



Request for Qualifications for Consultant Services

First 5 Orange County



April 1, 2025

SUMMARY	First 5 Orange County, The Children and Families Commission is seeking qualified individuals and/or firms with demonstrated leadership and experience for project management, evaluation, operational support, and on-call special project services (see Attachment 1). Applicants who submitted a response to a prior Request for Qualifications (RFQ) 2022 - 2024 need NOT resubmit as those applicants are current and active on the list of qualified consultants.
SUBJECT MATTER EXPERTISE	<ul style="list-style-type: none"> • Early and Ongoing Health and Development • Safe, Stable and Nurturing Home • Neighborhoods that Support Young Children and Families • Equitable Distribution of Resources • Data Analysis, Evaluation, and Focus Groups • Organizational Support <ul style="list-style-type: none"> ○ Project Management ○ Strategic Communications ○ Contract Compliance & Audit ○ Organizational and Professional Development ○ Language Translation
KEY DATES	<ul style="list-style-type: none"> • Request for Qualifications (RFQ) and instructions for submittal will be available on First 5 Orange County’s website – April 1, 2025 • Final date to submit questions on the RFQ – April 9, 2025 by 3:00 pm • Responses to RFQ questions posted on First 5 Orange County’s website – April 11, 2025 • DUE DATE FOR SUBMISSION OF APPLICATIONS – April 18, 2025 by 3:00 pm • Anticipated approval by First 5 Orange County of list of qualified consultants – June 4, 2025
QUESTIONS	<p>All questions and requests for additional information regarding this RFQ must be received via email to: First5OC@cfcoc.ocgov.com no later than <u>April 9, 2025 by 3:00pm.</u></p> <p>This will be the only opportunity to ask questions regarding the RFQ and submittal process. It is anticipated that responses to the questions will be posted to First 5 Orange County’s website on, April 11, 2025.</p>
INSTRUCTIONS	The Request for Qualifications and instructions for submittal will be available on the First 5 Orange County’s website https://first5oc.org/
SUBMITTAL OF APPLICATIONS	<p>All SUBMITTALS MUST BE RECEIVED BY <u>April 18, 2025, AT 3:00 PM</u></p> <ul style="list-style-type: none"> • Submissions will only be accepted via email to: First5OC@cfcoc.ocgov.com • Submittals must include: 1) Checklist for Consultant Applications, 2) Cover Letter, 3)Qualifications, and 4) Expanded reference. • See Section III, page 5 for further information. • First 5 Orange County reserves the right to reject any or all applications submitted.

FIRST 5 ORANGE COUNTY, CHILDREN AND FAMILIES COMMISSION

REQUEST FOR QUALIFICATIONS (RFQ)

FOR CONSULTANT SERVICES

I. GENERAL INFORMATION

A. Description of First 5 Orange County, Children and Families Commission

The California legislature adopted the California Children and Families Act of 1998, Health and Safety Code Section 130100, et seq. implementing the Children and Families First Initiative passed by the California electorate in November 1998 and establishing the California Children and Families Commission and County Children and Families Commissions.

The Children and Families Commission of Orange County (more commonly referred to as “First 5 Orange County”) is responsible for allocating public funding to improve health and educational outcomes for children. Each county commission is required to develop a strategic plan to establish local priorities to be funded. For more information regarding First 5 Orange County’s Strategic Plan, please refer to the following link on First 5 Orange County’s website: <https://first5oc.org/about-us/reports/strategic-plan/>

First 5 Orange County is committed to create a diverse, equitable, and inclusive working environment and integrate these principles in all its work.

B. Consultant Services

First 5 Orange County is seeking qualified individuals and/or firms (referred to as “Applicants” within this document) in the subject matter areas as defined below to provide technical expertise in the implementation of specific programs. Applicants are encouraged to submit qualifications for each category of services that they are interested in providing. Applicants may submit qualifications for more than one category of service, but the application should clearly identify the subject matter areas for which the Applicant is submitting qualifications.

Applicants who are awarded a contract may be requested to provide planning, project review, and/or development recommendations, program audit reviews, and professional development. The specific consultant scope of work will be determined at the time of the identified project need.

