **Section IV.B Year 1 Priorities**). The Project Approach will be used in the evaluation and scoring of the proposal.

The Project Approach should be no more than six (6) pages, 11-point font with 1” margins and include the following:

- Describe the overall approach to completing each Activity in **Section IV.B Year 1 Priorities**, including:
 - Roles and general responsibilities of key team members
 - Anticipated key deliverables for each activity
 - Additional activities recommended by the applicant, if any
- Describe how the applicant plans to engage and collaborate with First 5 LA staff throughout the project including what decisions, processes, or tasks the applicant envisions involving staff in.

Required Documents: 6. Project Approach



Appendix J Project Approach Template

Instructions: Applicants must submit a Project Approach using this template. The Project Approach should be no more than six (6) pages, 11-point font, with 1" margins. Applicants may remove instructions, noted in blue, italicized font in this template.

Approach to Project Goal 1

Please describe your approach to completing each Activity listed below. Include the roles and general responsibilities of team members, as well as the anticipated key deliverables for each activity. If you would like to include additional activities or information, you may add sub-headers.

Activity 1: Measurement Approach and Plan Development

Activity 2: Data Acquisition

Activity 3: Data Analysis

Activity 4: Generation of Dissemination Products

Engagement with First 5 LA

Describe how you plan to engage and collaborate with First 5 LA staff throughout the project, including what decisions, processes, or tasks you envision involving staff in.

Required Documents: 7. Proposed Budget

- **Proposed Budget:** Applicants must submit a Proposed Budget using **Appendix K – Proposed Budget Template**. The Proposed Budget will serve as the foundation for budget negotiations. The Proposed Budget should be no more than three (3) pages, 11-point font with 1” margins and include the following:
 - **Total Estimated Budget**
 - Include the total budget for Year 1 itemized by the activities in the Project Approach.
 - Under each Activity, please add a bullet list summarizing the tasks included in your Project Approach. You may add additional rows if your Project Approach includes additional activities.
 - List Direct Costs for Year 1, if any (e.g., travel, subcontractors, or data purchases).
 - **Expected Commitment on the Project**
 - For each team member indicated in **Appendix H – Statement of Qualifications**, please express the Full Time Equivalent (FTE) on this project in Year 1.
 - The FTE should represent how many hours a week each team member is expected to commit to the project, based on a 40-hour work week. For example, staff who are expected to commit full time to the project should be expressed as 1.0 FTE, while staff committing half time should be expressed as .5 FTE.
- The Proposed Budget will serve two key purposes: (a) as an evaluation component for scoring the proposal; and (b) as the basis for negotiating the budget for the initial contract. As discussed in **Section VIII. Terms of Project**, the budget for the initial Contract and all subsequent Contracts will be negotiated with the selected contractor. The budget submitted in the proposal will establish the starting point for these negotiations.

Required Documents: 7. Proposed Budget



Appendix K Budget Proposal Template

Instructions: Applicants must submit a Budget Proposal using this template. The Budget Proposal should be no more than three (3) pages, 11-point font and 1" margins. **Applicants may remove instructions, noted in blue, italicized font in this template.**

Table 1: Budget Proposal for Year 1 by Activity

For each Activity, please add a bullet list summarizing the tasks included in your Project Narrative. You may add additional rows if your Project Narrative includes additional activities. List the related deliverables in the second column.

Description of Tasks by Activity	Estimated Cost
Activity 1: Measurement Approach and Plan Development	
•	
Activity 2: Data Acquisition	
•	
Activity 3: Data Analysis	
•	
Activity 4: Generation of Dissemination Products	
•	
Add a new row for each additional Activity, if any. Remove this row if there are no additional Activities.	
Direct Costs If your estimate includes Direct Costs, please provide a bullet list detailing these costs (e.g., travel, subcontractors, data purchases). Remove this row if there are no Direct Costs.	
TOTAL ESTIMATED BUDGET	<i>(TOTAL SUM)</i>



Table 2: Expected Commitment on the Project by Team Member

Complete the table below for the Project Team members indicated in **Appendix H – Statement of Qualifications**. Include their project role, expected commitment (in Full-Time Equivalent, or FTE), and their hourly consulting rate.

