

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

Date Posted: December 3, 2025

Date Posted: November 13, 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.

Date Posted: November 21, 2025

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.

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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.

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.

Date Posted: December 3, 2025

SCOPE OF WORK

- 14. Does this RFQ seek research to inform the marketing, public affairs, public relations, and strategic communications described in this RFQ?**

This project anticipates the use of research only as indicated in the Scope of Work (e.g., audience research under item 3. Campaign Development). Any additional research will be subject to negotiation between First 5 LA and the selected contractor, and will be added to the agreement via Task Order or amended to the Scope of Work/Budget.

- 15. Can one subcontractor be proposed as a subcontracting partner on two separate proposals?**

Yes; proposals will be considered individually.

- 16. We understand that the paid media strategy development will be covered by the Task Orders, but the paid media placement will be covered by a separate budget. Will there be a separate RFQ issued for the paid media labor and placement? Or will the budget be awarded in tandem with the Strategic Communications and Social Media Services contract?**

A separate procurement will be issued for paid media placement services.

- 17. What specific behaviors, attitudes, or policy shifts does First 5 LA hope to influence during the initial 5-month period?**

First 5 LA seeks to educate and raise awareness for stakeholders of projects and policy positions as indicated in the First 5 LA 2024-2029 Strategic Plan. This includes development of transparent, empathetic, and consistent messages to help stakeholder audiences (i.e., internal First 5 LA employees, community members, partners, grantees, LA County public-serving systems leaders, etc.) understand, accept, and adapt to a new direction. Please see Appendices C (First 5 LA Strategic Plan) and D (First 5 LA Strategic Plan Initiatives and Tactics) for more information.

- 18. Are there specific harmful or limiting narratives about families, early childhood development, racial equity, or public systems that First 5 LA is prioritizing to reframe as part of the 2024–2029 Strategic Plan?**

The rich diversity of families in Los Angeles County is a strength for our county and within each family, but too many face systemic barriers. More than half of Los Angeles County households with children lack sufficient income to meet basic needs, including healthy food and secure housing.

Nearly 3 out of 4 Los Angeles County households with children under 5 speak a language other than English. While speaking multiple languages is an asset for children, many families face language barriers to accessing supports and services.

Barriers from systemic racism in local, state and federal policies and practices persist, with significant disparities in child well-being in Los Angeles County among different racial and ethnic groups.

While engaging, collaborating, and building on the strengths of Los Angeles County's diverse families and communities, we must address structural inequities as well as historic and present-day oppression that create barriers for children from prenatal to age 5 reaching their full developmental potential.

19. The RFQ lists several stakeholder groups, including parents/caregivers, community partners, system leaders, early childhood providers, and policymakers. Is there a priority audience segment that First 5 LA wants to focus on during the initial 5-month contract period?

Target audiences include internal First 5 LA employees, community members, partners, grantees, LA County public-serving systems leaders, elected officials and decision-makers (local, state and federal). Priority audience will be determined based on activity and strategic goal.

20. How many campaigns does First 5 LA anticipate launching within the 5-month scope?

First 5 LA does not currently anticipate any campaigns launching in the initial 5-month agreement. However, campaign development will be included in the negotiation with the awarded agency and will be finalized via an approved Task Order, if needed.

21. Are there upcoming campaigns already planned for this period?

First 5 LA does not have any planned campaigns during this period.

22. Does First 5 LA have existing message frameworks or a narrative architecture that the contractor should build from?

First 5 LA is looking for new messaging frameworks and narrative architecture from proposers for assessment, rather than using any existing frameworks or architecture.

23. Will the upcoming brand refresh include updates to visual identity, or will this contract primarily focus on messaging frameworks?

This project is specifically focused on messaging frameworks; the Multimedia Creative Services Agency will manage visual identity, via its own solicitation and have its own contract.

24. For Campaign Development, what benchmarks or KPIs has First 5 LA already identified?

First 5 LA is looking to identify and co-develop the benchmarks for this project with the awarded agency.

25. Who will be responsible for developing campaign creative assets, the communications partner or the multimedia creative services agency?

