

**Dual Language Learner (DLL) Communication Campaign Evaluation  
Request for Proposals (RFP)  
Questions and Answers (Q&A)**

**Date Posted: December 4, 2025**

**ELIGIBILITY**

**1. Can companies from outside the US apply for this RFP?**

Any agency that meets Section V. Eligibility may apply to this RFP. Please note that, as indicated in Section VI. Desired Qualifications, First 5 LA is looking for agencies with familiarity with Los Angeles County's early learning landscape, systems, and partnerships, as well as established relationships within the County's diverse early learning and family-serving communities.

**2. Are you open to a Canadian agency that has done similar work with clients across the United States?**

Any agency that meets Section V. Eligibility may apply to this RFP. Please note that, as indicated in Section VI. Desired Qualifications, First 5 LA is looking for agencies with familiarity with Los Angeles County's early learning landscape, systems, and partnerships, as well as established relationships within the County's diverse early learning and family-serving communities.

**SCOPE OF WORK**

**3. Will the selected contractor need to come to First 5 LA for meetings?**

In-person attendance at First 5 LA is not required for meeting attendance; however, dependent on the proposed data collection methods, such as in-person focus groups in Los Angeles County, a representative from the contractor (such as a staff member or subcontractor) may be required to be in person.

**4. Can companies perform the tasks of the RFP outside the US?**

Yes, tasks may be performed outside of the US. Please note that, as indicated in Section VI. Desired Qualifications, First 5 LA is looking for agencies with familiarity with Los Angeles County's early learning landscape, systems, and partnerships, as well as established relationships within the County's diverse early learning and family-serving communities.

**5. Some sections of the RFP reference six target languages, while others reference seven. Can you please clarify whether we should plan to evaluate the campaign across six languages (Spanish, Mandarin/Chinese, Korean, Vietnamese, Khmer, Armenian) or seven languages (Spanish, Korean, Vietnamese, Khmer, Armenian, Mandarin, and Cantonese)?**

The DLL Communications Campaign released materials in Mandarin/Simplified Chinese only; however, First 5 LA is seeking proposers who anticipate the potential need to use both Mandarin and Cantonese as part of the data collection process.

**COMMISSIONERS**

Los Angeles County Supervisor  
Holly J. Mitchell  
*Chair*

Summer McBride  
*Vice Chair*

Robert Byrd, Psy.D.  
Alma Cortes, Ed. D.  
Barbara Ferrer Ph.D.,  
M.P.H., M.Ed.  
Astrid Heger, M.D.

Abigail Marquez  
Brandon Nichols  
Carol Sigala, Ph.D.

**EX OFFICIO MEMBERS**

Deanne Tilton Durfee  
Jacquelyn McCroskey, DSW  
Alejandra Albarrañ Moses,  
Ph.D.  
Maricela Ramirez, Ed. D.

**PRESIDENT & CEO**

Karla Pleitez Howell

**VICE PRESIDENTS**

Aurea Montes-Rodriguez  
JR Nino

**6. Given the budget and multiple audiences, are you open to alternative qualitative research methods (beyond Focus Groups) that would still offer a stable group of respondents?**

First 5 LA is open to alternative methods of data gathering, as long as it meets the objective of gathering qualitative data in each of the DLL Campaign's original six languages (Spanish, Mandarin/Simplified Chinese, Korean, Vietnamese, Khmer and Armenian).

**7. Will F5LA provide contact information or access to networks for the following provider groups (i.e., Early childhood educators, childcare providers, home-based childcare providers, librarians, home visitors, and community-based family-serving providers) to support the qualitative/quantitative research?**

First 5 LA will facilitate contact between the selected contractor and the Child Care Alliance of Los Angeles, Quality Start Los Angeles and the Office for the Advancement of Early Care and Education. The selected contractor will coordinate any required outreach efforts with First 5 LA and any identified partners.

**8. How big is the early childhood education segment?**

Based on estimates from the following sources -- Center for the Study of Child Care Employment (CSCCE), Los Angeles County Child Care Planning Committee, California Community Care Licensing Division (CCLD), California ECE Workforce Registry, and others -- there are an estimated 70,000–100,000 early childhood educators, including center-based teachers, family child-care providers, aides, preschool instructors, and transitional-kindergarten educators in Los Angeles County.

**9. What is the approximate number for each of the secondary target audiences (Early childhood educators, childcare providers, home-based childcare providers, librarians, home visitors, and community-based family-serving providers)?**

Based on estimates from the following sources -- Center for the Study of Child Care Employment (CSCCE), Los Angeles County Child Care Planning Committee, California Community Care Licensing Division (CCLD), California ECE Workforce Registry, and others -- there are an estimated 70,000–100,000 early childhood educators, including center-based teachers, family child-care providers, aides, preschool instructors, and transitional-kindergarten educators in Los Angeles County.

