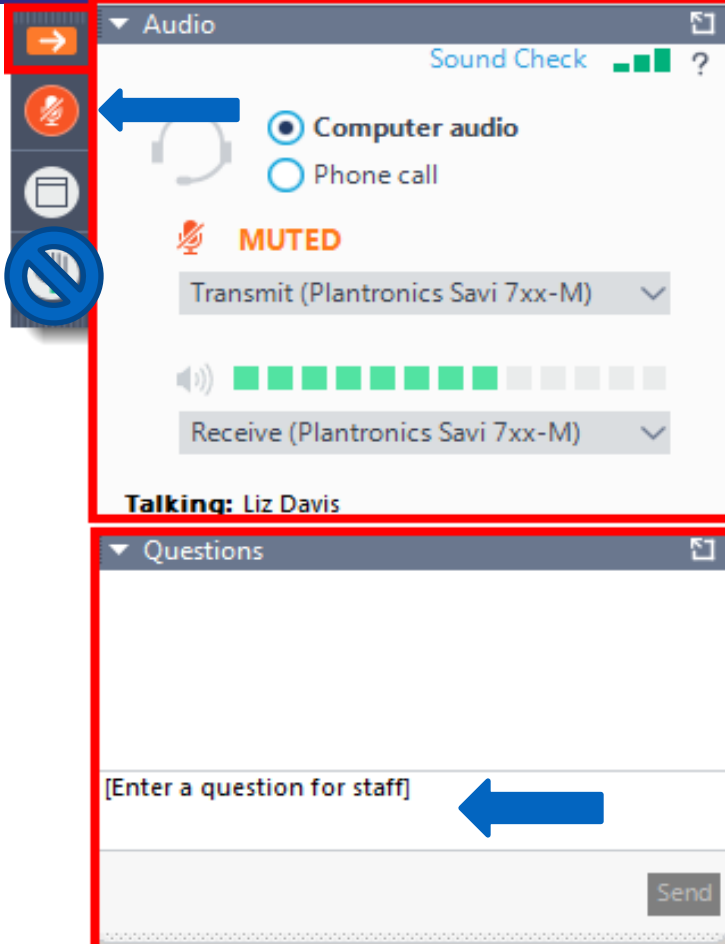




LEGAL SERVICES REQUEST FOR QUALIFICATIONS (RFQ)

THIS WEBINAR WILL BE RECORDED





- **This webinar is being recorded.**
- **Mute:** Please mute your phone or computer microphone to ensure we do not have any audio difficulties. 
- **Questions:** Please submit questions via the Questions Panel throughout the presentation.
- Do not use the  for your questions.

Raise your  if you can hear me
clearly.

Peter Barth, Chief of Staff, Executive Director's Office



Marilu Guzman, Contract Compliance Officer,
Contract Administration & Purchasing Department

Jaimie Knowles, Administrative Assistant,
Executive Director's Office



Linda Vo, Board Relations Manager,
Executive Director's Office

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



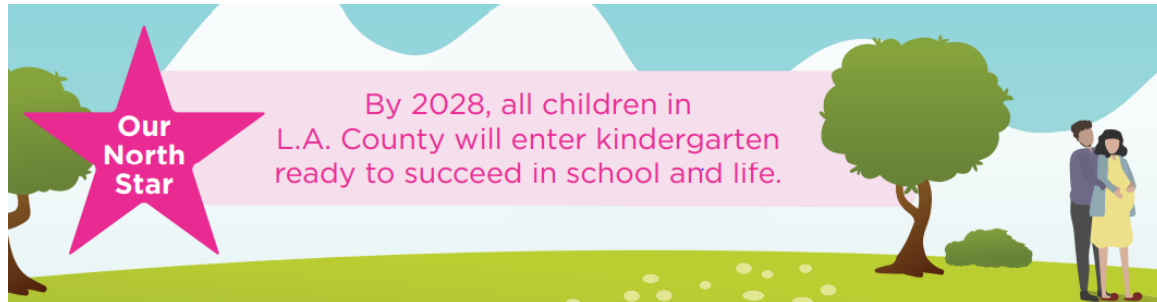


1. About First 5 LA

- 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



That by 2028, all children in Los Angeles County will enter kindergarten ready to succeed in school and life. The new plan will help guide and accelerate all First 5 LA does to make a tangible difference in the lives of children today and tomorrow.



