First 5 LA
Marketing and Communications
Media Buying Agency
Request for Qualifications

Los Angeles County Children and Families First – Proposition 10 Commission (aka First 5 LA)

RELEASE DATE: April 7, 2011  May 6, 2011
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## I. TIMELINE FOR SELECTION PROCESS

### DEADLINE EXTENDED BY TWO WEEKS.  
Applications due on May 31, 2011 by 5 p.m.

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
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<tbody>
<tr>
<td>RFQ Released</td>
<td>April 7, 2011  May 6, 2011</td>
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<tr>
<td>Final date to submit questions and requests for additional information</td>
<td>April 22, 2011  May 23, 2011</td>
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<td>Application Due:</td>
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<td>• Online application plus all forms</td>
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<td>• One (1) original and signed copy of First 5 LA’s “Signature Authorization” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms, and four (4) hard copies of any supporting documentation sent or delivered to First 5 LA.</td>
<td>Monday, May 2, 2011 by 5 p.m.  Tuesday, May 31, 2011 by 5 p.m.</td>
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<tr>
<td>Notification and Interviews with Final Applicants</td>
<td>Beginning May 9, 2011  Beginning June 6, 2011</td>
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<tr>
<td>Contractor Selected/Notified</td>
<td>By May 19, 2011  By June 16, 2011</td>
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<tr>
<td><strong>Anticipated Contract Start Date</strong>¹</td>
<td>June 13, 2011  July 14, 2011</td>
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<tr>
<td>Initial Meeting with Contractor</td>
<td>June 20, 2011  July 25, 2011</td>
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All questions and requests for additional information regarding this RFQ must be received in writing by First 5 LA via mail, fax, or email before 5 p.m. on May 23, 2011. First 5 LA reserves the sole right to determine the timing and content of the responses to all questions and requests for additional information.

Questions and information requests can be submitted to:
Violet Gonzalez, Countywide Marketing Manager  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012  
Phone: 213.482.7533  
Fax: 213.482.5552  
E-mail: V Gonzalez@first5la.org

¹ Note: While it is First 5 LA’s desire to execute the Marketing & Communications Media Buying Agency contract for a July 14, 2011 start date, all dates are subject to change at First 5 LA’s sole discretion.
II. BACKGROUND

A. First 5 LA – “Champions for Our Children”

In 1998, California voters passed Proposition 10, which levied a 50-cent per pack tax on all tobacco products. The resulting tax revenues were earmarked for the creation of a comprehensive system of information and services to advance early childhood development and school readiness within each county in California. In Los Angeles County, the First 5 LA Commission was formed as a public entity to develop and oversee various early childhood initiatives and to manage the funding from Proposition 10. Since 1998, First 5 LA has invested over $800 million to support initiatives in all three of its goal areas. Additional information regarding First 5 LA can be found at http://www.first5la.org.

B. The First 5 LA FY 2009-20115 Strategic Plan

In June 2009, the First 5 LA Board of Commissioners adopted its FY 2009–2015 Strategic Plan entitled Strengthening Families and Communities in L.A. County. This Plan incorporates lessons learned from the first 10 years of First 5 LA’s grantmaking and research, which reveal not only the importance of supportive and informed parents and caregivers to a young child’s quality of life, but also the role of safe and supportive neighborhoods, or places, to that child’s development.

As a result, this new plan represents a major shift in First 5 LA’s grantmaking from an initiative-based to a place-based approach. This new approach will allow First 5 LA to focus on strengthening families while fostering the communities’ ability to create and sustain safe and nurturing places for children to grow and thrive.

In the Plan, the Commission established four specific outcomes that it seeks for young children in L.A. County. These outcomes are defined in the Plan as four long-term goals of ensuring that children:

- Are born healthy
- Maintain a healthy weight
- Are safe from abuse and neglect
- Are ready for kindergarten

All of First 5 LA’s investments will be focused on changing outcomes in these areas.

In order to support the efforts of the Commission in the four goal areas of the Plan, the Board of Commissioners approved a public education allocation budget for countywide strategies and place-based efforts. The vendors selected to participate in the vendor pool will support First 5 LA’s public education campaign through their services.
C. The Public Affairs Department at First 5 LA

The Public Affairs department within First 5 LA is responsible for the organization’s internal and external communications and outreach efforts. The department is responsible for all marketing, social media, community outreach, conference funding and outreach to the media. The department oversees the maintenance of various First 5 LA Web sites, the creation of collateral material and advertising, First 5 LA’s weekly e-newsletter as well as supporting the communications needs of various First 5 LA programs and grantees.

