

COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH

REQUEST FOR INITIATIVES: PLACE 2007—01

**DIVISION OF CHRONIC DISEASE AND INJURY PREVENTION:
Policies for Livable Active Communities and Environments
(PLACE) Program**

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I. TENTATIVE SCHEDULE OF EVENTS

August 17, 2007	-	4 p.m.	RFI available on www.lapublichealth.org/place
August 20, 2007	-	9 a.m.	RFI available for in-person pick-up
September 6, 2007	-	4 p.m.	Deadline for receipt of written inquiries to DPH
September 11, 2007	-	9 a.m.	Bidders' conference
October 5, 2007	-	10 a.m.	Deadline for receipt of Letter of Intent
November 13, 2007	-	10 a.m.	Deadline for receipt of full proposal
December 3 – 12, 2007			Mandatory site visits to top-scoring Applicants (Required partners must attend)
January 2, 2008			Applicants notified of funding decision
February 1, 2008			Anticipated effective date of new contracts

Note: A Glossary of Terms is provided at the end of this document. A term defined in the Glossary is marked with an asterisk (*) the first time it appears.

II. BACKGROUND

Purpose

Policies for Livable Active Communities and Environments (PLACE) grants are intended to promote changes in the built environment* (i.e. street level design and community design*) that make it easy for people to incorporate physical activity* into their daily lives. According to the American Planning Association, the built environment refers to "improvements that form the physical character of the city." Examples include the streets, parks, and transportation that make up our communities.

Auto-oriented community design has contributed to a decrease in routine physical activity such as walking and bicycling among community residents. Barriers to what used to be "everyday exercise" include long travel distances; missing or narrow sidewalks; lack of access to paths and parks; lack of useful and appealing destinations; and neighborhoods that are unsafe due to traffic or street violence.

Successful PLACE Applicants will develop and maintain interdisciplinary partnerships that will work towards the long-term goal of increasing levels of physical activity among community residents. Together successful Applicants and their partners* will utilize innovative approaches that increase access and reduce barriers to routine physical activity. Successful Applicants are required to pursue **policy change efforts** (i.e. land use*, zoning*, street standards*, general plans*, etc.) and **physical projects*** that will make improvements to the built environment (i.e. such as bike lanes, sidewalks, trails, traffic calming, lighting, green space, public playgrounds, parks, etc.). Together, these activities are described in this RFI as "the initiative". Policy change efforts and physical projects must be related to ensure that initiative components strengthen and reinforce each other.

Grant funds are intended primarily to support a designated initiative coordinator who will lead the initiative's efforts related to policy change and improvements to the built environment. While both elements are required components of the grant, the intentions of this Request for Initiatives (RFI) are to implement long-term policy change and to set efforts in motion that will improve the built environment in a city/community. Therefore, applications should be weighted toward policy change, with the majority of the coordinator's time spent on policy change efforts, and the remaining time spent on planning, organizing and/or fundraising for a physical project related to the initiative's policy change efforts. As a way to promote physical activity in communities, increase support for active lifestyles, gain allies for the initiative's goals, and reduce fears associated with crime and outdoor activity, successful Applicants are required to collaborate with organizations conducting programs (i.e. bike and walking clubs, neighborhood watch programs, walking school bus programs etc). However, unlike many public health efforts, this RFI is not about developing or providing direct program services; rather, the emphasis is on changing the policy environment and the built environment in our cities and communities. In addition, it is expected that PLACE grants will increase community capacity*, readiness, and advocacy* for environments that make physical activity a routine aspect of daily life.

The Department of Public Health (DPH) considers this a pilot project. As such, DPH will regularly convene successful Applicants as part of a learning network to discuss strategies, tactics, best practices, and to bring in subject matter experts that will provide technical assistance* to successful Applicants as needed.

Public Health Problem

Over the last ten years the average weight of Los Angeles County adults has steadily increased and has been accompanied by rising rates of obesity and diabetes. The prevalence of childhood obesity has also increased, raising the risk of other adverse health effects such as early onset of hypertension, and type 2

*See Glossary

diabetes. Engaging in regular physical activity is one of the most effective ways to prevent these and many other chronic conditions including cardiovascular disease, colon cancer, osteoporosis, and depression. However, almost half of LA County adults do not get recommended levels of physical activity and 38% define themselves as inactive. These sedentary lifestyles have a profound impact on both rates of premature death and years of healthy life lost in the county.

Even small improvements in physical activity significantly reduce the risk of developing a chronic disease; in fact, the greatest improvements in health status are seen when people who are least fit become even moderately physically active. In order to achieve these potential gains, opportunities for physical activity need to be accessible and easily integrated into the everyday life of more Los Angeles County residents. However, recreational activities such as going to the gym require a high level of motivation and may not be sustained over time. Communities where residents can easily walk to the store and their children can walk or bike to school can help to integrate regular physical activity into residents' daily routines.

Evidence suggests that improving community and street level design is an effective way to increase physical activity among residents. Improvements to the built environment such as making it safe and pleasant to walk in a neighborhood through improved street lighting, traffic calming measures, and sidewalks or walking trails are effective strategies for increasing physical activity. Based on this evidence, this RFI will promote policy change and built environment change related to street level and community design that will make it easy for people to incorporate physical activity into their daily lives.

Such principles of healthy community design have also been seen in many cities' approaches to addressing the growing needs of an aging population in the United States. Family-centric strategies include promoting social and physical environment changes which allow families to enjoy health oriented leisure time together (walking, biking, or going to the park) and allow seniors to "age in place" by creating communities where it is possible to get around without a car – by walking, biking or taking public transportation.

III. AVAILABILITY OF FUNDS

The PLACE Program intends to fund up to five initiatives described in this RFI for a period of three years and five months. These services are supported by County general funds. Any resultant contracts will be effective on the date of approval by the County Board of Supervisors, anticipated to be on or about February 1, 2008. Organizations receiving awards will be eligible for three one-year renewals through June 30, 2011, which may be exercised at the sole discretion of the Director and are based on performance, continued availability of funds, and approval by DPH and the County Board of Supervisors. In accordance with County policy, DPH will review various factors in making funding recommendations to the County Board of Supervisors. These include the quality of the proposed initiative; qualifications demonstrated during site visits to top scoring Applicants; and geographic distribution across the County. It is anticipated that no more than one Applicant will be funded in any given Service Planning Area[♦], although DPH reserves the right to redirect funding at its discretion, if to do so is in the best interests of the County. Of the up to five funded initiatives, no more than two from the County's unincorporated areas will be funded.

[♦] Los Angeles County is divided into eight different Service Planning Areas (SPAs). Because only five grants will be awarded, not all SPAs will receive funding. For a map of cities by SPA, see: <http://www.lapublichealth.org/epi/docs/CHR-Cities%20and%20Communities%20Map.pdf>

Funding for PLACE Grants

Up to five partnerships will be funded at approximately \$100,000 per year

DPH intends to fund up to five Applicants for three years and five months, as follows: the initial five-month term will be funded at up to \$43,750; the second and third terms will be funded at up to \$105,000 per year; and the final term will be funded at up to \$100,000 per year (see chart below).

<u>Term:</u>	<u>Time Period:</u>	<u>Maximum Funding Amount:</u>
1	5-month period from 2/1/08-6/30/08	\$43,750
2	12-month period from 7/1/08-6/30/09	\$105,000
3	12-month period from 7/1/09-6/30/10	\$105,000
4	12 month period from 7/1/10 – 6/30/11	\$100,000

Successful Applicants and their partners will have a high level of readiness to begin implementing their initiative. This will include a well-reasoned plan for developing and implementing policy change and plans for a related physical project that will increase physical activity in their city/community. In addition, successful Applicants will already have secured community, city and required partner support regarding their initiative.

Each of the funded Applicants may receive an additional \$20,000 for capital expenses

In addition to the funds described above, each of the Applicants selected through this RFI process will have the opportunity to receive a one-time sum of an additional \$20,000 for capital expenses, at the discretion of the Director, to defray capital costs associated with their physical project(s). The physical project must be related to the policy change effort being pursued and must be located *within* the same city/unincorporated area where policy change efforts occur. (Additional eligibility and minimum requirements can be found in Section VIII). These funds are for capital expenses only and will not be made available until improvements to the built environment begin (i.e. DPH will reimburse in arrears once initial costs have been expended.) DPH intends for these funds to serve as seed money to help successful Applicants leverage additional funds for their physical project, recognizing that the \$20,000 is likely to be a small portion of the total amount required. Capital expenses do not include items such as computers, desks, or office space; rather, they refer solely to costs associated with the construction of sidewalks, crosswalks, trails, bike lanes, kiosks, signage, wayfinding supports, etc.

Technical Assistance

Through a different funding process, DPH will also fund a technical assistance (TA) coordinator to provide support to successful PLACE Applicants. The TA coordinator will sub-contract with a pool of experts who can serve as consultants to the initiative, e.g. walkability experts, traffic engineers, zoning code experts, etc. As part of Phase I: Preparation for the Initiative, successful Applicants will determine their overall TA needs for the initiative and will have the opportunity, assuming contract renewal, to identify additional TA needs in subsequent years. DPH will work to meet the TA needs of each successful Applicant to the best of its ability and within reasonable limits by bringing in TA consultants for educational presentations during learning network meetings and for one on one consultation. Although TA consultants will not be available on an unlimited basis, the County will work to meet TA

needs within reasonable limits, based upon the availability of funds and the TA needs of all successful PLACE Applicants.

Professional Development: Conferences and Trainings

DPH will encourage Successful Applicants to attend conferences and trainings to support employees' professional development related to the needs of the initiative. Successful Applicants will be permitted to spend up to \$2,000 in Term 1 and up to \$5,000 in the remaining Terms, out of their total allocation of funds, to participate in conferences and trainings. (However, due to funding limitations, note that the total funding available during Term 4 will be reduced from \$105,000 to \$100,000. As a result, Successful Applicants electing to attend conferences and trainings in the last Term of the grant will need to reduce funding in other line items). Site visits to other communities that have conducted similar initiatives and that have relevant expertise to share are allowable forms of training. Only employees of the Applicant agency and employees of subcontractors who are working on the initiative are eligible to use these funds.

Contract Term

DPH plans to have an overall contract term of a period of three years and five months, subject to changes in local, state, and federal resources, beginning on or about February 1, 2008 through June 30, 2011. The contract term shall include one initial term of five months and three one-year renewal options, which may be exercised at the sole discretion of the Director and are based on demonstrated performance, the continued availability of funds, and approval by DPH and the County Board of Supervisors. The contract shall commence upon approval by the Board of Supervisors.

Contract terms will cover the following periods: **Term 1** (February 1, 2008 – June 30, 2008); **Term 2** (July 1, 2008 – June 30, 2009); **Term 3** (July 1, 2009 – June 30, 2010); and **Term 4** (July 1, 2010 – June 30, 2011).

IV. RATIONALE, GOALS AND OUTCOMES
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Rationale for Approach

Limited resources for public health means that what is available must be used as efficiently as possible. When determining resource allocations, DPH therefore relies on the best evidence to date regarding what works in bringing about change. An excellent reference for such decision-making is The Guide to Community Preventive Services (“The Community Guide”, www.thecommunityguide.org) developed by the Centers for Disease Control and Prevention, which synthesizes a vast body of research into findings of what has produced results in public health.

The strategy employed by this RFI is to make physical activity the *easy* choice for residents through policy change and changes to the built environments where we live, work and play. Strategies selected for this RFI are supported by evidence from the Community Guide. The evidence suggests that the following strategies are effective at increasing physical activity:

- Street scale community design and land use improvements in small geographic areas (i.e. a few city blocks), such as improved street lighting and traffic calming measures.
- Community scale design and land use improvements in urban areas of several square miles, i.e. proximity of residential areas to stores, jobs, schools, and recreation areas, continuity and connectivity of sidewalks and streets, and aesthetics and safety of the environment.

- Creation of or improved access to places for physical activity, combined with distribution of information, such as creating walking trails, or providing access to nearby existing facilities, combined with information, support, training, programs, etc.
- Point of decision prompts that encourage people to use the stairs instead of the elevators or escalators, describing a health benefit from taking the stairs, or reminding people that an opportunity for physical activity is at hand.

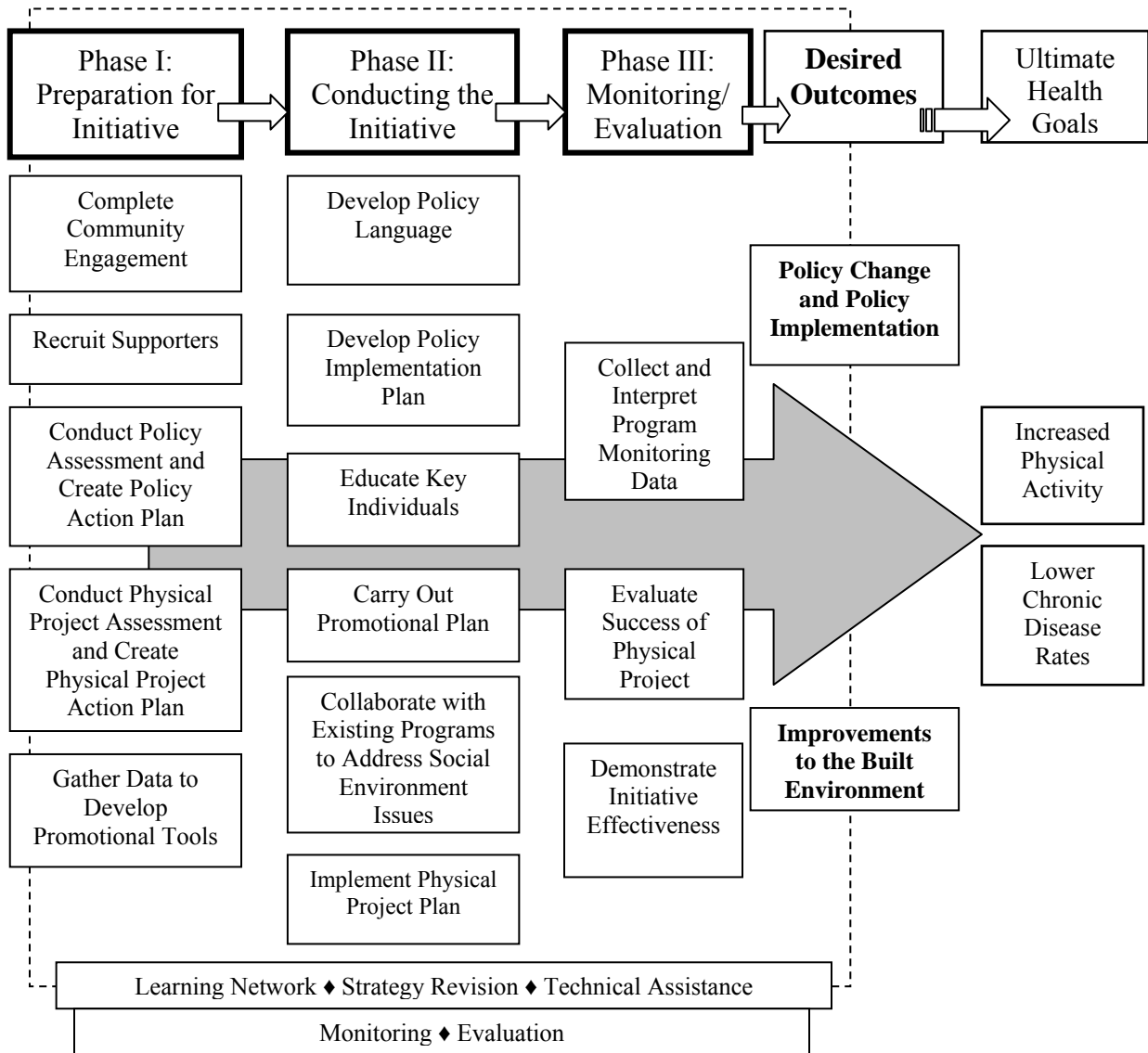
Goals and Desired Outcomes

Every community has different needs, every neighborhood has a particular built environment and every city has a policy history all its own. Each successful PLACE Applicant is expected to design an initiative that is most likely to achieve the desired outcomes of the grant and is responsive to their specific community needs. DPH is seeking applications that are both ambitious and realistic, and that provide a well-reasoned and compelling explanation of how the initiative will achieve both the desired outcomes and health goals of the grant. During the proposal review process extra points may be given to proposals that focus their initiative in areas of high need.

The ultimate health goals of PLACE grants are to increase rates of physical activity and reduce rates of chronic disease among LA County residents. To achieve these long-term goals, successful PLACE Applicants will increase access and reduce barriers to physical activity by working toward two desired outcomes during the funding period: 1) policy change and policy implementation and 2) improvements to the built environment through a related physical project. Positive mid-term changes are also expected during the funding period as successful Applicants make progress toward the desired outcomes of the grant. These include increased support for physically active lifestyles, increased community capacity, and increased collaboration and cooperation between local governments and communities.

Logic Model

The following logic model demonstrates how initiative activities will lead to the desired outcomes of the grant, and ultimately to an improvement in health and healthy behaviors. Successful Applicants are expected to make significant progress toward the desired outcomes within the grant-making period although initiative activities may not evolve in a linear fashion. (Note: although coordinating the partnership does not appear on the logic model, it is recognized that this is also an important initiative activity.)



Examples of Possible Initiatives

As stated previously, successful Applicants will work toward developing and implementing policy change and a related physical project that makes improvements to the built environment. While developing their initiatives, Applicants should keep in mind that grant funds are intended primarily to support an initiative coordinator, to lead the initiative’s efforts. A majority of the coordinator’s time should be spent on policy change efforts, with the remaining time spent on planning, organizing and/or fundraising for a physical project related to the initiative’s policy change efforts. Initiative proposals where policies have already

*See Glossary

been passed but still require implementation will also be considered. In such cases proposals must explain why implementation has yet to be completed and a well-designed policy implementation action plan must be provided during the early stages of the initiative. The following examples of possible initiatives are provided to assist Applicants in developing their grant proposals. With the exception of schools, Applicants are not limited to the suggestions provided (see Section VIII: Eligibility and Minimum Requirements for limitations regarding school Applicants).

Initiative Example 1: Community-Based Organization Applicant

Community-based organization A, a non-profit based in a low-income neighborhood of the city, forms a partnership with the city, business associations and other community-based organizations to create a four-mile community walking and biking path along unused rail lines running through the community. The community-based organization feels confident in gaining community support for the initiative because a preliminary assessment revealed that some neighborhood residents currently walk along the rail lines due to the shortage of parks. The partnership will focus its policy change efforts on transferring the right-of-way from a railroad company to the city. Community-based organization A will engage neighborhood residents in designing the key aspects of this much needed linear park and how to link it to major public transit stops. For its physical project, the partnership will improve the current walkability of the rail lines by installing cross walks at three major intersections to improve safety. To promote more physical activity along the rail lines and address issues of neighborhood safety, the partnership will link with a local YMCA that organizes walking clubs in the area.

Initiative Example 2: City Applicant

City B has recognized a community need for more walking and biking routes. The city teams up with a local community-based organization that has a strong reputation for promoting pedestrian and bicycle safety. The partnership will create a new city-wide policy promoting “complete streets”—streets that are designed to meet the needs of all users – not just vehicles. This policy change effort will entail working with city planners, engineers and transportation experts to revise the city’s zoning codes and design standards to emphasize safe access for pedestrians and cyclists.

For its physical project, the partnership will work with community residents, organizations and businesses in one neighborhood where the streets are particularly unfriendly for cyclists. The physical project will add bike lanes along a major boulevard. The partnership plans to link with a local community-based organization that will organize group ride programs and distribute bicycle safety items such as helmets.

Initiative Example 3: School Applicant

The Principal from Elementary School C creates a partnership with the city and a local community-based organization dedicated to increasing physical activity among children. The partners organize parents, students, and teachers to conduct a number of walk audits to determine the current status of pedestrian routes to the school. Their walk audits reveal several impediments to safe walking, including speeding cars, dangerous intersections and inadequate sidewalks. The partnership believes that all elementary school students in the district should have the opportunity to walk or bike to school and decides to seek a school board policy proclaiming that Safe Routes to School be established within five years for all elementary schools. Once the policy is passed, the partnership will help establish Safe Routes to Schools programs* district wide, including at Elementary School C. This policy change effort will include capacity building activities in individual schools within the district to help promote and implement the Safe Routes to School programs.