To reach its North Star, First 5 LA wants systems to work better for all families in L.A. County by making them more family-centered and child-focused with a focus on four results areas that include:



Results for Children and Families

- Families optimize their child's development.
- Children receive early developmental supports and services.
- Children are safe from abuse, neglect, and other trauma.
- Children have high-quality early care and education experiences.

First 5 LA grounds its work in its **values**, that act as guiding principles for how it does its work, the culture it aims to promote, and as a benchmark to measure behaviors and performance:

- **Collaboration:** We promote a collaborative culture and strategies in all that we do.
- **Integrity:** We act in ways that reflect our Values and hold ourselves accountable for our behaviors and the outcomes of our work.
- **Learning:** We integrate learning into all aspects of our decision-making, commit to continuous improvement and share what we have learned.
- **Diversity, Equity and Inclusion:** We embrace the diversity of L.A County, advocate for fairness and promote systems that advance the full participation of young children and their families.

First 5 LA's Investment Guidelines serve as criteria for decision-making for all major components of the strategic planning process and as ongoing policy guidance for Board and staff during implementation. Together, the Investment Guidelines represent a “six-part identity statement for First 5 LA that explicitly prioritizes adopting an equity lens through our work and addressing the critical challenge of declining First 5 revenue:

- **Equity: Prioritize children, families and communities in our target population that our work has the greatest potential to impact and advance our North Star.** Use data to elevate disparities and achieve equitable outcomes. Strengthen existing public systems to be child and family-centered . Incorporate the voice of families and communities in systems change.
- **Sustainability: Embed sustainability strategies within all of our work.** Plan and operate within our fiscal reality. Create new revenue and fund leveraging strategies. Co-invest with partners.
- **Partnership: Engage partners throughout planning, development, and execution of our work .** Demonstrate how committed partnerships are engaged and fundamental to our work.
- **Prevention: Focus on early intervention and prevention.** Invest in early intervention and prevention as the primary focus of our work. Link downstream investments to prevention.
- **System Change: Focus on systems change and implementation to impact the most children and families.** Focus on strengthening existing systems; rather than creating new systems. Consider direct services only when there is significant potential to demonstrate models for scalability and sustainability.
- **Evidence and Innovation: Prioritize scaling up evidence-based practices, balanced with investments in innovative and promising approaches to address community needs.** Pursue and test innovative and promising approaches, as necessary, to respond to community needs and achieve scale.

