Conference call Q&A regarding Place-Based Marketing and Communications Contractor Request for Qualifications (RFQ)

June 4, 2010
11:00 am – 11:45 am

Q. What is the change in the breadth of the scope of work and how far has First 5 LA gotten in the RFQ process?

A. The original RFQ from August 2009 was for a Best Start LA Marketing and Communications Contractor who would work in up to five target communities. The Commission has approved expanding First 5 LA’s place-based approach, which will expand the number of communities to 10–20. These new communities will also be referred to as “Best Start” communities. The original RFQ was awarded to Fenton Communications in November, 2009, and First 5 LA is currently in contract with them. They are currently (and will continue) working on the overall branding and messaging for Best Start, have consulted with all of the current Best Start contractors, and are working on the marketing and communications associated with the first Best Start community. As specified in the current RFQ, the new contractor will work in concert with the original Best Start LA contractor.

Q. Is the current contracted agency the one that has worked on the branding for First 5 LA and Best Start LA?

A. The contractor for Best Start LA is Fenton Communications, and the contractor for First 5 LA branding is Hershey|Cause. Hershey|Cause did the original logo design for Best Start LA.

Q. Is Fenton Communication expected to apply for this RFQ?

A. Yes, we are expecting them to apply.

Q. Is there any preference for First 5 LA to stay with the same agency?

A. To avoid any bias, First 5 LA always uses external reviewers to review the RFQ applications. The external reviewers will score all applications, and make recommendation to First 5 LA staff on which firms to interview.
Q. For Phase I, will the contractor be identifying the organizations in the 10-20 communities or will that information come from First 5 LA? Will the selected contractor have to then build that relationship?

A. What will happen within the next 12-24 months is a partnership development process — a community-wide outreach effort with the goal of engaging all community stakeholders in this process, including parents, providers and elected officials. It is the community members themselves that will build a governance structure, rules and guidelines, etc., and the community partnership that will develop will be responsible for submitting the proposal. First 5 LA and our consultants and contractors will support the communities in this process.

Q. Whose name will be on the proposal asking for the grant?

A. The community will come together and submit the process. For example “here is the proposal from ANY TOWN.” The request will come from the community, not an organization.

Q. Budget clarity- there seems to be dollar amounts in several different locations online and in RFQ. In order to meet the requirements of the Excel grid on the expected hours against the budget; what is the total fee and not a pocket budget and how much should be reserved for OOP in terms of collateral materials and what has been developed by Fenton and Hershey, can it be repurposed or will everything need to be done from scratch, should we reserve some monies to do that?

A. Materials will be able to be repurposed but also, some would have to be created due to the specific needs of that particular community. The RFQ does not require that you create a full budget for this project because we cannot specify what the deliverables will be over the course of the length of the contract.

Q. Should we propose a budget since the Excel sheet outlines hourly rates on deliverables?

A. Task and deliverables can be very general, a total purposed budget figure not necessary. Consultant / Contractor rate table is more of a point of reference. Apply an hourly rate (billing rate) to the specific role of the worker, not so much the work produced.
Q. How do we submit the proposal?

A. Everything must be submitted online.
   Hard copies for the following (only 3 forms must be submitted in hard copy):
   • Introductory Cover Letter (signed by person responsible for agency)
   • Signature Authorization Form (persons authorize to sign contract)
   • Agency Involvement in Litigation

CD form can be submitted if you would like to provide us with samples of projects/materials that you’ve done in past.

**ADDED NOTE FROM FIRST 5 LA MARKETING MANAGER, LARRY RENICK, NOT FROM CONFERENCE CALL:**
If submitting samples, First 5 LA requests that all applicants include four copies of each sample submitted (for example, four CDs, four copies of an “Annual Report, etc.)

Q. Clarify timeframes for Phase I and II.

A. Phase I should take from 12-24 months, and will conclude when all communities have successfully submitted their proposals.
   Phase II begins the implementation of their plan.

Q. What educational outreach will be occurring concurrent with solicitation for proposals?

A. As stated in the RFQ:
   “The Marketing and Communications Contractor will support all marketing, communications and outreach efforts needed in the development and maintenance of these partnerships (including outreach to build membership and community awareness) and all efforts needed for the successful completion of each community’s implementation proposal. These efforts may also include community-wide public education about First 5 LA’s place-based activities, the importance of the first five years of life, the impact that community has on the development of young children and families and other information that may lead to a community member’s interest or engagement in the place-based efforts in their area.”
However, since there will be no direct services in a community until the proposal has been finalized, there will be no public education to support Best Start-supported services.

Q. How will the individual parents be part of this place-based organization selection?

A. Parents are a vital part of the community, and their input and support are essential to transforming the community to be more children and family friendly. They were not directly involved in the community selection process (which included quantitative and qualitative analysis lead by First 5 LA. [Click here](#) for more information on the community selection process). The real vision of this approach is a full engagement of the entire community.

Q. Are the 20 location based on SPA, and are they listed yet?

A. The board meeting agenda will be posted to our website on Monday, June 7, listing the recommended communities ([click here](#) to see meeting agenda). However, this list is just a recommendation. The final decision will be voted on by the Commission at Thursday’s board meeting.

Q. How far has Fenton gotten in terms of branding?

A. The team has conducted focus groups and surveys with a wide range of stakeholder, created a brand promise, branding statements, a variety of outreach materials, an initial proposal for a Best Start website and have been updating an existing style guide. It is our belief that the Best Start brand will evolve as we reach into more communities, and our intension is for our brand to be open and adaptable enough to handle the wide range of languages and communities we will be a part of.

Q. Who is the Research and Evaluation contractor?

Urban Institute

Q. Will the contractor selected need to work with the R&E contractor to evaluate each selected community’s programs?

A. Our R&E department will evaluate the work from a programmatic level. All research associated with the marketing contractor would evaluate the
effectiveness of the marketing and communications efforts associated with the program rather than the program itself.

Q. What level of technical expertise are we looking for in the contractor as far as early childhood development or health care?

A. There is no technical expertise required. If someone has worked in the field and knows the language around that, it’s a benefit, but not required.

Q. How do you see the relationship with the communications representative in each community and how will they work with First 5 LA?

A. The community communications representative will inform the partnership on outreach and communications techniques as they apply to outreach to their community. Each community will have First 5 LA staff support, which will assist in the development of the proposal, communications, and other matters.

If you are experiencing any problems or have questions with this RFQ process, please feel free to contact us at online_application@first5la.org.