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COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

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July 23, 2019

IN REPLY PLEASE

REFER TO FILE: **BRC-1**

REQUEST FOR STATEMENT OF QUALIFICATIONS - ADDENDUM 1 ON-CALL PUBLIC OUTREACH AND COMMUNITY ENGAGEMENT PROGRAM (BRC0000098)

Thank you for attending our mandatory Proposers' Conference for On-Call Public Outreach and Community Engagement Program (BRC0000098) held on Monday, June 24, 2019.

Please note that the deadline for Statement of Qualifications (SOQ) submission is **Tuesday, July 30, 2019, by 5:30 p.m.**

Please be advised due to the visitor parking lot closure, when attending meetings or submitting bids/proposals, **plan for an additional 30-45 minutes to find parking.** The second level of the Headquarters parking structure is available for visitor parking.

All addenda and informational updates will be posted at <http://pw.lacounty.gov/brcd/servicecontracts>. Please check the website frequently for any changes to this solicitation.

Please take note of the following revision to the Request for Statement of Qualifications (RFSQ). (Please note that the change that has been added is in **boldface**.) Section A is the Addendum and Section B is the Questions and Answers.

A. Addendum

1. Table of Contents Part I, Section 5 (page 2), has been revised to read as follows:

- A. Protest Policy Review Process
- B. ~~Grounds for Review~~
- B. Department Level Review**
- C. Solicitation Requirements Review
- D. Place to Submit Requests for Review
- E. Disqualification Review
- F. Debriefing Process
- G. Proposed Contractor Selection Review **Process**
- H. County Independent Review ~~Process~~

2. Part I, Section 5, Protest Policy, of the RFSQ has been deleted in its entirety and replaced with an updated Protest Policy. An updated Part I, Section 5, Protest Policy, has been attached as Enclosure A.
3. Exhibit A, Scope of Work, Assignment of Work, has been revised to include the following on page A.7.
 2. Work Order(s) bid: Contractors shall submit bids in compliance with all requirements of the Work Order Solicitation and Contract. The Contractor's bid shall include, but is not limited to, a bid for developing and implementing the requested Project, itemized by tasks, project schedule, project deliverables and period of performance as specified on the Work Order. The bid shall comprehensively outline itemized costs, schedule, and staffing required for completion of the Work Order. **Mark-ups may be allowed depending on the Work Order request and Contractors will be notified at the time of the Work Order solicitation.**

B. Questions and Answers

The questions presented in the clarification section of this addendum represents the questions asked by the proposers in the form and context submitted.

1. **Question:** Can you please let me know who the incumbent is for this?

Response: The current contractors are Allison & Partners, LLC, Consensus, Inc., and O'Rorke, Inc.

2. **Question:** I am interested to pursue this, but I do not have 5 years government experience. Would it be ok to do a joint venture with another entity that has this many years of experience?

Response: At the time of SOQ submission, the Proposing Entity must meet all minimum mandatory requirements set forth in the RFSQ. Joint ventures that independently meet the minimum mandatory requirements may submit a proposal, however, years of experience cannot be combined by two different legal entities to meet the minimum mandatory requirements. The contract will be awarded to one legal entity as determined by the Secretary of State registration, Certificate of Status.

3. **Question:** Would it be possible to get the native PDF forms? We're not so much concerned with it being fillable as with the forms being the original PDF files as the scanned copies included in the RFSQ are skewed by the scanner.

Response: Yes, PDF copies of the forms are uploaded, which are posted on the website link on this Informational Update. The document is titled "Public Outreach - All Forms PDF".

4. **Question:** Can we see the proposals of the current contractors?

Response: See attached Enclosure B.

5. **Question:** Why is the County making it so hard for small businesses to do business with the County where only 3 small businesses will be awarded contracts and being so restrictive with requiring 5 years of experience? I have over 5 years of personal experience but my business has only been incorporated in the last few years.