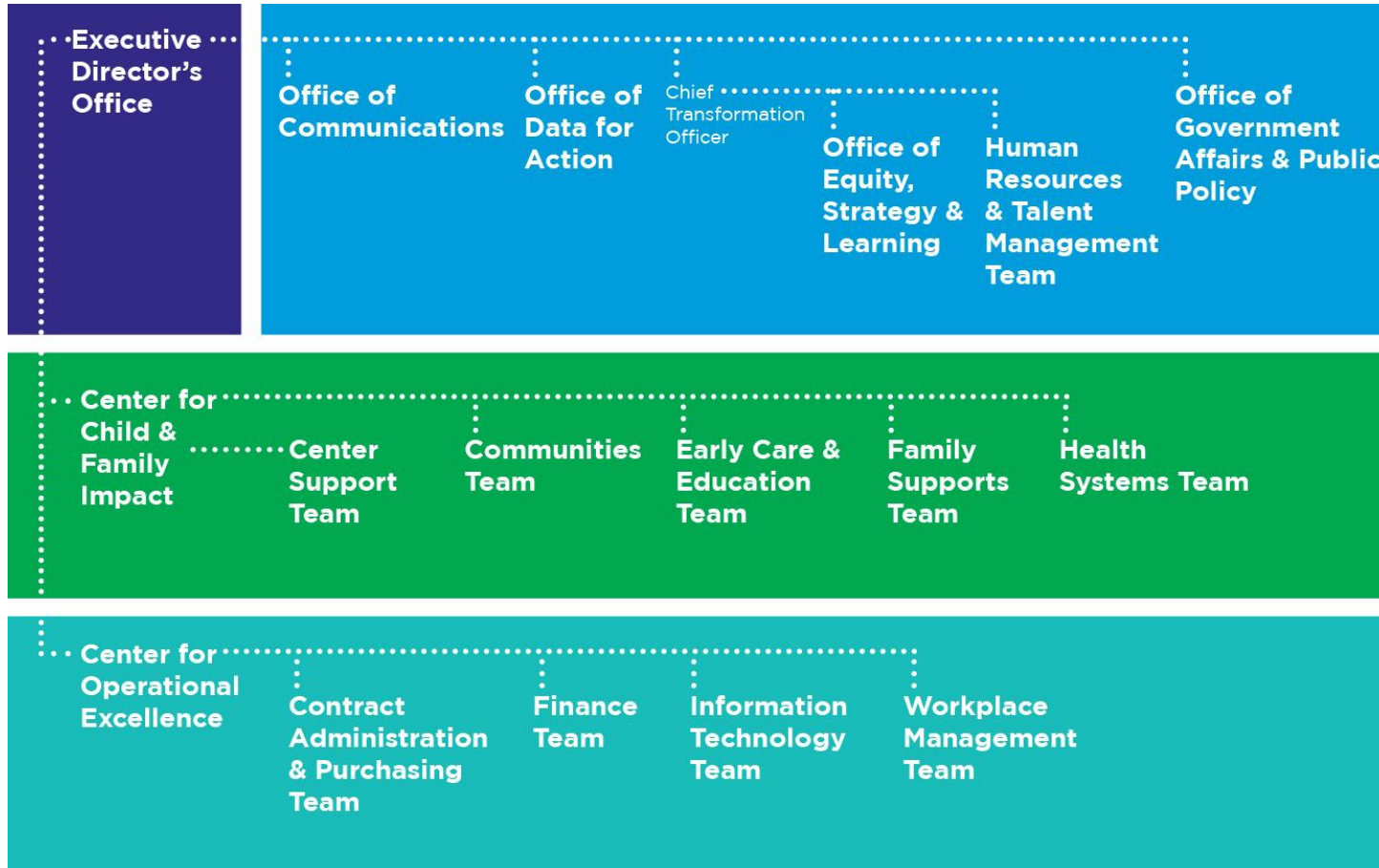
2. Project Overview



The purpose of this Request for Qualifications (RFQ) is to invite submissions from qualified law firms interested in serving as Legal Counsel for First 5 LA.

The successful proposer shall meet or exceed the qualifications outlined in the RFQ and should be readily accessible to authorized representatives of First 5 LA. Basic services include legal services generally within the field of municipal case law and within the category of “general counsel” including but not limited to: serving as legal advisor to First 5 LA’s Board of Commissioners, Executive Director, Leadership Team and First 5 LA employees, as needed; preparation and review of legal documents; and representing the Commission in Administrative Hearings and court proceedings.

Required areas of legal expertise beyond general legal services for public entities include, but are not limited to: human resources, lobbying, public procurements and contracts, public works projects and data privacy laws (ex. HIPAA, FERPA). **Please note that the firm may propose to subcontract for areas of expertise not covered by the firm.**



Scope of Work

The image features a solid blue background. On the left side, there is a large white circle. In the bottom right corner, there is a smaller, dark blue circle. The text "Scope of Work" is centered within the white circle.



Legal Counsel



Representation



Research

The selected law firm will be required to perform the following tasks related to serving as Legal Counsel for First 5 LA including, but not limited to:

1. Act as the confidential legal advisor to the First 5 LA Board of Commissioners, various committees and sub-committees, the Executive Director, Leadership Team and First 5 LA employees, as needed.
2. Advise First 5 LA regarding the conduct of all Commission meetings, conflict of interest laws, and compliance with all governing statutes as well as labor and personnel issues.
3. Attend Commission Board Meetings (typically held on the second Thursday of the month), special Board Meetings (called as needed), closed Board session meetings, weekly meetings with the Leadership Team, and additional meetings and conference calls as requested.
4. Review and provide guidance on Commission Meeting agendas as needed.

