

WEBINAR RECORDING

1. Where will the Information Session video be available?

The Information Session webinar is posted on our Funding page for this RFQ at:
<https://www.first5la.org/article/multimedia-creating-services-request-for-qualifications-rfq/>

ABOUT FIRST 5 LA

2. What is the most important thing First 5, as an organization, has to do in order to move onward and upward? There may be several but tell us the most important.

Please review the RFQ's Section II: Background, subdivision C- "What's Needed to Make First 5 LA's North Star a Reality?" (page 5) which states:

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

1. Families have the resources, opportunities, relationships and environments to optimize their child's development.
2. Children enter kindergarten without any previously unidentified developmental delays and connected to developmentally appropriate services and supports.
3. Children are safe from abuse, neglect, and other trauma.
4. Children have high quality early care and education (ECE) experiences prior to kindergarten entry.

First 5 LA will seek these results through policy change, practice change and public-will building. It will do so with diverse partners who share First 5 LA's aspirations for children and bring an intentional focus on equity for children and families facing disparities in outcomes and opportunities.

3. In thinking about what First 5 is today, what 4 or 5 words would you use to describe the brand at its very best?

Advocate, Change-agent, Convener, Partner and Resource.

4. Imagine that First 5 no longer existed, that it was wiped off the face of the earth. How would you write a brief epitaph for the brand:

"First 5 LA helped young children and their families in Los Angeles County get the best start in life through their efforts in making policies, practices and systems work better for them."

5. Outside of preschools and hospitals, what other types of groups would parents be working with to advance their children's 0-5 cognitive development? Are there any specific large groups to know about?

As discussed by the RFQ's Section II: Background, subdivision C- "What's Needed to Make First 5 LA's North Star a Reality?" (page 5) which states: To reach its North Star, First 5 LA wants systems to work better for all families in L.A. County by making them more family-centered and child-focused with a focus on four results areas that include:

1. Families have the resources, opportunities, relationships and environments to optimize their child's development.

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2. Children enter kindergarten without any previously unidentified developmental delays and connected to developmentally appropriate services and supports.
3. Children are safe from abuse, neglect, and other trauma.
4. Children have high quality early care and education (ECE) experiences prior to kindergarten entry.

First 5 LA will seek these results through policy change, practice change and public-will building. It will do so with *diverse partners* who share First 5 LA's aspirations for children and bring an intentional focus on equity for children and families facing disparities in outcomes and opportunities. See [Appendix A- First 5 LA's 2020-28 Strategic Plan](#) for additional information.

- 6. How does a parent interact with the First 5 brand/organization? Is it a direct relationship or are you working behind the scenes to provide preschools, daycares, and medical groups with materials and education around child development?**

Please review [Appendix A- First 5 LA's 2020-28 Strategic Plan page 5](#) which discusses First 5 LA's role in its Strategic Vision (North Star).

- 7. In terms of policy change, can you give an example of a policy that may be implemented due to your efforts, both in government and beyond?**

As discussed by Appendix A- First 5 LA's 2020-2028 Strategic Plan, First 5 LA supports policies that focus on access to quality early care and education, early identification and interventions for developmental milestones and home visitation for all children born in Los Angeles County.

- 8. Is there a direct donation component to this? If not, how does the broader public participate? What action do you wish them to take?**

There is not a direct donation component to this work. Most call to actions will refer audiences to First 5 LA websites. These calls to action can be defined as making your voice heard by voting, parents can take action by asking their pediatrician for developmental screening services for their children, community members can take action by prioritizing the needs of families with young children in their neighborhoods. These are broad examples, and First 5 LA will discuss in more detail with the selected contractor.

Per our lobbying guidelines, First 5 LA cannot take any action to ask, persuade, encourage, or elevate to others (the public or elected officials) the opportunity to take any action on a new or existing public policy proposal (bill or legislation). This would be considered "grassroots lobbying" and is prohibited.

AUDIENCE

- 9. How much of this effort is being directed specifically at parents/families directly vs government officials, higher ed professionals etc?**

First 5 LA staff will meet with the selected contractor to share the goals of the Communications Department and information on First 5 LA's goals which is critical in creating multimedia content- including where it is directing its efforts as part of onboarding.