III. MEDIA BUYING SUPPORT FOR FIRST 5 LA

The First 5 LA Public Affairs department seeks a media buying agency that will assist the organization in the planning, placement and purchasing of paid advertising and sponsorships with the purpose of creating public awareness of First 5 LA, our programs, grantees and goals. Advertising venues can include, but are not limited to; billboards, bus shelters, television, radio, newspapers (local and community), street teams, online, events, activities and other vehicles. The chosen agency(ies) will respond to requests from First 5 LA to seek advertising opportunities, proposed or suggest advertising opportunities to First 5 LA, or finalize opportunities with specific outlets or organizations previously negotiated by First 5 LA. While the primary role of the media buying agency will be the purchasing of media, the chosen agency(ies) may be called upon to produce or design (or sub-contract with outside agencies for this purpose) public awareness materials in a range of media, including, but not limited to; print, online, audio, video, or “event.”

IV. ELIGIBILITY

Applicants responding to this RFQ must have the qualifications, experience, competency and ability to successfully plan and purchase media (as detailed in Section III) on behalf of First 5 LA. Applications will be considered from individuals, not-for-profit or for-profit agencies, and/or public or private organizations. Once selected, applicants are required to adhere to all insurance requirements (see Certificate of Insurance Documents Needed).

Applicants must have a physical presence in Los Angeles, California.
IV. SUMMARY OF DESIRED QUALIFICATIONS

An ideal applicant will have all or some of the following qualifications:

- Expertise planning, placing and purchasing media for non-profits, foundations or government agencies in L.A. County.
- Expertise planning, placing and purchasing media targeting multiethnic and multicultural populations in L.A. County.
- Knowledge and experience with a wide range of media outlets in L.A. County, including print, outdoor, online, event, mobile.
- Ability to design or produce advertisements or events, or a strong network of subcontractors that can be used.

Applicants that meet the requirements of the RFQ will be evaluated by a team of external reviewers. The team of external reviewers will recommend the selection of one or more applicant(s). The recommended applicant(s) will be invited for an in-person interview with First 5 LA staff.

V. TERMS OF PROJECT

Available Funding

*Funds will be granted through monthly invoices based on services rendered and actual expenses.*

Contract Period

In June 2010, the First 5 LA Board of Commissioners approved an overall public education allocation budget for fiscal year 2010-2011 of $2,7000,000 ($1,150,000 for public education countywide investments and $1,550,000 for place-based investments). The total amount of funding available for the Media Buying Agency will not exceed $700,000 for 24 months, contingent upon First 5 LA approval and submission of documents by the selected Media Buying Agency. The Commission expects to enter into an initial 12 month contract with the selected contractor(s). The contract start and end dates will align with the appropriate schedule for Public Affairs. This contract may be extended which will be completed through an annual contract renewal process, contingent upon the availability of COMMISSION funding, satisfactory work performance based on activities outlined in the scope of work of the contract (Exhibit A), timely submission of media buy reports (including ratings, tear sheets, and other documentation), and continual compliance with contract provisions. Annual expenditures will be negotiated during the finalization of the contract’s Scope of Work and Budget.
The selected Media Buying Agency shall not be authorized to deliver or commence performance of services as described in the application until written approval has been obtained from First 5 LA. Any performance of services commenced prior to the Media Buying Agency obtaining all written approvals by First 5 LA shall be considered voluntary.

**Contractual Obligation**

The selected Media Buying Agency is required by law to adhere to all contractual obligations as outlined in this document, including the First 5 LA Contract. *(See Sample Contract)*

**VI. STATEMENT OF QUALIFICATIONS**

In order to respond to this RFQ, applicants are required to submit the following materials to First 5 LA no later than 5:00 p.m. on May 31, 2011.

Applications received after this deadline **will not** be considered.

A. **Cover Letter (maximum two pages):** Each applicant is required to include a cover letter on the organization’s letterhead addressed to Evelyn V. Martinez, Chief Executive Officer, First 5 LA, containing the following:
   - The date.
   - The applicant’s name, address, telephone number, and e-mail address.
   - The primary contact person’s name, title, and address, telephone, fax, and e-mail address (if different from organization’s information).
   - A statement indicating that the submission is in response to an RFQ for the Media Buying Agency.
   - A general overview of the applicant’s qualifications.

The applicant’s cover letter **must** be signed by a person authorized to bind the applicant to the terms of the application.