5. Perform legal research, prepare/assist in the review of legal documents and provide legal advice for First 5 LA which may include, but not is limited to the following areas: ordinances and resolutions, forms, compliance documents, audit requirements for the state First 5 Commission, policies and procedures, contracts, deeds and other related documents and adherence to Proposition 10 requirements.
6. In addition, the firm will provide counsel in the following areas: public records requests, records retention and destruction, the Brown Act, human resources, employment law, conflict of interest, procurement and appeals, leases, property acquisitions, public works projects, data sharing and all related federal/state privacy laws (e.g. HIPAA Compliance, patient consent form review, and data sharing agreements), and lobbying compliance.
7. Assist First 5 LA in legal aspects of federal and state grant processes.
8. Advise of any applicable new laws and regulations in which First 5 LA must comply with (e.g., legal counsel notified First 5 LA when the State issued Executive Orders and passed laws related to COVID-19).

9. Respond in a timely manner to inquiries from First 5 LA recognizing that they will vary by the nature of the request or issue.
10. Negotiate contracts as needed by First 5 LA.
11. Represent First 5 LA in administrative hearings and court proceedings.
12. Represent First 5 LA on issues that may involve other public agencies.
13. Represent First 5 LA in civil litigation and criminal law actions in which First 5 LA is a party, and/or work in collaboration with other attorneys or representatives of First 5 LA's liability insurance carrier
14. Provide training as requested to keep Board of Commissioners and staff abreast of current developments with applicable law
15. Coordinate or work with other attorneys/firms as needed and as directed by First 5 LA



Terms of the Project

- Funds will be granted through invoices based on incurred expenses.
- The selected contractor will be compensated at an hourly rate commensurate with its experience and compensation history.
- The selected contractor is responsible for supplying all business equipment needed to carry out its duties (e.g., computer, printer, internet access, etc.).
- The selected contractor will be responsible for maintaining a daily log to capture time spent on activities.

- A final budget will be negotiated once a firm has been selected.
- The initial contract term may be for five years with an option to renew the contract for up to five additional years at First 5 LA's sole discretion.
- Final amount and length of contract will be negotiated with the selected proposer and subject to final approval by the Board of Commissioners.
- The duration, extension, renewal, and amendment of the contract is contingent upon the First 5 LA Board of Commissioner's approval.
- This will be a time and materials contract.

The background is a solid red color. A large white circle is positioned in the upper-left quadrant, and a smaller blue circle is in the lower-right quadrant. The text is centered within the white circle.

3. Eligibility Requirements and Desired Qualifications

Proposals will be considered from law firms that meet the following minimum requirements:

- A. Must have a physical presence in Los Angeles County.
- B. Must have experience providing legal services for public entities.
- C. Proposers shall not currently represent the County of Los Angeles, any County Department and/or a Special Commission of the County. Neither the proposer nor the attorneys (including proposed subcontractors) shall currently have, nor will they have, any conflict of interest with the Commission. Any perceived or potential conflict of interest shall be disclosed in the proposal.
- D. The proposer must have a proven track record of adhering to required standards of professional conduct and ethics and in rendering sound legal advice with suitable objectivity and professional detachment.
- E. The proposer's attorneys serving in this engagement shall be admitted to practice in the State of California and in good standing with the State Bar of California.

Additional eligibility requirements include:

F. The selected firm shall provide the legal services listed under Section IV. Scope of Work through a lead attorney and through at least one (1) other qualified attorney. The proposer shall have within its firm or through an established “of counsel” relationship at least one other “qualified attorney” available to render advice and otherwise represent the interests of First 5 LA when the lead attorney is unavailable. In this context, “qualified attorney” shall mean another lawyer who substantially meets the minimum qualifications set forth herein for the proposer and described in Section V.A – E Eligibility.

G. Proposers, in some combination of the lead attorney and the other qualified attorney at the firm, shall have at least 15 years of experience representing public entities.

H. The lead attorney must be available to attend Commission Board Meetings, special Board Meetings, closed session meetings, weekly meetings with the Leadership Team, and additional meetings and conference calls as requested.

The following qualifications are desired for the:

- The ideal proposer will have an understanding of and experience dealing with the legal requirements of public entities such as the State, County, and other municipalities.
- In addition, the ideal proposer will be experienced in the areas of First 5 County Commissions, procurement, contracting and appeals, civil litigation, and criminal law.

The background is a solid red color. A large white circle is positioned on the left side, containing the text. A smaller blue circle is positioned on the right side, partially overlapping the white circle.

4. Required Documents and Selection Process

Proposers must submit the following required documents through the online application system in order to be eligible for this RFQ.

