



RFP Number: 23-11: **Districtwide Marketing, Communications and Advertising Services**

Addendum Number: 4

NOTICE TO PROPOSERS: THIS ADDENDUM SHALL BECOME PART OF THE RFP, AND PROPOSERS SHALL ACKNOWLEDGE, IN WRITING, RECEIPT AND INCORPORATION OF ALL ADDENDA AND CLARIFICATIONS IN THEIR RESPONSE. FAILURE OF THE PROPOSER TO RECEIVE ADDENDA SHALL NOT RELIEVE THE PROPOSER FROM ANY OBLIGATION UNDER ITS PROPOSAL AS SUBMITTED. THE PROPOSER SHALL IDENTIFY AND LIST IN ITS PROPOSAL ALL ADDENDA RECEIVED AND INCLUDED IN ITS PROPOSAL; FAILURE TO DO SO MAY BE ASSERTED BY THE DISTRICT AS A BASIS FOR DETERMINING THE PROPOSAL NON-RESPONSIVE.

Answers to Questions

Number	Questions	Response
1.	Why are you going out to RFP for this?	Please refer to Section 1. Introduction, Subheading 1.1, "Purpose of Request for Proposal (RFP) on Page 3.
2.	What is the budget range for all classes?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
3.	What is the budget LACCD anticipates for fees and product (or deliverables) in each class?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
4.	<i>What's the available budget for these services?</i>	This question is not relevant to being able to provide the best services and most advantageous value to the District.



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Number	Questions	Response
5.	What has historically been your paid media budget range?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
6.	What has historically been your budget range allocated to produce creative campaigns/content?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
7.	No budget amount was provided in the RFP. Can you please tell us what the budgets are for Classes I, II and IV?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
8.	Can you please confirm the anticipated media budget for this project? ○ If possible, can LACCD please confirm the not to exceed amount for agency fee? This can also be a percentage of the total media budget.	This question is not relevant to being able to provide the best services and most advantageous value to the District.
9.	In the past, how much money was spent on an annual basis on projects like this? How much did LACCD pay for projects like this?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
10.	Are there separate budgets for each class (if we apply for multiple classes)?	At this time there is no separate budget for each class.
11.	If we respond to more than one class, do we need to submit multiple responses or can we put one response together for all classes?	If you respond to more than one class you will need to submit responses for each class.



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Number	Questions	Response
12.	Can you clarify that we will receive up to ten points if we fall into the following category: Small, Local, Emerging, Disabled Veteran?	Yes, that is correct. Please note that "Exhibit G: Certification of Small, Local, Emerging, And Disabled Veteran Business (SLEDV)" on Page 52 of the RFP, must be completed.
13.	Are you prioritizing firms that have minority-certification? Does the District have an investment quota with minority-certified firms?	No; please refer to question above regarding SLEDV Certification and potential awarding of 10 points.
14.	Is LACCD looking for budgets and staffing plans for each class?	Yes
15.	<p>As we carefully reviewed the provided timeline, we noticed that the Questions and Answers section is scheduled to be posted on the website on Tuesday, August 29, 2023, while the Proposer Responses are due by Thursday, August 31, 2023.</p> <p>Would you kindly confirm if it was intentional for the answers to the submitted questions to be released as a complete set on August 29, 2023, or if there is a possibility of intermittent releases before that date? The reason for our inquiry is that we want to ensure we have enough time to consider and integrate any significant information from the Questions and Answers section into our proposal.</p>	<p>Please see Addendum 1 and Addendum 2 on the LACCD website. The dates have been updated in the following ways:</p> <p>Questions were due on Tuesday, August 15, 2023 at 2:00 pm. Answers will be posted to the website on Monday, August 21, 2023 by the close of business.</p> <p>The proposer responses are due on Thursday, August 31, 2023 by 2:00 pm.</p>



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Number	Questions	Response
16.	RFP schedule: it seems that while questions will be submitted on August 10th, responses from the District won't be posted until August 29th, three days before the RFP proposal deadline. Would it be possible to receive Q&A responses much earlier to allow proper time to take them into consideration when developing the proposals?	Please see question and answer above.
17.	Has LACCD previously established a bench for these services, or is this the first time? If LACCD has previously had an established bench, which firms/consultants were selected?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
18.	In terms of accrued expenses - will outreach materials such as production of collateral (Pamphlets, brochure, etc.) be an expense accrued by the proposer or will the LACCD pay for these expenses?	Some of projects will be printed in house depending on size, scope and complexity. Others will be outsourced.
19.	Who is your incumbent? Was the incumbent in charge of all five classes, or did you have multiple agencies?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
20.	Is there an incumbent contractor(s) currently supporting these requirements? If so, what is the name of the company (ies)?	This question is not relevant to being able to provide the best services and most advantageous value to the District.