Team Member and Job Title	Project Role (Manager, Assistant Manager, Researcher, etc.)	Expected Commitment on the Project (FTE)*	Hourly Consulting Rate (\$)

*FTE is expressed as the Full Time Equivalent based on a 40-hour work week.
Full-time staff should be expressed as 1.0 FTE, while half time staff on the project should be expressed as .5 FTE

Instructions for Hourly Consulting Rate

Please provide the **consulting hourly rate** for each team member listed above. This rate should reflect the amount charged to clients for their consulting services, and it will help assess the cost-effectiveness and resource allocation across the project. Do not include internal staff compensation or benefits; this should solely reflect the consulting rate you charge clients.

Required Documents: 8. Resumes or Curricula Vitae

- **Resumes or Curricula Vitae:** Submit resumes or curricula vitae for key team members who will have a major role in executing the work described in Section IV and in the Project Approach. Please limit resumes or curricula vitae for the personnel listed in **Appendix H – Statement of Qualifications**, including the project manager, if applicable. All resumes should be submitted as one PDF document and limited to three (3) pages per team member. *Do not embed hyperlinks in your resumes.*

Required Documents: 9. Business License (if applicable)

- Please submit your organization's Business License if applicable.



Evaluation Criteria & Selection Process

Evaluation Criteria & Selection Process

Level 1 – Internal Review

First 5 LA will evaluate all proposals for completeness and minimum requirements. Basic requirements include timely receipt of proposal, submission of all required documents sought in **Section X. Required Documents**, and adherence to eligibility requirements described in **Section V. Eligibility**. Proposals with omissions of any required documentation are subject to disqualification.

First 5 LA will also conduct a due diligence review which includes a review of the Due Diligence Assessment form (see **Appendix F – Due Diligence Assessment Form**), a review of whether proposer (that are current and former contractors, grantees and vendors) currently remain placed in non-compliant status by First 5 LA under any existing and past agreement with First 5 LA and verify an “active” status via California Secretary of State (if applicable). First 5 LA reserves the right to request additional information, if needed, to validate eligibility and/or and minimum requirements.

Additionally, First 5 LA will conduct a conflict of interest review for proposers including subcontractors.

Level 2 – Proposal Review

Proposers who pass Level 1 Internal Review will advance to Level 2: Proposal Review. Reviewers will score proposers using the review tool listed as **Appendix D – Level 2 Proposal Review Tool**. Reviewers may participate in a calibration session prior to finalizing scores.

Appendix D – Level 2 Review Tool

Appendix D Level 2 Review Tool

APPLICANT NAME:

REVIEWER ID:

SUMMARY SCORES:

Score (max)

A.	Organization Research Experience	(35)
B.	Technical Skills	(35)
C.	Project Approach and Proposed Budget	(40)
D.	Work Sample	(15)
<u>TOTAL SCORE:</u>		(125)

Please review each section and assign a score based on how well the applicant meets the criteria described. Partial points may be awarded.

A. ORGANIZATION RESEARCH EXPERIENCE

Applicants will be evaluated based on how well their Statement of Qualifications and Resumes demonstrate the desired research experience.

Criteria	Total Score: /35
1. The applicant demonstrates experience successfully conceptualizing and conducting research projects (including developing research questions and research design), particularly those observing differences over time.	/10
2. The applicant demonstrates experience analyzing data from one or more of the following sources: <ul style="list-style-type: none"> • US Census Bureau • American Institute for Research Early Learning Needs Assessment Tool (AIR ELNAT) • National Committee of Quality Assurance (NCQA) • California Department of Public Health (CDPH) • California Department of Health Care Services (CDHCS) • Any LA County Agency/Department 	/5
3. The applicant demonstrates experience conducting research focused on the social conditions or systems that influence the well-being of young children and their families, particularly in areas such as health, early learning, or family support.	/5
4. The applicant demonstrates experience conducting research focused on the conditions or well-being of Los Angeles County residents.	/10
5. The applicant demonstrates experience applying equity-focused research approaches, including analyzing disparities by race/ethnicity, geography, or income.	/5

Appendix D – Level 2 Review Tool

B. TECHNICAL SKILLS

The applicant will be evaluated on the extent to which their qualifications (Statement of Qualifications and Resumes) demonstrates the desired technical capabilities.

