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September 10, 2020

**ADDENDUM NUMBER 3  
TO REQUEST FOR STATEMENT OF QUALIFICATIONS  
FOR MEDIA SERVICES – RFSQ 2017-008**

On November 27, 2017, the County of Los Angeles (County) Department of Public Health (DPH) released a Request for Statement of Qualifications (RFSQ) for Media Services.

As indicated in the RFSQ, Section 1.8, County Rights and Responsibilities, the County has the right to amend the RFA by written addendum. This Addendum Number 3 amends the RFSQ to add an option to submit applications in an electronic format. The changes are as indicated below (new or revised language is shown in **highlight** and deleted language is shown in **strikethrough** for easy reference).

- 1. RFSQ SECTION 1.0, GENERAL INFORMATION, Subsection 1.9, Contract with County Personnel**, shall be amended as follows:

**“1.9 Contact with County Personnel**

Any contact regarding this RFSQ or any matter relating thereto must be in writing and may be mailed or e-mailed as follows:

~~Estrella Valdez, Team supervisor~~ **Karen Buehler, Section Head**  
County of Los Angeles, Department of Public Health  
Contracts and Grants Division  
~~1000 South Fremont Avenue~~  
~~Building A-9 East, 5th Floor North~~  
~~Alhambra, California 91803~~  
**5555 Ferguson Drive, 2<sup>nd</sup> Floor, Suite 210**  
**Commerce, California 90022**

**E-mail: ~~esvaldez@ph.lacounty.gov~~ Contract and Grants Division E-mail address:**  
**[Contracts-Grants@ph.lacounty.gov](mailto:Contracts-Grants@ph.lacounty.gov)”**

2. **RFSQ SECTION 2.0, INSTRUCTIONS TO VENDORS, Subsection 2.7, Preparation and Format of the Statement of Qualification (SOQ), item 1 and 2**, shall be amended as follows:

**“2.7 Preparation and Format of the SOQ**

1. **Hard-copy SOQ package must be** ~~Submit one (1) original proposal package,~~ unbound, SINGLE-SIDED, including all required attachments and forms with original signatures. Do not staple or professionally bind the original proposal. Use a rubber band or binder clip to keep the pages of the original proposal together. The original proposal must be marked as such, e.g., “Original” on the proposal’s Title Page. **PDF scanned SOQ package in the prescribed format, including all required attachments and forms with original signatures are also accepted.** Any SOQ package that deviates from the formats described may be rejected without further review, at the County’s sole discretion. “
2. ~~Submit three (3) DOUBLE-SIDED bound, or presented in a folder, or three-ring binder copies of the original proposal package (including copies of all required forms and attachments). Each proposal copy must be marked as such, e.g., “Copy” on the proposal’s Title Page.~~

3. **RFSQ SECTION 2.0, INSTRUCTIONS TO VENDORS, Subsection 2.8, SOQ submission**, shall be amended as follows:

**“2.8 SOQ Submission**

**For in-person submission,** the original SOQ ~~and three (3) numbered copies~~ shall be enclosed in a sealed envelope or box, plainly marked in the upper left-hand corner with the name and address of the vendor and bear the words:

**“SOQ FOR MEDIA SERVICES”**

**Hard-copy** ~~The~~ SOQ must be hand-delivered or sent by a delivery service (excluding United States Postal Service) and received by the deadline specified in Section 2.3, RFSQ Timetable, to:

**Karen Buehler, Section Head** ~~Estrella Valdez, Team Supervisor~~  
County of Los Angeles, Department of Public Health  
Contracts and Grants Division  
~~1000 South Fremont Avenue~~  
~~Building A-9 East, 5<sup>th</sup> Floor North~~  
~~Alhambra, California 91803~~  
**5555 Ferguson Drive, 2<sup>nd</sup> Floor, Suite 210**

Commerce, California 90022

PDF scanned SOQ are also accepted in the format prescribed herein, and it may be electronically submitted with the subject line "SOQ for Media Services" to:

Karen Buehler, Section Head

Contracts and Grants Division E-mail address: [Contracts-Grants@ph.lacounty.gov](mailto:Contracts-Grants@ph.lacounty.gov)

**~~Timely hand-delivered bids are acceptable.~~ It is the sole responsibility of the submitting vendor to ensure that its SOQ is received before the submission deadline. Submitting vendors shall bear all risks associated with delays in delivery by any person or entity.**

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.

Until the SOQ submission deadline, errors in SOQs may be corrected by a request in writing to withdraw the SOQ and by submission of another ~~set of~~ SOQs with the mistakes corrected. Corrections to SOQs after the initial deadline for submission will not be accepted, once the deadline for submission of SOQs has passed."

4. RFSQ, Appendix A, Required Forms, Exhibit 1, Statement of Qualifications (SOQ) Checklist has been replaced in its entirety to reflect the option to submit applications in an electronic format (Attachment).

Pursuant to RFSQ, Section 1.8, County Rights and Responsibilities, Addendum Number 3 has been made available on the Department of Public Health Contracts and Grants Division website at <http://publichealth.lacounty.gov/cg/index.htm> and on the Los Angeles County – Doing Business With Us website at <http://camisvr.co.la.ca.us/lacobids/BidLookUp/BidOpenStart.asp>.

Thank you for your interest in contracting with the County of Los Angeles. Except for the revisions contained in Addendum Number 3, there are no other revisions to this RFSQ. All terms and conditions of the RFSQ remain in full force and effect.