The Multimedia Creative Services Agency will manage the development of campaign creative assets.

26. Will the selected contractor be responsible for executing paid media strategies using the separate First 5 LA budget, or will paid media execution be handled by a different contractor?

The strategic communications and social media agency partner will work in partnership with First 5 LA's multimedia creative services agency on the development of creative assets to support campaign development, and if the campaign includes paid media, in partnership with a media buyer who will

design and negotiate the campaign's media purchasing and placements strategy. The media buyer will be contracted separately. The budget for paid media components of campaigns, including social media paid, boosted posts and digital advertising campaigns will be covered under a separate First 5 LA budget; it is not included in the strategic communications and social media agency partner contract budget.

27. Should monthly reporting include paid media analytics if execution is handled by another partner?

Yes; monthly reporting will include any analytics from paid media strategies. This data will be provided by the other contractor for inclusion.

28. For organic social media, what is the expected posting frequency per platform?

The expected posting frequency and schedule will be developed based on the awarded agency's proposed social media content strategy.

29. Based on past performance, are there specific aspects of organic or paid social media that First 5 LA would like to strengthen during the initial contract period?

First 5 LA's focus for organic and paid social media is to establish specific benchmarks, including KPI's, for success, as well as increase engagement across platforms.

30. How many internal trainings or capacity-building sessions are expected during the 5-month period?

First 5 LA does not anticipate requiring any internal trainings or capacity-building sessions during the initial 5-month period. Proposals will be assessed for the proposed approach to trainings and will be negotiated and finalized via Task Orders with the awarded agency.

31. Are there specific language needs or culturally specific communities that must be served?

Translation and culturally specific interpretation needs will be managed via a separate contract.

32. Should deliverables be produced in multiple languages, and if so, which ones?

Translation and culturally specific interpretation needs will be managed via a separate contract.

33. Does First 5 LA have an existing crisis communications plan, or should the contractor develop one from scratch?

First 5 LA has an internal Rapid Response Team that addresses urgent and emergency situations. As needed, and when a Task Order is issued, the awarded agency will support the internal team.

34. Will any onsite presence be required for meetings, trainings, or events?

Any need for onsite presence will be negotiated between the awarded agency and First 5 LA and will be included in the final Scope of Work and Budget.

35. How many social media assets does First 5 LA anticipate developing per month?

First 5 LA and the awarded agency will negotiate an anticipated number of social media assets based on the overall social media content development strategy.

36. What is involved in First LA's current community management process to help determine the appropriate resources and budgets for this tactic?

First 5 LA anticipates the following community management needs:

- Management of First 5 LA's online communities across social media platforms;
- Monitoring of conversations relevant to early childhood, when First 5 LA is tagged/mentioned and timely responsiveness to comments and questions from audiences; and
- Identifying audience engagement opportunities.

37. The social media paid budget will be covered under a different budget, not a separate contract, correct? The selected agency will be responsible for paid social buys?

Yes; the awarded agency will be responsible for the execution of paid social media strategies.

38. Who is the primary audience for social? Are there established personas or audience insights?

First 5 LA has a platform-specific audience breakdown and social media demographics for the different platforms where First 5 LA currently has a presence and aligns the associated persona to the identified target audiences. For example, LinkedIn is a platform targeted to engage specific audiences, including elected officials, decision-makers, philanthropic organizations and other early childhood funders.

39. Is there a prioritization of First 5's social platforms? Is there an existing social strategy that First 5 uses?

Yes; First 5 LA has an existing social media strategy that the awarded agency would enhance and build upon.

40. How will success for social be measured?

First 5 LA and the awarded agency will determine the goals based on the negotiated social media strategy, and will be included in the final Scope of Work.

41. What is the approval process for social content?

First 5 LA and the awarded agency will determine the approval process based on the negotiated social media strategy, and will be included in the final Scope of Work.

42. In addition to the current language(s) the social content is in, are you open to other languages?

Yes, First 5 LA is open to additional languages.

43. What tools are currently being used for measurement and reporting?

First 5 LA currently uses Sprout Social and Google Analytics.

