

**Strategic Communications and Social Media Services
Request for Qualifications (RFQ)
Questions and Answers (Q&A)**

Date Posted: November 21, 2025

ELIGIBILITY

- 1. Our organization currently does not have a minimum of 5 years operating as a legal entity, however I do have over 5 years of experience in marketing, social media & creative strategy, and brand consulting; along with developing and implementing communications. Would we still be able to apply since I am a qualified individual?**

No; per Section V. Eligibility, applicants must be part of a legal entity for a minimum of five (5) years; individual experience cannot be submitted in lieu of this requirement. Applicants have the option to form partnerships with other agencies and submit a joint proposal, as long as the Lead Agency (the applicant submitting the proposal) meets the 5-year minimum requirement.

- 2. My firm has only been in existence 2.5 years and I'm wondering how hard and fast the rule is about being established as a legal entity for 5 years.**

Section V. Eligibility requires that applicants must be part of a legal entity for a minimum of five (5) years. Applicants have the option to form partnerships with other agencies and submit a joint proposal, as long as the Lead Agency (the applicant submitting the proposal) meets the 5-year minimum requirement.

SCOPE OF WORK

- 3. Is the budget for net or gross paid media covered under a separate First 5 LA budget?**

Yes, paid media is covered under a separate budget, and is outside the scope of this RFQ.

- 4. Is the expectation that the contractor places paid media for social media, or to provide strategy for paid media strategy only (no paid media execution)?**

The selected contractor will not be executing task orders for paid media on First 5 LA's social media platforms; any Task Orders issued will be for the development of paid media strategy only.

- 5. Should we include paid media labor or an agency fee in our budget, or will that be covered by the separate First 5 LA budget as well?**

No; proposed hourly rates relating to paid media should be for strategy only. First 5 LA will use a separate budget for paid media labor.

- 6. Is the expectation to provide monthly analytics and reporting both on organic and paid social media?**

Yes; the selected contractor will provide analytics and data against developed benchmarks for all social media channels, both organic and paid.

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- 7. You list a range of activities that might be required during the initial five-month period. Can you provide any specific guidance on the activities that are most likely to be needed during that period?**

The selected contractor will be expected to work with First 5 LA on the following types of activities:

- Narrative Change Strategy;
- Stakeholder Engagement & Messaging;
- Social Media Strategy and Content Development;
- Brand Refresh Messaging and Positioning;
- Client Management and Partnership; and
- Cross-Collaboration with Other Agencies

- 8. Is there an incumbent agency doing any of the work described in the RFQ? If so, can you tell us who that is and how long they have been performing this work?**

The following two contractors have provided similar services as identified in the identified Scope of Work: BARU Advertising, Inc. (from October 2020- present) and Spitfire Strategies, LLC (March 2024 – March 2025).

- 9. Will task orders for broader work be issued during the first five months?**

Task orders issued during the first five months will be based on any identified needs from First 5 LA staff as identified by the RFP's Scope of Work.

- 10. Is the current budget of \$150,000 for the first five months separate from the task order budgets?**

The identified budget is the total amount for the initial five-month contract, which encompasses the retainer and anticipated task orders.

- 11. What are you seeking in terms of Measurement/Reporting during the first five months?**

Development of a measurement plan to determine what success looks like for communication efforts. This could potentially include the identification of goals, establishing a baseline, select key performance indicators (KPIs) and establishing a process for analysis to use insights to make continuous improvements and demonstrate impact.

REQUIRED DOCUMENTS

- 12. Since the initial engagement is for five months with an already identified budget, we presume that you are asking that Appendix G be only related to the activities, timeline, and deliverables associated with that initial engagement period? Is that correct?**

Yes; the activities, timeline, and deliverables listed in Appendix G (Proposed Scope of Work) must adhere to the initial five-month agreement period.

- 13. If you are asking for Appendix G to include identification of activities, timeline, and deliverables beyond the five-month period, what guidance can you provide to enable us to envision the activities involved in task orders that have not yet been released?**

Do not include activities, timeline, and deliverables beyond the five-month period; see the response to question 12.