The walk audits also identified one intersection two blocks from Elementary School C that is particularly unsafe for children. For its physical project, the partnership will work with the city’s public works and

*See Glossary

transportation departments to narrow the streets of the intersection, increase the crossing time and install count-down numbers on green lights. The partnership will link with a local community-based organization to organize “walking school bus” events to encourage groups of parents and children to walk together to school as well as teach pedestrian and bike safety in school classrooms. In addition, the partnership will collaborate with the local police department to increase foot patrols along the route students take to school during pre-school and after-school hours to address safety concerns.

Additional Examples of Policy Change Efforts and Related Physical Projects

The chart below provides additional examples of policy change efforts and related physical projects. This list is not exhaustive nor does it represent the only policy change efforts and related physical projects that will be funded. It is recognized that there are different options for physical projects related to policy change efforts. Policy change efforts and related physical projects need to be sufficiently complex to merit funding. Some of the following ideas are not sufficient by themselves and, if selected, would need to be expanded or combined with other ideas to create a full initiative. The examples are not listed in any order of preference.

Examples of Policy Change Efforts	Examples of Related Physical Projects
Develop a health element in a city’s general plan OR incorporate health policy goals into existing general plans OR create a pedestrian or bicycle master plan, OR adopt a pedestrian charter to promote safe walking in a city	Place signs that indicate location of trailheads; or provide secure bike storage and other pedestrian and cyclist facilities including showers and lockers etc., or provide attractive and safe streetscapes through lighting, landscaping, and signage
Establish neighborhood traffic calming plans throughout the jurisdiction to slow traffic and maintain neighborhood safety	Develop traffic calming measures including traffic circles and medians
Develop “complete streets” initiatives that call for accommodating all users of the road	Increase walkability and pedestrian safety by widening sidewalks; developing pedestrian islands; or narrowing major boulevards; OR enhance bike access by developing or improving bike lanes
Institute policies that create a safe, connected street network	Link an existing pedestrian walkway with a city park and improve lighting for added security, or create a regional bicycle/pedestrian network to link neighborhoods, commercial areas, parks, & schools
Improve access to public transportation (more transit options, more routes, improved service, incentives, etc.) and develop transportation policies that get people out of their cars	Improve public transit by providing shelters, benches, lighting, bike racks, or other improvements to transit stops
Revise development codes, zoning ordinances or design guidelines and implement them in new projects so that residents can easily get around without a car	Create unique, mixed-use commercial centers or districts close to residential areas or create local walking destinations, such as a plaza or downtown area for events
Develop and implement Safe Routes to Schools programs, including seeking city/district policy support for the program city/district wide	Provide crosswalk striping, stop signs, and traffic signals to calm traffic around school
Develop joint-use/community-use* agreements with schools to extend use of physical activity space such as playgrounds and fields to the public; and secure funding for maintenance, utilities, security etc.	Make school playground improvements and open them up for community use after hours
Ensure that parks, trails and greenways are included in master plans and establish new green space within walking distance of residential areas	Develop new or existing green spaces in a community that increase access to physical activity opportunities
Develop “railbanking” or land acquisition agreements to convert old rail corridors to trails	Convert old rail corridors to walking paths or trails
Develop mixed-use and transit oriented development policies that locate affordable housing in proximity to transit hubs	Build sidewalks, bike lanes, or trails that link affordable housing and transit hubs or create green space near affordable housing

*See Glossary

V. SOCIAL ENVIRONMENT CONSIDERATIONS

PLACE Applicants should consider the social environment when developing their proposals and implementing their initiatives, particularly their physical projects. The social environment has varying effects on an individual's inclination or ability to engage in physical activity. Fear of crime and violence, for example, may keep residents indoors or prevent parents from allowing their children to walk or bike to school. Contrastingly, communities with programs that help foster behavior change, such as walking clubs, neighborhood watch, or buddy systems, can help to promote physical activity. While successful Applicants may not use funds for existing programs or to create new programs, they are required to link with existing community programs with complementary goals. The purpose of this linkage is to build public support and understanding for the initiative, and to promote programs that increase social support for physical activity or that address crime and perceptions of crime as a barrier to increasing physical activity. Programs should be located where the physical project will take place. Linking with existing community programs may include collaborating with local entities to improve community safety.

VI. GENERAL PHASES OF INITIATIVE

This section provides an overview of how successful Applicants will organize the work of their proposed initiative into phases. For a more detailed outline of activities by phase, refer to the Scope of Work Form (Appendix C).

PHASE I: Preparation for the Initiative

Overview of Phase I Activities

- Engage community
- Complete a policy assessment
- Complete a physical project assessment
- Recruit additional supporters* who will make the initiative a success such as policy decision makers, leaders of local programs, and community residents
- Develop action plans for adoption of proposed policy and implementation of related physical project
- Identify technical assistance needs
- Gather data and information needed to develop promotional materials
- Participate in ongoing performance monitoring and evaluation activities

Once contracts are signed, Phase I begins. This phase consists of various activities that will prepare the partnership for carrying out the initiative. Successful Applicants will have support from community stakeholders such as key community leaders and local non-profit community-based organizations that represent the community. Some Applicants will already have completed a comprehensive community engagement process at the time of applying. Others, while able to demonstrate sufficient community support for a successful initiative, will still need to further engage the community for specific input regarding the proposed initiative (for example, a bicycle advocacy organization already knows their community wants and will use additional bicycle routes, but needs specific information about where to put them). These activities will take place during Phase I.

During Phase I, successful Applicants will also complete an assessment of the policy change effort and physical project, recruit additional supporters, and identify all technical assistance needs for the upcoming initiative. Among the deliverables in Phase I are two separate action plans. The first is a comprehensive plan for securing the adoption of the proposed policy, and the second is a plan for completing the physical

*See Glossary

project. The action plans will contain milestones and timelines designated by successful Applicants that mark the progress of the initiative and serve as performance monitoring indicators. Action plans will be updated and/or completed annually for each funded contract term.

PHASE II: Conducting the Initiative

Overview of Phase II Activities

- Develop policy proposal and develop policy language
- Develop plan for implementation of policy, for use once policy is approved
- Conduct promotional activities
- Hold educational meetings with influential individuals
- Once policy is approved, lead or be involved in implementing the policy, as appropriate
- Link and collaborate with existing community program(s)
- Implement physical project action plan
- Continually evaluate and revise strategies
- Utilize technical assistance, as needed
- Continue engaging community to ensure support
- Participate in ongoing performance monitoring and evaluation activities

While Phase I lays the groundwork for success, Phase II is the actual implementation of the initiative. In this phase, successful Applicants will implement the action plans developed in Phase I, with the goal of getting the proposed policy adopted and implemented as well as initiating and/or completing the physical project. Therefore, activities in this phase include drafting the language for the policy proposal, holding educational meetings with influential individuals, carrying out promotional activities, collaborating with existing programs that have complementary goals, and implementing the physical project plan. Continual evaluation and revision (if necessary) of the initiative's strategies are likewise important parts of Phase II. Finally, throughout this phase, successful Applicants may take advantage of DPH's technical assistance providers.

Policy change efforts must be well researched and feasible in order to be successfully adopted and implemented. Therefore, successful Applicants will be expected to solicit input from partners and supporters when drafting policy language. They will also be expected to develop a plan for implementation of the policy by thinking through and describing how the policy will be put into practice, once approved. They will educate key individuals, such as elected officials, policy makers, city staff, and the media on the importance of both the policy and the physical project. To enhance these activities, they will develop promotional materials and media tools as needed. Successful Applicants will also collaborate with existing programs that complement the initiative's policy change efforts. An ideal program, for example, would encourage physical activity in the area where the physical improvements are being made. The outcome of Phase II is the successful adoption and implementation of the proposed policy, and the initiation and/or completion of improvements to the built environment.

Limitations

Individuals funded under PLACE grants **are not allowed to lobby**. Please see Section VII for further information regarding lobbying restrictions.

Phase III: Ongoing Monitoring and Evaluation

Overview of Phase III Activities

- Participate in DPH performance monitoring
- Submit progress reports to DPH

*See Glossary

- Collaborate with DPH on evaluation activities
- Collect and interpret data, drawing conclusions on the initiative's success

Ongoing monitoring and evaluation of PLACE grants are critical components of the initiative. Monitoring will be conducted to gauge initiative functioning and performance. Additional evaluation activities will emphasize and encourage organizational learning to determine initiative strengths, weaknesses, effectiveness, and efficient methods for optimizing success in subsequent years.

Throughout the contract period, successful Applicants will be required to participate in ongoing DPH monitoring and evaluation activities, such as monitoring tracking measures, collecting and interpreting data needed to measure the success of the overall initiative, and submitting progress reports. Applicants themselves will stipulate how success will be measured and how data will be collected. In the narrative section, Applicants are asked to define benchmarks that are descriptive in nature and serve as milestones that show progress towards reaching the desired initiative goals. Applicants are also asked to provide indicators that can be used to measure these benchmarks.

VII. USES AND LIMITATIONS OF FUNDING

Use of Grant Funds

Grant funds may be used for staff salaries, consultant fees, data collection and analysis, supplies, incentives, meetings, conferences, trainings, initiative related travel (in-state and out-of-state), and other direct project expenses. A maximum of 18.28% will be allowed for indirect costs. Up to 12% of grant funds may be used for fiscal sponsor fees; this must come out of the Applicant's indirect costs.

Funding Limitations and Exclusions

The County of Los Angeles shall in no way be liable or responsible to an Applicant or any third party for any costs incurred in connection with the preparation or submission of a Letter of Intent or grant proposal, in connection with the modification of an Applicant's operations in responding to this RFI, in connection with an Applicant's protest of the contract award process, or in connection with the contract negotiation process.

The following limitations and exclusions apply to all proposed activities:

1. Funds may not be used for lobbying activities* by Applicants or their subcontractors receiving funds as a result of this RFI. Lobbying is defined as communicating with governmental staff or officials with the intention of promoting a "yes" or "no" vote on a particular piece of legislation. (Note that this restriction does not limit Applicants from normal lobbying activities conducted with funding sources other than the PLACE grant). Advocacy activities* *are* allowed with PLACE grants. Advocacy is defined as educating elected officials, their staff, governmental employees, or the general public about the PLACE initiative and the impact of built environment and land use decisions on public health.
2. Funding may not be used for organized fund raising, political endorsements, financial campaigns, annual campaigns, political campaigns, endowment drives, solicitation of gifts and bequests, or similar expenses incurred to raise capital or obtain contributions. However, funds may be used for grant writing and other activities related to raising funds for the initiative's physical project.
3. Funding may *not* be used to subsidize individuals for costs of health care, to support clinical trials, to construct or renovate facilities, or to supplant (substitute for) funds currently being used to support similar activities.

*See Glossary

4. Funding may not be used for medical services or any other direct services that are covered benefits under public/private health coverage programs.
5. Funding may not be used for initiatives that promote religious doctrine. Faith-based organizations that address the guidelines and criteria stated in the RFI are eligible as long as the proposed initiative does not promote religious doctrine.
6. Contract cannot be awarded to an individual.
7. Under no circumstances will advance payment requests be considered.

VIII. ELIGIBILITY AND MINIMUM REQUIREMENTS

Eligible Applicants

Interested and qualified entities/organizations that can demonstrate their ability to successfully provide required services described in this RFI are invited to submit grant proposals. The following entities are eligible:

- Cities (e.g. city planning departments, city parks and recreation departments, etc.)
- California, non-profit community-based organizations with 501(c)(3) status that have been in business for more than two years. Non-profit Applicants without 501(c)(3) status that have been in business for more than two years may apply through a credible fiscal sponsor.
- California, private, for-profit organizations that have been in business for more than five years and accept the rates set forth in this document without industry mark-ups
- Schools or school districts (see school restrictions below)

Grant proposals will *not* be accepted from 1) individuals; 2) a national or state organization (local chapters of national and state organizations may apply). However, national or state organizations may participate as a partner organization.

School Restrictions

While schools or school districts are eligible bidders, they are restricted to three types of initiatives, as specified below:

- Safe Routes to Schools
- Initiatives addressing school siting*
- Policy efforts addressing joint-use or community-use of facilities aligned with physical projects that improve school grounds and open grounds to community use

Non-school Applicants proposing initiatives that are centered on schools are also subject to the same restrictions.

Minimum Requirements to Participate

1. Location

Applicants must be based in Los Angeles County and have an operational business office located in Los Angeles County on the date of grant proposal submission. Partners, including subcontractors, do not need to be located in Los Angeles County (with the exception of partnering cities, which do need to be located in Los Angeles County).

The Applicant's grant proposal must indicate the agency location; the city/unincorporated area where the proposed initiative will take place; and the community/neighborhood (i.e. the boundaries of the area) where the physical project will take place. If the Applicant is not located in the city/unincorporated area where the initiative will take place, then the Applicant must either: 1) have two years experience working in that city/unincorporated area, OR 2) partner with an organization (in addition to the city) that has been located in the city/unincorporated area for a minimum of two years and that has knowledge of and connection to the community.

2. *Relevant Experience*

City and Non-Profit Applicants

City and Non-Profit Applicants must be able to document a minimum of *two years experience in local policy efforts regarding land use or community design decisions* that 1) support the development of walkable/bikable cities and communities; OR 2) increase or improve outdoor spaces for physical activity; OR 3) increase access to non-motorized and/or public transportation.

For-Profit Applicants

For-Profit Applicants must be able to document a minimum of *five years experience in local policy efforts regarding land use or community design decisions* that 1) support the development of walkable/bikable cities and communities; OR 2) increase or improve outdoor spaces for physical activity; OR 3) increase access to non-motorized and/or public transportation.

School/School District Applicants

Applicants must be able to document a minimum of *two years experience* 1) promoting walkable, bikeable environments surrounding school(s); 2) addressing policy change related to joint use/ community use OR 3) promoting healthy school siting (i.e. close to neighborhoods and far from freeways or busy roads).

All Applicants

In addition, Applicants and/or their partners must be able to document 1) a minimum of two years experience *collaborating with local city or school officials* whose support will be crucial to the initiative's success; and 2) a minimum of two years experience *collaborating with community representatives* on policy efforts regarding land use decisions. If the lead agency is a branch of a national or state-wide organization, the branch located in Los Angeles County must adhere to the above requirements.

3. *Partnerships*

Transforming neighborhoods, cities and communities into places where physical activity is the easy choice requires diverse partnerships. Partners should be stakeholders with a passion for action and the leadership to make it happen. The most successful initiatives are likely to have the support of influential leaders, such as a strong department head (e.g. planning, parks, public works, or transportation), an enthusiastic school principal, a visionary business leader, or a supportive elected official. At a minimum, the lead Applicant is required to partner with the types of organizations specified below. Applicants and their partners will determine the best approach for how their partnership will function, however, it is important to note that the lead Applicant is ultimately responsible for fulfilling grant requirements.

Minimum Partnership Requirements

At the time of grant proposal submission, every application must include the following two partners: 1) a city OR (for unincorporated areas only) County department; and 2) a non-profit community-based organization. See chart below for additional information regarding partnership requirements.

If Applicant is:	Required partner(s) include:
City	Non-profit community-based organization AND school if initiative involves a school
Non-profit community-based organization	City (or County department in unincorporated areas only) AND school if initiative involves a school
School	City (or County department in unincorporated areas only) AND non-profit community-based organization
Private, for-profit organization	City (or County department in unincorporated areas only) AND non-profit community organization AND school if initiative involves a school

At the time of grant proposal submission, Applicants are required to submit a letter of support from their required partner(s) explaining the partners’ role, responsibilities, and support for the initiative. Letters of support must come from an individual with the authority to speak on behalf of the department/organization and who can commit department/organization time and resources to participate. Letters of support from local jurisdictions must come from the City or County Department that will be most involved in partnering on the initiative.

While required minimum partners are listed above, it is the responsibility of each Applicant to determine whether additional partners* may be needed to make their initiative successful and competitive. Additional partners may be included in the grant proposal at the time of application; they may also be added at a later date. Additional partners could include law enforcement, developers, engineers, businesses, architecture and planning firms, consultants, transportation officials, media representatives, other local health departments, hospitals, etc.

4. Subcontractors

Applicants may choose to apply for funds as a lead agency with subcontractors. Applicants are encouraged to discuss their proposed budgets with their required partner(s) and to include in their budgets an amount sufficient to defray the cost of required partners’ participation, as needed. Required partners may be subcontractors; consultants may also serve as subcontractors. Note that for the purposes of this RFI, the term “Applicant” refers to the lead agency applying for funds, regardless of whether the Applicant’s partners receive funding as subcontractors or not. There is no limit on the percentage of grant funds that may be sub-contracted.

Applicants choosing to use subcontractors must provide a description of the services to be provided by the subcontractor, along with separate budgets and budget justifications for each subcontractor.

5. Initiative Coordinator

Applicants will be required to provide one full-time (1 FTE) coordinator to direct the initiative. Although DPH will consider exceptions (for example, in the event that in-kind project coordinator staff is provided by the Applicant) a strong justification will be required from the Applicant and will require approval from the Director. It is highly recommended that the initiative coordinator is paid a competitive salary and is experienced at leading similar efforts.

6. Size and Scale

Policy change efforts should be focused within a school district(s), or city, or county department. It is recommended that physical projects be on a smaller geographic level in order to maximize the use of limited grant funds. Policy change efforts and physical projects should be related to ensure that initiative components strengthen and reinforce each other.

* See Glossary

7. *Letter of Intent (LOI)*

Applicants are required to submit a Letter of Intent following the instructions in Section X.

8. *Diversity*

DPH encourages grant proposals that address the needs of low-income communities.

IX. SPECIAL NOTICES

RFI Availability

The RFI may be obtained by:

1. Downloading a copy of the RFI from the Department of Public Health website at: www.lapublichealth.org/place on or after the release date of **August 17, 2007**. The RFI and Sample Agreement will be available in PDF form and will require Acrobat Reader. Required documents such as budgets and Scopes of Work will be available online as Excel and Microsoft Word documents. Addendums to this RFI will be posted, as necessary on this website. Note that DPH will not have a record of organizations that download the RFI or addendums to the RFI. Any future correspondence by DPH will be made only to organizations submitting a Letter of Intent.
2. Picking up a copy in person. The RFI will be available for pick up between **August 20, 2007 and Sept 4, 2007** on Monday through Friday between the hours of 9 a.m. and 4 p.m. (Pacific Standard Time). The pick up location is:

DPH Chronic Disease and Injury Prevention Division
3530 Wilshire Blvd. Suite 800
Los Angeles, CA 90010-2313
3. Requesting that a copy be mailed to you. To obtain a copy of the RFI by mail, fax a request to Elizabeth Rhoades at (213) 351-2713 with the contact person's name, agency name, email address, and address no later than 4 p.m. (Pacific Standard Time) on **September 4, 2007**. The County assumes no responsibility for mail delays, fax problems or any failure to send the RFI to all interested parties, although every reasonable effort will be made to do so. Mailed copies will be limited to one copy per prospective applicant.

Bidders' Conference

A Bidders' Conference will be held on **September 11, 2007 from 9:00 a.m. – 12 noon (Pacific Standard Time)** at:

Department of Health Services
Administration Building - First Floor Auditorium
313 N. Figueroa St.
Los Angeles, CA 90012

Applicants are strongly encouraged to attend the Bidders' Conference. Grant proposals are generally strengthened by the attendance of key staff contributing to the grant proposal's development and implementation of the initiative.

The Bidders' Conference will be held in the first floor auditorium of the DHS Administration building, located on the corner of Temple and N. Figueroa St. Limited parking is available behind the Health Services Administration building at the "5 Star Parking" lot (Lot #29) at Fremont Avenue and Temple Street (entrance on Fremont Avenue) for \$7 all day. Parking is also available at the "Parking Company of America" lot on the northwest corner of Temple and Figueroa (across from the Health Services Administration Building - entrance on Temple Street) for \$8 all day. Metered parking is also available surrounding the building.

For further information or to verify any changes to the date and/or location of the Bidders' Conference, call the DPH recorded message at (213) 351-7308 or visit our website at www.lapublichealth.org/place.