44. What is the level of staff involved in capacity building?

First 5 LA will be responsible for leading training sessions. The awarded agency may be asked to support the development of talking points and messaging, and other training materials, designing an approach to structure internal engagement opportunities.

45. Are there specific areas of interest for capacity building?

First 5 LA will be responsible for leading training sessions. The awarded agency may be asked to support the development of talking points and messaging, and other training materials, designing an approach to structure internal engagement opportunities.

46. Who is the First 5 LA multimedia creative services agency?

The current Multimedia Creative Services agency is Bumpercar, Inc.

47. Is this a new contract? Is there an incumbent for strategic communication work? Is there an incumbent for the social media scope of work?

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

48. Can you extend the proposal due date by one week?

Due to the time-sensitive nature of this project, First 5 LA is unable to extend the submission deadline.

49. Does the subcontractor need to submit a work sample?

Yes if the work being completed by the subcontractor's scope of work aligns with the requested work sample categories. Proposals must include two (2) work samples, maximum 5 pages each not including the work sample cover page. One (1) work sample must be related to one of the case studies included in the Statement of Qualifications, and one (1) must showcase knowledge, expertise, and experience in either Narrative Change Strategy or Stakeholder Engagement and Messaging Development.

50. We are bringing on a partner to handle the social media portion of the scope of work. Can one of the work samples be from the partner, since it represents a significant part of the scope?

Yes, a subcontractor's work sample may be included. Please complete Appendix I – Work Sample Cover Page with information provided by the subcontractor, if available.

51. Can hyperlinks be included with the work samples?

Do not include hyperlinks in the submitted work samples. Materials must be included within the five (5)-page limit in order to be considered. Hyperlinks will be removed before reaching Level 2 – Proposal Review.

52. You reference First 5 LA's audiences throughout, but it's not clear what they are. What are your top 3 priority audiences?

Target audiences include internal First 5 LA employees, community members, partners, grantees, LA County public-serving systems leaders, elected officials and decision-makers (local, state and federal).

53. You name campaign development as a priority, do you anticipate needing to ideate and execute on a campaign in the next 6 months? If so, what is the specific aim of that campaign?

First 5 LA does not currently anticipate any campaigns launching in the initial 5-month agreement nor first month of the renewal (if the option is exercised). However, campaign development will be included in the negotiation with the awarded agency and will be finalized via an approved Task Order, if needed.

54. Since the Social Media Strategy and Content Development work activities are included in the retainer, can you please confirm if we need to cover translation costs (i.e., for social posts) in the retainer budget? If so, please advise on what languages that would include.

No need to include the translation costs in the retainer budget. Translation and culturally specific interpretation needs will be managed via a separate contract.

55. Could you please clarify expectations around the Stakeholder Engagement & Messaging deliverable? Should we base our approach and design on insights and best practices from similar clients, or is there an expectation that we engage with stakeholders directly (i.e., families, grantees, internal agencies) and do more of an extensive design process to directly engage the target audience?

The expectation is to use the awarded agency's insights from practices with similar clients. Minimal engagement with grantees may be needed. There is no expectation to design an extensive engagement process.

56. Regarding Internal/Employee Capacity Building, please provide examples so that it is clearer what is expected. Is the expectation that there will be multiple training sessions? Or are there topical areas the F5LA Communications team is looking for support in?

First 5 LA will be responsible for leading training sessions. The awarded agency may be asked to support the development of talking points and messaging, and other training materials, designing an approach to structure internal engagement opportunities.

57. Are there any geographic targets determined within Los Angeles County?

First 5 LA does not currently have geographic targets identified. However, if location-specific needs arise within specific areas of Los Angeles County, these will be negotiated and finalized via Task Order.

58. Will the contractor be responsible for overseeing the production and final deliverables of creative materials and content produced by First 5 Los Angeles' multimedia creative services agency? Or will the contractor's role be focused on informing overall branding and narrative content strategy?

