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October 10, 2013

ADDENDUM NUMBER 5
TO REQUEST FOR STATEMENT OF QUALIFICATIONS (RFSQ)
FOR MEDIA SERVICES

On October 12, 2012, the Los Angeles County Departments of Public Health (DPH) and 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 subsequently released in 2012. On April 2, 2013, the Board of Supervisors approved the execution of Master Agreements with 17 firms for the provision of as-needed media services for both DPH and DMH.

As indicated in the RFSQ, Paragraph 1.7.3, the County may at its sole discretion continue to select vendors from this RFSQ process and, depending on service needs, may elect to accept SOQs throughout the duration of the Master Agreement to qualify Vendors. As a result, the RFSQ was re-released on September 19, 2013.

In addition, as indicated in the RFSQ, Paragraph 1.8, County Rights & Responsibilities, the County may amend the RFSQ by written addendum. A fourth addenda, was released September 26, 2013 that provided new and revised language to the RFSQ.

As indicated in the RFSQ, Paragraph 2.5, Vendors' Questions, questions and corresponding answers received by the October 2, 2013 deadline are being issued as part of this Addendum as follows:

Q1: Can you please send me the RFSQ doc or upload it to the site?

A1: As stated on the County's "Doing Business with Us" site, under Bid Description, "Electronic copies of the RFP and Addendum(s) can be obtained via the following County of Los Angeles website: <http://publichealth.lacounty.gov/cg/index.htm> under the "Open Solicitations for Public Health" heading. Please use the above link to access/download a copy of the RFSQ document packet.

Q2: We are having a hard time logging on can you attach bid for us?

A2: See A1.

Q3: Our Company already has a Master Agreement from the 2012 release of the same RFSQ. Are any additional actions required to keep our standing in regards to the re-release just issued.

A3: No additional action is required by firms that have fully executed DPH and DMH Media Services Master Agreements as a result of the original release of the RFSQ (October 2012).

Q4: If we already have a Media Services Master Agreement from the 2012 release, do we need to resubmit our qualification?

A4: No, see A3.

Q5: Do you have on file my application from last year?

A5: If your firm was NOT approved by the Board of Supervisors on April 2, 2013 for award of a media services master agreement, your firm will need to respond to this RFSQ by submitting a SOQ if it meets the minimum qualifications to participate. See A3.

Q6: How do we get actual assignments?

A6: As stated in the RFSQ, Paragraph 1.6 Master Agreement Process, Paragraph 1.6.2, "Upon the Departments' execution of these Master Agreements, the qualified Vendors will become County Contractors, and thereafter be solicited under competitive conditions, via Work Order Solicitation (WOS), to provide as needed media services in the category for which they are qualified. WOS will include a Statement of Work which shall describe in detail the particular project and the work required for the performance thereof."

Q7: Is this related to the project in the City of Commerce?

A7: We are not aware of the project you are referring to in the City of Commerce. This is an RFSQ for Media Services for the Los Angeles County, Departments of Public Health and Mental Health. .

Q8: Do you have examples of past successful projects/campaigns?

A8: DPH does not have examples of past successful projects/campaigns.

Q9: If we work with another County department, do we still need to go through this process?

A9: Yes, see A3, and A6. Additionally, Paragraph 1.6 Master Agreement Process, paragraph 1.6.1 states that two separate Master Agreements, one with DPH and one with DMH, will be executed with each Vendor determined to be qualified by category.

Q10: Because of the exclusive contract our agency has with Metro, no other medium can offer advertising on the screens we have installed on Metro's 2200 buses for the next ten years. LA County is on record by recognizing us as a sole source advertising vendor. Certainly a precedent has been set over the past years that support this. Can our agency be considered by LA Public Health on its status as a sole source vendor as other agencies have exercised to successfully promote their agenda to help your cause?

A10: An agency will be used as a sole source vendor only when the purchase may be justified as a sole source. Media services needed under this solicitation include a number of media categories, which are not anticipated to be sole source in nature. See A6. Only agencies with Board approved Master Agreements, will be permitted by DPH or DMH to bid under competitive conditions, for future WOS to provide DPH or DMH as needed media services in the category for which those have qualified. Also, see A3, and A5.

Q11: I downloaded the forms online, but wanted to check that they are correct since they are dated 2012. Will we be going off those?