Response: The County wants to ensure the proposer has the experience needed and will be able to provide services for the duration of the contract.

6. **Question:** Can you clarify which forms need to be filled out and submitted with the SFQ?

Response: Please refer to Part I, Section 2.A., Item 11, Forms List, and Item 12, subcontractors' Forms List (if applicable) of the RFSQ.

7. **Question:** Can you provide the proposal that was previously submitted by Allison and Partners for the current contract?

Response: See attached Enclosure B (1 of 2), pages 1-113.

8. **Question:** What are current projects that you can share with the group?

Response: The following are current and completed projects that show the different types of projects:

Watershed Pollutant Reduction Outreach - The scope of work is to help reduce the pollutants that enter the Ballona Creek by increasing the awareness and knowledge of the target audience through multi-platform public outreach. The project consists of a paid media campaign, develop public outreach messaging and creatives, purchase and placement of ads, and point-of-purchase locations.

Videographer - The scope of work includes a full time Videographer to work at Public Works for up to 4 months to provide video production services using quality video production equipment and presentation tools and applications.

All in The Works - The scope of work includes the assistance with production of employee newsletter. Tasks include design, layout, copy writing, and printing.

"Homeowners Guide to Flood, Debris, and Erosion Control" Translation - The scope of work includes the written translation of the "Homeowners Guide to Flood, Debris, and Erosion Control" from English (up to 5,000 words) to Armenian and Korean using Microsoft Word.

9. **Question:** How do you define the size of the agency middle to large? Between a local office immediate team or the entire company? Do you want the full team to be one local office?

Response: Please refer to Form PW-20, Business Size Enterprise Category Form, in the RFSQ for eligibility criteria of the business size. The business size should be reported for the Proposing Entity.

10. **Question:** I have received some additional questions from our subcontractors. 1) Can you clarify what is needed for schedules? 2) Is there a format you would like the resume in?

Response: 1) Subcontractors are to provide their schedules of work assignment(s) that they can or will perform for this scope of work; 2) No, there are no specific formatting requirements. Please note it is the responsibility of the proposer to ensure all required forms and documents are provided for their subcontractor(s) as part of their proposal submittal.

11. **Question:** Related to Work plan – please clarify staff capabilities and current work load. Do you mean currently or when we are submitting for a project? Page 1.16 – first paragraph.

Response: The requested Work Plan must demonstrate and outline how proposers intend to fulfill the requirements of the Scope of Work with your current workload and capability/commitment.

12. **Question:** Do you need resumes for each person or just the core team and bios for everyone else, not including subs. Please see attached versions as an example for appropriate resume and bio.

Response: The proposer shall include any relevant information to meet or exceed the requirements of this solicitation. The example resume and bio provided was not reviewed as the County cannot review proposer's resume and bio prior to the evaluation phase. Please refer to Part I, Section 2.A.5., Experience of the RFSQ.

13. **Question:** Is it possible to submit as a sub-prime vendor (and not part of a team)? Is it possible to ALSO submit as a team? Can we submit as part of multiple teams?

Response: A proposer who is the proposing entity can also be a subcontractor to another proposing entity. However, the contract will be awarded to the proposing entity as determined by the Secretary of State registration, Certificate of Status. If more than one SOQ is submitted by the same legal entity, the SOQ may be rejected and subject to other actions, at the sole discretion of the County, as stated in Part I, Section 3.E., Disqualification of Proposers. In addition, please see response to Question 2 above.

14. **Question:** In Section 2.7 (page 1.16) under the Quality Assurance Program paragraph B – there is mention of "the proposer shall provide samples of forms that outline required operations and quality levels," are desired forms included in the RFSQ?

Response: No, the sample of forms are provided by the proposer on how your firm will perform the Quality Assurance Program.