- 1. Online Application
- 2. Cover Letter (3 pages maximum)
- 3. Disclosures
- 4. Narrative (6 pages maximum)
- 5. Résumés/Curriculum vitae
- 6. Proposed Budget
- 7. References (at least three)
- 8. Litigation and Contract Compliance Form (Appendix – D)
- 9. Business License.

- An application checklist is provided as Appendix A. The checklist outlines all items to be provided in response to the Legal Services RFQ. This checklist is for applicant use only and does not need to be submitted to First 5 LA.
- Omission of any document/form will constitute an incomplete proposal and may be grounds for disqualification. 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 before submitting your proposal.

- Unless explicitly requested in Section IX. Required Documents, please do not attach additional cover pages to the required documents.
- Unless explicitly requested in Section IX. Required Documents of the RFP, 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.

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://www.first5la.org/news-resources/funding-center/>

To access the online application for the Legal Services RFQ navigate to the RFQ page and follow the “How to Apply” instructions. The application is available at:

https://www.GrantRequest.com/SID_725?SA=SNA&FID=35355

DEADLINE TO APPLY

An application packet complete with required documents must be received by First 5 LA no later than 5:00 p.m. PST on August 27, 2021.

HOW TO APPLY

To respond to this RFQ, please submit your proposal and all required documents through the online application system designated by First 5 LA by no later than 5:00 p.m. PST on August 27, 2021, by taking the following steps:

Step 1: Create a user account by clicking [here](#).

Step 2: Once a user account has been created, click [here](#) to access the application.

Step 3: Once an application has been started, click [here](#) to modify and/or submit your application. Please do not create a new application once you have started your application.

For help with the online application click [here](#) or contact Marilu Guzman at mguzman@first5la.org.

Applicants 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 is submitted, proposers cannot make edits.

Cover Letter: Please submit a cover letter (3 pages maximum) expressing interest in responding to the RFQ and signed by an individual authorized to bind the proposing entity. Clearly include the legal name of the firm, business address, contact information including e-mail address of the executive official and the person responsible for preparing the proposal (if different). Please address the lead attorney's availability in attending the meetings listed under Section V.H.

Disclosures: Proposer must disclose if the firm, or any of the attorneys employed by the firm, have ever been successfully sued for malpractice, been the subject of complaints filed with the State Bar, or had discipline imposed by the State Bar. Please provide information on the nature of the incident and the dates of which the matter began and was concluded as well as the outcome. In addition, the firm must disclose any perceived or potential conflict of interest.

Narrative: Please include a narrative (6 pages maximum) with answers to the prompts listed in the RFQ and noted in the following slides:

- 1. Overview and History:** Provide a general overview of the firm's history including:
 - Date established
 - Number and location of employees
 - Description of types of services/areas of expertise offered.
 - If subcontractors are proposed, the same information should be included for all subcontractors.

2. **Qualifications:** Describe the law firm's experience and expertise:

- Identify by name (address and telephone if different from above) the proposed attorneys who will serve on this engagement, including the lead attorney and other qualified attorneys.
- Include the names of the individuals proposed and a thorough description of the skill, education, knowledge, and relevant experience as well as certifications or other professional credentials that clearly demonstrate how the individuals are experts in the area(s) identified.
- Address how the firm and proposed attorneys meet the needs outlined in the Section IV – Scope of Work of this RFQ.
- Describe the specific relevant experience of each proposed attorney within the areas of expertise listed in Section IV.F – Scope of Work.
- Identify any areas of the law where you restrict your practice, or are not certified. For any such areas of the law, describe how you will solicit expertise externally.
- Describe the firm's experience with Proposition 10 related issues, if applicable, or clearly explain how the proposer plans to support a public entity such as First 5 LA.

Résumés: Please attach résumés or curriculum vitae for each attorney identified in the Narrative.