A11: Yes, the forms dated 2012 in the RFSQ are correct. This RFSQ is a re-release. See Addendum Number 4.

Q12: Are the attached forms the appropriate ones to fill out?

A12: See A11.

Q13: In responding to the RFPs, which target areas in Los Angeles are most important for outdoor marketing media?

A13: The needs of DPH and DMH will determine the specifics of future projects. See A6 above and Addendum Number 2, A12.

Q14: Will there be a separate bid process for each project?

A14: Yes. See A13.

Q15: What is the average project cost?

A15: See A13.

Q16: Is there a budget amount that has been allocated/encumbered for media services? If not, generally what was the expenditure in the past?

A16: See A13.

Q17: What is the average project length?

A17: See A13.

Q18: What companies are part of the Master Agreement that was established when this RFSQ was released in 2012?

A18: Attached is a list of Media Master Agreement Contractors.

Q19: Is there a reason this RFSQ was re-released?

A19: As stated in Addendum Number 4, the RFSQ was re-released to expand the list of Master Agreement Contractors.

Q20: Will subcontractors located outside of Los Angeles County be allowed as part of this RFSQ?

A20: See Addendum Number 2, A5, and A9. Subcontracting details are located in the Master Agreement, Appendix H, Paragraph 8.39.

Q21: For the demonstration of social media services, how shall the vendor demonstrate aptitude in managing a Facebook/Twitter account? (page 4, section 1.4.1.c)

A21: SOQ's must follow instructions provided in RFSQ, Paragraph 2.7 Preparation and Format of the SOQ. As such, Paragraph 2.7.2 Vendor's Qualifications (Section A), Paragraph A, Vendor's Background and Experience (Section A.1), 2nd paragraph, Required Supporting Documents, SOQ Category Specific Qualifications states that "for each category for which firm is attempting to qualify, Vendor must provide a Statement of Experience (SOE) that includes sufficient details to demonstrate firm's ability to carry out the specialized media needs of the Department ... In addition, the SOE shall include a summary of relevant background information to demonstrate that the vendor meets the minimum qualifications, including years in experience, stated in sub-paragraph 1.4 of this RFSQ ..."

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October 10, 2013
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Q22: Are there specified page limits for the submission?

A22: Only Section A.1 has a page limit, see A21.

Addendum Number 5 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, 4 and 5, there are no other revisions to the RFSQ.

Attachment (1)

Vendor Name	Address	Design & Creating	Mechanicals	Social Media	Outreach
BBPR, Inc.	2934 ½ N. Beverly Glen Circle Suite 706 Los Angeles, CA 90077	X	X	X	X
Calvin Fleming, dba GOODPR	255 S. Grand Ave., Suite 2404 Los Angeles, CA 90012			X	X
CBS, Inc.	5670 Wilshire Blvd. Los Angeles, CA 90036	X	X	X	X
Daniel J. Edelman, Inc.	5900 Wilshire Blvd., Suite 2400 Los Angeles, CA 90036	X	X	X	X
Emmis Operating Company dba Incite	2600 W. Olive Ave., Suite 800 Burbank, CA 91505	X	X	X	X
Fraser/White, Inc. dba Fraser Communications	1631 Pontius Avenue Los Angeles, CA 90025	X	X	X	X
The LA Grant Group Inc. dba LAGrant Communications	600 Wilshire Blvd., Suite 1520 Los Angeles, CA 90017				X
Ogilvy Public Relations Worldwide	3530 Hayden Avenue Culver City, CA 90232	X	X	X	X
The Phelps Group	901 Wilshire Blvd. Santa Monica, CA 90401	X	X	X	X
Quijote Corporation dba SENSIS	811 Wilshire Blvd., Suite 2050 Los Angeles, CA 90017	X	X	X	
RD Technology Solutions, Inc.	5482 Wilshire Blvd., Suite 303 Los Angeles, CA 90036	X	X	X	X
Ruder Finn, Inc. dba Rogers Finn Partners	1875 Century Park East Suite 200 Los Angeles, CA 90067	X	X	X	X
SAESHE	1055 West 7 th Street, Suite 2150 Los Angeles, CA 90017	X	X	X	X
Showreel International, Inc.	1021 N. McCadden Place Hollywood, CA 90038	X			
VPE Public Relations	1605 Hope Street, Suite 250 South Pasadena, CA 91030				X