- 10. What are the THREE basic human truths of your audience? What are they motivated by, scared of, drawn to?**

This question is difficult to respond to because it is asking for a generalization. The response to this question will also vary by audience. For our parenting audience- we can make some assumptions based on previous research and feedback from social channels:

- i. **Motivated by:** Having their children thrive.

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- ii. **Scared of:** Not having resources to care for their family.
- iii. **Drawn to:** A bright future for their children.

11. During the webinar, you listed your target audiences as (I believe): Policy and decision makers, parents, the general public, community members, partners and internals staff. Can you prioritize those audiences? Where will our efforts be focused?

These audiences are equally important. The one audience or another will vary depend on the goals and objectives of a communications strategy. This will be discussed further with the selected contractor.

BUDGET

12. Is the media budget separate from the "contract award" amount? Can you share estimated media budget?

We have separate budgets for media placements. This budget will be discussed with the selected contractor.

13. Is ad-spend accounted for as a separate budget than the \$325/year? Or is that budget to include ad-spend and media buys?

Please the response to see question #12.

14. Will you sign a Level of Intent at the \$225k level?

First5LA will not issue a "Level of Intent." Please see section VII of RFQ for Terms of Project, which states that First 5 LA expects to enter into an eight (8) month initial contract with the selected contractor with an anticipated start date of November 1, 2020 and a budget not to exceed \$225,000, subject to approval by First 5 LA Board of Commissioners. Please see [Appendix D – Sample Contract](#).

ELIGIBILITY REQUIREMENTS/DESIRED QUALIFICATIONS

15. Will F5LA be prioritizing local agencies? Or will agencies in other cities be considered so long as all requirements (including in-person meetings and photo/video shoots) are met?

Listed below are the Eligibility Requirements and Desired Qualification for this solicitation:

Section V. Eligibility Requirements (page 7) identifies the minimum requirements that proposers must meet:	Section VI. Summary of Desired Qualifications and Experience (page 8) identifies the following desired qualifications:
<ol style="list-style-type: none">1. Must have a minimum of five (5) years of operation as a legal entity2. Must have a minimum of five (5) years of experience producing multimedia content, such as print, digital, social media and presentations, photography, videography, film editing, and related services3. Must have the ability to be on-site for location filming and photography and to attend meetings at First 5 LA's office, as needed, when requested by First 5 LA.	<u>Los Angeles County Competencies</u> <ul style="list-style-type: none">• Knowledge of L.A. County's cultural, social and political landscape• Experience working with culturally, ethnically, linguistically, and social-economically diverse groups in L.A. County <u>Technical Experience</u> <ul style="list-style-type: none">• Experience in producing a variety of multimedia content under aggressive timelines

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Proposers that do not meet the requirements above will not pass the first level of review (see Section VIII. Selection Process and Review Criteria).

- Experience in interpreting and translating complex topics, such as state budget proposals, policy briefs and research findings into easy to understand print, digital or video content to appeal to targeted audiences.

Content Experience

- Familiarity with early childhood development issues, specifically:
 1. Early Childhood Education (ECE) issues
 2. Health care systems that affect young children
 3. Family supports for families with young children
 4. Current events that affect young children such as but not limited to prenatal care, nutrition, wellness, physical activity, child development, parent resiliency, family strengthening (protective factors) and general parenting advice

(see Section VIII. Selection Process and Review Criteria; including [Appendix B – Level 2 Review: Review Tool](#) which demonstrates how each proposal will be evaluated.)

REQUIRED DOCUMENTS

CREATIVE BRIEF

16. Can we go into more detail pls on the Creative Brief Writing Exercise? That is one of the most significant contributions that we'd love to learn more about .

PLEASE NOTE: a written description of multimedia content is required. It is not required to create multimedia content specifically for a response to this RFQ.

