Q: How will applications be evaluated?
A: A two-step process will be used to determine the best qualified firm to recommend to the First 5 LA Board of Commissioners for contract award. The score from a technical evaluation by a team of outside reviewers will be weighted at 60% and the score from an in-person interview will be weighted 40%. The firm with the highest total of both weighted scores will be recommended for award.

First, each submitted application will be reviewed to ensure that it is responsive to the RFQ and includes all necessary documentation. Any applications that are deemed non-responsive will be disqualified from further consideration at this time. Responsive applications will be forwarded to the outside review team for the technical evaluation portion of the process. All applications that receive 70% or more of the available points for the technical evaluation (105 of 150 points) will be considered for an in-person interview. Proposals that score less than 70% will be eliminated from further consideration. Applicants selected for the in-person interview will be scheduled to meet with the interview panel between March 19 and 23, 2012. Scores from both steps will be totaled as described above.

Q: Since this is an RFQ and we don't know what the scope of work is, do you want us to use the list of responsibilities listed on page 5, 6 and 7 as the "Task/Deliverable" (first column of the spreadsheet) and then estimate/guess at the number of hours? None of the bidders will have any idea what the actual activities are going to be, and most likely, neither does First 5 LA, yes?
A: Since the actual activities will not be defined until a contract is awarded to the recommended applicant, it is only necessary to list the hourly rates for the personnel proposed to work on the First 5 LA account.

Q: While a budget/estimated costs is NOT included on the evaluation sheet, do you anticipate these estimates/guesses being considered in the evaluation process? If so, what is your perception of how it will be analyzed?
A: Again, since the actual activities are not defined at this time, there is no need to attempt to estimate costs. No activity costs will be considered as part of the evaluation.

Q: At the bottom of the budget form, it asks for Total Cost. Should we assume this is for the first 12 months?
A: No. See above.

Q: Item IV in the Sample Contract seems to say that the budget submitted will form "an integral part of the contract." How can a bidder or First 5 LA enter into a contract with budget numbers that do not have any real basis?
A: First 5 LA awards contracts contingent on the successful completion of a detailed budget and scope of work negotiation and development process. Once completed, the budget will form “an integral part of the contract” (an executed contract.)
Q: On page 7 of the RFQ, it says "There are no separate funds for the 'hard costs'". We consider hard costs to be items like the media buy, printing, photography, etc. If these are indeed "hard costs" by the First 5 LA definition, how are they reimbursed? Is the $4.9 million budget inclusive or exclusive of media buying?
A: This statement refers to the available funds mentioned in the RFQ document being all inclusive of those hard costs. Any of those costs would be reimbursed to the contracted agency from those funds. There is no additional source of funds for those activities. The total is inclusive of any media buying activity.

Q: What level of budget detail would you like in Appendix B? We're pulling together our response for Appendix B and would like to know what level of budget detail you are expecting for the form. At this time, we have a hint at what the scope of work is, but any out of pocket estimates will be a guess until we know the actual assignment and quantities as per the client direction.
A: Details of the contract budget will be determined after the selected applicant is recommended for contract award. Contracts are contingent on completion of a negotiated detailed budget and scope of work. At this time, applicants are only required to provide hourly billing rates for personnel proposed to work on the First 5 LA account.

Q: Does First 5 LA have a ratio of spend for events, media buying, advertising, etc. that it traditionally follows?
A: No

Q: How does First 5 LA measure success? How do you gauge the success of your entire campaign? What about individual tasks like ad campaigns, media relations? Or do you determine success through other factors, such as the number of babies dropped off at a safe-surrender site, for example?
A: Success is determined in many cases by the outputs of campaigns such as advertising impressions, media placements, contacts at community events, etc. Changes in behavior that lead to changes in measures directly related to First 5 LA's four strategic goals (i.e., babies are born healthy) are more difficult to measure because of the multiple factors that affect that change in behavior, many of which are not influenced by First 5 LA. We will be looking for input from the selected applicant on new campaign approaches and measures of success.

Q: In our submission, if we provide creative samples for the A) Statement of Qualifications, should they be different from the samples included in B) Samples of Relevant Projects in Process or Completed?
A: The same samples can serve both requirements.

Q: Can you tell me where I can find Appendix C?
A: It is listed as the “Agency Involvement in Litigation and/or Contract Compliance Difficulties” or Appendix D on the website.