Inquiries

Only written inquiries about the RFI will be accepted and all inquiries must be received no later than 4 p.m. (Pacific Standard Time) on **Thursday, September 6, 2007**. Written inquiries will be accepted by email or fax. Inquiries should be addressed to:

Elizabeth Rhoades
Email address: erhoades@ph.lacounty.gov
Fax number: (213) 351-2713

All inquiries must include the following:

- Name
- Organization name
- Mailing address
- Email address
- Area code and phone number
- Area code and fax number
- Question(s)

Responses to Inquiries and Changes to Request for Initiatives

DPH reserves the right, at any time prior to the submission deadline, to add, delete, or modify any provision of this RFI in the form of a written addendum that will become part of this RFI. Answers to all written inquiries will be included in an addendum and all addenda to the RFI will be posted on the LA County Public Health website at www.lapublichealth.org/place. The failure of any grant proposal to address items or issues contained in or resulting from such addenda may be grounds for not reviewing that grant proposal or not recommending it for funding.

Please note that Applicants are responsible for checking the Department of Public Health website www.lapublichealth.org/place for updates and RFI Addenda that may be posted subsequent to the release of the RFI. DPH assumes no responsibility for communicating additional information to Applicants.

X. LETTER OF INTENT (LOI) INSTRUCTIONS

LOI Purpose and Due Date

Applicants are required to submit a Letter of Intent (LOI) by **October 5, 2007 no later than 10 a.m. (Pacific Standard Time)**. The purpose of the Letter of Intent is twofold: 1) to ensure that DPH receives the highest quality proposals possible by requiring that Applicants begin developing their proposals and

partnership plans early in the response period; and 2) to provide DPH with information about the level of interest in the Request for Initiatives.

LOIs will be rejected if they do not meet the following minimum requirements: 1) LOIs must propose an initiative that includes policy change efforts and an aligned physical project related to land use and community design decisions (for examples, see Section IV); 2) LOIs must answer all four narrative questions (see LOI narrative), must adhere to LOI instructions, and must be received before the deadline.

All Letters of Intent that meet the minimum requirements stated above will be accepted. Other than assessing whether LOIs meet the minimum LOI requirements, DPH will not evaluate the LOIs for content. Applicants should assume that their LOIs will go forward and continue to work on their full grant proposals.

Upon receipt of the Letters of Intent, DPH will review submissions for completeness and compliance with LOI instructions. All Applicants will receive an email no later than October 12th, 2007 with the results of the LOI review. Applicants whose LOI does not pass review will also receive a letter by U.S. mail explaining why the LOI failed the review.

LOI Cover Letter

The Letter of Intent must include a cover letter with ALL of the following information:

1. A statement that the proposal is submitted in response to RFI PLACE 2007-01;
2. The legal name, address (including zip code), and nearest cross streets of the Applicant organization applying for funds (the city, non-profit community-based organization, school, or private organization);
3. The city/unincorporated area in which the initiative will be conducted and the neighborhood or community within that geographic area where the physical project will be conducted.
4. If the Applicant is not located in the city/unincorporated area where the initiative will be conducted, then Applicant must do one of the following:
 - a. Explain how the Applicant meets the minimum requirement of having two years experience working in the city/unincorporated area, OR
 - b. Provide the name and street address of a partner organization (in addition to the city) that has been located in the city/unincorporated area for a minimum of two years and explain how the partner has knowledge of and connection to the community.
5. The name, title, telephone number (including area code), email address and FAX number of the Applicant's contact person for the RFI.
6. The name, title, and telephone number (including area code), email address, FAX number, and signature of the individual authorized to legally bind the agency, such as the Chief Executive Officer.

Note: The cover letter must be signed in blue ink

LOI Submission

Email the Letter of Intent and cover letter to Jean Armbruster, jarmbruster@ph.lacounty.gov by **October 5, 2007 no later than 10 a.m. (Pacific Standard Time)**. In addition, the original signed hard copy and original Letter of Intent narrative must be mailed (**postmarked by October 5, 2007**) to:

Jean Armbruster
Division of Chronic Disease PLACE Program
LA County Department of Public Health
3530 Wilshire Blvd. Suite 800 (8th floor)
Los Angeles, CA 90010

LOI Narrative

The LOI will not be scored and can serve as the basis for the Executive Summary that is required in the full grant proposal. The LOI should not exceed 2 pages (excluding the cover letter) and response lengths are recommended below.

1. Lead Agency Organizational Background (1/4 page)

Describe the nature of the lead agency organization, organizational mission, core programs, staffing resources, and organizational history in the local area where the initiative will be conducted.

2. Proposed Partnership(s) (1/2 page)

Identify the lead agency's required partners. Explain why these partners have been selected and the role each partner will play in the initiative. Describe the current relationship of the lead agency with these required partners. List any additional partners needed for the success of the proposed initiative, the role of the additional partners, and the current relationship of the lead agency with the additional partners.

3. Overview of Proposed Initiative (3/4 page)

Describe the proposed initiative and its short and long-term goals. What policy or policies will be addressed, developed, or modified? Explain why the proposed policy change effort is needed and how it will increase access or reduce barriers to routine physical activity. What physical project will be planned, organized, and initiated? How will this physical project increase access or reduce barriers to routine physical activity?

4. Level of Readiness and Political Will (1/2 page)

Describe the level of readiness for the proposed initiative in your city, school or district. Describe how key elected city officials, city staff, other government officials, or school district representatives (if applicable) are receptive, willing to engage and have shown past support for policies and built environment projects that promote physical activity. (If the initiative will occur within an unincorporated area, answer these questions for your relevant County department.)

<p>Note: All Applicants must submit <u>both</u> a Letter of Intent and a Full Proposal to be considered for funding.</p>

XI. FULL PROPOSAL INSTRUCTIONS

Proposal Due Date

Applicants are required to submit a full proposal, to be received by DPH no later than Tuesday, **November 13, 2007, 10:00 a.m. (Pacific Standard Time).**

Note: DPH will reject any proposal submitted past the deadline.

Proposal Submission

Proposals should be hand delivered to:

DPH Chronic Disease and Injury Prevention Division
3530 Wilshire Blvd. Suite 800 (8th floor)
Los Angeles, CA 90010-2313

Parking and Public Transportation Information

The main parking structure is located on Normandie Ave. between Wilshire Blvd. and 7th St. It is labeled "3530 Wilshire Blvd." (*Take the elevator to level P1. Exit and walk to the second set of elevators. Take the elevator to the 8th floor.*) Additional parking is available in the parking structure on Ardmore Ave. or at metered parking surrounding the building. Parking validation cannot be provided; the parking fee is \$13.

Metro Rail Directions: Take the Wilshire/Western train via the *Metro Purple line/subway* to the Wilshire/Normandie stop. Upon exiting the subway station, the building is steps away.

Please allow ample time for parking or public transportation.

Proposal Cover Letter

The cover letter should include:

1. A statement that the proposal is submitted in response to RFI PLACE 2007-01;
2. The legal name, address (including zip code), and cross streets of the Applicant organization applying for funds (the city, non-profit community-based organization, school, or private organization);
3. The city/unincorporated area where the initiative will be conducted;
4. If the Applicant is not located in the city/unincorporated area where the initiative will be conducted, then Applicant must do one of the following:
 - a. Explain how the Applicant meets the minimum requirement of having two years experience working in the city/unincorporated area, OR;
 - b. Provide the name and street address of a partner organization that has been located in the city/unincorporated area for a minimum of two years and explain how the partner has knowledge of and connection to the community;

5. A brief description of where the physical project will be conducted within the initiative's geographic area. Include the name of the neighborhood/community, zip code and geographic boundaries such as cross streets. Please provide Thomas Guide, 2007 page and grid;
6. The name, title, telephone number (including area code), email address and FAX number of the Applicant's contact person for the RFI;
7. The name, title, and telephone number (including area code), email address, FAX number, and signature of the individual authorized to legally bind the agency, such as the Chief Executive Officer;
8. The amount of funding requested to conduct the initiative for **Term 1** (5-month period from 2/1/08-6/30/08; **Term 2** (12-month period from 7/1/08-6/30/09); **Term 3** (12-month period from 7/1/09-6/30/10); and **Term 4** (12 month period from 7/1/10 – 6/30/11);
9. If applicable, the name and contact information of Subcontractor(s)/Consultant(s);
10. The Applicant's federal tax identification number;
11. The Applicant's 501(c)(3) number, if applicable.

The cover letter should be addressed to:

Jean Armbruster, Director
 PLACE Program
 County of Los Angeles Department of Public Health
 3530 Wilshire Blvd. Suite 800
 Los Angeles, CA 90010

Note: The cover letter must be signed in blue ink.

Additional information should not be included in the cover letter.

Time Stamped Receipt

When submitting your proposal, bring one original cover letter on Applicant's letterhead plus one additional photocopy of the cover letter; both the original and the photocopy will be time stamped; the copy will serve as your receipt from DPH. The time-stamped original will serve as DPH's documentation of receipt of the proposal.

Executive Summary

The Executive Summary should condense and highlight contents of the full grant proposal. It should provide DPH and the evaluation committee with a broad understanding of the Applicant including a description of the nature of the Lead Agency's business, mission, core programs, staffing resources, and history in the local area where the initiative will be conducted. The Executive Summary should also provide a broad understanding of the initiative, the Applicant's required partners, each organization's qualifications, their respective roles, and proposed activities. The Executive Summary provides reviewers

* See Glossary

with an initiative overview critical to understanding further initiative details provided in the body of the proposal but will not be scored. The Executive Summary can draw heavily from the Letter of Intent and may not exceed two pages.

Body of Proposal

Applicants must complete all sections of the proposal as outlined below. All responses should be complete and specific. In the same order as presented below, number and label the parts of the narrative to correspond to the section and question number for each of the required elements, providing the underlined heading that corresponds with the question (for example: 1. Community Profile and Assessment). Do not leave any element blank. In the body of the proposal cite appropriate data sources where possible. See Section XVIII for a list of recommended data sources. The narrative may not exceed 16 pages; Evaluation Committee members will be instructed not to read any pages after page 16. Recommendations for response lengths are provided but may be modified.

Narrative Questions

Section 1: Community Profile and Assessment (2 pages)

Maximum Score: 125

- 1a. State the city or unincorporated area where the policy effort will take place; and state the community or neighborhood where the physical project will take place (must be *within* the same city/unincorporated area). State the economic hardship ranking of the city or unincorporated area where the policy effort will take place. In addition, for policy efforts within the City of Los Angeles, state the economic hardship ranking for the corresponding LA City district. Refer to Section XVIII for where to find the required data on economic hardship ranking.
- 1b. Describe chronic disease rates (at least obesity and heart disease) and physical activity levels among residents in the local area where the initiative will be conducted; other relevant data (i.e. injury data etc) may be cited as applicable and available. Cite relevant and available data for adults and/or youth at the Service Planning Area, city, neighborhood, and/or school district levels as applicable. Points will be awarded for making the case that the selected local area or neighborhood is severely impacted by chronic disease or physical inactivity. Refer to Section XVIII for recommended data sources.
- 1c. Describe the key social characteristics of the local area where your initiative will be conducted. At minimum include demographics, poverty level, employment or unemployment rates, level of educational attainment, crime rates and perceived neighborhood safety. Cite relevant and available data at the Service Planning Area (SPA), city, neighborhood, and/or school district levels as applicable. Points will be awarded for making the case that the initiative will be conducted in a neighborhood or local area with low socioeconomic status. Refer to Section XVIII for recommended data sources.
- 1d. Describe the key physical characteristics of the local area in which your initiative will be conducted. Describe both the positive physical characteristics of the area – sidewalks, bike lanes, green space, etc. – as well as the physical characteristics that inhibit routine physical activity (i.e. the specific built environment challenges related to your proposed initiative). Cite relevant and available data at the Service Planning Area, city, neighborhood, and/or school district levels as applicable. Qualitative or observational data may also be included. Points will be awarded for making the case that there is a high need in the selected local area or neighborhood for a physical project.

Section 2: Proposed Initiative (12 pages)**Maximum Score: 650****2a. Initiative Overview***Maximum Score: 250*

- 2a1. What policy or policies will be developed, modified or addressed? Provide a brief history of the current policy (or lack of policy) in your description. Explain why the proposed new/modified policy is needed. Describe how the proposed policy change meets community needs described above.
- 2a2. Briefly explain the policy effort's short-term goals (what will be different if the policy effort is successful) and the long-term goals (e.g., how the desired policy change effort will lead to increased physical activity). Be sure to address how the policy change effort will make it easier for people to incorporate physical activity into their daily lives. It is recognized that this ultimate health goal may not be reached within a three-year grant period.
- 2a3. Describe the activities you will undertake as part of your policy change effort, including the major steps you will take to secure passage of the policy. In your description, refer to and provide details about the key activities in your Scope of Work. Describe how your activities will help achieve your proposed policy goals.
- 2a4. What evidence suggests that the policy change is feasible and able to be implemented? Explain how the policy will be put into practice, once approved. What role, if any, will initiative partners have in implementing the policy? (If the policy has already been passed but still requires implementation, explain why policy implementation has yet to be completed.) How will policy implementation be supported and funded beyond the term of this grant?
- 2a5. Provide an overview of the physical project that is planned including how it is related to the policy change effort. How will this physical project increase access or reduce barriers to routine physical activity? How will this physical project meet the needs identified in the community profile?
- 2a6. Explain the major steps you will take to implement your physical project, and who you will need to work with (e.g. City Department of Public Works, etc.) What are the key milestones involved in initiating the improvements to the physical environment, such as fundraising activities, breaking ground, construction, installation, etc.?

2b. Barriers to the Initiative*Maximum Score: 40*

- 2b1. Describe any barriers or issues that could prohibit successful implementation of your initiative. For example, does your city master plan and/or zoning codes allow for the type of policy change you are seeking? How will you address the barriers identified?
- 2b2. Given the statistics and perceptions of neighborhood safety discussed in the community profile section, address whether and how crime or perceptions of neighborhood safety are anticipated barriers to the proposed initiative. Demonstrate that your initiative has a plan to reduce these barriers. If safety/perception of crime is not an issue in the neighborhood, provide an explanation.

2c. *Lead Agency Capacity and Staff*

Maximum Score: 50

- 2c1. Describe the capacity of the lead organization to ensure timely start up and implementation of the proposed initiative. Address any barriers related to hiring staff/consultants and providing space, how long this process will take, and how you will mitigate the barriers identified.
- 2c2. Identify who will be accountable for the proposed initiative (i.e. Director, CEO etc.) within the lead agency's organization. Describe the responsibilities, qualifications and experiences of that person. Provide a resume.
- 2c3. Identify who will implement the proposed activities including the initiative coordinator, additional staff, consultants and subcontractors. State whether these are current staff or will need to be hired. Describe the responsibilities, qualifications and experiences of each person or position. Provide a resume for any staff currently employed who will work on this initiative. If the designated initiative coordinator will work on the initiative at less than a full time equivalent, explain how the initiative will reach 100% of its staffing needs (keeping in mind that a full-time equivalent for an initiative coordinator is a required component of the grant).

2d. *Partnership*

Maximum Score: 85

- 2d1. Identify the Applicant's required partners and any additional partners needed for a successful initiative (in addition to the organization name, list the name and title of the representative who will work in this partnership). Explain why the Applicant selected these partners and the role each partner will play in the initiative. Address how the proposed partnership meets the needs of your initiative. Describe the nature of the lead agency's relationship with these required partners and the relationship between each required partner.

State how you will collaborate with existing programs that increase social support for physical activity or that address crime and perceptions of crime as a barrier to increasing physical activity. Programs must be located where the physical project will take place. Identify the programs your initiative will link with.
- 2d2. Describe how the partnership will function and how decisions will be made. Identify potential challenges that may prevent the partners from working together effectively and how the challenges will be addressed.
- 2d3. Provide written letters of support from all required partner(s) describing the roles, responsibilities, and support for conducting the initiative. Letters of support from additional partners are optional but may be included. Letters of support must come from an individual with the authority to speak on the behalf of the department/organization and who can commit department/organization time and resources to participate. Letters of support from local jurisdictions must come from the City or County Department that will be most involved in partnering on the initiative.

2e. *Local Leader Support, Political Will, and Level of Readiness*

Maximum Score: 85

- 2e1. Demonstrate the level of readiness for this initiative in your city by showing evidence that key elected city officials, city staff, other government officials, or school district representatives (if applicable) are receptive, willing to engage and have shown support for policies and built environment projects that promote physical activity. If the initiative

will occur within an unincorporated area, answer these questions for your relevant County department.

- 2e2. Identify the key officials, leaders or policy decision-makers (at the city, community, and/or school level as applicable) who have the power to help your proposed initiative. Describe their role in the community and why having a relationship with them could benefit your initiative.
- 2e3. What is the current relationship between these local leaders and participating initiative partners? If the partnership does not have an existing relationship with these key leader(s) describe how the relationship will be built (i.e. requesting meetings, etc.).

2f. *Community Engagement*

Maximum Score: 40

- 2f1. Show evidence that your proposed initiative, both your policy change effort and physical project, has community support. What processes have occurred in the community to elicit community input, e.g. focus groups, city council hearings, community meetings? Describe any additional input that is needed and how it will be obtained.

2g. *Relevant Experience Requirements*

Maximum Score: 100

- 2g1. Address how the Applicant has at least two years of experience in local policy efforts regarding land use or community-design decisions that 1) support the development of walkable/bikable cities and communities; and/or 2) increase or improve outdoor spaces for physical activity; and/or 3) increase access to non-motorized and/or public transportation. If the Applicant is a For-Profit, address how the Applicant has at least five years of experience in the aforementioned areas. If the Applicant is a school/district, address how the school has at least two years experience promoting walkable, bikeable environments surrounding schools. Clearly demonstrate your track record in this field and the most impressive achievements related to the built environment accomplished by the Applicant and/or the required partner(s) (related to either policy change and/or physical improvements). Describe how these experiences will influence the success of the proposed initiative.
- 2g2. Address how the Applicant and/or required partners have two years of experience collaborating with local city or school officials whose support will be crucial to the initiative's success.
- 2g3. Address how the Applicant and/or required partners have two years of experience collaborating with community representatives on policy efforts regarding land use decisions.
- 2g4. Describe the Applicant's experience leading and facilitating effective partnerships.

Section 3: Evaluation (2 pages)

Maximum Score: 90

- 3a. Describe how you will evaluate whether the activities and events in *each phase* of the initiative were successfully implemented. Describe any data you will collect to demonstrate your progress. How will you know that your activities are leading to the policy change you are seeking?

- 3b. Describe the mid-term benchmarks or milestones your initiative will achieve that will show that your initiative is en route to achieving your policy goals, such as increased community support of the policy issue, increased collaboration, passage of policy, etc. Include indicators that will demonstrate how benchmarks will be measured. Describe how this information will be used to evaluate the overall success of the initiative.
- 3c. Describe how you will determine the success of efforts related to your physical project.

Section 4: Scope of Work Form (no page limit)

Maximum Score: 50

- 4a. Complete the Scope of Work per the instructions on Appendix C. Use the Scope of Work Word template available for download at www.lapublichealth.org/place.

Section 5: Budget and Budget Justification (no page limit)

Maximum Score: 85

- 5a. Complete a line item budget for each of the 4 Terms. Please refer to Appendix A1 for detailed instructions for completing the budgets. For a sample line-item budget, see Appendix A2. Use the Excel budget spreadsheet available for download at www.lapublichealth.org/place as a template for your budgets. The budgets submitted with this proposal should reflect the activities described in the Narrative and Scope of Work for each term.

A maximum of 18.28% will be allowed for indirect costs of which 12% will be allowed for fiscal sponsor fees. For applicants using a fiscal sponsor, indirect costs characterized as fees to the fiscal sponsor may not exceed 12% of salaries and employee benefits. Should Applicants utilize a full 12% toward fiscal sponsor fees, the maximum remaining allowance of indirect cost would equal 6.28%. Such Applicants must clearly indicate in their line item budget what percentage of indirect costs will be allocated toward fees to the fiscal sponsor.

- 5b. Please complete a detailed budget justification for Terms 1 and 2. Please refer to Appendix B1 for detailed instructions for completing the Budget Justification. For a sample Budget Justification, see Appendix B2.
 - 5b1. Explain the in-kind resources the partners will bring to the project, and whether funding from other sources has been obtained or will be sought for this project. Additional points may be allocated to proposals offering in-kind support.
 - 5b2. Staff turnover can be a major impediment to an initiative's success. In your budget justifications, describe the competitiveness of the initiative coordinator's salary or offered salary (see Appendices B1 and B2 for budget justification instructions and sample).

Section 6: Required County Forms (no page limit)

Section 6 consists of additional required County forms to be attached to your proposal. If a particular form does not apply to your organization, please submit the form and indicate **DOES NOT APPLY**.