C. Selection Process

First 5 Orange County has established a roster of qualified applicants and will be adding to the list through this 2025 RFQ for Consultant Services. Once qualified, consultants may be selected for specific projects based on availability and expertise in the specific scope and nature of the proposed project and issued a contract for the specific project. First 5 Orange County is not obligated to contract with any or all qualified applicants. First 5 Orange County expressly reserves the right to amend or add to the roster of qualified individuals to best meet the needs of First 5 Orange County. It is anticipated that the roster established through RFQ process will be used until a subsequent full RFQ is completed.

II. SUBJECT MATTER EXPERTISE

First 5 Orange County partners with many organizations to improve the ability of the early childhood system to function well. This work to improve system functioning is often referred to as “systems change,” and it is a strategic priority for First 5 Orange County as a key means of maximizing the impact of our investments.

First 5 Orange County's Strategic Plan focuses on improving four conditions needed for children and families to thrive:

1. Early and ongoing health and development
2. A safe, stable, and nurturing home
3. Neighborhoods that support young children and families
4. Equitable distribution of resources.

Additionally, First 5 Orange County's Strategic Plan includes three areas of focus between 2021 and 2026: help families get the most out of well-child visits and developmental screenings; promote services that support Protective Factors for children and families; and increasing the availability of quality infant and toddler child care.

To make progress toward improving the conditions needed for children to thrive, and accomplish the objectives identified in the three focus areas, relevant subject matter expertise is needed as set forth below.

A. Early and Ongoing Health and Development

First 5 Orange County's goal is that children prenatal to age 5 and their families receive support to optimize children's physical and mental health and cognitive development; and a planned progression of quality services is available at a variety of natural interaction points with systems of care.

Specific Prenatal to Three Health Strategies: expertise needed includes:

- Experience with innovative models for Medi-Cal reimbursement for maternal and child health services (e.g., managed care plans, Medi-Cal waivers, CalAIM, dyadic care benefit, doula benefit etc.)
- Expertise in prenatal to three (PN3) health strategies (e.g., dyadic care, doula services, group prenatal care, and comprehensive perinatal supports)
- Understanding of health disparities and the social determinants of health
- Promotion of early relational health including knowledge of perinatal mood and anxiety disorders, ACEs, early childhood mental health, perinatal substance use etc.

B. Safe, Stable and Nurturing Home

First 5's goal is that parents and caregivers have access and capability to attend to their own mental health and can provide positive, responsive parenting to the young children in their care. Within this area, expertise is needed in the follow subject matters:

- Homeless families and families experiencing housing insecurity, shelter services, and Homeless Management Information Systems
- Family supports and benefits such as Family Resources Centers, CalWORKs, Women Infant, and Children (WIC), and CalFresh
- Home Visiting system building including:
 - Coaching and training to home visiting staff with the ability to determine and provide a variety of trainings that may be necessary to meet model fidelity along with standard best practices.
 - Technical expertise on data collection, management and information sharing to inform decisions and support continuous quality improvements.

- Tools to strengthen the knowledge and awareness of theory, research, and topics that will support Home Visitors working with families using a strengths-based client centered and solution focused approach
- Understanding and application of Plans of Safe Care for infants affected by substance use
- Best practices in father engagement

C. Neighborhoods that Support Young Children and Families

When this condition is met, neighborhoods have the infrastructure needed to support children and the capacity to sustain healthy social relationships. The following is needed to support First 5 activities in this area:

- Multi lingual expertise in community outreach and engagement including:
 - Building and maintaining relationships with key stakeholders and facilitation of stakeholder community collaboratives
 - Communicating effectively (written and verbal) in a range of languages, such as English, Spanish, Vietnamese, Korean, Chinese, Arabic, Farsi, and others
 - Parent/family outreach and engagement
 - Place-based initiatives including expertise in evaluation of place-based initiatives and development and/or implementation of shared measurement tools
- Experience facilitating systems building and systems change among community partners working to improve early childhood outcomes
- Experience with implementing state and local requirements for opening or modifying infant and toddler child care facilities.
- Knowledge and understanding of the State Quality Rating Improvement System (QRIS) system and how it is implemented locally.
- Experience providing specialized training and technical assistance to school districts around implementing Universal Transitional Kindergarten (UTK) including, but not limited to, potential funding opportunities.