Q: In looking at your Internal Consultant Fee Schedule which was created in 2006, the top rate for a marketing professional is $150. On page, 16, item 9 of the RFQ, you give an example of a blended rate not to exceed $150. In that example, the highest hourly rate is
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$200. If we must comply with the 2006 fee schedule, it would mean a blended rate lower than $150. Which numbers do we use?

**A:** The hourly range on the fee schedule is for the composite rate so one or more proposed rates can exceed $150 as long as the composite hourly rate does not. It is understood that the actual calculation of the composite rate is dependent on the development of a negotiated detailed scope of work and budget which occurs after a recommended applicant is authorized for contract award.

**Q:** We cannot seem to find Appendix B on the website, are we looking in the wrong place?

**A:** Appendix B is an hourly breakdown of the rates associated with staff members who will be working on this contract. The link to Appendix B is now available on the RFQ page; application must include a copy of this form.

**Q:** We also can’t seem to find “Board Resolution Appendix E” on the website either? In fact, while it is noted as Appendix E – that seems to be the W9 form.

**A:** Appendices have been labeled incorrectly. Appendix E is the “Contractor Signature Authorization Form” and is available on the RFQ document page on the First 5 LA website. It is required of all applicants. The “Board Resolution” is not required at this time but may be requested at a later date of the successful applicant.

**Q:** The RFQ asks for staff vitae/resumes. We typically do ours as narrative-style bios with all the information you are requesting. Is that still acceptable? Page 17 of the RFQ requires Résumé or Curriculum Vitae for Key Staff and Subcontractor(s). Would biographies suffice?

**A:** Narrative style staff bios as you describe them are acceptable.

**Q:** Contract is $5MM for 36/mo’s ($1.7MM/yr) – Does First 5 LA have a targeted percentage of breakdown of the budget by category (creative, media, research, PR…)? If not can you provide an estimated breakdown from the previous contract?

**A:** There is no targeted percentage breakdown by category and it will change from year to year. There was no contract last year, so we can’t use that as a reference. These percentages will be worked out in the process of developing the scope of work for each year.

**Q:** In terms of required language capabilities/expertise for media planning and placement, it is rather vague: “including but not limited to, Spanish, Chinese (Mandarin and Cantonese), and Korean.” What other languages will be required? Our assumption is that we will need to develop creative materials to support the languages, please confirm.

**A:** Selected applicant will be required to develop creative materials to support languages other than English. The languages mentioned along with potentially Khmer would be the most likely to require support. Resources do not necessarily need to be available in house but made available if needed.

**Q:** While it is not specified, will there a need for Asian public relations?

**A:** Expertise in public relations for the Asian/Pacific Islander communities is desirable.

**Q:** Can you provide a deeper explanation of what will be required in the area of ‘Marketing Partnerships Strategy and Implementation’? Is the requirement to have a list of potential partners, or demonstrate the ability to establish an negotiate partnerships?
A: Demonstrated ability to establish and negotiate partnerships will be evaluated. An established network of proven partners could be provided.

Q: In how many languages must the “street team” be conversant in?  
A: Spanish and English required with Korean, Chinese (Mandarin) and Khmer desired.

Q: Will the “street team” require specialized training?  
A: Yes. First 5 LA will work with selected applicant to develop a specific training program.

Q: To better understand the scope of the assignment, please identify “diverse audiences.”  
A: The term describes audiences with differing ethnic, geographic, socio-economic and language characteristics reflective of the Los Angeles County population spectrum. These audiences can include both recipients of services from programs funded by First 5 LA along with key stakeholders such as other funding entities, CBO’s, elected officials and First 5 LA Commissioners.

Q: In our submission, if we provide creative samples for the A) Statement of Qualifications, should they be different from the samples included in B) Samples of Relevant Projects in Process or Completed?  
A: The same samples can serve both requirements.

Q: Since the scope of work has not been determined, it will be difficult to allocate the number of hours required at this time.  So can "hours" be as TBD?  
A: Details of the contract budget will be determined after the selected applicant is recommended for contract award. Contracts are contingent on completion of a negotiated detailed budget and scope of work. At this time, applicants are only required to provide hourly billing rates for personnel proposed to work on the First 5 LA account.

Q: Please see page 11 of the RFQ; A (Statement of Qualifications – examples of campaign) & B (Samples of Relevant Projects in Process or Completed). Does “include examples of these campaigns, evaluation, and impact on the community,” belong to the page 10 maximum, or is it also part of section B?  
A: Work samples are not covered by the 10 page maximum listed for the Statement of Qualifications.