Proposal Format Requirements

Grant proposals are to be organized and assembled into one volume in the format and order described below. **DPH will reject any proposal that fails to adhere to required format.**

1. All grant proposals submitted to DPH must be written in English.
2. Submit one complete, unbound, SINGLE-SIDED, original proposal package (including original signed cover letter and all required attachments and forms) and six DOUBLE-SIDED copies of the original (including copies of the cover letter and all required forms and attachments) so that there are a **total of seven (7) copies** of the proposal available for review.
3. All material must be typewritten, single spaced, with 11-point font on 8½” by 11” paper, with the 8½” ends of the paper as the top and bottom of the page and 1” margins. Header and footer margins shall be no less than 0.3”. (Note: these guidelines do not apply to the Scope of Work and budgets)
4. The overall narrative should not exceed 16 pages (excluding cover letter, table of contents, executive summary, budgets, budget justifications, scope of work, and attachments).
5. Number each page sequentially following the cover letter, including attachments, and provide a complete Table of Contents for the proposal and its attachments. Label each section clearly.
6. **Do not staple or bind the original proposal.** Use a rubber band or binder clip to keep the pages of the original proposal together. Staple the copies of the proposal. If thickness of the proposal copies prohibits stapling, please use an appropriately sized binder clip. **Do not professionally bind** (e.g., spiral binding) the original or copies of the proposal.
7. Other than the attachments specified in this RFI, no other exhibits or attachments should be submitted with the Proposal.

Note: DPH may reject any proposal that fails to adhere to the required format.

Any information, which is proprietary or confidential, must be clearly marked “PROPRIETARY” or “CONFIDENTIAL.” Such information should not appear on the same page as not-proprietary or non-confidential information. DPH will use its best efforts to maintain the confidentiality of such information. However, if the California Public Records Act or any other applicable law requires its disclosure to others, County shall not be liable for any damages suffered by the Applicant as a result.

XII. PROPOSAL CONDITIONS

A. Informal Solicitation for Proposals

Notwithstanding any other provision of this RFI, Applicants are hereby advised that this RFI is an informal solicitation for proposals only, and is not intended, and is not to be construed, as an offer to enter into a contract or other agreement or as a promise to engage in any formal competitive bidding or negotiations pursuant to any statute, ordinance, rule or regulation. Thus, Director reserves the sole and unqualified right to reject any and all proposals for any reason at anytime.

B. County Responsibilities

County is responsible only for that which is expressly stated in this RFI and any written addenda thereto. County is not responsible for and will not be bound by any representations otherwise made by any individual acting or purporting to act on its behalf.

C. Final Contract Award by County's Board of Supervisors

Notwithstanding any decision by Director to recommend the award of a contract to any Applicant, County's Board of Supervisors retains the right to exercise its independent judgment and discretion concerning the final selection of a proposal and the terms and conditions of any resultant contract(s), and to determine which proposal(s) best serves the interest of County. County's Board of Supervisors is the ultimate decision making body and makes the final determinations necessary to arrive at a decision to award, or not award, a contract.

D. Compliance with Request for Initiatives

Responses to this RFI shall be made according to the specifications and instructions contained herein, and must comply with content, sequence, and format for proposals as outlined in Section XI: Full Proposal Instructions.

Failure to adhere to any RFI instruction or to comply with the format requirements of Section XI: Full Proposal Instructions may be cause for rejection of the proposal, at Director's sole discretion. The County reserves the right to waive inconsequential disparities in a submitted proposal.

E. Acceptance of Terms and Conditions

The Applicant understands and agrees that submission of a proposal will constitute acknowledgment and acceptance of, and a willingness to comply with, all of the terms, conditions, and criteria contained in this RFI, and any written addenda thereto; and as further evidenced by the Applicant's authorized representative's signature and date on the "Acceptance of Terms and Conditions Affirmation" form (Attachment A), as submitted within the Applicant's response to this RFI.

Applicants are encouraged to carefully review Exhibit 1, "Sample Agreement," including but not limited to, its service/payment Exhibit(s), since many of the provisions contained therein are likely to be included in the contract(s) that may be awarded as a result of this RFI. However, please note that the draft contract language specified in the Sample Agreement is subject to change, and not all clauses shown may be used, and other contract provisions that do not currently appear may be included in the final version of the contract document.

Applicants are not required to sign the Sample Agreement at this time. The document is provided herein for the Applicant's information only. Applicants who are recommended to provide services as

a result of this RFI process will be required to sign the final version of the formal contract document upon completion of the contract negotiation process.

F. County Changes to Request for Initiatives

Director reserves the sole right to interpret or change any provision of this RFI at any time prior to the final submission deadline. Any such interpretation or change shall be by a written addendum to this RFI. For purposes of this RFI process, any written addendum, including any written question and answer handout, shall become part of this RFI and may become part of any resultant contract. Should such addendum require additional information not previously requested, a proposal's failure to address the requirement(s) of said addendum may result in the proposal not being considered. DPH may determine, at the sole discretion of the Director, that if a written addendum is issued, a time extension may also be provided for the submission of the proposals, in which case, an addendum to this RFI shall indicate the new final proposal submission date.

G. Applicant Changes to Proposal

Prior to the final submission date, an Applicant may retrieve his/her proposal in order to make additions or alterations. Such retrieval, however, shall not extend the final submission date for proposals under this RFI process. In any event, an Applicant shall not change any aspect of his/her proposal after the final submission date, unless the same opportunity is offered to all Applicants by Director at the Director's sole discretion.

H. Contact with DPH Employees

Except as may otherwise be expressly noted herein, as of the issuance date of this RFI and until the final date for submission of the proposal, all County officers, employees, and agents, except for designated DPH personnel, are specifically directed not to hold meetings, conferences, or technical discussions with an Applicant(s) regarding this RFI. Any Applicant found to be acting in any way contrary to this directive shall be disqualified from entering into any contract that may result from this RFI.

Refer to Section IX: Special Notices for guidelines on submitting written inquiries regarding this RFI. Director shall determine at his sole discretion the nature of the Applicant's question or comment and either respond to such question or comment directly, or issue the response to all Applicants through a written addendum.

I. Firm Offer

All proposals shall be firm and final offers and may not be withdrawn for a period of two hundred seventy (270) calendar days following the final proposal submission date.

J. Inquiries and Investigative Authority

Director reserves the right to make inquiries into the operational and financial capacity and responsibility of an Applicant. The failure of an Applicant to promptly supply information in connection with such inquiry, which may include, but not be limited to, information regarding current and past performance, financial stability, professional citations, incidents or charges of malpractice, and the ability to provide the services described in this RFI in a timely manner, may be grounds for rejection of the proposal at the sole discretion of Director. By submitting a proposal in response to this RFI, the Applicant acknowledges that it gives Director investigative authority to verify and confirm any and all related information, credentials, licenses, resources, and references listed in the proposal.

K. Truth and Accuracy of Representations

False, misleading, incomplete, or deceptively unresponsive statements in connection with a proposal shall be sufficient cause for rejection of the proposal. The evaluation and determination in this area shall be at Director's sole judgment and his judgment shall be final.

L. Disclosure of Contents of Proposals

All proposals submitted in response to this RFI shall become the exclusive property of the County. At such time as Director formally, and in writing (whether by Health Deputy memo, Board memo, or Board letter) recommends rejection of any or all proposals, or recommends award of an agreement, or agreements, to County's Board of Supervisors all proposals shall be regarded as public record(s), with the exception of those parts of each proposal defined by the Applicant as a business or trade secret and plainly marked as "TRADE SECRET," "CONFIDENTIAL," or "PROPRIETARY." (Contractor shall agree that a blanket statement of the Applicant's entire RFI being confidential, or the marking of each page of the Applicant's RFI response as a "TRADE SECRET," "CONFIDENTIAL," or "PROPRIETARY," shall not be deemed as correct notice of an exception; and that a correct notice of an exception is one that specifically and logically identifies those areas of an Applicant's RFI response that are truly of a "TRADE SECRET," "CONFIDENTIAL," or "PROPRIETARY" in nature.) In any event, Contractor shall ensure that such business or trade secret information does not appear, or is not combined, on the same page(s) as non-proprietary or non-confidential information to allow for the securing (i.e., removal of entire page) of such information from disclosure, when requested by other parties for review as a public record.

County shall not in any way be liable or responsible for the disclosure of any such records or any part thereof, if disclosure is required or permitted under the California Public Record Act or otherwise by law.

M. Term of Contract

The term of the contract for the first year will be February 1, 2008-June 30, 2008, with three one-year extensions, which may be exercised at the sole discretion of the Director, contingent on continued availability of funding, demonstrated performance, and approval by DPH and the County Board of Supervisors. The term is subject to cancellation by County upon the giving of at least thirty (30) calendar days prior written notice to Contractor.

N. Compliance with Applicable Law

Any contract which may be entered into by County as a result of this RFI shall be in compliance with all applicable federal, State and local laws, ordinances, regulations, rules, and directives, including federal statutes and regulations regarding lobbying activities, non-discrimination, equal opportunity, and the employment of aliens and others, as such provisions exist now or in the future.

O. County Contract Provisions

All proposals submitted in response to this RFI shall especially acknowledge the Applicant's advance willingness to meet the requirements of a number of standard contract provisions that will be part of any agreement awarded as a result of this RFI competitive selection process. Failure of the Applicant to specifically acknowledge his/her willingness to meet the requirements of such provisions by completion of the form(s) provided herein, may be grounds for rejection of the Applicant's proposal,

the determination of which shall be at the sole discretion of Director. The standard contract provisions an Applicant must acknowledge his/her willingness to meet the requirements of, include but are not limited to, the following:

1. *Consideration of County's Department of Public Social Services ("DPSS") Greater Avenues for Independence ("GAIN") Program or General Relief Opportunity for Work ("GROW") Participants for Employment:*

As a threshold requirement for consideration of a contract award, Applicants shall demonstrate a proven record of hiring GAIN or GROW participants or shall attest to a willingness to consider GAIN or GROW participants for any future employment opening if they meet the minimum qualifications for that opening (Attachment B). Additionally, the Applicants shall attest to a willingness to provide employed GAIN or GROW participants access to the Applicants' employee mentoring program, if available, to assist these individuals in obtaining permanent employment and/or promotional opportunities. Applicants who are unable to meet this requirement shall not be considered for contract award.

2. *Applicant's Willingness to Consider County Employees for Employment:*

If the Applicant is selected for a contract, and if the Applicant requires additional or replacement personnel to implement and perform the services set forth herein, the Applicant shall give first right of refusal for such employment openings to qualified permanent County employees who have been or are targeted for layoff or reduction, during the term of the Applicant's contract.

3. *County Lobbyist Ordinance:*

County has enacted an ordinance regulating the activities of persons who lobby County officials. This ordinance, referred to as the "Lobbyist Ordinance", defines a County lobbyist and imposes certain registration requirements upon individuals meeting the definition. The complete text of the ordinance can be found in Los Angeles County Code Chapter 2.160. In effect, each person, corporation, or other entity who seeks a County permit, license, franchise, or contract must certify compliance with the ordinance (Attachment C). As part of this solicitation process, it is the responsibility of each Applicant to review the ordinance independently as the text of said ordinance is not contained with this RFI. Thereafter, each person, corporation, or other entity submitting a response to this RFI, must certify that each County lobbyist, defined by Los Angeles County Code Section 2.160.010, that is retained by the Applicant, is in full compliance with Chapter 2.160 of the Los Angeles County Code.

4. *County's Quality Assurance Plan:*

County or its agent shall evaluate the Applicant's performance under any resultant agreement, on not less than an annual basis. Such evaluation will include assessing compliance with all contract terms and performance standards. Deficiencies County determines are severe or continuing and that may place the performance of the agreement in jeopardy if not corrected will be reported to the County's Board of Supervisors. The report will include a description of the quality improvement/corrective action measures taken by County and Contractor. If improvement does not occur consistent with the corrective action measures, County may terminate the agreement or impose other penalties as specified in the agreement.

5. *Determination of Applicant Responsibility:*

- a. A responsible Applicant is an Applicant who has demonstrated the attribute of trustworthiness, as well as quality, fitness, capacity, and experience to satisfactorily perform

the contract. It is County's policy to conduct business only with Applicants who are responsible contractors.

- b. Applicants are hereby notified that, in accordance with Chapter 2.202 of the Los Angeles County Code, County may determine whether the Applicant is responsible based on a review of the Applicant's performance under any contracts, including but not limited to County contracts. Particular attention will be given to violations of labor laws related to employee compensation and benefits, and evidence of false claims made by the Applicant against public entities. Labor law violations which are the fault of subcontractors and of which the Applicant had no knowledge shall not be the basis of a determination that the Applicant is not responsible.
- c. County may declare an Applicant non-responsible for purposes of this selection process if County's Board of Supervisors, in its discretion, finds that the Applicant has done any of the following: 1) committed any act or omission which negatively reflects on the Applicant's quality, fitness, or capacity to perform a contract with the County, or a contract with any other public entity, or engaged in a pattern or practice which negatively reflects on same, 2) committed an act or offense which indicates a lack of business integrity or business honesty, or 3) made or submitted a false claim against County or any other public entity.
- d. If there is evidence that the highest ranked Applicant(s), may be found not responsible, the Director shall notify the Applicant(s) in writing of the evidence relating to the Applicant's responsibility, and of his intention to recommend to the Board of Supervisors that the Applicant(s) be found not responsible. Director shall provide the Applicant and/or the Applicant's representative with an opportunity to present evidence at a hearing as to why the Applicant should be found to be responsible and to rebut evidence, which is the basis for Director's recommendation. If the Applicant fails to avail itself of the opportunity to rebut Director's evidence the Applicant may be deemed to have waived all rights of appeal.
- e. If the Applicant presents evidence in rebuttal to DPH, DPH shall evaluate the merits of such evidence, and based on that evidence make a recommendation to the Board of Supervisors. A record of the hearing shall be maintained by Director and presented to the Board along with Director's recommendations.
- f. These terms shall also apply to proposed subcontractors/consultants of the Applicants under County contracts.

6. Applicant Debarment:

- a. The Applicant is hereby notified that, in accordance with Chapter 2.202 of the Los Angeles County Code, County may debar the Applicant from bidding on other County contracts for a specified period of time, not to exceed three (3) years and County may terminate any or all of the Applicant's existing contracts with County, if the Board of Supervisors finds, in its discretion, that the Applicant has done any of the following: 1) violated any term of a contract with County, 2) committed any act or omission which negatively reflects on the Applicant's quality, fitness, or capacity to perform a contract with the County, or a contract with any other public entity, or engaged in a pattern or practice which negatively reflects on same, 3) committed an act or offense which indicates a lack of business integrity or business honesty, or 4) made or submitted a false claim against County or any other public entity.
- b. If there is any evidence that the highest ranked Applicant(s) may be subject to debarment, Director shall notify the Applicant(s) in writing of the evidence which is the basis for the proposed debarment, and shall advise the Applicant(s) of the scheduled date for a debarment hearing before the County's Contractor Hearing Board.

- c. County's Contractor Hearing Board shall conduct a hearing where evidence on the proposed debarment is presented. Applicant and/or the Applicant's representative shall be given an opportunity to submit evidence at that hearing. After the hearing, County's Contractor Hearing Board shall prepare a proposed decision, which shall contain a recommendation regarding whether the Applicant should be debarred, and if so, the appropriate length of time of the debarment. Contractor and Director shall be provided an opportunity to object to the proposed decision prior to its presentation to County's Board of Supervisors.
- d. After consideration of any objections, or if no objections are submitted, a record of the hearing, the proposed decision, and any recommendation of the County's Contractor Hearing Board shall be presented to the Board of Supervisors. County's Board of Supervisors shall have the right to modify, deny, or adopt the proposed decision and recommendation of the hearing board.
- e. These terms shall also apply to proposed subcontractors/consultants of the Applicants under County contracts.

7. *Applicant's Compliance with County's Jury Services Program:*

The Applicant is hereby notified that any resultant agreement awarded as a result of this RFI will be subject to the provisions of the County's ordinance entitled Contractor Employee Jury Service ("Jury Service Program") as codified in Sections 2.203.010 through 2.203.090 of the Los Angeles County Code. Unless the Applicant can demonstrate to County's satisfaction that the Applicant is not a "Contractor" as defined under the Jury Services Program (Section 2.203.020 of the County Code), or that the Applicant qualifies for an exception to the Jury Services Program (Section 2.203.070 of the County Code) (Attachment E), the Applicant shall have and adhere to a written policy that provides that its employees shall receive from the Applicant, on an annual basis, no less than five (5) days of regular pay for actual jury service served.

* For provisions not listed or not covered by a specific form named hereinabove, Applicant agrees that the Applicant's willingness to meet the requirements of such provisions shall be acknowledged by the Applicant's completion of an "Acceptance of Terms and Conditions Affirmation" form (Attachment A).

P. Cost of Proposals and/or Modifications of Applicant's Operations

County will not in any way be liable, or responsible, to an Applicant or any third party for any costs incurred in connection with: 1) the preparation or submission of any proposal, 2) the modification of any of the Applicant's operations in response to this RFI, 3) oral/visual presentation phase of the Evaluation Process, 4) the contract award process, or 5) the contract negotiation process.

Q. Gratuities

It is improper for any County officer, employee, or agent to solicit consideration, in any form, from an Applicant with the implication, suggestion, or statement that the Applicant's provision of the consideration may secure more favorable treatment for the Applicant in the award of the contract or that the Applicant's failure to provide such consideration may negatively affect the County's consideration of the Applicant's submission. An Applicant shall not offer or give, either directly or through an intermediary, consideration in any form, to a County officer, employee, or agent for the purpose of securing favorable treatment with respect to the award of the contract.

An Applicant shall immediately report any attempt by a County officer, employee, or agent to solicit such improper consideration. The report shall be made either to the County Manager charged with the supervision of the employee or to the County Auditor-Controller's Employee Fraud Hotline at (213) 974-0914 or (800) 544-6861. Failure to report such a solicitation may result in the Applicant's submission being eliminated from consideration. Among other items, such improper consideration can take the form of cash, discounts, service, the provision of travel or entertainment, or tangible gifts.

R. Rejection/Cancellation of the RFI Process

Director may, at his sole discretion, reject any or all proposals submitted in response to this RFI at any time for any reason whatsoever. In addition, the RFI process may be canceled at any time, in whole or in part, when Director determines at his sole discretion that such a cancellation is in the best interest of County.

S. Protest Process

Any actual or prospective Applicant may file a protest in connection with the solicitation or award of a Board-approved service contract. It is generally accepted that the Applicant challenging the decision of a County department bears the burden of proof in its claim that the department committed a sufficiently material error in the solicitation process to justify invalidation of a proposed award.

Throughout the review process, County has no obligation to delay or otherwise postpone an award of contract based on an Applicant protest. In all cases, County reserves the right to make an award when it is determined to be in the best interest of County to do so.

Grounds for Review:

Unless state or federal statutes or regulations otherwise provide, the grounds for review of any departmental determination or action should be limited to the following:

- (1) Review of Solicitation Requirements
- (2) Review of Disqualified Proposal
- (3) Review of Department's Proposed Contractor Selection

T. Solicitation Requirements Review

A person or entity may seek a Solicitation Requirements Review by submitting a written request for review to DPH (Attachment F).

A Solicitation Requirements Review shall only be granted under the following circumstances:

1. The request for a Solicitation Requirements Review is made within ten (10) business days of the issuance of the solicitation document;
2. The request for a Solicitation Requirements Review includes documentation, which demonstrates the underlying ability of the person or entity to submit a proposal;
3. The request for Solicitation Requirements Review itemizes in appropriate detail, each matter contested and factual reasons for the requested review; and
4. The request for a Solicitation Requirements Review asserts either that:
 - a. application of the minimum requirements, evaluation criteria and/or business requirements unfairly disadvantages the Applicant; or
 - b. due to unclear instructions, the process may result in County not receiving the best possible responses from the Applicants.

* See Glossary

5. The solicitation Requirement Review shall be completed. DPH's determination shall be provided to the Applicant, in writing, within a reasonable time prior to the proposal due date.

U. Disqualification Review:

A proposal may be disqualified from consideration because DPH determined it was a non-responsive proposal at any time during the review/evaluation process. If DPH determines that a proposal is disqualified due to non-responsiveness, DPH shall notify the Applicant in writing. Upon receipt of the written determination of non-responsiveness, the Applicant may submit a written request for a Disqualification Review by the date specified by DPH. Requests for a Disqualification Review not timely submitted will be denied.