Criteria	Total Score: /35
1. The applicant demonstrates the ability to generate new indicators using methods such as identifying the appropriate numerators and denominators.	/5
2. The applicant demonstrates the ability to conduct statistical analyses to assess changes over time and the validity and reliability of results (e.g., performing statistical significance test and interpreting margins of error).	/10
3. The applicant demonstrates the ability to identify and interpret disparities by disaggregating data by multiple variables such as age, race/ethnicity and geography, and interpreting those disparities by analyzing patterns, trends, and contributing factors.	/10
4. The applicant demonstrates proficiency visualizing and analyzing geographic data using ArcGIS or other mapping software at various levels (such as county, Supervisorial Districts, Special Planning Districts, and census tracts).	/5
5. The applicant demonstrates the ability to develop clear and effective data visualizations using tools such as Tableau, Power BI, R, or Python.	/5

C. PROJECT APPROACH AND PROPOSED BUDGET

The applicant will be evaluated on the extent to which their Project Approach and proposed budget demonstrates a clear understanding of the scope of work and required services.

Criteria	Total Score: /40
1. The narrative describes a clear, logical, and appropriate approach to completing Project Goal 1 and identifies specific tasks that are well-aligned.	/10
2. The narrative identifies specific, relevant deliverables that reflect understanding of project objectives.	/5
3. The narrative defines clear roles and responsibilities for each team member and assigns tasks to appropriately qualified team members to balance expertise and cost-efficiency.	/10
4. The narrative outlines a structured approach to engaging in and collaborating with First 5 LA staff throughout the project, including conceptualization and design; decision making; and keeping staff informed.	/5
5. The budget is reasonable given the project team's approach, qualifications and expertise.	/5
6. The proposed budget is aligned with available funding.	/5

D. WORK SAMPLE

The applicant will be assessed on the extent to which their work sample reflects their experience with reporting and information- sharing, and demonstrates their ability to communicate research information in an effective and professional manner:

Sample Work	Total Score: /15
1. The work sample demonstrates the ability to present study findings that are supported by data and communicated in a clear, accessible manner.	/5
2. The work sample demonstrates the ability to tailor content to the primary audience by prioritizing information and key findings that are relevant to their needs.	/5
3. The work sample includes visualizations (graphs, charts, tables, and/or maps) that are appropriate for the data, well- formatted, and easy to interpret.	/5

Evaluation Criteria & Selection Process

Level 3 – Interview

Proposers must score a minimum of 101 points to continue to Level 3: Interview. Only key personnel identified in the proposal can participate in the interview. Tentative interview dates are included in **Section I: Timeline for Selection Process** and are subject to change at First 5 LA's sole discretion. Interviews will be held either at First 5 LA or via a virtual platform (e.g. Zoom or Microsoft Teams). Reviewers may participate in a calibration session prior to finalizing scores. Further written materials may be requested prior to or after the interview. First 5 LA reserves the right to schedule additional interviews/meetings.

Award of Contract

The proposer with the highest total score (sum of Level 2 and Level 3) will be awarded the contract.



How to Apply

Application Submission

- Proposals that exceed 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 Level 2: Proposal Review. The removed page(s) will not be made available to reviewers.
- **Failure to submit all required attachments may 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, including any addenda First 5 LA may have issued.
- **In order to respond to this RFQ, please complete and submit your proposal and all required documents to First 5 LA via online portal no later than 5:00 PM PT on September 11, 2025.**
- **Proposals received after this deadline will not be considered and will be automatically disqualified.**
- Proposers should not wait to submit documents through the online application system minutes before the submission deadline. First 5 LA will not be responsible for any delays proposers may encounter with the online application system.
- First 5 LA shall not be liable for any costs incurred in connection with a proposer's preparation of a proposal in response to this RFQ. Any cover letters, résumés and curriculum vita, including attached materials, submitted in response to this RFQ shall become First 5 LA's property and subject to public disclosure.

Application Submission

For more information on how to apply, please visit:

[Child & Family Progress
Project Request for
Qualifications \(RFQ\) | First 5
Los Angeles](#)

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 pm PT on September 11, 2025**:

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.