D. Equitable Distribution of Resources

When this condition is met, parents and families are put at the center and supported to co-create and advocate for solutions to the pressing issues facing them. First 5 Orange County prioritizes the county's most vulnerable families to reduce disparities in access to equitable, quality services and positive outcomes.

First 5 Orange County continues the important work towards Race, Equity, Diversity & Inclusion (REDI) both internal to the organization and in the community programs we fund and support. Expertise needed includes:

- Addressing issues of REDI in organizational structures and policies
- Staff and partner professional development and learning opportunities related to REDI
- Technical assistance to support REDI
- policies and practices within the early childhood system of care
- Supporting parent engagement and community capacity for leadership

- Data collection to inform REDI work
- Addressing family health disparities in conjunction with community, families, local leaders and stakeholders

E. Data Analysis, Evaluation, and Focus Groups

First 5 Orange County is focused on improving early childhood systems throughout the County. Expertise needed in building evaluation frameworks and conducting evaluations includes:

- Program assessments
- Systems assessments and evaluations
- Expertise in the analysis and use of the Early Developmental Index including working with school districts and community collaboratives to facilitate systems building activities
- Work with administrative data sets to identify population level trends, needs, and gaps
- Racial equity data analysis
- Expertise in conducting focus groups in multiple languages

F. Organizational Support

i. Project Management

Project management services may be/ needed in the subject matters described in this RFQ. Experience with managing complex, multi-agency initiatives, human services projects, and working with community-based organizations, is essential. Additionally, project management is needed for First 5 Orange County's contracts and data management systems, ensuring programs are meeting deliverables within their scopes of work. Experience working with diverse communities and cultures. Additional language skills in working with various stakeholders.

ii. Strategic Communications

Communications and Media Relations

- Support to develop and implement a communications plan that includes but is not limited to development of communications materials including website, social media, writing and promoting documents such as an annual report, success stories, policy/program briefs, articles for publication in print and social media.
- Strategic counsel as it relates to public relations and communications.
- Design of communications materials and translation into Spanish, Vietnamese and other languages as needed.

Legislative Outreach

- Provide legislative expertise and support on legislative issues.
- Coordinate and prepare for briefings with federal, state and local elected officials, and plan and support the annual First 5 Advocacy day in Sacramento.
- Write regular updates to be presented to the First 5 Orange County Board members.
- Provide strategic counsel as it relates to legislation and legislative issues. **The duties do not require lobbying, and the selected firm will not be a registered lobbyist for First 5 Orange County.**

Graphic Design

Provide graphic design services for the Annual Report Summary and other projects as needed. Projects may include but will not be limited to flyers, meeting notices, event invitations, reports, brochures, newsletters, presentation materials, photography. May include provide printing and production as needed.

iii. Contract Compliance & Audit

It is the policy of First 5 Orange County to ensure its organizational goals are achieved through a variety of contract compliance and programmatic reviews to support contractor organizational success. Specific expertise needed includes:

- Contract performance and compliance audit
- Fiscal audits
- Assessing internal controls
- Conduct fee-for-service and service payback reviews

iv. Organizational and Professional Development

As First 5 Orange County and its staff continue to evolve, professional development with current best practices as an organization has been an important resource. Expertise needed include:

- Organizational assessment, development and change management with a REDI framework
- Staff recruitment, development and performance measurement
- Professional coaching

v. Language Translation

Translation of language, messaging and materials/documents to various languages that are prevalent in Orange County is important in a diverse county like Orange County. Expertise needed includes:

1. Extensive expertise in written, online, and in-person translation across multiple languages relevant to Orange County (include any translation certification)
2. Expertise in specialized industry terminology
3. Ability to provide translation in commonly understood wording

III. SUBMISSION INSTRUCTIONS

A. Submission Format / Acknowledgement of Receipt

- Page number limits for each component are listed below.
- Submission of all pages of the application document as a single PDF document is strongly encouraged.
- First 5 Orange County is not responsible for late or non-delivery of submissions. Late or non-responsive submissions will be rejected without consideration.
- All submissions received will be provided a receipt by emailed confirmation. If you do not receive an emailed confirmation, or you wish to call and verify receipt, you may contact First 5 Orange County at: First5OC@cfcoc.ocgov.com

B. Contents of Submission

All Applicants should submit only one (1) response to this RFQ. If you are interested in applying for more than one subject matter expertise, your application must clearly identify the subject matter areas.