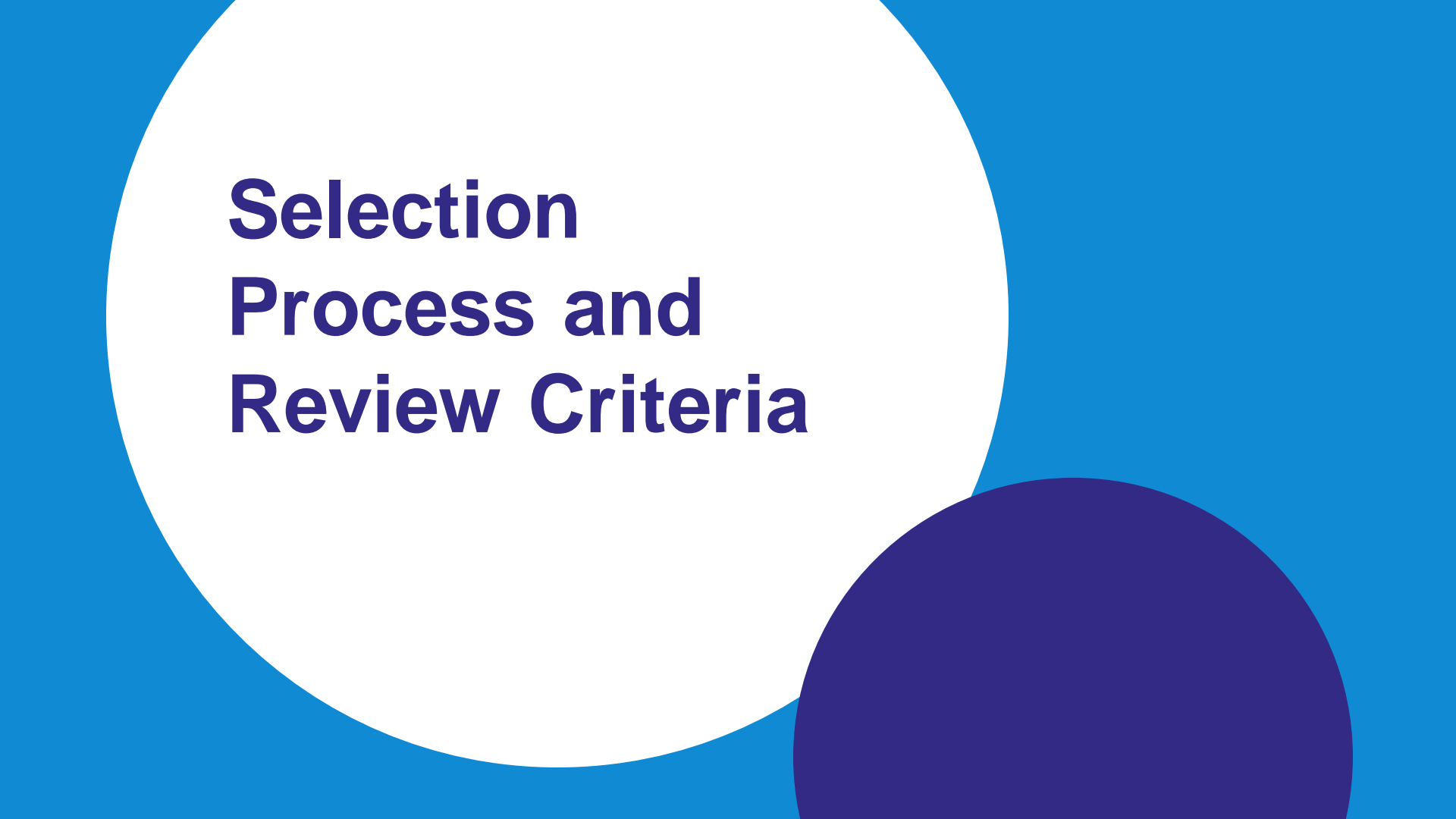
Proposed Budget: Please provide the following information:

- List the names and hourly rates for all proposed attorneys who will serve on this engagement.
- List the names and hourly rates for all proposed attorneys who will serve on this engagement.
- If you propose to bill for services provided by paralegals, clerical staff, or other non-attorney personnel, list by title and by hourly rate for each position for whom you may bill.
- Provide a complete listing of all charges you intend to impose as incurred costs (e.g., copy charges, telephone charges, fax charges, mileage charges and the like.
- Indicate the increments of time for billing.
- If the firm would like to propose an alternative fee arrangement, please describe and explain the proposed fee arrangement.

References: A list of *at least three* (3) current or former references for which the bidder has performed similar work.