15. **Question:** Regarding submittal of PW-9, "County of Los Angeles Request for County's Preference Program Consideration and CBE/Firm/Organization Information Form", does this form need to be submitted in advance of the proposal or should it be submitted along with the proposal in order to qualify for this proposal?

Response: Form PW-9 does not need to be submitted in advance of the proposal due date. Please refer to Part I, Section 2.A., Item 11, Forms List, and Item 12, Subcontractors' Forms List (if applicable) of the RFSQ for forms to include in your SOQ.

At the time of the Work Order solicitation, contractors who qualify for the County's Preference Programs must submit a supplemental Form PW-9 to apply to their bid. The County will verify the eligibility of contractor's preference status at the time of Work Order submission.

16. **Question:** Can we see the original proposal the incumbents submitted when they were awarded the contract?

Response: See response to Question 4 above.

17. **Question:** Can we see at least one final report from each incumbent for a project they managed?

Response: No final reports are available at this time.

18. **Question:** Can you tell us what kind of methodology you will use to evaluate the proposals? We understand the points allocated to each category but would like to understand the whole process.

Response: Each SOQ will be scored and evaluated independently by a panel of three evaluators without scoring by comparing SOQ or proposers. Per the RFSQ, Part I, Section 4.E., Evaluation Criteria, "All SOQ will receive a composite score (rating) and be ranked in numerical sequence from high to low based on the following criteria..." The evaluators may award higher points for the higher quality and quantity of experience of the proposer, its key personnel, supervising employees, and subcontractors, if any, in providing the requested services to organizations and the most comprehensive and detailed work plans that are highly likely to lead the contractor to exceed minimum work requirements. Additionally, proposers will need to achieve a passing score of 75 points in accordance with the evaluation criteria as stated in Part I, Section 4.F. of the RFSQ.

19. **Question:** How much have been spent up to date since 2014 for all projects managed by the three incumbents mentioned during the bidders' conference?

Response: \$2.6 million has been spent since 2014.

20. **Question:** What are typical size of work order in terms of dollars?

Response: Work orders vary from \$5,000 to \$500,000.

21. **Question:** Exhibit A, item J, 1 states "the Contractor shall cooperate with the County, other involved agencies," which would the other agencies be?

Response: The contractors will work with other County Departments, Board Offices, cities, etc.

22. **Question:** Exhibit A, item J, 1 states "Work order awards will be made to the lowest cost, responsible, and responsive Contractor." Are all work orders low cost?

Response: Please refer to Exhibit A, Scope of Work, Paragraph J, Assignment of Work, sections 1 through 4 on necessary details regarding the assignment of work process.

23. **Question:** Exhibit A, item K, Task 1 asks for "media outlets." Do they include digital media as well?

Response: Yes, they include digital media as well.

24. **Question:** Exhibit A, item K, Task 3 mentions "social media/online content." Does Public Works have social media pages?

Response: Yes, Twitter and Facebook.

25. **Question:** Exhibit A, item K, Task 4 will incur substantial out-of-pocket costs. Can those costs be marked up?

Response: Please refer to Section A.4 of this Addendum for clarification provided in response to the question above. Mark-ups may be allowed depending on the Work Order request and contractors will be notified at the time of the Work Order solicitation.

26. **Question:** Exhibit A, item K, Task 5 lists many creative items produced in the past. Can we receive or view those items?

Response: See attached Enclosure C.

27. **Question:** Exhibit A, item K, Task 5 mentions coordination of mass mailing as one of the Contractor's responsibilities. Does Public Works have fulfillment house approved or the Contractor can use one of their own?

Response: No, Public Works does not have an approved vendor. Contractor

can use any mass mailing vendor as long as they meet the requirement of the requested service as described in the Work Order.

28. **Question:** Exhibit A, item K, Task 5 mentions printing as one of the Contractor's responsibilities. Does Public Works have a list of approved printing vendors?

Response: No, contractor can use any print vendor as long as they meet the requirement of the requested print items as described in the Work Order.