A Disqualification Review shall only be granted under the following circumstances:

1. The firm/person requesting a Disqualified Review is an Applicant;
2. The request for a Disqualification Review is submitted timely; and
3. The request for a Disqualification Review asserts that the determination of disqualification due to proposal non-responsiveness was erroneous (e.g., factual errors, etc.) and provides factual support on each ground asserted as well as copies of all documents and other material that support the assertions.

The Disqualification Review shall be completed and the determination shall be provided to the Applicant, in writing, prior to the conclusion of the evaluation process.

V. Department's Proposed Contractor Selection Review:

1. Departmental Debriefing Process:

Upon completion of the evaluation, and prior to entering negotiations with the selected Applicant, DPH shall notify the remaining Applicants in writing that it is entering negotiations with another Applicant. Upon receipt of the letter, the Applicant may submit a written request for a Debriefing within the time specified in the letter. Such a debriefing will not be provided unless the request is submitted within the time frame as so specified.

The purpose of the Debriefing is to compare the Applicant's response to the solicitation document with the evaluation document. The Applicant shall be debriefed only on its own response. Because the contract process has not been completed, responses from other Applicants shall not be discussed.

If the Applicant is not satisfied with the results of the debriefing, it may, within five (5) business days of the debriefing, request a review on the grounds and in the manner set forth below for review of the department's recommendation for contract award.

2. Proposed Contractor Selection Review:

The Applicant may submit a written request for a Proposed Contractor Selection Review if it asserts that its bid/proposal should have been determined to be the lowest cost, responsive and responsible bid or the highest-scored proposal because of one of the following reasons:

- a. The department materially failed to follow procedures specified in its solicitation document. This includes:
 - i. Failure to correctly apply the standards for reviewing the proposal format requirements.

- ii. Failure to correctly apply the standards for reviewing the proposal format requirements.
 - iii. Failure to correctly apply the standards, and/or follow the prescribed methods, for evaluating the proposals as specified in the solicitation document.
 - iv. Use of evaluation criteria that were different from the evaluation criteria disclosed in the solicitation document.
- b. The department made identifiable mathematical or other errors in evaluating proposals, resulting in the Applicant receiving an incorrect score and not being selected as the recommended contractor.
 - c. A member of the Evaluation Committee demonstrated bias in the conduct of the evaluation.
- d. Another basis for review as provided by state or federal law.

Upon completing the Proposed Contractor Selection Review, the department representative shall issue a written decision to the Applicant within a reasonable time following receipt of the request for a Proposed Contractor Selection Review, and always before the date the contract award recommendation is to be heard by the Board. If the Applicant is not satisfied with the results of the Proposed Contractor Selection Review, it may request a review on the grounds and in the manner set forth below for a County Review Panel.

3. *County Review Panel Process*

If the Applicant is not in agreement with the results of the department's Proposed Contractor Selection Review, the Applicant may submit a written request for a review by a County Review Panel.

Upon completion of the Panel's Review, the Panel will forward its report to the department, which will provide a copy to the Applicant.

W. Employee Health Insurance Coverage

If the Applicant is awarded a County contract, the Applicant shall be prepared to provide evidence of basic health insurance coverage for full-time employees providing services under Contractor's agreement with the County.

X. Program Materials

All Surveys, assessment tools, reports, brochures, outreach materials, pamphlets, videotapes, curricula, newsletters, and other materials to be developed with these funds must be submitted to the County for review and approval thirty days (30) prior to utilization and before costs will be reimbursed.

Y. Americans with Disabilities Act

All Applicants receiving contracts through this competitive bidding process will be required to comply with the Americans with Disabilities Act. Certain non-construction expenses, such as sign-language translation for the hearing impaired, will be reimbursable contract expenses, subject to approval by the County.

XIII. COUNTY OF LOS ANGELES REQUIREMENTS

Documents to be submitted **if** funds are awarded:

If approved for funding, the successful Applicant will be required to submit the following documents during contract negotiations. If the successful Applicant is unable to submit the following documents or comply with the following County requirements, the award will be granted to the next highest qualifying Applicant. (See Exhibit: Sample Agreement).

DO NOT SUBMIT THESE DOCUMENTS WITH YOUR PROPOSAL

1. **Indemnification and Insurance Requirement:** Any contract awarded by DPH must contain the following provisions and/or provisions substantially similar to the following (refer to Exhibit 1, Sample Agreement for complete details):
 - a. **Indemnification:** Contractor agrees to indemnify, defend, and hold harmless the County and its Special Districts, elected and appointed officers, employees, and agents from and against any and all liability, including but not limited to demands, claims, fees, costs, and expenses (including attorney and expert witness fees), arising from or connected with Contractor's acts and/or omissions arising from and/or relating to the Agreement.
 - b. **General Insurance Requirements:** Without limiting Contractor's indemnification of County and during the term of any resultant agreement, Contractor and Subcontractor(s) shall provide and maintain, and shall require all of its subcontractors to maintain, the following programs of insurance listed below. Such insurance shall be primary to and not contributing with any other insurance or self-insurance programs maintained by County, and such coverage shall be provided and maintained at Contractors and Subcontractor(s) own expense. Certificates or other evidence of coverage and certified copies of additional insured endorsements shall be delivered to DPH prior to commencing services under the agreement shall: 1) specifically identify the agreement (including the service category name); 2) clearly evidence all coverage required in the agreement; and 3) contain the express condition that County be given written notice by registered mail at least thirty (30) calendar days in advance of any modification or termination of the programs of insurance. Certificates of Insurance must include:
 - **General Liability Insurance:** such insurance shall be endorsed naming County as an additional insured and shall include:
General liability insurance written on a Commercial General Liability Form or on Comprehensive General Liability Form with limits of not less than the following: a) General Aggregate of \$2 Million; b) Products/Completed Operations Aggregate of \$1 Million; c) Personal and Advertising Injury of \$1 Million; and d) Each Occurrence of \$1 Million.

In addition to the General Liability Insurance certificate, Contractor must provide an additional endorsement page [adding the County of Los Angeles, its Special Districts, its officials, officers, and employees as insured for all activities arising from the agreement].
 - **Automobile Liability Insurance:** such insurance shall include coverage for all "owned", "hired", and "non-owned" vehicles, or coverage for "any auto" with a limit of liability of no less than \$1 Million for each accident.
 - **Workers' Compensation and Employer's Liability:** such insurance shall provide

workers compensation benefits, as required by the Labor Code of the State of California or by any other state, and for which Contractor and Subcontractor(s) are responsible. In all cases, this insurance shall include Employer's Liability coverage with limits of not less than the following: 1) \$1 Million for Each Accident; 2) \$1 Million for Disease – Policy Limit; and 3) \$1 Million for Disease – Each Employee.

- Professional Liability: such insurance shall cover liability arising from any error, omission, negligent, or wrongful act of Contractor, its officers, or employees with a limit of liability of not less than \$1 Million per occurrence and \$3 Million aggregate. If written on a claims-made form, the coverage also shall provide an extended two-year reporting period commencing upon expiration or earlier termination or cancellation of the agreement.

NOTE: Subcontractor(s) and Consultant(s) shall provide and maintain the same levels and types of insurance as described above for the Contractor. Failure by Contractor and Subcontractor(s) to procure and maintain the required insurance shall constitute a material breach of contract upon which Director may suspend or County may immediately terminate a contract.

2. Additional Required Documents: Additional required documents for selected A (i.e., Contractors) will include:

- a. Articles of Incorporation;
- b. Agency bylaws;
- c. Roster of current Board of Directors and/or Advisory Board;
- d. Dated agency organizational chart inclusive of PLACE staff;
- e. Board minutes identifying individual(s) authorized on behalf of Contractor to conduct business, make commitments, and enter into binding agreements with the County;
- f. Facility/ program licenses, permits, certificates, as required by federal, State, and local laws, or if applicable, license exemption;
- g. Hours of operation statement;
- h. Written policies: non-discrimination in employment, non-discrimination in services, unlawful solicitation, conflict of interest, confidentiality, records retention, and employee's acknowledgement of employer;
- i. Real property disclosure statement;
- j. Lease/mortgage agreement;
- k. Status of payroll taxes (U.S. Form 941 and California Form DE3) and Internal Revenue Service Tax Exemption Certification (if applicable);
- l. Listing of other funding sources, including period, services to be provided, and total dollar amount;
- m. Cost allocation plan;
- n. Certified annual independent audit report;
- o. Consultant/subcontractor agreements and documentation related to subcontracting agencies and/or consultants, as required in Exhibit 1, Sample Agreement, Additional Provisions, Paragraph 22, Subcontracting;
- p. Equipment leases;
- q. Emergency and disaster plan;
- r. Jury Service polices stating that employees shall receive, on an annual basis, no less than five(s) days of regular pay for actual service rendered;
- s. Verification that Contractor and Subcontractor notified and provided its employees a fact sheet regarding the Safely Surrendered Baby Law, its implementation in Los Angeles County, and where and how to safely surrender a baby;

- t. Detailed statement indicating whether agency totally or partially owns any other business organization that will be providing services, supplies, materials, or equipment to agency or in any manner does business with agency under this agreement;
- u. Detailed statement indicating whether agency is totally or substantially owned by another business organization;
- v. Job descriptions, with qualifications listed for budgeted positions, including subcontractor staff;
- w. Tuberculosis screening statement declaring that contractor has on file documenting of annual tuberculosis for all volunteers and budgeted contractor and subcontractor staff prior to commencement of services funded through the County agreement; and
- x. Any other documents that may be required as a condition of funding.

XIV. REQUIREMENTS FOLLOWING CONTRACT AWARD

Applicants awarded a contract and who enter into a formal agreement with the County must adhere to the following requirements:

1. Deliverables

Contractors shall comply with all requests for documentation of deliverables, as outlined by the Scope of Work form (Appendix C) and yearly action plans. Timelines regarding action plans and deliverables may be agreed upon during contract negotiations or when creating action plans. Deadlines may be extended with sufficient justification.

2. Learning Network

DPH will convene Contractors on a regular basis (2 – 4 times per year) throughout the grant period so they may share challenges, successes and lessons learned. In addition, trainings provided by active living* specialists will be integrated into the Learning Network meetings. Initiative Coordinators will be required to participate in the meetings of the Learning Network and provide updates on their initiative.

3. Monitoring

Contractors will be expected to provide initiative deliverables approved by PLACE Program staff and to meet program monitoring requirements including, but not limited to, support and oversight to staff, subcontractors, and consultants; submission of timely progress and financial reports by agreed-upon deadlines; availability for periodic DPH monitoring site visits and provision of information needed for performance monitoring and management; and, at the close of the grant period, provide a final written report on the initiative's accomplishments.

4. Progress Reports to DPH

Contractors will be required to submit progress reports that provide all necessary information to describe progress toward accomplishing Scope of Work activities. Progress reports shall be submitted on a monthly or quarterly basis; the frequency shall be determined by County based upon the timely achievement of grant objectives. This narrative progress report is a written summary of the initiative's progress, achievements, and challenges during the reporting period. Timely submission of progress reports is required or will delay payment of invoices.

5. Evaluation

Contractors will be required to participate in any mandated evaluation activities throughout the duration of initiative funding, including all required data collection activities.

* See Glossary

6. Invoices and Payment

Contractors shall submit invoices on a monthly basis. Contractors must pay all sub-contractors prior to submitting a reimbursement request to PLACE. Grant payments are made only as reimbursements, occurring no more frequently than monthly. Lump sum invoices for the entire grant are not allowed. Payment of invoices will not be considered without timely submission of progress reports.

7. Computer Systems Requirements, E-Mail Capability and Internet Access

Contractors shall maintain adequate hardware, software, e-mail and internet systems required by DPH in order to successfully execute the initiative and receive, process, and/or provide information to DPH. In addition to an adequate operating system, Contractors shall maintain, at a minimum, the following:

- Adobe Reader software
- Microsoft Word software
- E-mail service that offers a minimum of 10 MB storage space
- Internet access

8. Promotional Material

Contractor shall obtain County approval for all promotional material (including but not limited to posters, pamphlets, fact sheets, and videos) prior to final development, purchase, or distribution.

9. Americans with Disabilities Act

Contractor shall apply with the Americans with Disabilities Act in the provision of contract services. Contractor shall obtain Director approval for reimbursement of certain non-construction expenses, such as translation services and sign-language for the hearing impaired.

10. Subcontracting

A written agreement must be maintained between the Contractor (Applicant/Lead Agency) and subcontractor (similar to the contract agreement between DPH and the lead agency). Contractors must use a subcontracting agreement that clearly shows the work, deliverables, due dates, and costs. Contractors will be responsible for annual monitoring of the subcontractor's compliance with contract provisions and performance in carrying out initiative activities.

Once funds are awarded and the Board of Supervisors approves the contract between DPH and the lead agency, the Contractor must send DPH a copy of its subcontractor agreement for approval.

XV. SELECTION PROCESS AND EVALUATION CRITERIA

Evaluation Process

An evaluation committee will review and evaluate all proposals that adhere to requirements of the RFI format and procedure. Review and evaluation of each proposal shall consist of the four levels described below:

Level I - "Pass/Fail" Evaluation:

Initially, a "pass/fail" evaluation will be made to determine compliance with all of the provisions of the RFI. This level of evaluation does not include an in-depth reading of the proposal's content, but is conducted solely to ensure that a complete proposal has been received. DPH will review the proposal to see that all of the required forms/documentations are included, and that the proposal meets the RFI guidelines. Failure in any one of the "pass/fail" criteria may be cause for disqualification of the entire proposal from further review. The determination to disqualify a proposal shall be at the sole discretion of the Director. Criteria for passing the first level review include the following:

1. The "Letter of Intent" is received on or before the submission deadline at the location specified in this RFI.
2. Full grant proposal, cover letter and all required attachments are received on or before the submission deadline at the location specified in this RFI.
3. Full grant proposal is typewritten in English and submitted with the correct number of copies of cover letter, proposal and required attachments.
4. Full grant proposal contains and identifies all proposal sections in sequential order as set forth in this RFI.
5. Full grant proposal does not include additional exhibits or attachments that have not been requested.
6. Applicant meets minimum requirements, as identified in Section VIII: Eligibility and Minimum Requirements.
7. Cost/budget information provided by the Applicant is unconditional, complete, and contains no unsigned material or irregularities.

DPH may disqualify any proposal that does not meet the above pass/fail requirements. Furthermore, DPH may disqualify any proposal that provides inaccurate, false, or misleading data or statements. DPH may, at its sole discretion, correct any obvious mathematical or clerical errors.

Level II - "Scored" Evaluation:

Full grant proposals that pass Level I will proceed to Level II. Utilizing predetermined and weighted criteria, an Evaluation Committee will score proposals that pass the first level of evaluation. The Evaluation Committee will assign numeric scores to each proposal that contains all of the required components. The numeric score will be based upon the proposal's strengths and weaknesses according to the criteria described in the RFI. Each proposal will be reviewed and scored based upon the adequacy and thoroughness of its response to the County's needs and the RFI requirements. During this review, proposals will be evaluated and ranked by evaluation committee members. Refer to Section XI: Full Proposal Instructions for specific criteria used to score each proposal.

Section Score Summary

Section 1: Community Profile and Assessment	Maximum Score: 125
Section 2: Proposed Initiative	Maximum Score: 650
Section 3: Evaluation	Maximum Score: 90
Section 4: Scope of Work Form	Maximum Score: 50
Section 5: Budget and Budget Justification	Maximum Score: 85

Level III - Oral Interview and Work Site Visit:

A small number of select, high scoring, geographically distributed proposals will proceed to Level III: a mandatory oral interview/work site visit by DPH. The purpose of the oral interview/worksite visit is 1) to verify information as claimed in the Applicant's written proposal; 2) to ask additional questions related to the feasibility, quality, and potential of Applicant's proposal compared with other proposals; and 3) to assess the leadership capabilities of the Applicant, the experience and cohesiveness of the partnership, and the extent to which all required partners are fully committed to the initiative. In addition, DPH may request a brief tour of the local neighborhood or community where the physical project will take place. Site visits will be scored based on the above criteria and will be weighted equally with written proposals submitted.

NOTE: All required partners must attend the mandatory site visit, which will tentatively take place between December 3 – 12, 2007; required partners must make themselves available that week at the request of DPH to participate in the site visit (additional partners may attend on an optional basis at the sole discretion of DPH). DPH may request that Applicants give oral presentations during the site visits. The Director may, at his/her sole discretion, identify and request additional information to evaluate final candidates.

DPH retains the sole right to determine the number of site visits to be conducted. This determination will be based upon the number of high scoring proposals and their geographic distribution throughout the County.

Level IV - Recommendation for Contract Award:

After the proposals and site visits have been evaluated and ranked and the results of the evaluation accepted by the Director, funding recommendations will be made to the County Board of Supervisors. Funding recommendations will be based upon the quality of the proposed initiative, qualifications demonstrated during site visits, and geographic distribution throughout the County. It is anticipated that no more than one Applicant will be funded in any given Service Planning Area, although DPH reserves the right to redirect funding at its discretion, if to do so is in the best interests of the County.

In the event negotiations with the Applicant(s) recommended for funding do not result in a contract for recommendation to County of Los Angeles Board of Supervisors, then the Director may, at his/her sole discretion, reject a proposal and commence negotiations with the next highest ranked Applicant(s), in keeping with the County's goals of quality and geographic distribution throughout the County.

Note: All awards of funds pursuant to this RFI will be made by, and at the sole discretion of, the County of Los Angeles Board of Supervisors.

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XVI. PROPOSAL CHECKLIST

Due by 10:00 a.m. (Pacific Standard Time) on October 5, 2007

_____ One Letter of Intent (See Section X)

Applicants must submit a Letter of Intent AND a proposal to be considered for funding.

Due by 10:00 a.m. (Pacific Standard Time) on November 13, 2007

**The following items comprise the “proposal package.” Submit one complete, unbound, single-sided original proposal package (including original signed cover letter and all required attachments and forms) and six double-sided copies of the original (including copies of the cover letter and all required forms and attachments). All elements of the proposal should be in the following order:*

_____ Proposal cover letter on Agency letterhead plus one photocopy, both time-stamped (see Section XI)

_____ Table of Contents

_____ Executive Summary

_____ Narrative (Body of Proposal)

_____ Scope of Work Form

_____ Budgets and Budget Justifications

_____ Required County Forms (Attachments A-L)

XVII. GLOSSARY OF TERMS

Active Living – The non-profit organization Active Living By Design defines active living as “a way of life that integrates physical activity into daily routines. The goal is to accumulate at least 30 minutes of activity each day. Individuals may achieve this by walking or bicycling for transportation, exercise or pleasure; playing in the park; working in the yard; taking the stairs; and using recreation facilities.”

Advocacy – Educating elected officials, their staff, government employees, or the general public about the PLACE initiative and the impact of built environment and land use decisions on public health. Advocacy does not permit promoting a “yes” or “no” vote on a piece of legislation. (See “lobbying” below).

Built Environment – The built environment encompasses all buildings, spaces and products that are created, or modified, by people. It includes homes, schools, workplaces, parks/recreation areas, greenways, business areas and transportation systems. In the context of the RFI, the built environment most often refers to streets, sidewalks, bike lanes, public transportation, parks and other public spaces.

Community Capacity – The degree to which community members are able to take action which results in the improvement of their own neighborhood.

Community Design – According to the American Planning Association, community design (also referred to as urban design) is the process of giving form, in terms of both function and aesthetic beauty to selected urban areas or to whole cities through a combination of elements from the fields of urban planning, architecture and landscape architecture. For example, street lighting, traffic-calming measures, land use improvements that promote connectivity of sidewalks and streets, etc.

General plan – A compendium of a city’s or a county’s policies regarding its long-term development in the form of maps and accompanying text. In California, the general plan has seven mandatory elements (circulation, conservation, housing, land use, noise, open space, and safety) and may include any number of optional elements. DPH encourages cities to integrate public health elements or health policy goals into their general plan.

Joint use/Community use – Joint use describes a practice whereby two entities, commonly a school and city department, agree to share one or more properties for reciprocal use. For example, a school would allow the Recreation and Parks Department to conduct swim classes at the school pool in the evening and the Recreation and Parks Department would allow the school to use a park-based soccer field for school team practice. Community use is similar, but refers to a one-way agreement only; i.e. when a school opens their facilities to use by the community.

Land use – How and for what purpose land is developed, often dictated by a city’s zoning regulations and restrictions. For example, legislation and regulations that determine how land can be utilized and/or developed in a given community or city.