**10. Does F5LA have these provider groups organized or categorized by primary language spoken or language proficiency (e.g., Spanish, Chinese, Korean, Vietnamese, Khmer, Armenian)?**

First 5 LA will facilitate contact between the selected contractor and the Child Care Alliance of Los Angeles, Quality Start Los Angeles and the Office for the Advancement of Early Care and Education. The selected contractor will coordinate any required outreach efforts with First 5 LA and any identified partners. This includes partner organizations and the associated languages used in their outreach efforts for the Campaign.

**11. Can you please confirm that these provider groups can be reached through F5LA?**

First 5 LA will facilitate contact between the selected contractor and the Child Care Alliance of Los Angeles, Quality Start Los Angeles and the Office for the Advancement of Early Care and Education. The selected contractor will coordinate any required outreach efforts with First 5 LA and any identified partners.

**12. Has previous primary research been conducted on the effectiveness of the program against any language segments? If Yes - Can you please share the research report and/or methodologies? Who was the last firm that provided the research?**

No previous research has been conducted to study the effectiveness of this campaign.

- 13. RFP states that Online surveys (Quant) should focus on target areas where outdoor, in-language materials were distributed. Will F5LA provide a Zip Code list as part of the Q&A Responses so we can evaluate the cost for such targeted recruitment?**

First 5 LA has this data available and will share with the selected contractor.

- 14. Because the media plan has broader reaching channels, is there flexibility in recruiting more broadly for parents and caregivers in LA County as long as they meet the language requirements?**

First 5 LA is open to inclusion of parents or caregivers that have not seen the campaign materials. Proposals may include a plan to collect data from these groups as well as any analysis and recommendations for future planning.

- 15. Will there be media running next year that we need to work around? Is there a time frame during which the research needs to be conducted while the media is dark?**

The schedule for additional media campaigns will be discussed with the selected contractor.

- 16. What are First 5's priorities for the evaluation (e.g., reach, engagement, cultural tailoring, behavioral change, etc.)?**

First 5 LA's evaluation priorities are Cultural tailoring and engagement to assess campaign reach, resonance, and impact among parents, caregivers, and early learning providers across Los Angeles County.

- 17. Can evaluators use mixed facilitation data collection methods such as translated instruments and tools, or will the work require team members who are fluent in each identified language?**

First 5 LA is open to any recommended facilitation and data collection methods, including translated instruments and tools, as well as fluent team members. First 5 LA will negotiate with the selected contractor regarding costs for translation and interpretation.

- 18. Does First 5 have broader evaluation goals or questions already? What is that theory of change?**

First 5 LA will discuss broader evaluation goals with the selected contractor.

- 19. Whom are First 5's existing community partners and/or LA-based bilingual facilitators that might support recruitment in the six identified language groups? Will the evaluation team be able to partner with them as well?**

First 5 LA currently works with the Child Care Alliance of Los Angeles, Quality Start Los Angeles and the Office for the Advancement of Early Childhood Education. Proposers should include any anticipated translation and interpretation costs within their proposed budget in alignment with their proposed Scope of Work. First 5 LA will negotiate with the selected contractor regarding costs for translation and interpretation.

- 20. Will any existing social media or web analytics be provided?**

First 5 LA has comprehensive social media and web analytic data that it will share with the selected contractor.

**21. Will evaluation partners have access to any prior evaluation tools (e.g., surveys, survey data, focus group data, etc.)?**

No previous research has been conducted to study the effectiveness of this campaign.

**22. Should the evaluation include any child-focused components (which may require Institutional Review Board or IRB approval)?**

First 5 LA is only requesting feedback from parents, caregivers and early childhood educators.

**23. Is First 5 open to remote or digital data collection (e.g., online surveys) or is there a preference for in-person evaluation activities, and for each language group?**

First 5 LA is open to any proposed data collection methods, including in-person evaluation.

**24. What exactly are the required deliverables and expectations around each?**

As noted in Section IV. SCOPE OF WORK on page 18 of the RFP, the following are the minimum required deliverables for this project:

1. Evaluation framework and work plan which includes a timeline and project milestones.
2. Data collection instruments and protocols.
3. Interim progress reports and/or presentations.
4. Draft and final evaluation reports with findings and recommendations.
5. Presentation of final results to First 5 LA and key partners.

**25. The Reporting and Recommendation portion of the scope of work includes meetings and presentations with First 5 LA and relevant stakeholders. Can you please elaborate on who those stakeholders might include?**

The Dual Language Learning Campaign is guided by a collaborative workgroup with includes representatives from five organizations – UNITE LA, Early Edge California, Child Care Alliance of Los Angeles, The Office for the Advancement of Early Care and Education, Quality Start Los Angeles.