29. **Question:** Exhibit A, item K, Task mentions circulating collateral materials as one of the Contractor's responsibilities. Who will compile the list of places and recipients to send them to?

Response: At the time of the Work Order solicitation, the contractors will be notified if the list will be compiled by the contractor or the County.

30. **Question:** Exhibit A, item K, Task 6 mentions Video tasks. Can we see the videos that have been produced?

Response: Yes, please visit <https://pacoimawashpledge.com/>.

31. **Question:** Exhibit A, item K, Task 6 mentions Public Works' Creative Services staff. What are their responsibilities and capabilities?

Response: Photography, videography, and graphic design services are requested through this contract when our creative services staff is unavailable.

32. **Question:** Exhibit A, item K, Task 8 mentions various materials to be produced. Can we see the materials that have been produced or including samples of press releases?

Response: No press releases are available at this time.

33. **Question:** Exhibit A, item K, Task 9 mentions Internet-based messaging. Can you clarify what that means?

Response: Internet-based messaging are websites, advertisements, and/or digital media.

34. **Question:** Exhibit A, item K, Task 10 is titled "Image Development Consulting Services," however, it goes on to say "to increase awareness of service." Can you clarify whether it is increasing awareness of existing services or creating

brand messages for new services and programs?

Response: Could be either as specified in the Work Order.

35. **Question:** Exhibit A, item K, Task 12 mentions negotiating and finalizing paid media campaigns. Can the media cost be marked up?

Response: See response to Question 25.

36. **Question:** Exhibit A, item K, Task 14 mentions final written report. Does Public Works have a standard form to use for that? Can we also see final reports submitted by the incumbents for projects completed?

Response: There is no standard format. No final reports are available at this time.

37. **Question:** Exhibit A, item K, Task 15 asks for additional tasks to be requested at a later time. How can we demonstrate our capability to execute tasks that are not specified yet? As such do you need any write up for this task?

Response: No write-up is required for Task 15 - Additional Task.

38. **Question:** Exhibit A, item L mentions budget status report. Does Public Works have a standard form for the report?

Response: There is no standard format for the report.

39. **Question:** Are the forms available in an electronic format? If so, where can they be accessed?

Response: See response to Question 3 above.

40. **Question:** Can examples overlap for Minimum Mandatory Requirement 1 & 2? Can we use the same examples for both requirements?

Response: Proposers can use the same examples to meet multiple minimum mandatory requirements. However, the examples must clearly demonstrate how it meets each minimum mandatory requirement.

41. **Question:** For the DVBE preference program, if the business is currently not certified by DCBA, but is certified by the Statement of California as a DVBE and by the Veterans Administration as a SDVOSB, would the DCBA certification

process take place upon solicitation submittal?

Response: The County's Preference Programs requires that a business must complete the County's certification process prior to requesting a preference in a solicitation. Pending certifications are not acceptable. Please refer to Part I, Section 1.M., County's Preference Programs of the RFSQ. Also, see response to Question 15 above.

42. **Question:** Please clarify that although the Scope of Work discusses "Contract Cost" there is no fee or cost estimate due with the Statement of Qualifications.

Response: Form PW-2, Schedule of Prices, are not required to be submitted during the SOQ. All costs will be included in the price quoted by the contractor during the Work Ordering Solicitation in the bid after contract award. Please refer to Exhibit A, Scope of Work, Paragraph C., Contract Cost, and Paragraph J, Assignment of Work.

43. **Question:** Page 1.16 of the RFSQ states that a qualified inspector must be included in the proposed staffing plan. Please clarify the qualifications the County expects the person in this role to have.

Response: There are no qualification requirements for the qualified inspector. Proposers are responsible to identify staff that will monitor compliance with the Quality Assurance Program to ensure services provided are in accordance with the County's contract requirements and recommendations.

44. **Question:** Will the County please confirm what type of equipment should be included on Form PW-19: Statement of Equipment Form?