Lobbying – Activities include: communicating with governmental staff or officials with the intention of promoting a “yes” or “no” vote on a particular piece of legislation. (See “advocacy” above)

Partners – 1) *Required Partners*: cities, schools or other organizations that fulfill the partnership requirements described in the RFI; 2) *Additional Partners*: entities that support the partnership’s efforts and strengthen further the partnership between the lead organization and their required partners.

Physical Activity – According to the US Department of Health and Human Services and the Centers for Disease Control and Prevention (CDC) adults should engage in a minimum of 20 minutes of vigorous activity three or more days a week or a minimum of 30 minutes of moderate activity five days a week.

Physical Project – Improvements to the built environment to encourage physical activity, such as widening sidewalks, building trails, adding street lighting, building bike paths, etc, in a small geographic area such as a neighborhood.

Safe Routes to Schools – According to the creators of the National Model Program, Safe Routes to School programs are “designed to decrease traffic and pollution and increase the health of children and the community.” Safe Routes to School programs promote walking and biking to school through education while addressing the safety concerns of parents by encouraging greater enforcement of traffic laws and finding ways to create safer streets. The safety of a community’s streets can be altered through engineering changes such as the widening and repairing of sidewalks, the addition of street lamps, the installation of traffic calming measures etc. For more information visit www.saferoutestoschools.org.

School Siting – Refers to the “site” or location of a school. Public Health supports siting schools close to neighborhoods so students can walk or bike to school, rather than building schools on the outskirts of a city requiring kids to be bussed or driven. Public Health also supports siting schools as far as possible from freeways and busy roads due to health risks associated with air pollution.

Street Standards – Guidelines within a municipal code for the design of streets, pertaining to such elements as sidewalk and curb characteristics, turn lanes and medians, bike lanes, planter strips, and traffic-calming devices.

Supporters – Among other entities, supporters of an Applicant’s initiative may include local leaders, policy decision makers, local programs, and community residents. Supporters are advocates for the initiative’s objectives, but are not necessarily officials or staff from the contractor, subcontractors or required partners.

Technical Assistance – Expert assistance from a contracted specialist to help the success of Applicants’ initiatives. Specialists may hold areas of expertise in subjects such as walkability, zoning codes, design standards, etc.

Zoning – The division of a city or county by legislative regulations into areas, or zones, which specify allowable uses for real property and size restrictions for buildings within these areas. It is the chief land use implementation tool for the comprehensive (general) plan.

XVIII. RECOMMENDED DATA SOURCES

The table below lists several publications available on-line with health data that may be useful in crafting the full grant proposal. This is not an exhaustive list; other relevant sources may also be cited.

- Additional disease prevalence data by various sub-county geographic levels (e.g. city and SPA) may also be found at the Los Angeles County Department of Public Health, Health Inventory Data available at <http://lapublichealth.org/phcommon/public/hdi/index.cfm>.
- Additional service planning area (SPA) level data for health conditions, health behaviors, and social characteristics can be found through Health Snapshots and AskCHIS at the UCLA Center for Health Policy Research: <http://www.healthpolicy.ucla.edu/>
- Local level data for health conditions, health behaviors, social and neighborhood characteristics—including **fear of crime**—are also available through the Healthy City website <http://www.healthycity.org/c/dc>.
- Commuter statistics by several geographic levels may be found at the Bureau of Transportation Statistics website http://www.transtats.bts.gov/DL_SelectFields.asp?Table_ID=1348&DB_Short_Name=CTPP%202000.

Publication Topic	Available Sub-county Data	Publication Title	Publication Year	Organization	Location
Heart Disease and Economic Hardship Rankings	County, City, Un-incorporated Area	Premature Deaths from Heart Disease and Stroke in Los Angeles County: A City and Communities Health Report	2006	LADHS Office of Health Assessment & Epidemiology	• http://www.lapublichealth.org/epi/docs/CHR_CVH.pdf
Multiple Health Indicators	SPA	Key Indicators of Health by Service Planning Area	2002	LADHS	• http://www.lapublichealth.org/spa3/doc/keyhealth.pdf
Mortality and Leading Cause of Death	SPA	Mortality in Los Angeles County 2004: Leading causes of death and premature death	2007	LADHS	• http://lapublichealth.org/dca/vrecords/LACMortalityReport2004.pdf
Diabetes	SPA	Diabetes on the Rise in Los Angeles County Adults	2007	LADHS	• http://lapublichealth.org/ha/reports/habriefs/DiabetesTrends05.pdf
Multiple Chronic Health Conditions	SPA	Chronic Conditions of Californians: Findings from the 2003 California Health Interview Survey	2005	UCLA Center for Health Policy Research	• http://www.healthpolicy.ucla.edu/pubs/files/chron_cond05_report.pdf
Obesity	SPA	<i>The Obesity Epidemic in Los Angeles County Adults</i> , LA Health Trends	2006	County of Los Angeles Department of Public Health	• http://lapublichealth.org/wwwfiles/ph/hae/ha/Obesity05.pdf
Obesity by gender	SPA	Health Indicators for Women in Los Angeles County	2007	County of Los Angeles Public Health	• http://www.lapublichealth.org/owh/docs/final%20data%20report%20pdf.pdf
Physical Activity	SPA, City	Physical Activity Among Adults in Los Angeles County	2000	County of Los Angeles Department of Public Health	• http://lapublichealth.org/ha/reports/habriefs/v3i2_phys/physact.pdf
Physical Activity	LA County	Less Than One-Quarter of California Adults Walk Regularly	2006	UCLA Center for Health Policy Research	• http://www.healthpolicy.ucla.edu/pubs/files/Adult_Walk_PB.082406.pdf

Appendix A1

LINE ITEM BUDGET INSTRUCTIONS

The Applicant must complete four separate line item budgets utilizing the categories below (A-I) for each of the following terms:

<u>Term:</u>	<u>Time Period:</u>	<u>Maximum Funding Amount:</u>
1	5-month period from 2/1/08-6/30/08	\$43,750
2	12-month period from 7/1/08-6/30/09	\$105,000
3	12-month period from 7/1/09-6/30/10	\$105,000
4	12 month period from 7/1/10 – 6/30/11	\$100,000

Budget quantities for Term 1 are prorated based upon a 12 month term. The Line Item Budget can be calculated using the downloadable Microsoft Excel spreadsheet available at:
www.lapublichealth.org/place.

Note: Applicants selected for funding may be required to modify proposed budget, budget justification, and/or scope of work; and may be asked to provide a more detailed line-item budget.

A. Salaries and Employee Benefits

- ◆ **Position:** List each employee who will be working on this initiative by position, except consultants. Staff members and other employees are determined by the fact that agency reports and pays payroll taxes (SUI, FICA, etc.) and pays employees' income taxes as basic legal requirements.
- ◆ **Monthly Salaries:** For each position, enter the monthly salary for each employee based on full-time equivalent (i.e. enter the amount that they would earn if they were working 100% on this initiative).
- ◆ **Percent of Time:** Enter the total percentage of time that each employee will work on the proposed initiative. If all employee's time will be spent on the proposed initiative, enter 100% (100% means 40 hours per week). If less than 40 hours per week will be spent on the proposed initiative, enter the appropriate percentage of time.
- ◆ **Number of Months:** For each position, indicate budgeted number of months. For Term 1, indicate a five-month period. For Terms 2, 3, and 4, indicate a 12 month period.
- ◆ **Totals:** For each position, multiply monthly salary by the number of months by the percentage of time, then enter amount in the total column. (These values will calculate automatically when using the downloadable Microsoft Excel spreadsheet).
- ◆ **Subtotal Salaries:** Add the subtotal amounts for salaries. (These values will calculate automatically when using the downloadable Microsoft Excel spreadsheet).
- ◆ **Employee Benefits for Salaries:** Indicate the estimated *total* employee benefit percentage rate for which the organization is responsible (e.g., FICA, SUI, Worker's Compensation, retirement, etc.). Calculate the employee benefit by multiplying the Subtotal Salaries by the employee benefit rate. (These values will calculate automatically when using the downloadable Microsoft Excel spreadsheet).
- ◆ **Total Salaries and Employee Benefits:** Add Total Salaries and Employee Benefits and

enter total amount. (This value will calculate automatically when using the downloadable Microsoft Excel spreadsheet).

- ◆ **In-kind Employees:** List any in-kind staff who will be working on this initiative. For each position, enter the total percentage of time that each employee will work on the initiative based on full-time equivalent. If less than 40 hours per week will be spent on the proposed initiative, enter the appropriate percentage of time. For Term 1, indicate a five-month period for each position. For Terms 2, 3, and 4, indicate a 12 month period for each position. Do not include in-kind salaries in line item budget.

B. Subcontractors and Consultants

Consultants and subcontractors should be identified in this category. Identify subcontractor and/or consultant, hourly rate, total number of hours of proposed work and total cost. (This value will calculate automatically when using the downloadable Microsoft Excel spreadsheet).

Note: Applicants must also submit separate budgets and budget justifications for each subcontractor and/or consultant. Applicants should refer to Paragraph 13 of the Sample Agreement and Additional Provisions for complete DPH Subcontractor/Consultant requirements.

C. Operating Expenses

Identify the expenditures that will be necessary for the performance of the contract and enter the amounts for each (e.g., office supplies, printing/reproduction, incentives, telephone, mileage, etc.). The costs should conform to your proposed initiative objectives.

D. Facility Rental/Lease

Identify the cost, if any, that will be necessary to house budgeted staff. Include the calculation of total rent: (Agency cost per square foot) x (Number of square feet per employee) x (Budgeted number of FTE) x (Number of months) = Total Cost.

E. Conferences and Trainings

Identify the costs of attending conferences and trainings for employees' professional development related to the initiative. Site visits to other communities that have conducted similar initiatives and that have relevant expertise to share with successful Applicants are allowable forms of training. Please specify conference/training fees and estimates for transportation and hotel stays. Transportation cost may include transportation by plane or ground transportation such as cabs, trains, shuttles or car rentals. To ensure reimbursement, the most effective form of transportation must be used. Only employees of the Applicant agency and employees of subcontractors who are working on the initiative are eligible to use conference and training funds.

Successful Applicants will be permitted to spend up to \$2,000 in Term one and up to \$5,000 in the remaining Terms to participate in conferences and trainings. However, due to funding limitations, note that the total funding available during Term 4 will be reduced from \$105,000 to \$100,000. As a result, successful Applicants electing to attend conferences and trainings in the last Term of the grant will need to reduce funding in other line items.

F. Equipment (Lease/Purchase)

Equipment costs include lease or purchase of items such as, copiers, computers, and fax machines, etc.

G. Subtotal Initiative Cost: Add total of expense categories A through F.

H. Indirect Costs

Enter the total percentage of Indirect Costs requested. (This value will calculate automatically when using the downloadable Microsoft Excel spreadsheet). Applicants may choose not to allocate for indirect costs.

Total Indirect Costs may not exceed 18.28% of salaries and employee benefits.

For applicants using a fiscal sponsor, indirect costs characterized as fees to the fiscal sponsor may not exceed 12% of salaries and employee benefits and must be clearly listed on the line item budget. Should Applicants utilize a full 12% toward fiscal sponsor fees, the maximum remaining allowance of indirect cost would equal 6.28%. Such Applicants must clearly indicate in their line item budget what percentage of Indirect Costs will be allocated toward fees to the fiscal sponsor.

I. Total Initiative Budget: Add total of expense categories G and H.

Appendix A2

SAMPLE LINE ITEM BUDGET

Organization Name: Organization A
Total Budget: Annual \$105,000

Term: 2
Billing Period: 7/1/08-6/30/09

A.	SALARIES AND EMPLOYEE BENEFITS	Monthly Salary	Percent of Time	No. of Months	Totals
	1) Initiative Coordinator	\$ 5025	100%	12	\$ 60,300.00
	2) Office Assistant	\$ 2080	25%	12	\$ 6,240.00
	Subtotal Salaries		EB %		\$ 66,540.00
	Employee Benefits (22%)		22%		\$ 14,638.80
	Total Salaries & Employee Benefits				\$ 81,178.80
	In-kind Employees				
	1) Assistant Policy Analyst		50%	12	
B.	SUBCONTRACTORS AND CONSULTANTS	Hourly Rate	Number of Hours		
	1)				\$
	Total Subcontractors/Consultants				\$ N/A
C.	OPERATING EXPENSES				
	1) Office Supplies				\$ 490.00
	2) Postage				\$ 275.00
	3) Communications				\$ 485.00
	4) Promotional Materials				\$ 1,265.00
	Total Operating Expenses				\$ 2,515.00
	D. FACILITY RENTAL/LEASE				\$ N/A
E.	CONFERENCES AND TRAININGS				
	(maximum \$2,000/\$5,000)				
	New Partners for Smart Growth Conference				
	1) Conference fees	\$347 fee x 2 employees			\$ 694.00
	2) Transportation (plane/train tickets/ground)	\$295.80 x 2 employees			\$ 591.60
	3) Hotel	\$188/night x 3 nights x 2 rooms			\$ 1,128.00
	American Planning Association Conference				
	4) Conference Fees	\$660 member fee x 1 employee			\$ 660.00
	5) Transportation (plane/train tickets/ground)	\$230			\$ 230.00
	6) Hotel	\$180/night x 4 nights x 1 room			\$ 840.00
	Total Conferences and Training Costs				\$ 4,143.60
F.	EQUIPMENT (Lease/Purchase)				
	1) Color Printer				\$ 679.00
	2) GIS Software				\$ 416.00
	3) Microsoft Publisher				\$ 210.00
	Total Equipment				\$ 1,305.00
G.	SUBTOTAL INITIATIVE COST (A-F)				\$ 89,142.40
H.	INDIRECT COSTS (18.28% maximum of Salaries & Employee Benefits)	Percent Indirect			
	General Indirect Costs	6.28%			\$ 5,098.03
	Fiscal Sponsor Fees (12% maximum)	12%			\$ 9,741.46
	Total Indirect Costs				\$ 14,839.48
I.	TOTAL PROGRAM BUDGET (G-H)				\$ 103,981.88

Appendix A3

BLANK LINE ITEM BUDGET

Organization Name:

Total Budget:

Term:

Billing Period:

A. SALARIES AND EMPLOYEE BENEFITS	Monthly Salary	Percent of Time	No. of Months	Totals
1)	\$			\$ 0.00
2)	\$			\$ 0.00
Subtotal Salaries		EB %		\$ 0.00
Employee Benefits (__ %)				\$ 0.00
Total Salaries & Employee Benefits				\$ 0.00
In-kind Employees				
1)				
B. SUBCONTRACTORS AND CONSULTANTS	Hourly Rate	Number of Hours		
1)				\$
Total Subcontractors/Consultants				\$
C. OPERATING EXPENSES				
1)				\$
2)				\$
3)				\$
Total Operating Expenses				\$ 0.00
D. FACILITY RENTAL/LEASE				\$
E. CONFERENCES AND TRAININGS (maximum \$2,000/\$5,000)				
1)				\$
2)				\$
3)				\$
4)				\$
5)				\$
6)				\$
Total Conferences and Training Costs				\$ 0.00
F. EQUIPMENT (Lease/Purchase)				
1)				\$
2)				\$
3)				\$
Total Equipment				\$ 0.00
G. SUBTOTAL INITIATIVE COST (A-F)		Percent Indirect		\$ 0.00
H. INDIRECT COSTS (18.28% maximum of Salaries & Employee Benefits)				
General Indirect Costs				\$ 0.00
Fiscal Sponsor Fees (12% maximum)				\$ 0.00
Total Indirect Costs				\$ 0.00
I. TOTAL PROGRAM BUDGET (G-H)				\$ 0.00

Appendix B1

BUDGET JUSTIFICATION INSTRUCTIONS

The Applicant shall complete two separate budget justifications utilizing the categories below (A-I) for each of the following terms:

Term 1 (5-month period from 2/1/08-6/30/08)

Term 2 (12-month period from 7/1/08-6/30/09)

A budget justification is not required for Terms 3 and 4.

Note: An Applicant selected for funding may be required to modify proposed budget and budget justification, and/or may be asked to provide an additional justification for the costs identified.

Write a brief narrative justification for each of the amounts entered on the budget. Please identify any one-time costs. The Budget Justification narrative must be detailed, specific, and explain why the costs are necessary and how the funds will be used. Budget quantities for Term 1 are prorated based upon a 12 month term.

A. Salaries and Employee Benefits

List each position by job title and briefly justify each position and its corresponding duties by relating it to specific initiative objectives. Do not include consultants/sub-contractors in this category.

Applicants will be required to provide one full-time (1 FTE) coordinator to direct the initiative. If for any reason the initiative coordinator is less than 100% FTE, a strong justification will be required from the Applicant and will require approval from the DPH Director or his designee. In addition, Applicants must clearly show in the budget justification how in-kind staff will fulfill the requirement for the remaining services. Regardless, Applicants must also identify positions and corresponding duties of any additional in-kind staff that will be dedicating efforts toward initiative objectives.

Identify the method to calculate the employee benefits percentage rate. List each employee benefit and its appropriate percentage rate. Example: FICA 7%, SUI 3%, Worker's Compensation 1%, Medical/Dental 6%, Retirement 3%, Other 1%, etc. for a total Employee Benefits rate of 22%. Calculate and justify full-time and part-time employee benefits separately.

B. Subcontractors and Consultants

Use this category to identify subcontracted services and/or consultants to be used in the initiative. Applicant must specify reason for selecting specific Subcontractor(s) and the initiative objective(s) to which the contract relates. Applicant must include the name of subcontractor/consultant and description of services. Describe the initiative services and objectives as they relate to the Scope of Work. Include hourly rate and the total number of hours the subcontractor/consultant will work.

Note: Applicants must also submit separate budgets and budget justifications for each subcontractor and/or consultant. Applicants should refer to Paragraph 13 of the Sample Agreement and Additional Provisions for complete DPH Subcontractor/Consultant requirements.

If selected for funding, a written agreement shall be maintained between the contractor (lead applicant) and the subcontractor/consultant. This written agreement shall contain paragraphs that create the same rights that exist or will exist under the agreements between DPH and the contractor. The contractor will be responsible for monitoring the subcontractor/consultant's compliance to the contract provisions and its performance in carrying out initiative activities and meeting contractual requirements.

C. Operating Expenses

Identify and briefly describe the expenditures necessary for the performance of the initiative. The narrative should describe how the costs will relate to the initiative objectives including: telephone, postage, utilities, office supplies, printing/reproduction, outreach supplies, educational materials, computer connection, incentives, etc. The costs must be used specifically for the delivery of the proposed services and should assist your agency in meeting objectives. Include cost calculations as referenced in Appendix B2 - Sample Budget Justification.

Mileage pertains to local travel (within County of Los Angeles). Mileage example: Reimbursement is requested at \$0.XX per mile for mileage incurred by initiative staff traveling to meetings with key partners and supporters within the County.

PLACE grant funding may not be used toward the purchase of food or drink items.

D. Facility Rental/Lease

Briefly describe and justify any facility costs (e.g., rent, lease) needed for the operation of the initiative. Identify the cost, if any, that will be necessary to house each budgeted staff. Include the calculation of total cost: (Agency cost per square foot) x (Number of square feet per employee) x (Budgeted number of FTE) x (Number of months) = Total Cost. Facility usage may also be provided as in-kind contribution.

E. Conferences and Trainings

Briefly describe and justify any costs associated with attending conferences, trainings and site visits (e.g. conference fees, travel/transportation and hotel stay costs). Transportation costs may include transportation by plane, or ground transportation such as cabs, trains, shuttles or car rentals. To ensure reimbursement, the most effective form of transportation must be used. Please identify which employees will be attending the conference, training or site visit. Only employees of the Applicant agency and employees of subcontractors who are working on the initiative are eligible to use conference and training funds. If you know which conference or training employees will attend, please briefly explain the purpose of the conference or training and why participation is important. Conference and training costs may also be provided as an in-kind contribution.

F. Equipment (Lease/Purchase)

Briefly describe and justify any equipment costs (e.g., lease, purchase) needed for operation of the proposed initiative. This equipment may also be provided as in-kind contribution. Equipment may include computers, printers, electronic software, other electronic devices etc.

