



LOS ANGELES COMMUNITY COLLEGE DISTRICT
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ADMINISTRATIVE OFFICES • Dr. Francisco Rodriguez, Chancellor

RFP No. 20-02
Crisis/Emergency Communications and Legislative Public Affairs Communications
QUESTIONS AND ANSWERS

Class 1 Questions – Crisis/Emergency Communications

- 1) Who are the current participants on District's crisis communications team?

It would depend on the crisis. Primarily the Executive Staff, the College Presidents and the Public Information Officers with District Communications Director.

- 2) Who is the point person for your crisis team?

Again, each situation is different and depends on the scale of the emergency or crisis. In general, the Communications Director and the Deputy Chancellor if it would be a Districtwide issue and then the college president and college PIO if college specific. We have both.

- 3) Do you have a crisis communications plan in place? And if so, what doesn't work so well, or needs the most improvement?

In general, we would follow the SEMS/NIMS protocols for an emergency, but not all crisis situations are declared emergencies. Due to the wide variance of issues or what might be considered a crisis, there is no one-size-fits all crisis communications plan although as part of the contract the development of updated Best Practices would be applicable.

- 4) Can you share a copy of your current crisis plan?

No

- 5) What have been the largest impediments to the District communicating effectively in a crisis situation, i.e. are any challenges more closely related to technological barriers or the need for increased focus on staff training and internal process for managing crisis?

Technology and overall lack of actual staff, particularly at the District level, but the colleges too, in order to support an on-going crisis or emergency operation with sufficient personnel resources.

- 6) What is your current process for responding to crisis? What steps have you taken in advance to institute a response plan?

The PIO Team and Communications Director have FEMA ICS training for EOC operations. The team meets regular to discuss issues, work on professional development and practice with available technology such as smart phone app for process to issue emergency or crisis communications.

- 7) In the event of a crisis, have you identified the necessary public advocates for your message? Have those individuals received media and message training sufficient for their role as a message carrier?

Each crisis or topic of a crisis would be different and therefore the specific appropriate public advocates to help address a crisis would be identified, as available, and given proper support.

The Public Information Officers at each college do have media and messaging training

- 8) Is there an incumbent vendor? Are they invited to participate in this RFP?

There is no full-service vendor currently engaged to perform the full scope of work as outlined in this RFP.

- 9) Can the District share examples of current or past social media campaigns and/or collateral materials?

Within the context of this RFP for crisis and/or emergency communications, there is no past social media campaign and/or collateral materials. Specific to the current, COVID-19 situation, all such crisis and/or emergency communications are posted on the District's website, www.laccd.edu and, specifically, at www.laccd.edu/coronavirus. All social media postings are on the District's main Facebook account and Twitter accounts with additional info posted on its Instagram account.

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

Twitter: <https://twitter.com/laccd>

Instagram: https://www.instagram.com/laccd_edu/

- 10) Does the District anticipate support for print advertising, such as bus shelter and billboard ads?

Within the context of this RFP for crisis and/or emergency communications, it is unlikely that they District would support print advertising for bus shelters or billboard ads.

- 11) Does the District have a budget cap or budget range being allocated for both crisis/emergency communications and legislative public affairs communications support?

No

- 12) Section II-K: Will submitting agencies have the ability to redact certain information considered proprietary or competitive in nature (i.e. billing structure, bid amounts, etc.) before the become part of the public record?

NO, all information submitted for consideration within your proposal becomes public record of the firm that is selected and enters into an agreement with the LACCD. Information provided by all other proposers not entering into an agreement with the LACCD can after an agreement is awarded to other request specific proprietary and competitive information redact from other none District inquiries.

- 13) Section III-J: In light of State and Countywide shelter-in-place requirements, is the District still requiring hard copies of proposals to be mailed or hand-delivered to its Contracts Office, or will an option to submit them electronically be made available? Will someone be on-site at the Contracts Office to receive hard copy proposals prior to the submission deadline?

No changes have been made in the method of delivery of written proposals, no electronically delivered proposals will be accepted. Yes, there are staff members of the Contracts Office to receive proposal packages prior to the submission deadline.

- 14) Section E-a: Due to the sensitive nature of crisis communications work, can examples of past work plans, measurement tools and other deliverables be presented anonymously or in a more generalized case study format to preserve client confidentiality?

Removal of clients' names can be done; however, the requirement is to see real work created and made use of by your clients'.

- 15) Section E-a: Does the District have separate internal teams and/or external vendors who will be responsible for active crisis management and work in coordination with a communications team? If so, who are the members of those teams and how are roles/responsibilities delineated? Or will the communications team also be expected to take primary ownership of an entire crisis situation?

See question 1.

The primary internal team would be the District's Communications Director and the Public Information Officers/PR Managers, per college, plus the college presidents and additional District/College executive or management staff as needed, per issue.

The purpose of this RFP would be to establish one or more external vendors who would work with this internal team per issue as needed in which primary roles and responsibilities would be determined.

For pre-established crisis scenarios, such as an active shooter, or large natural disasters, those roles are already delineated per ICS/FEMA protocols.