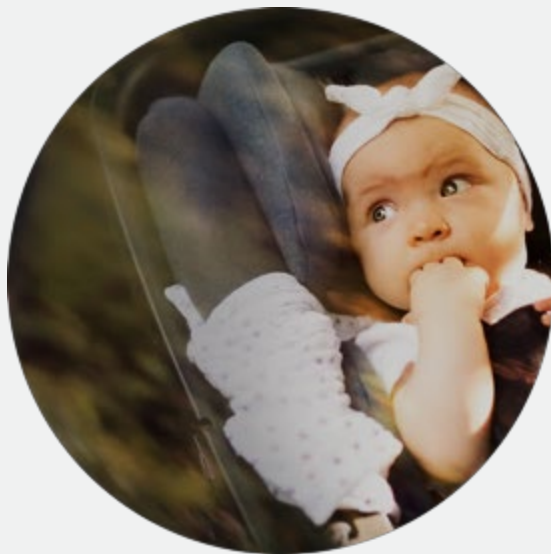
For help with the online application click [here](#).

Proposers must submit all required documents specified in the RFQ through this online form. It is highly recommended that you print a copy of your application for your records prior to clicking "Submit." To do this, click "Printer-Friendly Version." You should review the printed copy prior to submitting the application electronically. In addition, you should ensure that the attachments were successfully uploaded by reviewing the list of attachments included.

NOTE: Once the online application had been submitted proposers cannot make edits.

Addenda

Please check the Funding Opportunities 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 [Funding Center | First 5 Los Angeles](#). It is the responsibility of proposers to ensure, prior to submission, that their application reflects the most recent information and RFQ requirements.



Timeline

Timeline

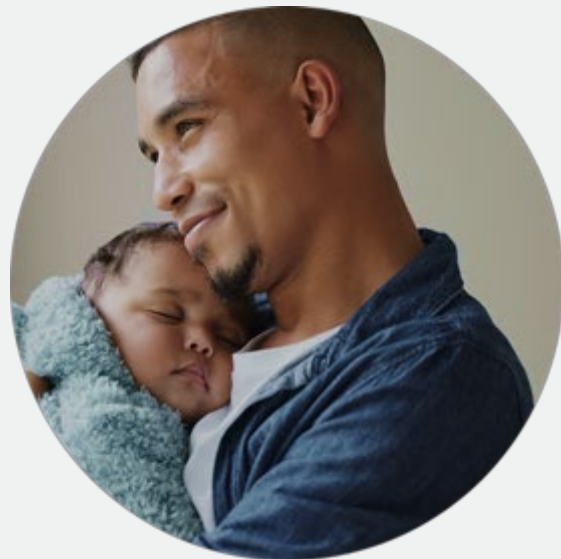
We are
here

Save the
Date

ACTIVITY	DATE
RFQ Released on First 5 LA's Funding Center	08/20/2025
Informational Webinar	08/27/2025
Final date to submit questions regarding the solicitation	09/02/2025
Posting of responses to questions regarding the solicitation	09/04/2025
Proposal Due	09/11/2025 at 5:00 p.m. PT
Interviews	10/01/2025 - 10/08/2025
Contractor Selected	10/15/2025
Anticipated Contract Start Date	11/03/2025

Where to find:

ACTIVITY	Where to find:
Information Session PowerPoint Slides and Recording	Funding Center: https://www.first5la.org/news-resources/funding-center/
Q&A (includes all questions received through this Info Session Webinar and via email to dortiz@first5la.org)	Child & Family Progress Project RFQ Webpage: https://www.first5la.org/article/child-family-progress-project-request-for-qualifications-rfq/



Q & A

Ask us Questions



Question and Answer

Welcome to Q&A

Questions you ask will show up here. Only host and panelists will be able to see all questions.

Type your question here...

☒ Send anonymously

Cancel Send

Question and Answer

All questions (4) My questions (4)

AP: Abigail Proff (She/hers) (You) 02:53 PM

Where will this recording be posted?

Daisy 02:54 PM

This recording will be posted on:
<https://www.first5la.org/article/annual-reporting-consultant-request-for-qualifications-rfq/>

AP: Abigail Proff (She/hers) (You) 02:54 PM

Can the budget be flexible based on our anticipated hourly rates?

Type your question here...

☐ Send anonymously

Cancel Send

Question and Answer

All questions (4) My questions (4)

Daisy 02:54 PM

This recording will be posted on:
<https://www.first5la.org/article/annual-reporting-consultant-request-for-qualifications-rfq/>

AP: Abigail Proff (She/hers) (You) 02:54 PM

Can the budget be flexible based on our anticipated hourly rates?