G. Subtotal Initiative Cost: Add Total Expenses A-F.

H. Indirect Cost (Cannot exceed 18.28% of Salaries and Employee Benefits)

Indirect cost or administrative overhead are costs that are incurred for a common joint purpose benefiting more than one cost objective, and not readily attributable to any particular program or service. These costs may include salaries, wages, and fringe benefits of administrative personnel whose effort benefits more than one cost objective; operational and maintenance costs that benefit more than one cost objective; and/or expenses such as rent for percentage of space occupied by administrative personnel, etc. Applicants may choose not to allocate for indirect costs.

Total Indirect Costs may not exceed 18.28% of salaries and employee benefits.

For applicants using a fiscal sponsor, indirect costs characterized as fees to the fiscal sponsor may not exceed 12% of salaries and employee benefits and must be clearly listed on the line item budget. Should Applicants utilize a full 12% toward fiscal sponsor fees, the maximum remaining allowance of indirect cost would equal 6.28%. Such Applicants must clearly indicate in their budget justification what percentage of Indirect Costs will be allocated toward fees to the fiscal sponsor.

I. Total Initiative Budget: Add Total of Expenses Categories G-H.

Appendix B2

SAMPLE BUDGET JUSTIFICATION

Organization Name: Organization A
Total Budget: Annual \$105,000

Term: 2
Billing Period: 7/1/08-6/30/09

Salaries and Employee Benefits

Initiative Coordinator: **(\$5,025 per month x 100% FTE x 12 months)**
Under the direction of the Executive Director, the Initiative Coordinator will provide overall leadership and administration of the initiative for 100% percent of their time. Leadership and administrative efforts include, but are not limited to, coordinating the partnership and leading efforts for policy change and physical project. Ensures all contract requirements are met. Monitors initiative expenditures and approves budget reviews. This position will be 100% time on the initiative and is budgeted at \$60,300.

Office Assistant: **(\$2080 per month x 25% FTE x 12 months)**
Under the direction of the Initiative Coordinator, a currently employed Office Assistant will dedicate 25% of their time to typing reports, maintaining necessary databases, compiling billing documentation and providing other clerical support as needed. This position will be 25% time on the initiative and is budgeted at \$6,240.

TOTAL SALARIES: \$66,540.00

Employee Benefits: The employee benefits rate for salaries is calculated at 22% (0.22 x \$66,540) and totals \$14,638.80. It is calculated at the following rate:

FICA	7%
SUI	3%
Worker's Comp	1%
Medical/Dental	6%
Retirement	3%
Other	<u>2%</u>
Total:	22%

TOTAL BENEFITS: \$14,638.80 (\$66,540 x 0.22)

TOTAL SALARIES AND BENEFITS: \$81,178.80

In-kind Employees

Assistant Policy Analyst: **(\$2,500 x 50% x 12 months)**
Under the direction of the Initiative Coordinator, a currently employed Assistant Policy Analyst will dedicate 50% of their time to completing the policy assessment, developing policy, and aiding in the facilitation between partners, stakeholders, and other involved parties. This position will be provided in-kind by the Applicant.

Operating Expenses

Office Supplies: Usage of office supplies such as copier paper, pens, pencils, note pads, printer toner and all other consumable supplies to assist in the preparation of outreach materials, etc. Average amount per month equals \$40.83 for a total annualized amount of \$490.

Postage: Mailing of meeting announcements and other information is estimated at \$275 per year.

Communications: The average cost for additional telephones, facsimile, local and long distance calling for initiative staff and a dedicated Internet line equals approximately \$40.42 per month totaling \$485 for the full year.

Promotional Materials: Promotional materials for stakeholders, media tools, and policy advocacy packets are estimated at a total of \$1,265 for the full year.

TOTAL OPERATING EXPENSES: \$2,515

Conferences & Trainings

New Partners for Smart Growth Conference

Conference Fee: Conference fees include three days of workshops covering topics related to our initiative, including best practices in promoting walkability throughout urban neighborhoods. The Initiative Coordinator and Assistant Policy Analyst will attend.

Transportation: Travel expenses include two round-trip plane tickets at \$255.80 as well as \$80 for cab fare and other ground transportation costs.

Hotel: Hotel costs include two rooms for three nights at \$188 per night for accommodations at a hotel in Washington DC.

American Planning Association Conference

Conference Fee: Conference fee includes five days of conference sessions, mobile workshops, training seminars, and networking opportunities. The Initiative Coordinator will attend.

Transportation: Travel expenses include one round-trip plane ticket at \$200 as well as \$30 for hotel shuttle costs.

Hotel: Hotel costs include one room for four nights at \$180 per night.

**TOTAL CONFERENCES
& TRAININGS: \$4,143.60**

Equipment

Color Printer: To be allocated to the initiative coordinator for the use in development of promotional materials and to maintain records. The printer cost totals \$679. This is a one time cost.

GIS Software: Geographic Information System software will be used to create maps of the geographic region that will be impacted by the policy change and physical project. The software cost totals \$416. This is a one time cost.

Microsoft Publisher: This cost will cover new software necessary for the development of promotional materials and initiative implementation. The software cost totals \$210. This is a one time cost.

TOTAL EQUIPMENT: \$1,305

Indirect Costs

Indirect cost is 18.28% of total salaries and employee benefits for an annualized sum of \$14,839.48. A total of 12% of these funds will be allocated toward fees to our fiscal sponsor totaling \$9,741.46 annually.

**TOTAL INDIRECT
COSTS: \$14,839.48**

**TOTAL INITIATIVE
BUDGET: \$103,981.88**

SCOPE OF WORK

The Scope of Work Form is organized with “Deliverables” in the first column, “Activities” in the second, “Timeline” in the third and fourth columns, and “Tracking Measures” in the fifth. Applicants must complete different sections of the Scope of Work Form, according to the particular strategies they will conduct as part of their initiative. In the “Activities” section, there are “Required Activities” listed and “Optional Activities” listed. Applicants must conduct the required activities and may choose to conduct the optional activities listed and/or add additional optional activities. Thus, while each grantee will have a unique Scope of Work with different activities and timelines, there are standard components in all grantees’ Scopes of Work Form. The Scope of Work must cover the three years and five months of the grant term. Please see the following paragraph for more detailed instructions on completing the Scope of Work Form.

Instructions

*Please complete the Scope of Work Form, following the steps described in #1 and #2. (#1). **Required Activities.** The activities listed in the "Activities" column on this form are classified as either “Required” or “Optional.” For all required activities, fill in an anticipated start date and end date in the “Timeline” columns. No explanation of these activities is required. Please maintain the original wording of the Scope of Work Form. Do not delete any required activities from the Form. (#2). **Optional Activities.** Maintain on your Form the optional activities listed that you plan to conduct, fill in the anticipated start date and end date in the “Timeline” columns, and complete the corresponding “Tracking Measures” column by specifying what records will be kept of these activities. Delete any "optional" activities from the Form that you will not conduct. If your initiative includes activities beyond the required and optional activities included on this Form, list these additional activities in the “Optional” section under “Other” in the appropriate "Deliverables" section. In addition, fill in the start and end dates as well as the corresponding “Tracking Measures” column.*

Note: Activities from Phase I may continue into Phase II. For activities that will continue on an ongoing basis, indicate "ongoing" in the "End Date" column.

PHASE I: Preparation for the Initiative

It is expected that this phase will take approximately six months to complete. Exceptions may be negotiated with the Contract Monitor.

<u>Deliverables</u>	<u>Activities</u>	<u>Timeline</u>		<u>Tracking Measures</u>
		<u>Start Date</u>	<u>End Date</u>	
1. Complete a Community Engagement Process	<p>1. Community Engagement</p> <p>If additional input from community members is necessary to create your policy and physical project action plans (see #5 & #6 below), please indicate which of the following activities will be conducted:</p> <p>Optional Activities:</p> <p>1a. Conduct surveys and/or focus groups with community members.</p> <p>1b. Conduct walk or bike audits.</p> <p>1c. Other:</p>			<p>1a. Maintain copies of completed survey/focus group forms.</p> <p>1b. Maintain copies of completed walk or bike audit.</p> <p>1c.</p>
2. Complete a Policy Assessment	<p>2. Policy Assessment</p> <p>Required Activities:</p> <p>2a. Identify barriers to passing policy and potential strategies to overcome barriers.</p> <p>2b. Identify potential key supporters of the policy campaign.</p> <p>Optional Activities:</p> <p>2c. Review pertinent policy documents (master plans, ordinances, design guidelines, etc.)</p> <p>2d. Other:</p>			<p>2a. Submit to DPH the list of barriers and potential strategies.</p> <p>2b. Submit to DPH a list of key supporters.</p> <p>2c. Maintain list of policy documents reviewed.</p> <p>2d.</p>

PHASE I: Preparation for the Initiative

It is expected that this phase will take approximately six months to complete. Exceptions may be negotiated with the Contract Monitor.

<u>Deliverables</u>	<u>Activities</u>	<u>Timeline</u>		<u>Tracking Measures</u>
		<u>Start Date</u>	<u>End Date</u>	
3. Complete a Physical Project Assessment	<p>3. Physical Project Assessment</p> <p><i>Required Activities:</i></p> <p>3a. Identify barriers to completing the related physical project and potential strategies to overcome barriers.</p> <p>3b. Identify potential key supporters of the physical project.</p> <p>3c. Determine the major steps/procedures required to complete the physical project.</p> <p><i>Optional Activities:</i></p> <p>3d. Other:</p>			<p>3a. Submit to DPH list of barriers and potential strategies.</p> <p>3b. Submit to DPH a list of key supporters.</p> <p>3c. Maintain a list of major steps/procedures necessary to complete physical project and integrate into the Physical Project action plan (see #6 below).</p> <p>3d.</p>
4. Enlist Additional Supporters for Policy Campaign and Physical Project	<p>4. Broadening Support</p> <p><i>Required Activities:</i></p> <p>4a. Recruit key leaders and organizations (elected officials, city staff, community leaders), either as partners or supporters to help with <i>policy campaign</i>.</p> <p>4b. Recruit key leaders and organizations (elected officials, city staff, community leaders), either as partners or supporters to support <i>physical project</i>.</p> <p>4c. Determine meeting schedule and decision making process for partnership.</p> <p><i>Optional Activities:</i></p> <p>4d. Other:</p>			<p>4a. Maintain master list of supportive organizations and individuals and their contact information.</p> <p>4b. Maintain master list of supportive organizations and individuals and their contact information.</p> <p>4c. Maintain copy of meeting schedule, sign-in sheets, meeting notes, and explanation of decision making process.</p> <p>4d.</p>

PHASE I: Preparation for the Initiative

It is expected that this phase will take approximately six months to complete. Exceptions may be negotiated with the Contract Monitor.

<u>Deliverables</u>	<u>Activities</u>	<u>Timeline</u>		<u>Tracking Measures</u>
		Start Date	End Date	
5. Create an Action Plan for Securing Adoption of Policy	<p>5. Development of Action Plan for Policy Adoption</p> <p><i>Required Activities:</i></p> <p>5a. Create an action plan, more detailed than this Scope of Work, outlining key steps you will take and your timeline to promote adoption of your <i>policy proposal</i>. The action plan must contain specific milestones and tracking measures. Grantee performance will be monitored based upon achievement of milestones. The action plan must be updated annually.</p> <p><i>Optional Activities:</i></p> <p>5b. Other:</p>			<p>5a. Submit action plan to DPH with description of steps and timeline, using DPH's action plan form. Submit updated action plan to DPH on an annual basis.</p> <p>5b.</p>
6. Create an Action Plan for Launching the Related Physical Project	<p>6. Development of Action Plan for Implementing the Related Physical Project</p> <p><i>Required Activities:</i></p> <p>6a. Create an action plan, more detailed than this Scope of Work, outlining major steps you will take, your timeline, and your budget to implement your physical project. The action plan must contain specific milestones and tracking measures. Grantee performance will be monitored based upon achievement of milestones. The action plan must be updated annually.</p> <p><i>Optional Activities:</i></p> <p>6b. Other:</p>			<p>6a. Submit action plan to DPH, using DPH's action plan form, with description of major steps, timeline, budget and fundraising activities. Submit updated action plan to DPH on an annual basis.</p> <p>6b.</p>

PHASE I: Preparation for the Initiative

It is expected that this phase will take approximately six months to complete. Exceptions may be negotiated with the Contract Monitor.

<u>Deliverables</u>	<u>Activities</u>	<u>Timeline</u>		<u>Tracking Measures</u>
		<u>Start Date</u>	<u>End Date</u>	
7. Identify Technical Assistance Needs	<p>7. Technical Assistance Needs</p> <p><i>Required Activities:</i></p> <p>7a. Meet with DPH's Technical Assistance Coordinator to identify technical assistance needs for policy initiative and physical project.</p> <p>7b. Attend regular required Learning Network and Technical Assistance meetings led by DPH.</p> <p><i>Optional Activities:</i></p> <p>7c. Other:</p>			<p>7a. Submit list of identified technical assistance needs to DPH. (Note: This will be done in collaboration with the TA Coordinator, who will be developing a TA plan for each contractor).</p> <p>7b. Maintain record of attendance at meetings.</p> <p>7c.</p>
8. Gather Data for Promotional Materials	<p>8. Gather Data</p> <p><i>Required Activities:</i></p> <p>Data Gathering</p> <p>8a. Identify and gather specific data that will be used in promotional materials to educate policy/decision makers, community leaders and community residents.</p> <p><i>Optional Activities:</i></p> <p>8b. Other</p>			<p>8a. Maintain copies of all data gathered.</p> <p>8b.</p>

PHASE II: Conducting the Initiative

<u>Deliverables</u>	<u>Activities</u>	<u>Timeline</u>		<u>Tracking Measures</u>
		<u>Start Date</u>	<u>End Date</u>	
9. Develop Policy Proposal, including Policy Language and Plan for Policy Implementation, Once Policy is Approved	<p>9. Develop Policy Proposal</p> <p>PART I: Develop Policy Language</p> <p><i>Required Activities:</i></p> <p>9a. Solicit input from partners and supporters on language for policy proposal.</p> <p>9b. If available, obtain copies of similar policies from other cities, unincorporated areas, or school districts to use as samples.</p> <p>9c. Develop draft language for policy proposal.</p> <p><i>Optional Activities:</i></p> <p>9d. Talk with staff at other cities, unincorporated areas, or school districts regarding lessons learned on passing this policy.</p> <p>9e. Other:</p> <p>PART II: Develop Plan for Implementation of Policy, Once Approved</p> <p><i>Required Activities:</i></p> <p>9f. Solicit input from partners and supporters on an implementation plan for the policy, once it is approved or adopted.</p> <p>9g. If available, obtain copies of implementation plans from other cities, unincorporated areas, or school districts to use as samples. If not available, talk with appropriate city, county, school staff to understand implementation approach.</p> <p>9h. Develop draft plan for implementing the policy once it is approved or adopted.</p>			<p>9a. Maintain copies of written correspondence and meeting minutes.</p> <p>9b. Maintain copies of similar policies.</p> <p>9c. Maintain copies of draft policy language.</p> <p>9d. Maintain copies of written correspondence and meeting minutes.</p> <p>9e.</p> <p>9f. Maintain copies of written correspondence and meeting minutes.</p> <p>9g. Maintain copies of implementation policies or notes from discussions with city, county, school staff.</p> <p>9h. Maintain a copy of the draft implementation plan.</p>

PHASE II: Conducting the Initiative

<u>Deliverables</u>	<u>Activities</u>	<u>Timeline</u>		<u>Tracking Measures</u>
		Start Date	End Date	
	<p><i>Optional Activities:</i></p> <p>9i. Talk with staff and stakeholders at other cities, unincorporated areas, or school districts regarding lessons learned on implementing this type of policy.</p> <p>9j. Other:</p>			<p>9i. Maintain copies of written correspondence and meeting minutes.</p> <p>9j.</p>
<p>10. Implement Promotional Activities</p>	<p>10. Promotional Activities</p> <p><i>Required Activities:</i></p> <p>10a. Develop educational materials for informing officials, community leaders, and community residents (fact sheets, pamphlets, posters, videos, flip charts, etc.)</p> <p>10b. Attend community events and participate in other public relations activities to garner support for the policy proposal and physical project.</p> <p><i>Optional Activities:</i></p> <p><u><i>Media Tools</i></u></p> <p>10c. Develop key message/slogan, fact sheets for media, etc.</p> <p>10d. Pursue coverage in local media (newspaper, radio, television.)</p> <p>10e. Attend or hold press events.</p> <p>10f. Other:</p>			<p>10a. Submit all promotional materials developed to DPH for approval.</p> <p>10b. Maintain a list of community events and meetings attended.</p> <p>10c. Maintain copies of materials developed.</p> <p>10d. Maintain copies of media coverage received.</p> <p>10e. Maintain copies of press event materials (press packet, list of speakers, etc.).</p> <p>10f.</p>

PHASE II: Conducting the Initiative

<u>Deliverables</u>	<u>Activities</u>	<u>Timeline</u>		<u>Tracking Measures</u>
		<u>Start Date</u>	<u>End Date</u>	
11. Hold Educational Meetings with Key Officials and Community Leaders	<p>11. Educational Meetings</p> <p><i>Required Activities:</i></p> <p>11a. Meet with elected officials, policy makers, city staff and community leaders to educate them on importance of policy proposal and physical project.</p> <p><i>Optional Activities:</i></p> <p>11b. Speak at public hearings providing data and educational materials.</p> <p>11c. Other:</p>			<p>11a. Maintain copies of meeting agendas.</p> <p>11b. Maintain copies of public hearing agendas and data/educational materials provided at these hearings.</p> <p>11c.</p>
12. Secure Approval of Policy Proposal and Implement the Policy	<p>12. Approval of Policy and Implementation of New Policy</p> <p><i>Required Activities:</i></p> <p>12a. Once policy is approved, lead or be involved in implementing the policy (if appropriate).</p> <p><i>Optional Activities:</i></p> <p>12b. Other:</p>			<p>12a. Maintain copies of meeting agendas and/or notes related to policy implementation.</p> <p>12b.</p>
13. Collaborate with Existing Programs to Promote Physical Activity	<p>13. Collaborating with Existing Programs</p> <p><i>Required Activities:</i></p> <p>13a. Partner with an existing program(s) to prepare residents to take advantage of planned improvements to the physical environment, improve the social environment (i.e. improve safety), and promote physical activity.</p> <p><i>Optional Activities:</i></p> <p>13b. Other:</p>			<p>13a. Maintain records of meetings to establish the partnership.</p> <p>13b.</p>

PHASE II: Conducting the Initiative

<u>Deliverables</u>	<u>Activities</u>	<u>Timeline</u>		<u>Tracking Measures</u>
		<u>Start Date</u>	<u>End Date</u>	
14. Implement Physical Project Plan	<p>14. Implementation of Physical Project Plan</p> <p><i>Required Activities:</i></p> <p>14a. Meet with key partners and supporters to keep plan on track.</p> <p>14b. Begin improvements to the physical environment.</p> <p>14c. Once materials have been purchased for physical project (e.g. speed bumps, signage, etc.) or actual improvements have been made to the physical environment (e.g. sidewalk repairs, etc.), submit invoices to DPH for a one-time reimbursement of up to \$20,000 for capital expenses related to the physical project.</p> <p>14d. If necessary, begin fundraising activities, e.g. submit proposals to funders, secure a commitment from a city department or city council (if necessary) to fund a portion of or the entire project.</p> <p><i>Optional Activities:</i></p> <p>14e. Other:</p>			<p>14a. Maintain copies of meeting agendas and sign-in sheets.</p> <p>14b. Maintain copies of all receipts for purchases, work order forms, and project completion forms from City/County departments.</p> <p>14c. Maintain a record of all invoices, work order forms and project completion forms submitted to DPH.</p> <p>14d. Maintain a list of funding sources solicited, including proposals submitted, and funds obtained; maintain a copy of the city’s written commitment to provide funding, if applicable.</p> <p>14e:</p>
15. Access Technical Assistance Providers	<p>15. Utilization of Technical Assistance</p> <p><i>Required Activities:</i></p> <p>15a. Meet with DPH's Technical Assistance Coordinator to identify technical assistance needs for policy initiative and physical project for each grant year. Access DPH's TA providers to further the policy initiative and physical project, as needed.</p> <p>15b. Attend regular required Learning Network and Technical Assistance meetings led by DPH.</p> <p><i>Optional Activities:</i></p> <p>15c. Other:</p>			<p>15a. Maintain records of meetings with technical assistance providers.</p> <p>15b. Maintain record of attendance at meetings.</p> <p>15c.</p>

PHASE III: Ongoing Project Monitoring and Evaluation

Note: It is expected that the activities listed will occur throughout the grant period.