No, First 5 LA is responsible for the oversight of production and final deliverables of creative materials produced by the current multimedia creative services agency. The awarded agency's role will be to inform overall brand messaging and develop narrative change strategy.

- 59. Can you please identify who will be responsible for executing the media buying for section 3b. written in the scope of work? Is there a possibility the team awarded this Comms and Social Strategy contract can serve as the media buyer who will design and negotiate the campaign's media purchasing and placement strategy for all media? Are the tactics for media in 3b explicitly for media channel planning and execution outside of social media? Will there be a separate RFP for this?**

Section 3b of the Scope of Work is in reference to media purchases, not including paid social media campaign purchasing. The selected contractor will be expected to work in partnership with First 5 LA's media creative services agency, and the media buyer.

The media buyer will be responsible for media buying. A separate solicitation will be issued for a media buyer if and when a media buy is needed. The awarded agency may apply to the solicitation, as long as a conflict of interest is not identified with the awarded agency.

- 60. Regarding section 4e - By funding the media budget for the Paid Social strategy as a separate task order, will this enable the awarded agency to add a modest mark-up fee for the media management & campaign stewardship?**

The deliverable cost is an all-inclusive amount that will be subject to negotiation and approval.

- 61. Does F5LA have plans to expand beyond current social media platforms (i.e., Threads, Bluesky)?**

First 5 LA is open to exploring emerging technologies and social media platforms as aligned to our strategic goals.

- 62. For organic social, what is the main objective? Please confirm if it is to grow F5LA's following, or to increase engagement?**

First 5 LA is looking to increase engagement with target audiences and continue to grow the brand's following.

- 63. For paid social, what is the main objective of campaign KPI? Please confirm if it is to generate awareness or to increase engagement or drive traffic to F5LA website.**

Each campaign's KPI's will be determined by the goals and objectives of the associated campaign.

- 64. Can you please clarify the desired timing for the paid media support; will it need to support a specific window of time or flighted as an always-on strategy?**

Both options will be exercised. First 5 LA will use always-on strategies to support general social media content, and specific windows of time to support time-bound campaign activities.

65. Do you have paid media performance benchmarks for social and digital from previous campaigns? If so, can you please share those benchmarks?

The expectation of the selected agency is to co-develop new benchmarks for First 5 LA social media platforms. Below is the list of current social media channels for applicants to review and garner an understanding of content performance and engagement.

X: [@First5LA](#)

Instagram: [@first5la](#)

Facebook: <https://www.facebook.com/first5la/>

LinkedIn: [First 5 LA](#)

YouTube: [First5LA](#)

66. Based on the scope of work for measurement/reporting as well as identifying trending topics – Does First 5 LA subscribe to a specific social listening tool that the agency can tap into? If not, would the cost for additional tools be covered by a task order within the \$150,000 or is there a separate budget for this?

First 5 LA currently uses Sprout Social through the incumbent agency's contract. Considerations for a new listening tool should be included in the proposed budget and will be reviewed and determined based on cost.

67. What is the approximate paid media hard costs budget for the campaigns whose design is included in this RFQ? (Scope item 2C). Understanding how much funding is set aside for the hard costs will determine how much fee budget will be required to build the strategy and oversee the ad buyer to implement. (A \$250k ad spend will require a much different amount of work to plan and run than a \$2 million ad spend, for example.)

First 5 LA will negotiate the scope and fee for development of a paid media campaign and will finalize in the associated Task Order, based on the identified needs of the campaign.

68. What is the approximate budget for the multimedia creative services agency? Does their work include simple static images, animation, and video? It appears that the delineation between their work and the work for this RFQ is that the creative services agency will design anything used for paid campaigns and special initiative campaigns, where First 5 general organic content should be designed by the proposing agency/team. Is this a correct reading of the RFQ? (Scope items 3B and 4A).

First 5 LA will manage the budget for the multimedia creative services agency, and will negotiate any identified campaign needs between the awarded agency and the multimedia creative services agency.

69. For scope item 3C, is First 5 LA interested in social media-based digital for the platforms mentioned only, or is the team open to/interested in a full-fledged advertising campaign across TV, radio, OOH, OTT (Spotify, Pandora, Hulu, Netflix, etc.), search, display, and more?