**26. To inform the evaluation design and ensure accurate interpretation of campaign reach and investment levels, could First 5 LA share the overall budget (or budget range) allocated for the DLL Communications Campaign from FY 2022–2025?**

The cumulative budget from the three phases of the campaigns from 2022 to 2025 is approximately \$2,800,000.

**27. Could First 5 LA clarify which team or partner organizations were responsible for developing and implementing the DLL Communications Campaign (e.g., First 5 LA staff, QSLA partners, Early Edge California, UNITE-LA), and whether these individuals or groups will be available to meet with the evaluation contractor to provide background, context, and implementation insights?**

First 5 LA developed and implemented the campaign. Lead members of First 5 LA will be available to help guide the evaluation process, including meetings to provide context, etc. with the selected contractor.

## **REQUIRED DOCUMENTS**

### **28. Can proposals be submitted via email?**

Proposals must be submitted through the following link as indicated in the RFP (<https://bbgm-apply.yourcausegrants.com/apply/programs/08281838-6cfb-40b9-862a-fb7d4ff21a4b>). Proposals received via email will not be considered and will be subject to disqualification.

### **29. We see that the narrative component of the RFP response is limited to 10 pages. Will the proposed scope of work (Attachment G) count towards the 10 pages or is it apart?**

The Proposed Scope of Work (using Appendix G) is a separate required document; do not include the appendix in the Proposal Narrative component of the application.

### **30. If we don't have relevant work samples that meet the 5-page limit, would it be okay to provide excerpts from longer reports?**

Excerpts of longer reports are permissible for work samples, as long as the excerpts are also within the 5-page limit.

### **31. The RFP indicates that this will be a deliverables-based, fixed-price contract. Should proposers structure pricing at the level of each individual deliverable listed in Appendix I, or is there flexibility to group related deliverables (e.g., qualitative data collection activities) under a single fixed price line item?**

Proposers should submit budgets in alignment with their proposed Scope of Work.

### **32. Given that the deadline for submitting questions is December 2 and responses will be posted by December 4, we anticipate having very limited time to meaningfully integrate any clarifications into our proposal before the December 10 submission deadline. To ensure that all proposers can fully incorporate First 5 LA's answers and submit the highest-quality, fully informed proposals, would First 5 LA consider extending the proposal submission deadline by one to two weeks?**

Due to the time-sensitive nature of this project, First 5 LA is unable to extend the deadline for submission.

**For Appendix E, the Due Diligence Assessment form, what is the agreement number?**

Please leave the agreement number field blank.

## **TERMS OF PROJECT**

### **33. We received the following questions:**

- Could you let us know what the budget is for this work?
- Could you please confirm whether the total budget available for this project is \$150,000?
- Is there a budget range that you are looking for?
- Is there a budget range or cap?
- Could First 5 LA provide a projected or anticipated budget range for this evaluation to help proposers right-size the scope, staffing, and methodology?

First 5 LA is seeking proposals that are comprehensive, establishes an obtainable timeline with milestones, and has competitive pricing. The proposed budget should not exceed \$200,000.00.

**34. Are there any caps on indirect costs? If so, what is the maximum allowed?**

For deliverables based payment structures, First 5 LA does not pay indirect costs. The deliverable cost is an all-inclusive amount. Line items for deliverables in the proposed budget should include any anticipated indirect costs as part of their completion. Please use the Other Direct Costs box for expenses not associated with a specific deliverable (such as travel, IT services, etc.). Please refer to Appendix D (Deliverables Based Budget Template Instructions) for more information.

**35. Is the 10-month window flexible?**

Unfortunately, there is no flexibility in the 10-month window to complete the evaluation.

**EVALUATION CRITERIA**

**36. In the scoring criteria, how are you differentiating between qualifications and organizational experience?**

Qualifications refer to formal indicators of skills such as education and training such as degrees, certifications, courses, or training. Organizational experience refers to the history, and capabilities of an organization e.g. lessons learned over time, success with past projects, organizational staffing and infrastructure, and collective competence.

**CONTRACTUAL CONSIDERATIONS**

**37. If the funds for this work originate from a grant received by First 5 LA, will there be any compliance obligations for the contractor that flow down from the governing grant or contract? If yes, can you please share this information?**

The funding for this project originates from First 5 LA, and thus is only subject to compliance with First 5 LA's Funding Guidelines, which can be accessed here: [Funding Guidelines | First 5 Los Angeles](#).

**38. Are there any restrictions on the use of funds?**

Please see the First 5 LA Funding Guidelines for information on restrictions on use of funds: [Funding Guidelines | First 5 Los Angeles](#).