<u>Deliverables</u>	<u>Activities</u>	<u>Timeline</u>		<u>Tracking Measures</u>
		Start Date	End Date	
16. Revise Initiative's Strategies	<p>16. Revision of Strategies</p> <p><i>Required Activities:</i></p> <p>16a. Continually evaluate implementation methods and revise as needed for the policy initiative and physical project.</p> <p><i>Optional Activities:</i></p> <p>16b. Other:</p>			<p>16a. Revise action plan as needed.</p> <p>16b.</p>
17. Monitor and Evaluate Success of Initiative	<p>17. Conduct Monitoring and Evaluation Activities</p> <p><i>Required Activities:</i></p> <p>17a. Participate in required DPH performance monitoring activities.</p> <p>17b. Submit progress reports, as required.</p> <p>17c. Collaborate with DPH on evaluation activities.</p> <p>17d. Collect and interpret data needed to measure the overall success of initiative, e.g. benchmarks or indicators you select to evaluate the initiative's impact.</p> <p><i>Optional Activities:</i></p> <p>17e. Other:</p>	2/1/2008	Ongoing	<p>17a. Maintain records of attendance at/compliance with monitoring activities.</p> <p>17b. Submit progress reports.</p> <p>17c. Maintain records of attendance at/compliance with evaluation activities.</p> <p>17d. Maintain copies of data collected and data analysis.</p> <p>17e.</p>

ATTACHMENTS

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ACCEPTANCE OF TERMS AND CONDITIONS AFFIRMATION

Proposer/Contractor, _____ hereby affirms that it understands
(Proposer's/Contractor's Legal Entity Name)
and agrees that a submission of a proposal response to the County of Los Angeles, Department of Health Services, Request for Proposals ("RFP") for Final Third Party Safety Net Recovery Services, dated May 2007, constitutes acknowledgment and acceptance of, and a willingness to comply with, all of the terms, conditions, and criteria contained in the referenced RFP and any addenda thereto.

Signature of Authorized Representative of
Proposing/Contracting Entity

Date

Print Name

Title

**ATTESTATION OF WILLINGNESS TO CONSIDER COUNTY'S
DEPARTMENT OF SOCIAL SERVICES ("DPSS") GREATER AVENUES
FOR INDEPENDENCE ("GAIN") PROGRAM OR GENERAL RELIEF
OPPORTUNITY FOR WORK ("GROW") PARTICIPANTS FOR EMPLOYMENT**

As a threshold requirement for consideration for contract award, proposer shall demonstrate a proven record for hiring GAIN/GROW participants or shall attest to a willingness to consider GAIN/GROW participants for any future employment opening if they meet the minimum qualifications for that opening. Additionally, proposer shall attest to a willingness to provide employed GAIN/GROW participants access to the proposer's employee mentoring program, if available, to assist these individuals in obtaining permanent employment and/or promotional opportunities.

Proposers unable to meet this requirement shall not be considered for contract award.

Proposer shall complete all of the following information, sign where indicated below, and return this form with any resumes and/or fixed price bid being submitted:

1. Proposer has a proven record of hiring GAIN/GROW participants and will continue to consider GAIN/GROW participants for any future employment openings.

YES _____ NO _____ (subject to verification by County)

2. Proposer is willing to consider GAIN/GROW participants for any future employment openings if the GAIN/GROW participant meets the minimum qualifications for the opening. "Consider" means that Proposer is willing to interview qualified GAIN/GROW participants.

YES _____ NO _____

3. Proposer is willing to provide employed GAIN/GROW participants access to its employee-mentoring program, if available.

YES _____ NO _____ NA (Program not available) _____

Proposer Organization: _____

Proposer's Authorized Representative's Signature: _____

Print Name: _____

Title: _____ Date: _____

Tel.#: _____ Fax #: _____ E-mail address _____

COUNTY LOBBYIST ORDINANCE CERTIFICATION

Proposer certifies that it has reviewed and is familiar with the terms of the County of Los Angeles Lobbyist Ordinance ("Lobbyist Ordinance"), as found under Los Angeles County Code Chapter 2.160. Proposer further certifies that all of Proposer's officers, employees, agents, and other persons acting on behalf of Proposer's organization, have and will comply with said Lobbyist Ordinance during the proposal process and during the term of any agreement awarded to Proposer as a result of this Request for Initiatives.

Signature of Authorized Representative of
Proposing/Contracting Entity

Date

Print Name

Title

**CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY
AND VOLUNTARY EXCLUSION
LOWER TIERED COVERED TRANSACTIONS (45 C.F.R. PART 76)**

Instructions for Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions (45 C.F.R Part 76)

1. This certification is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that Proposer knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
2. Proposer shall provide immediate written notice to the person to whom this proposal is submitted if at any time Proposer learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
3. The terms “covered transaction,” “debarred,” “suspended,” “ineligible,” “lower tier covered transaction,” “participant,” “person,” “primary covered transaction,” “principal,” “proposal,” and “voluntarily excluded,” as used in this certification, have the meaning set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations.
4. Proposer agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
5. Proposer further agrees by submitting this proposal that it will include the provision entitled “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction (45 C.F.R. Part 76),” as set forth in the text of the Sample Agreement attached to the Request for Proposals, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
6. Proposer acknowledges that a participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that is not proposed for debarment under 48 C.F.R. part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from covered transactions, unless it knows that the certification is erroneous. Proposer acknowledges that a participant may decide the method and frequency by which it determines the eligibility of its principals. Proposer acknowledges that each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Nonprocurement Programs.
7. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the required certification. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

8. Except for transactions authorized under paragraph 4 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

9. Where Proposer and/or its subcontractor(s) is or are unable to certify to any of the statements in this Certification, Proposer shall attach a written explanation to its proposal in lieu of submitting this Certification. Proposer's written explanation shall describe the specific circumstances concerning the inability to certify. It further shall identify any owner, officer, partner, director, or other principal of the Proposer and/or subcontractor who is currently suspended, debarred, ineligible, or excluded from securing federally funded contracts. The written explanation shall provide that person's or those persons' job description(s) and function(s) as they relate to the agreement which is being solicited by this Request for Proposals.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions (45C.F.R. Part 76)

Proposer hereby certifies that neither it nor any of its owners, officers, partners, directors, other principals or subcontractors is currently debarred, suspended, proposed for debarment, declared ineligible or excluded from securing federally funded contracts by any federal department or agency.

Dated: _____

Signature of Authorized Representative

Title of Authorized Representative

Printed Name of Authorized Representative

209020-1

COUNTY OF LOS ANGELES PROPOSER/CONTRACTOR EMPLOYEE JURY SERVICE PROGRAM APPLICATION FOR EXEMPTION AND CERTIFICATION FORM

The County's solicitation for this contract/purchase order or contract extensions (under this Request for Proposal or Invitation for Bid) is subject to the County of Los Angeles Contractor Employee Jury Service Program ("Program") (Los Angeles County Code, Chapter 2.203). All bidders, proposers or current contractors, whether a contractor or subcontractor, must complete this form to either 1) request an exemption from the Program requirements or 2) certify compliance. Upon review of the submitted form, the County department will determine, in its sole discretion, whether the bidder or proposer is exempt from the Program.

Company Name:		
Company Address:		
City:	State:	Zip Code:
Telephone Number:	()	
Solicitation For (Type of Goods or Services):		

If you believe the Jury Service Program does not apply to your business, check the appropriate box in Part I (attach documentation to support your claim); or, complete Part II to certify compliance with the Program. Whether you complete Part I or Part II, please sign and date this form below.

Part I: Jury Service Program is Not Applicable to My Business

My Business does not meet the definition of "contractor", as defined in the Program has not received, or will not receive, an aggregate sum of Fifty Thousand Dollars (\$50,000) or more in any twelve (12) month period under one or more County contracts or subcontracts (this exemption is not available if the contract/purchase order itself will exceed Fifty Thousand Dollars (\$50,000)). I understand that the exemption will be lost and I must comply with the Program if my revenues from County exceed an aggregate sum of Fifty Thousand Dollars (\$50,000) in any twelve (12) month period.

My business is a small business as defined in the Program. It 1) has ten (10) or fewer employees; and, 2) has annual gross revenues in the preceding twelve (12) months which, if added to the annual amount of this contract, are Five Hundred Thousand Dollars (\$500,000) or less; and, 3) is not an affiliate or subsidiary of a business dominant in its field of operation, as defined below. I understand that the exemption will be lost and I must comply with the Program if the number of employees in my business and my gross annual revenues exceed the above limits.

"Dominant in its field of operation" means having more than ten (10) employees, including full-time and part-time employees, and annual gross revenues in the preceding twelve months, which, if added to the annual amount of the contract awarded, exceed Five Hundred Thousand Dollars (\$500,000).

"Affiliate or subsidiary of a business dominant in its field of operation" means a business which is at least 20 percent (20%) owned by a business dominant in its field of operation or by partners, officers, directors, majority stockholders, or their equivalent, of a business dominant in that field of operation.

My business is subject to a Collective Bargaining Agreement (attach agreement) that expressly provides that it supersedes all provisions of the Program.

OR

Part II: Certification of Compliance

My business has and adheres to a written policy that provides, on an annual basis, no less than five days of regular pay for actual jury service for full-time employees of the business who are also California residents, **or** my company will have and adhere to such a policy prior to award of the contract.

I declare under penalty of perjury under the laws of the State of California that the information stated above is true and correct.

<u>Print Name:</u>	<u>Title:</u>
<u>Signature:</u>	<u>Date:</u>

Attachment F

TRANSMITTAL FORM TO REQUEST A SOLICITATION REQUIREMENTS REVIEW
A Solicitation Requirements Review must be received by the County within 10 business days of issuance of the solicitation document

Vendor Name:	Date of Request:
Project Title:	Project No.

A **Solicitation Requirements Review** is being requested because the Vendor asserts that they are being unfairly disadvantaged for the following reason(s): (check all that apply)

Application of **Minimum Requirements**

Application of **Evaluation Criteria**

Application of **Business Requirements**

Due to **unclear instructions**, the process may result in the County not receiving the best possible responses.

I understand that this request must be received by the County within **10 business days** of issuance of the solicitation document.

For each area contested, Vendor must explain in detail the factual reasons for the requested review. (Attach additional pages and supporting documentation as necessary.)

Request submitted by:

(Name)

(Title)

For County use only

Date Transmittal Received by County: _____ Date Solicitation Released: _____
Reviewed by: _____
Results of Review - Comments: _____ _____ _____
Date Response sent to Vendor: _____

**CERTIFICATION OF INDEPENDENT PRICE DETERMINATION
& ACKNOWLEDGMENT OF RFP RESTRICTIONS**

1. By submission of this proposal, proposer certifies that the prices, percentages, and other costs, as quoted herein have been arrived at independently without consultation, communication, or agreement with any other proposer or competitor for the purpose of restricting competition.
2. List all names and telephone number of person legally authorized to commit the proposer. (Should match information as submitted under proposer's RFP cover letter response.)

NAME

PHONE NUMBER

NOTE: Persons signing on behalf of the Contractor will be required to warrant that they are authorized to bind the Contractor.

3. List names of all joint ventures (when allowed under the RFP), partners, subcontractors, or others having any right or interest in this contract or the proceeds thereof. If not applicable, state "NONE".

4. Proposer acknowledges that it has not participated as a consultant in the development, preparation, or selection process associated with this RFP. Proposer understands that if it is determined by the County that the proposer did participate as a consultant in this RFP process, the County shall reject this proposal.

Name of Proposer's Firm

Print Name of Signer

Title

Proposer's Authorized Representative's Signature

Date

AVOIDANCE OF CONFLICT OF INTEREST CERTIFICATION

Section 2.180.010 of the Los Angeles County Code provides that the County shall not contract with, and shall reject any bid or proposal submitted by, the persons or entities specified below, unless the Board of Supervisors finds that special circumstances exist which justify the approval of such contract:

1. Employees of the County or public agencies for which the Board of Supervisors is the governing body;
2. Profit-making firms or businesses in which employees described in Paragraph 1, serve as officers, principals, partners, or major shareholders;
3. Persons who, within the immediately preceding twelve (12) months, come within the provisions of Paragraph 1, and who:
 - A. Were employed in positions of substantial responsibility in the area of service to be performed under the contract; or
 - B. Participated in any way in developing the contract or its service specifications;
4. Profit-making firms or businesses in which the former employees described in Paragraph 3, serve as officers, principals, partners, or major shareholders;
5. Persons or profit-making firms or businesses which employed or retained the services of persons described in Paragraph 1 or 3 above to assist them in the preparation of a bid or proposal.

In addition, any agreement resulting from this RFP shall contain a provision similar to the following:

"CONFLICT OF INTEREST: No County employee whose position in County enables him to influence the award of this Agreement or any competing agreement, and no spouse or economic dependent of such employee shall be employed in any capacity by Proposer/Contractor herein, or have any other direct or indirect financial interest in this Agreement."

Proposer/Contractor certifies that its submission of the attached proposal is in compliance with the above provisions of the County Code and the proposed agreement language.

Signature of Authorized Representative/
of Proposing/Contracting Entity

Date

Print Name

Date

**LOS ANGELES COUNTY COMMUNITY BUSINESS ENTERPRISE (LAC/CBE) PROGRAM
CBE FIRM/ORGANIZATION INFORMATION**

INSTRUCTIONS: All Proposers responding to this solicitation must return this form for proper consideration of the proposal. The information requested below is for statistical purposes only. On final analysis and consideration of award, Proposer's/provider's firm/organization will be selected without regard to gender, race, creed, or color. Categories listed below are based on those described in 49 CFR § 23.5.

I. TYPE OF BUSINESS STRUCTURE: _____ (Non-profit, Corporation, Partnership, Joint Venture, Sole Proprietorship, etc.)

If you are a non-profit, please skip sections II through V, fill in the name of the firm, and sign page two of this form.

II. TOTAL NUMBER OF EMPLOYEES IN FIRM (including owners): _____

III. CULTURAL/ETHNIC COMPOSITION OF FIRM (Partners, Associate Partners, Managers, Staff, etc.). Please break down the above total number of employees into the following categories:

	<u>OWNERS/PARTNERS/ ASSOCIATE PARTNERS</u>		<u>MANAGERS</u>		<u>STAFF</u>	
	Male	Female	Male	Female	Male	Female
Black/African American						
Hispanic/Latin American						
Asian American						
American Indian/ Alaskan Native						
White						

IV. PERCENTAGE OF OWNERSHIP IN FIRM: Please indicate by percentage (%) how ownership of the firm is distributed.

	Black/African American	Hispanic/Latin American	Asian American	American Indian Alaskan Native	White
Men	%	%	%	%	%
Women	%	%	%	%	%

V. CERTIFICATION AS MINORITY, WOMEN-OWNED, DISADVANTAGED AND DISABLED VETERANS BUSINESS ENTERPRISES: Is your firm currently certified as a minority, women-owned, disadvantaged or disabled veterans business enterprise by a public agency? (If yes, complete the following and attach a copy of your notice of certification):

Agency _____ M W D DV Expiration Date _____

Agency _____ Expiration Date _____

LEGEND: M = Minority W = Women-Owned D = Disadvantaged DV = Disabled Veterans

CBE SANCTIONS

It is the policy of the County of Los Angeles Board of Supervisors that it is unlawful for any person to knowingly submit fraudulent information with the intent of receiving CBE certification and its concurrent benefits for which they are not entitled.

1. A person or business shall not:
 - A. Knowingly and with the intent to defraud, fraudulently obtain, retain, attempt to obtain or retain, or aid another in fraudulently obtaining or retaining or attempting to obtain or retain, acceptance or certification as a minority or women business enterprise, or both, for the purpose of this article.
 - B. Willfully and knowingly make a false statement with the intent to defraud, whether by affidavit, report, or other representation, to a County official or employee for the purpose of influencing the acceptance or certification or denial of acceptance or certification of any entity as a minority or women-owned business enterprise, or both.
 - C. Willfully and knowingly obstruct, impede, or attempt to obstruct or impede, any County official or employee who is investigating the qualifications of a business entity which has requested acceptance or certification as a minority or women business enterprise, or both.
 - D. Knowingly and with intent to defraud, fraudulently obtain, attempt to obtain, or aid another person or business in fraudulently obtaining or attempting to obtain, public monies to which the person or business is not entitled under this article.
2. Any person or business who violated Paragraph one (1.) shall be suspended from proposing on, or participating as contractor, sub-contractor, or supplier in, any County contract or project for a period of three (3) years.
3. No County agency with the powers to award contracts shall enter into any contract with any person or business suspended for violating this section during the period of the person's or business' suspension. No awarding department shall award a contract to any contractor utilizing the services of any person or business as a sub-contractor suspended for violating this section during the period of the person's or business' suspension.

I acknowledge, that the undersigned, on behalf of himself or herself individually and on behalf of his or her business or organization, if any, is fully aware of the above policy of the County of Los Angeles and I declare under penalty of perjury that the foregoing Firm/Organization Information is true and correct.

Name of Proposer's Firm

Proposer's Authorized Representative's Signature

Date

PROPOSER'S ORGANIZATION QUESTIONNAIRE

This questionnaire is requested for informational purposes only, and is intended to assist County with its background identification check of proposer's firm/organization as may be required under this RFP for Nurse Recruitment Media and Public Relations Services. Proposer shall answer the following questions:

- 1. If your firm is a corporation, state its legal name (as found in your Articles of Incorporation) and the state of incorporation:

Name State

- 2. If your firm is a partnership _____, or a sole proprietorship _____, state the name of the proprietor or managing partner:

- 3. Is your firm/organization doing business as ("DBA") under one or more DBA? _____ If yes, please list all DBAs and the County(s) of registration:

Name	County of Registration
_____	_____
_____	_____

- 2. Is your firm wholly or majority owned by, or a subsidiary of, another firm? _____

Name of parent firm:

- 5. Please provide your Facsimile (FAX) number: () _____

- 6. List the names of any other business in which you hold controlling interests:

- 7. List the names of any other businesses in which you have financial interests:

I certify that the information contained in this Proposer's Organization Questionnaire is true and correct to the best of my information and belief (Must be corporate officer, partner, or sole proprietor).

Proposer's Authorized Representative's Signature

Internal Revenue Service
Employer Identification Number

Print Name

Title

California Business License Number

Date

PROPOSER'S/CONTRACTOR'S EQUAL EMPLOYMENT OPPORTUNITY ("EEO") CERTIFICATION

Proposer's/Contractor's Name

Business Address

Internal Revenue Service Employer Identification Number

GENERAL

In accordance with Section 4.32.010 of the County Code, the Proposer/Contractor certifies and agrees that all persons employed by such firm, its affiliates, subsidiaries, or holding companies are and will be treated equally by the firm without regard to or because of race, religion, ancestry, national origin, or sex and in compliance with all anti-discrimination laws of the United States of America and the State of California.

SPECIFIC
(Please Circle Your Response)

- | | | |
|---|-----|----|
| 1. The Proposer/Contractor has a written policy statement prohibiting discrimination in all phases of employment. | YES | NO |
| 2. The Proposer/Contractor periodically conducts a self analysis or utilization of its work force to assure compliance with State and Federal anti-discrimination laws. | YES | NO |
| 3. The Proposer/Contractor has a system for determining if its employment practices are discriminatory against protected groups. | YES | NO |
| 4. Where problem areas are identified in employment practices, the Proposer/Contractor has a system for taking reasonable corrective action, to include establishment of goals and timetables | YES | NO |

Signature of Authorized Representative of Proposing/
Contracting Entity

Date

Print Name

Title

FINANCIAL STABILITY

Proposing agencies will be required to submit two (2) sets of Financial Stability Documentation along with the proposal and corresponding attachments.

Each private (not-for-profit or for-profit) proposing agency must provide documentation that it can carry the costs of its proposed program for at least 60 days at any point during the term of the contract. Such documentation may take one of the following three forms: a) a recent independent audit completed by a certified public accountant, b) a signed statement from the agency's financial institution (bank) stating that the agency can carry the costs of the proposed program for at least 60 days at any point during the term of the contract with the name and phone number of an individual who may be contacted for verification, or c) a signed statement from a certified public accountant stating that the agency can carry the costs of the proposed program for at least 60 days at any point during the term of the contract with the name and phone number of an individual who may be contacted for verification.

NOTE: Governmental agencies (such as county facilities and programs, a department or agency of City, a School District, or a State supported college or university) are not required to submit this documentation.