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September 26, 2013

**ADDENDUM NUMBER 4**  
**TO REQUEST FOR STATEMENT OF QUALIFICATIONS (RFSQ)**  
**FOR MEDIA SERVICES**

On October 12, 2012, the Los Angeles County Department of Public Health (DPH) and Department of Mental Health (DMH) released a RFSQ to seek qualified companies with expertise managing, evaluating, designing, marketing, and engaging communities in large-scale multilingual media campaigns in public health targeting Los Angeles County's diverse media markets to enter into Master Agreements with the County to provide media services.

Three Addenda, attached to the RFSQ for reference, were released in 2012. Addendum Number 2 provides answers to proposers' questions. In particular, answer to question number 3 states that **this RFSQ is not specific to only Emergency Preparedness, nor is the vendor required to have specific experience in emergency preparedness in order to qualify.** We urge vendors to refer to the RFSQ, Minimum Vendor Qualifications, Paragraph 1.4 which provides the minimum qualifications to participate.

On April 2, 2013, the Board of Supervisors approved DPH to execute Master Agreements with 17 firms for the provision of as-needed media services for DPH and DMH.

On September 19, 2013, DPH and DMH re-released the RFSQ in order to expand the list. Please note that the re-released RFSQ was revised to include revisions made via the 2012 Addenda.

As indicated in the RFSQ, Paragraph 1.8, County Rights & Responsibilities, the County may amend the RFSQ by written addendum. This Addendum Number 4 amends the RFSQ as indicated below (new or revised language is **highlighted** for easy reference):

1. Paragraph 1.0 General Information, Background on County, 1<sup>st</sup> paragraph, last sentence is deleted in its entirety and replaced by the following:

"The population served is 48% Hispanic, 28% Caucasian, 14% Asian/Pacific Islander, 8% African American, 0.2% American Indian (data is from <http://www.lapublichealth.org/docs/annualrpt2011L.pdf>). Of those residents, the language used most often at home is English (64.5%), Spanish 26.5%, Asian 7.5%, Other European 0.9%, and Other 0.6% (data is from the LAC Department of

2. Paragraph 1.7 Master Agreement Term, sub-paragraph 1.7.1 is deleted in its entirety and replaced by the following:

“1.7.1 The Master Agreement term shall be for a period of **up to** six (6) years as authorized by the Los Angeles County Board of Supervisors (Board). At the conclusion of **this** period, the County shall have the option to extend the term on a six (6) month-to-month basis not to exceed, in aggregate, a maximum total master agreement term of **up to** six years, 6 months. The six (6) month-to-month extensions shall be exercised at the sole discretion of the Department.”

3. Paragraph 2.3, RFSQ Timetable, is deleted in its entirety and replaced by the following:

### **“2.3 RFSQ Timetable**

#### **The timetable for this RFSQ is as follows:**

➤ Release of RFSQ	9/19/13
➤ Written Questions Due by 3:00 PM (Pacific Time)	10/02/13
➤ Response to Questions Released	10/10/13
➤ *SOQ <b>Deadline</b> : 3:00 PM (Pacific Time)	10/23/13

\*The County, at its sole discretion, may elect to accept SOQ throughout the duration of the Master Agreement to qualify Vendors, depending on the service needs of the Department.”

4. Paragraph 2.5, Vendors’ Questions, first paragraph, is deleted in its entirety and replaced by the following:

#### **“2.5 Vendors’ Questions**

Vendors may submit written questions regarding this RFSQ by mail, fax or e-mail to the individual identified in Paragraph 1.9, Contact with County Personnel. All questions must be received by **October 2, 2013**. All questions, without identifying the submitting company, will be compiled with the appropriate answers and issued as an addendum to the RFSQ.”

5. Paragraph 2.7.2, Vendor’s Qualifications (Section A), Paragraph B Vendor’s References (Section A.2), sub-paragraph a., is deleted in its entirety and replaced by the following:

#### **“a. Prospective Contractor References, Exhibit 7**

**For each category for which Vendor intends to qualify**, Vendor must provide three (3) references where the same or similar scopes of services were provided **within the last seven years.**”

Addendum Number 4 has been posted on the Department of Public Health, Contracts and Grants website at: <http://publichealth.lacounty.gov/cg/index.htm>.

Thank you for your interest in contracting with the County of Los Angeles. Except for the revisions contained in Addendum Numbers 1, 2, 3 and 4, there are no other revisions to the RFSQ.