Required documents to be submitted in response to this RFQ are:

1. **Checklist for Consultant Applications (Attachment 1)** – provide Applicant contact information and identify the subject matter areas being offered.
 2. **Cover Letter** – provide a cover letter, signed by the Applicant, briefly summarizing Applicant’s qualifications and the consulting services being offered; include the requested hourly rate, or rate of compensation for deliverable based services, based on the proposed services to be provided; and include any questions or concerns you may have regarding First 5 Orange County’s general requirements as described in Section IV below. For example, if your current insurance coverage does not meet First 5 Orange County’s standard insurance requirements and you will seek a waiver for the difference, please specify what the difference is and what you will be requesting to be waived. Or, if you are aware of, or are concerned about, a possible conflict of interest, please disclose it in your application submission.
 3. **Qualifications** – Applicants should provide a resume, curriculum vitae, or statement of firm qualifications outlining relevant work and/or consulting history, education, publications, prior projects, etc. Qualifications should demonstrate experience relevant to each of the type of consulting services submitted on Attachment 1. Please include experience working with racially diverse groups and ability to speak a second language.
 4. **Expanded Reference** – provide an expanded reference narrative for one project in each subject matter area listed on your cover letter. Narratives should describe previous client engagements and be no more than four (4) pages total for all areas. Please include experience working with racially diverse groups if applicable within each subject matter:
 - a. Project Title
 - b. Client/Agency Name
 - c. Description of the Project, including your role, and any deliverables and/or outcomes of the Project
 - d. Contact Person – This should be the person who serves or served as the lead project manager for your client. You are responsible for securing your client’s permission to be contacted as a reference. Must include name, title, phone number and email.
 - e. Dates of Project (include start and end dates)
 - f. Compensation history, which will be used to justify the requested hourly rate/compensation rate.
- C.** First 5 Orange County reserves the right to retain all applications submitted. Submission of applications indicates acceptance by the individual of the conditions contained in this RFQ and will be confirmed in contracts between First 5 Orange County and qualified individuals.
- D.** During the review process, First 5 Orange County reserves the right, where it may serve First 5 Orange County’s best interest, to request additional information or clarification from individuals, or to allow correction of errors or omissions.

IV. GENERAL REQUIREMENTS

- A. Contract** - First 5 Orange County will develop a contract based on its usual and customary terms and conditions incorporating the requirements outlined in the RFQ document and the responses of the qualified applicant(s).
- B. Non-Resident Tax Withholding** – Please note that First 5 Orange County is required to comply with all State laws and regulations related to non-resident withholding pursuant to California Revenue and Taxation Code Section 18662 which requires 7% of all payments exceeding applicable amount in a calendar year to be withheld and sent to the California Franchise Tax Board. Nonresident payees include corporations, limited liability companies, partnerships, and individuals that do not have a permanent place of business in California.

- C. **Personnel** - Project partners, managers, other supervisory staff and specialists may be changed if those personnel leave the firm, are promoted, or are assigned to another office. The personnel may also be changed for other reasons with the expressed prior written permission of First 5 Orange County. However, in either case, First 5 Orange County reserves the right to accept or reject any or all replacements.

Firm specialists identified in response to the RFQ can only be changed with the express prior written permission of First 5 Orange County, which reserves the right to approve or reject any or all replacements.

Other staff personnel may be changed at the discretion of firms provided that such replacements have substantially the same or better applications or experience.