We are asking for the proposer's best creative thinking on how to explain, elevate and create urgency on child abuse prevention services for families with infants and preschool-aged children living in Los Angeles County. The proposer will use the Los Angeles County Office of Child Protection's "Paving the Road for Safety for Our Children: A Prevention Plan for Los Angeles County" ("Prevention Plan") as its source material to describe the multimedia content you would create. The multimedia content should explain the issues, elevate awareness, create a sense of urgency and engage audiences in order to build public support on the solutions outlined on pages 11-14 on the Prevention Plan.

This exercise is intended to demonstrate proposer's ability to digest complex information and craft clear, compelling and informative multimedia content and messaging for the general public, including adults without young children, consistent with First 5 LA's mission, vision and values. The brief must explain proposer's approach to concept development, pre-production, research and workplan phases, collaborations with other First 5 LA partners providing integrated communications and marketing, social and digital media strategy services, and communications with First 5 LA's in-house staff.

17. Creative Brief Writing Exercise – What does First 5 LA consider as the Call To Action (CTA) for this content?

This is an exercise intended to get the applicant’s ideas on what the CTA can be within the guidelines specified in the answer to question 8.

NARRATIVE OF QUALIFICATIONS AND RELEVANT EXPERIENCE

18. Is 3b the proposed staffing/team? That paragraph on page 11 is unlabeled.

Section 3b seeks:

Description of the lead personnel and anticipated supporting personnel to be employed during performance of the contract, their qualifications to perform the work, how they fulfill the desired qualifications and experience as detailed in Section VI. Summary of Desired Qualifications and Experience. If subcontractors are contemplated, identification of those persons or firms, how they were selected and why, and a description of how subcontracted work will be controlled, monitored, and evaluated.

WORK SAMPLES

19. What is the intent of identifying the team members responsible for the work. Some work samples have many team members behind it. What do you need and what is the context?

We want to get as much background as possible for samples. There is not a need to identify the amount of time or level of responsibility, only if a team member was involved in the creation of a sample and their role. For example, “[name of personnel or subcontractor] served as copywriter for sample [a, b, and c], [name] served as creative director for sample [x, y, and z].”

20. How do you want video/radio creative to be provided? Via a link to a drop box or an upload?

Our system can only accept document files: in PDF, Word, or Excel. Please refer to Appendix E for instructions on how to submit multimedia files:

Instructions: Please use the **Cover Pages below (Appendix Ea- Ed)** to provide a brief description of your samples and to identify the format and manner of submission of your samples. Additionally, please identify team member described in the Narrative of Qualifications and Relevant Experience, if any, were involved in the creation of the work sample by: 1) name and 2) their role in the creation of the work sample.

Sample Types	Format and Manner of Submission
Non-Video Files	<ul style="list-style-type: none"> All Samples must be in PDF Format If the files are less than 15 MB- the files must be combined with the applicable Cover Page (Appendix Ea- Ed) in a PDF and submitted through the online application¹. If the files are larger than 15 MB- provide a link to a file-sharing site such as Dropbox or Box in the applicable Cover Page (Appendix Ea- Ed).
Video Files	<ul style="list-style-type: none"> Must be hosted on a video sharing platform. Provide a link in the applicable Cover Page (Appendix Ea- Ed) to a video sharing platform such as YouTube or Vimeo. Links to a proposer’s website are also acceptable.

Please note that links must be available for two months after the submission of the application.

21. Can we include videos within an Interactive PDF?

No, do not include videos within an Interactive PDF. Please refer to the guidance provided in [Appendix E– Samples Submission](#) and in response to question 20 for the acceptable formats and manner of submission of your work samples.

22. May we include more than 3 samples? Can you provide any further guardrails for quantity of samples included, for example, under 4d: Photography sample?

You may not submit more than the requested amount of work samples. Proposer must submit three (3) relevant pieces of content samples of similar or comparable content in each of the identified categories in 4. Samples (page 11-12), totaling twelve (12) samples, which demonstrate proposer’s skill at creating multimedia content, and relevant experience and expertise and highlighting the desired qualifications listed in Section VI. Summary of Desired Qualifications. Samples can be related to early childhood development issues as outlined in Section IV. Scope of Work, but not required. Please see [Appendix E– Samples Submission](#) for further instructions for format, and manner of submission of samples. Additionally, Proposer will be asked to identify the team member described in the Narrative of Qualifications and Relevant Experience, if any, were involved in the creation of the work sample by: 1) name and 2) their role in the creation of the work sample.