Daisy 02:57 PM

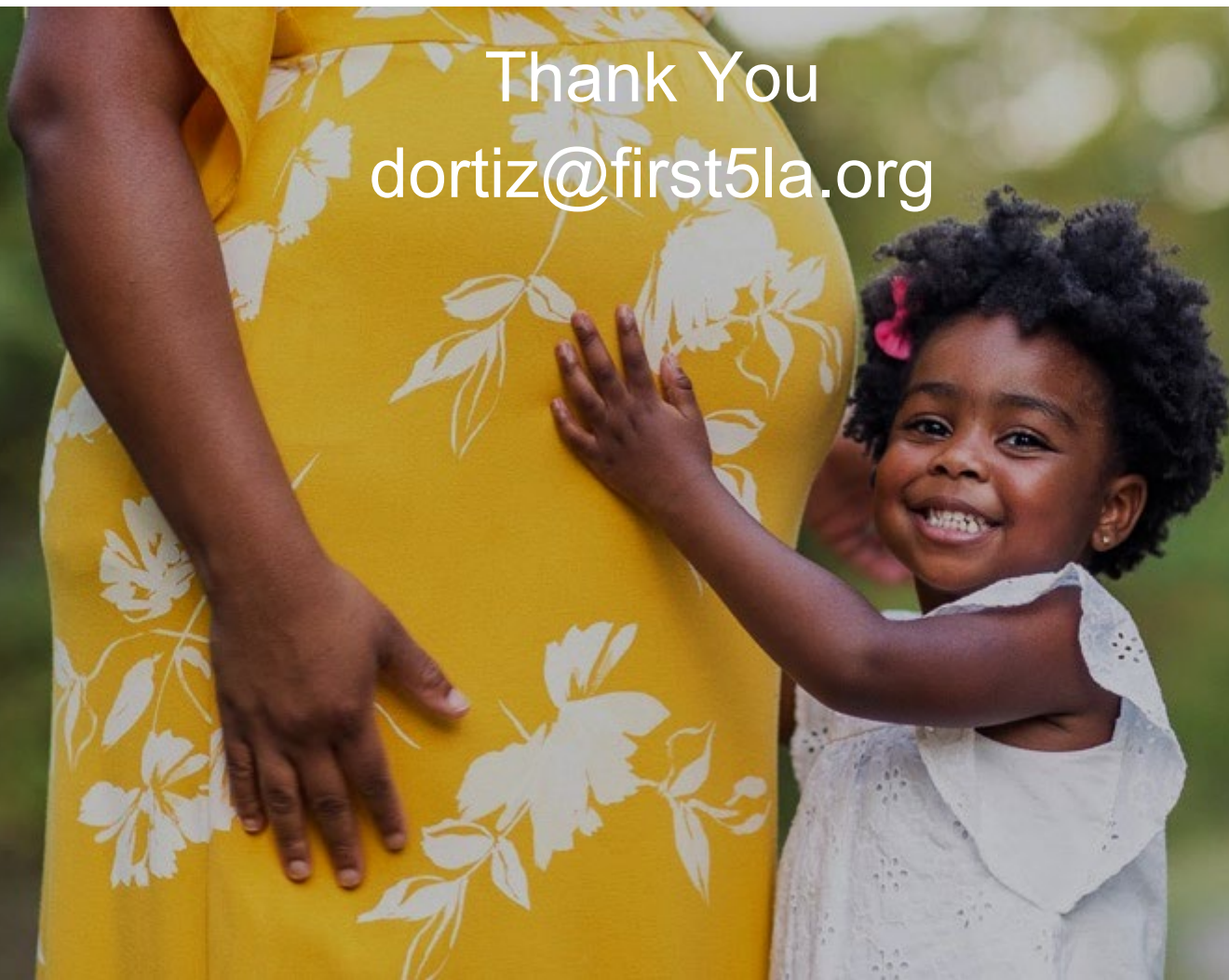
Thank you for your question. This question will be responded to in written form and will be posted on this solicitation's webpage on 4/27/2021.

Type your question here...

☐ Send anonymously

Cancel Send

Thank You
dortiz@first5la.org





Thank you for all you do to create brighter futures for L.A. County's young children and their families.

We invite you to join in laying the foundation to prioritize their most urgent needs as we center on every child's lifelong well-being.

Your questions and partnership are critical to change. We look forward to further conversations with you.