16) Section E-a: Does the District already have a crisis communications plan or existing protocols in place? If so, can and will they be shared with bidding agencies either in advance of the RFP due date or after a contract is awarded?

See questions 3 & 4 above

17) Section V-b: Since the interview questions will be standardized across all the firms that are selected to participate in in-person interviews, will these questions be provided to the firms in advance?

NO.

18) Is there a page limit for the RFP submission? And is there a preference on the format of the RFP response? (PowerPoint, Memo, etc.)?

There is no set page limit to a proposal response, however the inclusion of material to just add material that is not specific to the requested RFP needs should not be included. Follow the requirements of requested information of the RFP and the specific forms that must be completed and returned with each proposal. Preference would be MS-Word and no MS-PowerPoint.

19) Does the contracted vendor require that everyone working on this project be located in the greater Los Angeles area?

NO. However any travel cost required would be at the proposers own cost as incurred and not passed onto the District.

20) Since the RFP requires work samples, for crisis materials are redacted materials allowed to protect the client's identity?

See # 14. Names may be redacted; however, work materials must be true and actual used work product.

21) Can proposer's work with subcontractors for the development of translated collateral?

If this question is asking can you subtract out translation work, then the answer is YES. Any other reason for this question is not being considered.

22) Is a separate design/production budget for public facing collateral that may be part of this campaign, or will the creation of designed collateral be done by the LACCD?

There is no specific campaign, per se, for crisis / emergency communications. Such incidents are situational. Therefore, no separate, pre-established budget

for public facing collateral for a (crisis/emergency communications) campaign has been established.

23) What kinds of external and internal communication challenges does LACCD currently face?

Lack of internal resources, thus the need for outside assistance. External issues, or crisis/emergency issues, in general, are wide-ranging and can happen at any time for any reason. For example, when this RFP was originally release, there was no such thing as the COVID-19 health emergency. Likewise, earthquakes, fires, active shooters, crisis personnel issues, lawsuits, and other activities such as leaks of confidential information to the news media or responses to sensitive PRAs can constitute a short- or long-term crisis or emergency that are both unpredictable, yet must be responded to in a timely manner.

24) What considerations are being made when communicating COVID-19 to your student body, staff, faculty, and board?

Timely, accurate information to be distributed as quickly as possible.

25) How effective has the LACCD been with communicating COVID-19 to the community?

LACCD has not established any independent measurement tools regarding communicating about the current COVID-19 situation to the public or the community at large. A recent internal survey with students, however, showed about 87 percent feel well-informed by the District and the colleges on the response to the COVID-19 health emergency. Other online analytics for social media also show extensive audience reach for many posts that exceed followers. For example, the District's FB account has about 5,600 followers, but FB shows the audience reach for an update on the status of chromebooks for students exceeded 7,800.

26) What is the LACCD hoping to achieve through a public affairs campaign?

See questions and answers in Class 2 Questions below.

27) Would the LACCD spokespeople require media training?

Possibly. Some may require new or updated training.

28) Section IV, Item E: Provide evidence of completed work. Please advise as to what types of proof of work are acceptable?

The decision on appropriate examples of completed work is up to the responders to this RFP. Examples of work submitted should show a responder's expert ability to provide services as outlined in the RFP.

Class 2 Questions – Legislative & Public Affairs Communications

- 1) What are the District's chief legislative/public affairs priorities over the next two years?
 - a. The Legislative priorities are set every year based upon statewide and District community college funding priorities, legislation introduced by Legislative members (pro and con), feedback from the various LACCD stakeholders, including the Board of Trustees, Chancellor and his Cabinet, students, staff, and faculty.

- 1) What have been the largest impediments to the District's legislative/public affairs goals?
 - a. The largest impediments to the District's legislative/public affairs goals is adequate State and Federal funding for the community college system, including insufficient financial aid for community college students.

- 2) Do you feel like you need a better approach to overcoming such obstacles? If so, why?
 - a. Yes, we need to do a better job communicating the community college story. We are hiding in plain sight. We need to educate the public about the benefits of a community college education and enlighten the public as to the type of students that we serve and the benefit that the community colleges provide to our society and our economy. This should be done with the ultimate goal of increasing our enrollment and building support among policy makers in order to increase community college funding at the local, state, and federal levels.

- 3) Is there an incumbent vendor? Are they invited to participate in this RFP?
 - a. There is currently no incumbent vendor.

- 4) Section E-b: Is the District narrowly looking for examples of an agency's past media relations and public outreach experience that has supported the successful passage of legislation benefiting California's Community College System, or will relevant experience with other cities, government agencies or higher education institutions also be considered applicable?

Yes, other relevant experience with educational non-profits, government agencies or higher education institutions will also be considered.

- 5) For firms that do not provide lobbying services, can you confirm if the LACCD is working with a lobbying firm and if the District is expecting the firm who wins this contract to work in tandem with our lobbyist on the public affairs work?

LACCD has several lobbying firms on contract at the local, state and federal levels. There may be occasion that the selected firm will work in collaboration with these lobbying firms however, the work will be directed by District staff.