Pursuant to Section IX. Required Documents of the RFQ (page 10), Applications that exceed First 5 LA’s page limitation requirements will be adjusted by the removal of page(s) from the application. Pages will be removed before the Level 2 Proposal Review (i.e. extra work samples). The removed page(s) will not be made available to reviewers.

23. How do you wish for us to provide the background, strategy and results along with the samples? Trying to find the right way to answer 3a which is so relevant to the included work samples. Looking at appendix E, there is no opportunity to share campaign strategy and results.

For the work samples (4. Samples (Appendix E), page 11), we are not seeking the background, strategy, or results of the work sample provided. We are only seeking a brief description of the sample, the format you will be submitting, and that you identify team member(s) from the Qualifications Narrative (if any) that were involved in the creation of the work sample by 1) name and 2) their role in the creation of the work samples.

	Brief Description of Sample	Format and Manner of Submission		Identify team member(s) from Qualifications Narrative, if any, involved in the creation of the work sample by: 1) name and 2) their role in the creation of the work sample.
1)		<input type="checkbox"/> Non-Video File	<input type="checkbox"/> Attached to this Cover Page. <input type="checkbox"/> Link:	
		<input type="checkbox"/> Video File	Link:	

3a. Narrative of Qualified and Relevant Experience (page 10) seeks: No more than nine (9) pages providing the following information below using the lettering to differentiate the beginning and end of each section of the narrative (e.g., 3a.i, 3a.ii, 3b, etc.) :

Description of relevant experience – with a minimum of five (5) years’ experience from the agency or firm – and results in producing multimedia content as part of public affairs campaigns to advance the understanding of issues, to build and sustain public will, and to influence the change of norms, attitudes, behaviors and beliefs. If applicable, include any relevant experience in content related to early childhood

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development issues. In addition, discuss: knowledge of L.A. County's cultural, social, and political landscape; experience working with culturally, ethnically, linguistically, and socio-economically diverse groups in L.A. County; and relevant experience and support of multimedia content specific to:

- i. Graphic design and development for print, digital (including email and websites), and social media content, such as animated GIFs and motion graphics, "Out of Home" advertising (such as billboards, kiosks and exhibits at events), and slide presentations (such as PowerPoint or Keynote)
- ii. Videography, direction, script and storyboard development, production and post-production, editing, and related services (e.g., location scouting and casting) for short and long-form videos for delivery on social and digital media platforms
- iii. Photography, direction, production, photo cataloging and organization, and related services for print and digital applications
- iv. Audio production and post-production (e.g., sound design, effects, sound editing, audio mixing) for digital audio, podcasts, and public service announcements and ads for radio broadcast

RESPONDING TO MULTIPLE COMMUNICATIONS DEPARTMENT'S SOLICITATIONS

24. We responded to the first RFQ for Social Media and Digital Marketing - can we also compete for this one?

Yes, you may.

REVIEW TOOL

25. Can you share your scoring criteria?

Please refer to slides 42 & 43 of slide deck and/or [Appendix B – Level 2 Review: Review Tool](#).

26. How important is for the evaluation committee that the agency is based/has an office in LA?

Please refer to [Appendix B – Level 2 Review: Review Tool](#) which is the review tool that will be used to evaluate the proposals and response to question 15.

ROLES

27. What about the role of brand strategy, campaign planning, comms planning and analytics that get us to impactful content?

Yes, that is important. These metrics will be discussed with the awarded contractor and achieved in collaboration with First 5 LA's communications leadership team.

28. What other agency partners would this multi-media content partner be paired up with? Brand Strategy, data and analytics, comms and channel planning, media planning and buying - who will be providing these?

With a "social and digital" agency, integrated communications agency, selected freelance contractors and later, an events production team.

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29. What does the current in-house communications/marketing team look like? (Does F5LA have people in-house creating and distributing content).