Litigation and Contract Compliance Form (Appendix D): Please read the information on the required Litigation and Contract Compliance form thoroughly and include a signed copy by the proposal deadline. If you checked “Yes” to any of the questions on this form, please explain whether this will impact the project on this solicitation. Omission of the form will constitute an incomplete proposal and may be grounds for disqualification.

Business License: Please attach a copy of your business license as required by law.



Selection Process and Review Criteria

First 5 LA will review the proposers based on the multi-stage review process detailed below. Proposal must score satisfactorily in each level of review in order to move on to the next level of review or for final selection, as applicable.



Level 1 Internal/Administrative Review:

First 5 LA will evaluate all proposals for completeness and minimum requirements. Basic requirements include: timely receipt of proposal, submission of all required attachments, and adherence to eligibility requirements. 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 Litigation and Contract Compliance form and a review of any compliance issues under any existing and past agreement with First 5 LA. If applicable, First 5 LA will evaluate past and current performance under a First 5 LA agreement to inform Level 1 review. 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, a review of the firm's status with the State Bar, complaints, and past or current involvement in litigation. This includes a review and assessment of the disclosures in Section IX.3.

Level 2 Proposal Review:

Proposers that pass Level 1 review will proceed to Level 2 review. Internal reviewers with experience using the legal services required by First 5 LA will review and score proposals. Prior to beginning their review, reviewers will be assessed for conflicts of interest with proposers, and sign a Conflict-of-Interest form to certify that there are no conflicts of interest. Internal Reviewers will score proposers using the review tool listed as Appendix C - Level 2 Review: Proposal Scoring Criteria. Reviewers will participate in a calibration session prior to finalizing scores. The highest scoring proposer(s) in Level 2 Review will proceed to Level 3 Review.

Please refer to the Review Tool (Appendix C – Level 2 Review: Proposal Scoring Criteria).

Level 3 Interview

Highly scoring proposals from Level 2 Review will proceed to Level 3 Interview. Interview questions will be developed based on information provided in the proposal and include questions for clarification. Only key personnel on the proposed RFQ can participate in the interview. Key personnel should include the lead attorney, other qualifying attorney, and any attorney who will play a major role in the provision of legal counsel services. 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 virtually via zoom or via conference call. Reviewers will be assessed for conflicts of interest with proposers and sign a Conflict-of-Interest form to certify that there are no conflicts of interest. Reviewers will 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.

Reference Checks

If necessary, reference checks may be conducted. If reference checks are conducted, proposers will be notified by email and will be required to submit a minimum of three references. Information obtained through reference checks will complement the results from Level 3 Interview. First 5 LA must be able to contact a minimum of two (2) references provided by the proposer. If two (2) references cannot be reached, First5 LA may deem the proposer ineligible for this opportunity.

Award of Contract

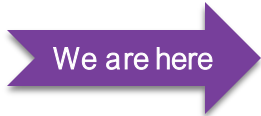
The highest scoring proposer from Level 3 Interview, in combination with information obtained through reference checks, if conducted, will be recommended to First 5 LA's Board of Commissioners for award of the contract. Proposers must score satisfactorily in the interview to be considered for award by First 5 LA staff and Board.

5. Timeline

The image features a solid red background. On the left side, there is a large white circle. On the bottom right side, there is a smaller blue circle. The text '5. Timeline' is positioned in the upper left area of the white circle.

1. TIMELINE FOR SELECTION PROCESS¹

ACTIVITY	DATE
RFQ Released	August 9, 2021
Information Session	August 17, 2021
Final date to submit questions and requests for additional information	August 19, 2021
Posting of responses to questions	August 23, 2021
Proposal Due	August 27, 2021
Interviews	September 8– 15 ¹⁶ , 2021
Contractor Selected & Submitted to Board of Commissioners for Information	October 14, 2021
Board of Commissioners Approval	November 10, 2021
Contract Start Date	December 1, 2021



¹ Note: Dates are subject to change at First 5 LA’s sole discretion.

Meeting	Tentative Scheduled Date & Time
Interview # 1	Tuesday, 9/14 from 9:00 – 10:00 AM
Interview # 2	Wednesday, 9/15 from 4:00 – 5:00 PM
Interview # 3	Thursday, 9/16 from 9:00 – 10:00 AM

Note: Dates are subject to change at First 5 LA's sole discretion.

Q&A

mguzman@first5la.org

1ST  LA
first 5 la
Giving kids the best start