B. **Expertise and Experience as a Media Buying Agency (maximum 10 pages):**
   - General qualifications, competency, experience, business integrity, and capacity to successfully place and purchase media on behalf of First 5 LA.
   - Capacity to work, and having an established staff presence and office in Los Angeles County.
   - Proven track record of placing and purchasing on behalf of a variety of organizations.
   - List of current or former clients (dating back up to three years), including a brief description of the services performed.
C. Examples of Media Purchases and Reporting
- Media buying plan for organizations similar to First 5 LA. Include client’s desired outcome, target audience, sample budgets and final placements.
- Documentation of the ability to provide both Arbitron and Nielsen ratings and frequency information.
- Documentation of ability to provide monthly reports regarding reach, audited circulation, performance, and post-buy analysis and evaluation.
- Documentation of ability to provide tear sheets, “proof of run” and invoices in a timely manner.

D. Fee Structure
- Discuss various fee models you have used in the past with similar clients, and propose how you would bill for your services if you are awarded this contract. Types of fee structures could include, a) commission based upon total buy (commission in addition to hard costs of media or commission included in total cost of buy), b) flat rate, or c) hourly rate. Different rate structures may be proposed for different types of services and different types of media, but all fees for services rendered outside of hard costs must be disclosed and detailed. Types of services could include, but are not limited to, the following:
  i) Fee for planning, placement, negotiating and purchasing. An example of this could be a request from First 5 LA for consultant to create a plan to reach a target demographic with a specific message.
  ii) Fee for consulting services.
  iii) Fee for media opportunity proposed, negotiated and purchased by consultant. An example could be the consultant presenting a media buy opportunity that has come to their attention, and asking if First 5 LA would like participate.
  iv) Fee for purchasing of media proposed and negotiated by First 5 LA.
  v) Fee for managing the production of public awareness materials, either done internally or through sub-contractor.

E. References (maximum of three): References from current or former clients or colleagues. Each reference should include name, company, address, phone number, email, length of time known, and a short statement about your relationship. In addition, written statements from each reference may be included.

F. Agency Involvement in Litigation and/or Contract Compliance Difficulties: Please read the information on the required Agency Involvement in Litigation and/or Contract Compliance Difficulties form thoroughly. An unsigned form or its omission will constitute an incomplete application and will be grounds for disqualification.

G. Signature Authorization Form: This form is required in order to verify signature authority to enter into contractual agreement with First 5 LA. If not
outlined in the Bylaws, a Board Resolution or Partnership Agreement must be submitted, as applicable, that indicates signature authority. Applicants must submit one original form signed in blue ink.

H. **Board Resolution:** Include, if needed, to support the authority of persons listed on Signature Authorization Form.

I. **Applicant** should include a completed W9 and copy of their business license.

J. **Résumé or Curriculum Vitae for Applicant(s):** Provide a detailed professional résumé for the key staff expected to work on the project, outlining all relevant work history or experience.

**VII. SUBMISSION REQUIREMENTS**

Applicants are required to submit their qualifications online at [www.first5la.org/MediaBuyerRFQ](http://www.first5la.org/MediaBuyerRFQ), as well as submitting one (1) original and signed copy of the application cover letter, First 5 LA’s “Signature Authorization,” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties,” forms, along with any supporting documentation or samples in print form you deem appropriate.

Written submissions must meet the following criteria:

- All forms that require signatures must be signed in blue ink. Signature stamps are **not** acceptable.
- All supporting materials must include the name of the applicant.

**VIII. SELECTION PROCESS AND REVIEW CRITERIA**

**Selection Process**

1. **First 5 LA staff** will evaluate all applications for completeness and minimum qualifications. Basic requirements include: timely receipt of application, inclusion of all appropriate attachments, etc. Applications with omissions of any required documentation are subject to disqualification. Applicants may use the Application Checklist (Page 14) as an aid in preparing the application. Please note that the Application Checklist is merely an aid.

2. **After initial review,** applicant’s qualifications will be evaluated and scored by a panel of external reviewers. *Please see Qualification Review Tool* As part of this review process, the panel may contact an applicant’s references.

3. **As a public entity,** the Commission has a responsibility to the public to ensure that the organizations are financially stable to provide services. Further
written materials regarding the financial stability of the agency may be requested by our finance department prior to the interview.