Response: As part of the proposer's comprehensive Work Plan, it may use Form PW-19 to list any unique or specific equipment that may be of interest to the County. If proposer currently has equipment that will be dedicated and/or designated as primary backup to this service, then proposer will provide a list of equipment on Form PW-19. If proposer currently does not have equipment for this service, proposer still must include Form PW-19 in their SOQ as stated in Part I, Section 2.A., Item 11, Forms List of the RFSQ.

45. **Question:** On Page 1.16 of the RFSQ, Section 7, Letter B states, "The SOQ must indicate the Proposer's inspection schedules, a methodology to correct deficiencies, level of level of supervision, and how the inspections are to be performed." Will the County please clarify what they are looking for as part of this requirement?

Response: The Quality Assurance Program is provided by the proposer and will be utilized as self-monitoring tool to ensure the services provided are in accordance with the County's Contract requirements. The proposer will demonstrate how they will deliver the requested services in the Quality Assurance Program as described in Part I, Section 2.A.7, Quality Assurance Program of the RFSQ.

46. **Question:** Will the County please clarify what they are looking for as part of Letter C: Quality Control Documentation at the top of page 1.17 of the RFSQ?

Response: Please see response to Question 45 above.

47. **Question:** If proposers do not qualify for the LSBE, SE, or DVBE programs outlined on Form PW-9, do they still need to complete page 2 of the form?

Response: Yes, proposers will still need to complete page 2 of Form PW-9 even if you do not qualify for a preference program. Please also see response to Question 15 above.

48. **Question:** If there are not enough qualified firms to meet each size goal (small, medium, large), would you consider adding more to the bench from a size category that has additional qualified firms? (IE if there is only two small firms qualified, would you take an extra medium or large?)

Response: The County will take this into consideration prior to the recommendation to award any contracts. In addition, the County reserves the right to increase or decrease the number of selected firms in any category or the total number of contracts as stated in Part I, Section 1.C., Business Size Enterprise Category of the RFSQ.

49. **Question:** Could you provide details on what would qualify for Requirement #4?

Response: Experience might include assessing the outcomes and outputs of an outreach campaign; researching effective forms of outreach and engagement such as conducting surveys and analyzing data.

50. **Question:** Please explain how the cost/price works? I'm unclear on the sample form and how costs will be considered once the firms are selected?

Response: See response to Question 22 above.

51. **Question:** What is the dollar amount of media buys the County has done in the past?

Response: In the last 2 years, Public Works has spent \$250,000 on media buys through the current contract.

52. **Question:** What are the types of projects under consideration for this on-call?

Response: Projects vary from graphic design of flyers to full service outreach program planning and implementation. See response to Question 8 above for examples.

53. **Question:** What have been recent innovation measures successfully within the County?

Response: Some examples are increased use of digital and online resources, and efforts to enhance community engagement and awareness.

54. **Question:** What will the process be when projects are up for bid? Will it just be based on cost? Or will complete proposals or work plans need to be developed?

Response: Depending on the nature of the project and/or services required, contractors may need to submit complete proposals for review along with price. Please see Question 50 above and refer to Exhibit A, Scope of Work, Paragraph J, Assignment of Work.

55. **Question:** You mention wanting some forms in the various sections (ie Form PW-15 in Insurance). Would you also like a copy in the form section?

Response: The forms do not need to be in multiple sections. Please refer to Part I, Section 2.A., Statement of Qualifications Format and Content Requirements.

If you have any questions concerning the above information, please contact Ms. Anna Leung at (626) 458-4072 or Ms. Ani Karapetyan at (626) 458-4050, Monday through Thursday, 7 a.m. to 5 p.m.

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We encourage you to follow us on Twitter [@LACoPublicWorks](https://twitter.com/LACoPublicWorks) for information on Public Works and instant updates on contracting opportunities and solicitations.

Very truly yours,

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for. 

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