Q: Please confirm to whose attention we will deliver the CD’s and address.  
A: Applications must be submitted online at http://www.first5la.org/node/5127.  
All applications must be received electronically. In addition, please 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, and five (5) copies of any supporting documentation or print samples to:

Craig A. Steele, Interim Chief Executive Officer  
First 5 LA  
750 N. Alameda Street, Suite 300  
Los Angeles, CA 90012  
Attention: Marketing and Communications Agency
First 5 LA Marketing and Communications Agency
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Q: During the bidders call last week it was suggested that if we did not want our information shared. Can you tell me what specific wording should be included and where in our submission it should be included?
A: Any document that is proprietary and confidential should be marked as such on the document/s itself.

Q: Will a revised check list be made available with the new due date?
A: A check list with the accurate application due date is on page 3 of the posted RFQ document.

Q: In regards to the creative samples, we intend to showcase some print ads. We are planning to digitize the ads and include them as part of the DVD. However, if you prefer we can send hard copies. Can you please advise on your preferred way to review the ads?
A: Please submit five copies of the DVDs for use by outside reviewers.

Q: Are we able to submit an Appendix? We have several documents that support our qualifications, things like account trackers, budget trackers, etc., that we thought we’d include. Is this possible?
A: Any additional documentation that would not be considered “creative samples” could be submitted as part of the “Statement of Qualifications” (subject to the 10 page maximum for that part of the application) or as part of the Planning and Implementation Processes section of the application (subject to a two page maximum). Please refer to page 11 of the RFQ document for details of what should be included in each section.

Q: Could you confirm that this RFQ search is for a Multicultural Marketing Communication agency and not General Market agency?
A: With First 5 LA’s target audience covering Los Angeles County, we believe any general market effort the selected firm is asked to undertake must also be a multicultural effort to have the greatest chance of success.

Q: If selected and there is an in-person interview how many people will be able to attend the interview?
A: There is no maximum but it should be limited to those staff members who will be servicing the First 5 LA account if the firm is recommended for contract award.

Q: In what order are agencies selected for interviews? Alphabetical? Highest Scores?
A: Firms to be considered for interviews will be chosen based on achieving at least a minimum score of 70% of available points (105 out of 150 points) on the technical evaluation of applications. Applications will be reviewed by three outside reviewers with expertise in marketing and communications for non-profit agencies and private foundations. Firms selected for interviews will be scheduled based on the availability of the firm’s staff and the interview panel members.

Q: Could we get a list of other agencies submitting RFQs and incumbent?
A: There is no incumbent providing the services listed in the RFQ document. We will not have any knowledge of which firms will submit applications until the due date. The list of firms that have submitted applications is not available to the public until the completion of the procurement process.

Q: Where could we obtain Appendix B, Consultant Hourly Budget Form?
A: The “Consultant Hourly Budget Form” can be downloaded from the main RFQ page at http://www.first5la.org/marCommRFQ.

Q: Would it be possible for First 5 LA to provide a word version of the Contract?
A: No. The sample contract is only available as a PDF document.

Q: Please explain “Total Percentage of Initiative (Maximum)” on the Consultant Rate Table?
A: This measure is not applicable to this RFQ and can be ignored.

Q: Will any of the media budget in this RFP go to the Place-Based Agency that they currently have or just coordinate with them during media planning?
A: None of the budget allocated for this RFP will be shared with the Place-Based communications consultants. There will be a need to coordinate media planning.

Q: Is there an ownership percentage requirement for minority business enterprises and/or veterans?
A: There are no DBE, MBE, WBE or any other disadvantaged business owner requirements for this procurement.

Q: Will the online component be limited to capabilities of website can it be inclusive of Social Media platforms? Will it include content and community management of their FB page, etc.?
A: The online component will be inclusive of all online properties (websites and social media channels).

Q: Please see page 11 of the RFQ; A (Statement of Qualifications – examples of campaign) & B (Samples of Relevant Projects in Process or Completed). Does “include examples of these campaigns, evaluation, and impact on the community,” belong to the page 10 Maximum, or is it also part of section B?
A: Information in section A regarding previous campaigns should be more descriptive in nature focusing on the evaluation methods used to determine the success of the effort and the impact on the targeted audience. Actual samples of creative work product are most appropriately included in the submission for section B and are not subject to the 10 page maximum for section A.