4. Some or all of the applicants who have submitted complete and responsive applications may be interviewed. Interviews are scheduled to be held on dates shown in Section I (Timeline for Selection Process). These dates are subject to change at First 5 LA’s sole discretion. All applicants must advise First 5 LA staff of their availability during these days. Interviews will be held either at First 5 LA or via phone. Further written materials regarding qualifications may be requested prior to the interview.

**Review Criteria**

First 5 LA will award a Contract to one or more applicants with the expertise and qualifications outlined in the RFQ. Applicants will initially be evaluated by a panel of external reviewers with expertise in the field. Following this outside evaluation, First 5 LA staff will conduct interviews (either in person or on the phone) with the applicant(s) recommended by the external reviewers. Contractor(s) selections will be based on, but not limited to, evaluation of the following factors:

- Experience performing comparable work
- Rates for services
- References from clients or colleagues
- In-person interview

First 5 LA reserves the right, without prejudice, to reject any or all submitted qualifications. An appeals process is not available — all decisions of First 5 LA are final.

**IX. CONTRACTUAL CONSIDERATIONS**

Specific contractual considerations, including but not limited to the following, apply to RFQ submission process and project implementation and to any contracts that result from the submission and implementation of the project/proposal. The contractor will need to comply with all of the provisions in the attached sample contract (See Sample Contract).

A. *Conflict of Interest*

The selected Contractor will be required to comply with the COMMISSION’s Conflict of Interest provisions, as outlined in the contract, and as applicable under California Law. Contractor acknowledges that he/she/it is acting as public official pursuant to the Contract and shall therefore avoid undertaking any activity or accepting any payment, employment or gift from any third party that could create a legal conflict of interest or the appearance of any such conflict. A conflict of interest
exists when one has the opportunity to advance or protect one’s own interest or private interest of others, with whom one has a relationship, in a way that is detrimental to the interest, or potentially harmful for the integrity or fundamental mission of the COMMISSION. Contractor shall maintain the confidentiality of any confidential information obtained from the COMMISSION during the Contract and shall not use such information for personal or commercial gain outside the Contract. By agreeing to the Contract and accepting financial compensation for services rendered hereunder, Contractor agrees that he/she/it will not subsequently solicit or accept employment or compensation under any program, grant or service that results from or arises out of the funded project and related initiative(s). During the term of the Contract and for one year thereafter, Contractor will not knowingly solicit or accept employment and/or compensation from any COMMISSION collaborator or Contractor without the prior written consent of the COMMISSION.

B. Compliance

Current/Former grantees and/or Contractors must be in good standing and in compliance with all aspects of their contract with the COMMISSION in order to be eligible to apply for the current Request for Qualifications (RFQ). The COMMISSION may deem an applicant ineligible if it finds in its reasonable discretion, that applicant has done any of the following, including but not limited to: (1) violated any significant terms or conditions of Grant Agreement/Contract; (2) committed any act or omission which negatively reflects on Applicant’s quality, fitness or capacity to perform services listed in RFQ with the COMMISSION or any other public entity, or engaged in a pattern or practice which negatively reflects on the same; (3) committed an act or offense which indicates a lack of business integrity or business dishonesty; or (4) made or submitted a false claim against the COMMISSION or any other public entity.

C. Contract Information

1. The COMMISSION may, at its sole discretion, reject any or all submissions in response to this RFQ. The COMMISSION also reserves the right to cancel this RFQ, at its sole discretion, at any time before execution of a contract. The COMMISSION shall not be liable for any costs incurred in connection with the preparation of any submissions in response to this RFQ. Any cover letters, résumés and/or curriculum vita, including attached materials, submitted in response to this RFQ shall become property of the COMMISSION and subject to public disclosure.

2. The agency/organization submitting an application agrees that by submitting an application it authorizes the COMMISSION to verify any or all information and/or references given in the application.

3. The COMMISSION reserves the right, after contract award, to amend the resulting contract, scope of work, and any other exhibits as needed throughout the term of the contract to best meet the needs of all parties.
4. The COMMISSION reserves the right to request additional financial information to verify applicant’s past and current financial status. This information includes, but is not limited to: the most recent independent audit ending Calendar Year 2009 Fiscal Year June 30, 2009, Cash Flow Statement, Statement of Activities (Income Statement), and Statement of Financial Position (Balance Sheet).

5. Consistent with the intent of Proposition 10: California Children and Families Act of 1998, no monies for this Project may be used to supplant Federal, State, County and/or other monies available to the organization for any purpose. Activities funded under this proposal must be new or enhancements to existing activities.