- D. **RFQ Interpretations and Addenda** - Any change to or interpretation of the RFQ by First 5 Orange County will be posted on First 5 Orange County's website, and any such changes or interpretations shall become a part of the RFQ for incorporation into any contract awarded pursuant to the RFQ.
- E. **Public Record** - All applications submitted in response to this RFQ will become the property of First 5 Orange County and a matter of public record.
- F. **Additional Services** - The general service requirements outlined above describe the minimum work to be accomplished. During initial contract negotiations and any subsequent negotiations for contract renewals, the scope of service may be modified and refined based on the needs of First 5 Orange County.
- G. **Undue Influence** – The firm declares and warrants that no undue influence or pressure is used against or in concert with any officer or employee of First 5 Orange County in connection with the award or terms of any contract that will be executed as a result of award of this RFQ, including any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of First 5 Orange County will receive compensation, directly or indirectly, from Applicant, or from any officer, employee or agent of the firm, in connection with the award of any contract or any work to be conducted as a result of an ensuing contract. A violation of this provision shall be a material breach of any contract entered into, entitling First 5 Orange County to any and all remedies at law or in equity.
- H. **Submittal Preparation Expenses** –First 5 Orange County shall not be liable for any expenses incurred by the Applicant in the preparation or submission of its applications, and such expenses shall not be reimbursed under a resulting contract.
- I. **Insurance Requirements** –The insurance requirements for standard First 5 Orange County contracts are set forth below, including coverage amounts, types of coverage, and policy requirements. The insurance requirements for specific contracts may be adjusted at time of contract negotiations based on the scope of services to be provided.
- Comprehensive General Liability Insurance for bodily injury (including death) and property damage which provides not less than \$1,000,000 combined single limit per occurrence and not less than \$2,000,000 annual aggregate.
 - Comprehensive Automobile Liability Insurance for bodily injury (including death) and property damage which provides total limits of not less than \$1,000,000 combined single limit per occurrence applicable to all owned, non-owned and hired vehicles/watercraft, \$1,000,000 annual aggregate.
 - Workers' Compensation Insurance for all employees engaged in project services with the California statutory amount of \$1,000,000 per accident (only if the Applicant is a firm with employees).
 - Employers' Liability Coverage of not less than \$1,000,000 per occurrence for all employees engaged in project services or operations (only if the Applicant is a firm with employees).
 - Professional Liability of not less than \$1,000,000 for professional licensed staff engaged in project services or operations (only if the Applicant will provide a service which requires a professional license).

J. Conflict of Interest

A conflict of interest exists when a consultant has the opportunity to advance or protect his/her own interest, or the interests of others with whom he/she has a relationship, in a way that is detrimental or potentially harmful for the integrity or fundamental mission of First 5 Orange County or renders the Consultant unable, or potentially unable, to provide impartial assistance or advice. Consultants will be required to disclose potential conflicts of interest as soon as it becomes known to him/her, or prior to engaging in any services to a First 5 Orange County-funded organization, whichever comes first. Even the perception of a conflict of interest must be avoided and may require the restriction of the consultant's scope of work or may give rise to the disqualification of a consultant from providing further services on behalf of First 5 Orange County in a particular area of expertise. First 5 Orange County staff shall consult with legal counsel regarding potential conflicts of interest at the earliest opportunity. Remedies may include, but not be limited to, removing the consultant from any decision making, limiting the consultant's exposure to the decision-making process, and other means as available to avoid the conflict of interest.

K. Cancellation of RFQ – First 5 Orange County may cancel or withdraw this RFQ at any time without prior notice.

L. Compliance with Laws - All Applications submitted in response to this RFQ shall comply with current federal, state, and other applicable laws related thereto.

M. Severability - If any provisions or portion of any provision of this RFQ are held invalid, illegal or unenforceable, they shall be severed from the RFQ and the remaining provisions shall be valid and enforceable.

Attachment 1
Checklist for Consultant Applications

Applicant Name:	
Type of Entity (check one): <input type="checkbox"/> Individual <input type="checkbox"/> Corporation <input type="checkbox"/> LLC <input type="checkbox"/> Partnership	
Mailing Address:	Contact Name:
	Contact Phone:
	Contact Email:
<p><u>Applicants</u></p> <p>Indicate the type of consulting services being offered by checking subject matter area(s) below. Applicants must demonstrate experience relevant to each subject matter area.</p> <p><input type="checkbox"/> Early and Ongoing Health and Development</p> <p><input type="checkbox"/> Safe, Stable and Nurturing Home</p> <p><input type="checkbox"/> Neighborhoods that Support Young Children and Families</p> <p><input type="checkbox"/> Equitable Distribution of Resources</p> <p><input type="checkbox"/> Data Analysis, Evaluation, and Focus Groups</p> <ul style="list-style-type: none"> • Organizational Support <ul style="list-style-type: none"> <input type="checkbox"/> Project Management <input type="checkbox"/> Strategic Communications <input type="checkbox"/> Contract Compliance & Audit <input type="checkbox"/> Organizational & Professional Development 	