The current team includes: Department Director, Communications Managers/Strategic Initiatives, a Communications Managers/Marketing Strategies, Internal Communications Project Manager, Digital Content Specialist, Communications Specialist, Graphic Designer, Writer/Editor and an Administrative Assistant. The team helps guide strategy and content development.

SCOPE OF WORK

30. This is a very broad set of deliverables that crosses bounds of agency and production companies. Is this intended to provide creative support beyond the work of the advertising campaign?

Yes. We are seeking a range of qualifications for a variety of short and long-term projects. Please see Section IV: Scope of Work (page 6).

31. Can we get clarity on whether you are looking for a production vendor or a full-service strategic marketing partner?

We are seeking a broad range of production as identified in the scope of work in Section IV: Scope of Work (page 6). We also are seeking creative direction and strategy services in partnership with other agency partners.

32. Scope of Work – Creative Assets – Are the assets created under this SOW for campaigns/initiatives only, or always-on content as well?

Content produced will be in support of communication/marketing campaigns as well as in support of programmatic work at First5LA.

33. Scope of Work – Core Projects – What are the historical and projected volume of deliverables each month for each of the core projects?

We are seeking a range of qualifications for a variety of short and long-term projects. Please see Section IV: Scope of Work (page 6). Volume and assets will vary depending on the support needed of First 5 LA. Typically, it will include creating a short craft/activity video for the monthly Strong Families, Strong Kids newsletter, advertising assets (print, radio, digital) twice a year, campaign support materials (flyers, posters, collateral) twice a year, PowerPoint presentations for internal teams 2-5 times a year, report design and longer format videos twice a year. Review of the branding guidelines and Style Guide once a year. Support for web and newsletter design as needed.

TIMELINE

34. What is your ideal timeline for the roll out content created, assuming the agency starts in November 1? (have you considered phasing out the execution of the Scope of Work).

As part of the onboarding strategy, First 5 LA staff will meet with the selected contractor to share the goals of the Communications Department and information on First 5 LA's goals which is critical in creating multimedia content- including where it is directing its efforts. The goal is to onboard the new agency in November/December. Support for work will be reviewed and timelines will be set to start right away.

OTHER

35. Who is the incumbent agency for multimedia services?

First 5 LA currently uses a mix of independent contractors as well as our current agency on record Ogilvy to develop content. This will be streamlined with the new contractor once this contract is awarded.

36. Is this RFQ to augment an existing creative agency, or is this scope a continuation of existing creative services?

This RFQ is part of a series of RFQs with refined scopes of work intended to re-procure communications services currently performed by existing vendors. These contracts are set to expire. The scope of work is intended to complement in-house creative work and that of any vendors contracted on a temporary, ad hoc basis (i.e. photographers and videographers hired to capture events)

37. What are the motivating factors in searching for a Multimedia Creative Services partner?

Our motivation is to share captivating, easy-to-understand stories that will help us achieve our goals Please review the RFQ's Section II: Background, subdivision C.

First 5 LA seeks to use communications and marketing strategies to help educate and raise awareness of the importance of early childhood development in order to drive the change of norms, attitudes, behaviors and beliefs so young children are prioritized in policy and budget decisions.

First 5 LA recognizes that every mode, medium and method in which it communicates – on its own or in partnership with external groups – is an opportunity to advance the understanding of early childhood development, to build and sustain public will to support the necessary changes to systems to make them work better for children and their families, and to influence changes in norms, attitudes, behaviors and beliefs to prioritize young children.

First 5 LA's Communications Department is using the following communications strategies to contribute to the advancement of the 2020-28 Strategic Plan:

1. Build the agency's brand as an advocate, partner, funder, convener and expert source.
2. Engage, educate and influence decision makers including, but not limited to, state policymakers, local elected officials, county agencies, community leaders, business leaders and leaders at higher education institutions.
3. Elevate awareness of the importance of early childhood development.
4. Create urgency to address issues and improve conditions that impact young children and their families.
5. Drive support for internal communications to advance First 5 LA's agency goals.