First 5 LA is interested in exploring various advertising platforms, as aligned to budget and strategic goals.

- 70. For the campaigns planned and designed within this scope of work, is it acceptable to recommend that campaign execution and ad runs would have a placement timeframe beyond the initial 5 months?**

First 5 LA does not currently anticipate any campaigns launching in the initial 5-month agreement. However, campaign development will be included in the negotiation with the awarded agency and will be finalized via an approved Task Order, if needed.

- 71. Included in scope item two is: "help stakeholder audiences understand, accept, and adapt to a new direction." (2A) Does this refer to the new strategic plan direction? Does that mean that overall, the 2024-29 plan has not been widely rolled out, and audiences are not yet bought in? Or does this refer to another anticipated change in direction for the org? If so, what other changes in direction does First 5 LA anticipate?**

Yes, the direction referenced in the scope of work is related to the 2024-2029 Strategic Plan. Implementation for the new plan is ongoing.

- 72. What communications activities have already been completed to roll out or announce the 2024-29 strategic plan? In what primary ways did First 5 LA's audiences offer positive feedback or criticism to the new strategic plan? If none has been received, what critical feedback does the team anticipate?**

The [2024-29 Strategic Plan](#) was approved by the First 5 LA board of commissioners in November 2023 and the [Tactics for Strategic Plan implementation](#) were endorsed in November 2024. Since then, both the plan and strategic plan implementation tactics have been accessible on the First 5 LA website and links shared across First 5 LA social media platforms.

- 73. What was the primary purpose of the recent brand refresh? What aspects of the previous iteration of the brand were no longer serving the organization? Did the brand refresh achieve all of the goals it was set out to complete? (Scope item 6).**

Beginning with the production of the 2024-29 strategic plan, First 5 LA's Communications Department has been updating components, resources and materials to reflect a refreshed visual identity for First 5 LA. Not recreating a new brand, but using the new strategic plan as the foundational document to guide the design and production of supporting internal and external-facing materials, including the complementary initiatives and tactics document, *Bringing Vision to Action: Creating a Brighter Future for Every Child in L.A. County*. The brand refresh aims to enhance the 25 years of First 5 LA brand equity that has been built and strengthened within L.A. County and across the state.

- 74. Does your strategic planning process include community input, audience, and messaging research that informed the direction, and could you share any primary findings that might inform our proposal?**

First 5 LA has engaged community stakeholders for input and feedback on the 2024-2029 Strategic Plan, and will continue to do so as needed. The following articles were published in 2024 documenting that engagement:

- [Working in Partnership: First 5 LA's Community-Centered Approach to Shaping our Strategic Plan | First 5 Los Angeles](#)
- [Keeping the Momentum: Community Members Continue to Help Shape First 5 LA Strategic Plan | First 5 Los Angeles](#)

75. Is it correct to say that the content and messaging recommendations provided will be limited to the English language? If not, in what other languages are you requesting support?

Yes, content and messaging recommendations to be provided in English. Any translation and transcreation needs will be determined by First 5 LA and discussed with the awarded agency. Translation and culturally specific interpretation needs will be managed via a separate contract.

TERMS OF PROJECT

76. Is there any flexibility with the maximum allowable budget, and would First 5 Los Angeles consider increasing the budget available for this 5-month scope beyond \$150,000?

The anticipated Budget for the initial 5-month agreement is not to exceed \$150,000.00. The selected contractor will negotiate a final Scope of Work and Budget with First 5 LA.

REQUIRED DOCUMENTS

77. For the two work samples, should we include the full campaign work samples write-up and creative within the cover page document in the space within the blocks? Or is the cover page solely the 1-page introductory information and the campaign samples write-up and creative is a separate 5 pages?

The cover page is only for the introductory information; please use the additional five (5) pages for the work sample itself.

78. Should the work plan include implementation of stakeholder engagement strategy or focused only on strategy development for the 5-month period?

The work plan should only include strategy development for the 5-month period.