6. The award of a contract by the COMMISSION to an individual/agency/organization that proposes to use sub-contractors for the performance of work under the contract resulting from this application process shall not be interpreted to limit the COMMISSION’s right to approve subcontractors, assemble teams and/or assign leads. Each applicant will be evaluated independently for added value to the overall team. A copy of executed subcontract(s) related to Program funding must be provided to the COMMISSION.

7. The selected Contractor will be required to sign the contract at least two (2) weeks prior to the intended start date of the contract, as outlined in Terms of Contract section, to assure the timely completion of the signature process by all parties. If the contract is not signed prior to the intended start date, the commencement of any activities under the Exhibit A – Scope of Work will not begin until the contract execution date (the date all parties have signed the contract) and Contractor will not be eligible to obtain reimbursement for any costs incurred prior to the contract execution date, unless otherwise approved by the COMMISSION. If this Contract is not signed within the thirty-day (30) period from the intended start date, the COMMISSION has the right to withdraw the contract award. Any agreed upon changes to the intended start date must be confirmed in writing by both parties.
8. Unless otherwise submitted during the application process, the selected Contractor will be required to submit the required documentation listed on the Contractor Checklist, which includes, but not limited to, the following documents before the contract can be fully executed:

   □ Agency Involvement in Litigation and/or Contract Compliance Difficulties Form
   □ By-laws (if applicable)
   □ Articles of Incorporation (if applicable)
   □ Board of Directors or List of Partners (as applicable)
   □ Signature Authorization Form
   □ Form RRF-1 (required and filed annually with the California Attorney General’s Registry of Charitable Trusts) and IRS Form 990 (if applicable)
   □ Annual Independent Audit for prior fiscal year or calendar year (if applicable)
   □ Appropriate business licenses (for vendors or private organizations)
   □ IRS Letter of Determination (if applicable) or completed IRS Form W-9
   □ Memorandums of Understanding (for any sub-contractors, collaborators, and/or partners listed under Contracted Services and Evaluation sections of Exhibit B – Budget Forms)
   □ Certificates of Insurance for all insurance requirements outlined in the contract.

9. Per the COMMISSION’s Policy and Guidelines for Hiring Consultants (Section 7), the total composite rate for a Consultant may not exceed $150 an hour. This means that the total cost of billable hours associated with a contract divided by the total number of hours billed must be equal to or less than $150. A blended rate is allowable. For example, for a contract totaling $150,000, a consultant may bill 500 hours for Consultant A at $200/hour, and 500 hours for Consultant B at $100/hour, with a total composite rate of $150/hour (1,000 total hours divided by $150,000 in billable hours = $150/hour).

10. The sample contract and contracting requirements are attached (See Sample Contract). If successful, the Contractor will be required to meet all of the terms and provisions set forth in these documents and within the timeframe identified.
X. APPLICATION CHECKLIST

Applicants should refer to Section VI (Statement of Qualifications) and Section VII (Submission Requirements) for complete information about required application content and submission guidelines. Both online application and paper originals must be submitted to First 5 LA by the deadline outlined in Section I. Failure to submit any required items will result in disqualification.

☐ Cover Letter (2 pages maximum. 1 original, signed in blue ink)

☐ Expertise and experience as a Media Buying Agency, including client list (10 pages maximum)

☐ Examples of media purchases

☐ Fee structure

☐ References (maximum of three)

☐ Agency Involvement in Litigation and/or Contract Compliance Difficulties (1 original, signed in blue ink)

☐ Signature Authorization Form (1 original, signed in blue ink)

☐ Board Resolution, if applicable

☐ Résumé or Curriculum Vitae for Key Staff and Subcontractor(s)

☐ W-9

☐ Business License

All applications must be submitted online at www.first5la.org/MediaBuyerRFQ

Applicants must also submit one (1) original and signed copy of the application cover letter, First 5 LA’s “Signature Authorization,” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms, as well as four (4) copies of any supporting documentation or samples you deem appropriate, to:

Evelyn V. Martinez, Chief Executive Officer
First 5 LA
750 N. Alameda Street, Suite 300
Los Angeles, CA 90012
Attention: Media Buying Agency RFQ
List of Additional Documents

- Agency Involvement in Litigation and/or Contract Compliance Difficulties (pdf)
- Contractor Signature Authorization Form (pdf)
- Sample Board Resolution (if applicable) (pdf)
- W-9 (pdf)
- Qualification Review Tool (pdf)
- Sample Contract (pdf)
- Certificate of Insurance Needed (pdf)