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Number	Questions	Response
21.	When was the last PR Strategic Plan Developed?	Over two years ago.
22.	What have been your major pain points with Public and Media Relations in the last five years?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
23.	Which are the top 7 Ethnic groups you hope to include in their strategy?	This is dependent on each college since each college has a different ethnic group.
24.	Will LACCD give preference to California-based companies?	No, but please be reminded that Section 4.6 on Page 10 states: "<i>Authorization to Do Business: All Proposers must be authorized to do business in California. If a Proposer is a sole proprietorship or partnership, the Proposer should furnish with its proposal a copy of a current business license issued in California. If the Proposer is a corporation, it must be approved by the California Secretary of State to do business in California as shown by it having an "ACTIVE" status listed on the California Secretary of State website as of the date of submission of the proposal. The Proposer shall provide the corporate number issued by the Secretary of State with its proposal.</i> <i>Each Proposer is required to possess at the time of submitting its Proposal, and at all times during the RFP process (and, in the case of the Proposer that receives award, at the time of award, upon execution of the Agreement, and at all times during performance of the</i>



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Number	Questions	Response
		<i>Agreement) any licenses required by Applicable Law for the performance of the Agreement."</i>
25.	<i>As it pertains to 4.6 Authorization, do you require agencies to have a "business license issued in California?"</i>	<p><i>Please be reminded that Section 4.6 on Page 10 states: "Authorization to Do Business: All Proposers must be authorized to do business in California. If a Proposer is a sole proprietorship or partnership, the Proposer should furnish with its proposal a copy of a current business license issued in California. If the Proposer is a corporation, it must be approved by the California Secretary of State to do business in California as shown by it having an "ACTIVE" status listed on the California Secretary of State website as of the date of submission of the proposal. The Proposer shall provide the corporate number issued by the Secretary of State with its proposal.</i></p> <p><i>Each Proposer is required to possess at the time of submitting its Proposal, and at all times during the RFP process (and, in the case of the Proposer that receives award, at the time of award, upon execution of the Agreement, and at all times during performance of the Agreement) any licenses required by Applicable Law for the performance of the Agreement."</i></p>
26.	Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?	<p><i>Please be reminded that Section 4.6 on Page 10 states: "Authorization to Do Business: All Proposers must be authorized to do business in California. If a Proposer is a sole proprietorship or partnership, the Proposer should furnish with its proposal a copy of a current business license issued in California. If the Proposer is a corporation, it must be</i></p>



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		<p><i>approved by the California Secretary of State to do business in California as shown by it having an "ACTIVE" status listed on the California Secretary of State website as of the date of submission of the proposal. The Proposer shall provide the corporate number issued by the Secretary of State with its proposal.</i></p> <p><i>Each Proposer is required to possess at the time of submitting its Proposal, and at all times during the RFP process (and, in the case of the Proposer that receives award, at the time of award, upon execution of the Agreement, and at all times during performance of the Agreement) any licenses required by Applicable Law for the performance of the Agreement."</i></p>
27.	Are remote (not based in Los Angeles) agencies eligible for this RFP?	<p>Please be reminded that Section 4.6 on Page 10 states:</p> <p>"Authorization to Do Business:</p> <p>All Proposers must be authorized to do business in California. If a Proposer is a sole proprietorship or partnership, the Proposer should furnish with its proposal a copy of a current business license issued in California. If the Proposer is a corporation, it must be approved by the California Secretary of State to do business in California as shown by it having an 'ACTIVE' status listed on the California Secretary of State website as of the date of submission of the proposal. The Proposer shall provide the corporate number issued by the Secretary of State with its proposal."</p>
28.	Will LACCD give preference to minority-owned and woman-owned businesses?	<p>Please refer to "Exhibit G: Certification of Small, Local, Emerging, And Disabled Veteran Business (SLEDV)" on Page 52 of the RFP.</p>



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Number	Questions	Response
29.	The RFP mentions that vendors are invited to respond to all or some of the deliverables included in the RFP. Does LACCD have a preference on whether it works with one partner for all of this work versus multiple partners?	No, there is no preference.
30.	In lieu of complete resumes (or completing the provided form/attachment), would narrative bios suffice to demonstrate the qualifications of key personnel?	We prefer both but a resume is preferred.
31.	Who will be directing/leading the agency partner on a daily basis?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
32.	How has the ever-changing education landscape impacted your enrollment numbers?	It went down with the pandemic but has been trending up over the past few years.
33.	In your opinion, what is your biggest challenge right now?	Visibility and reaching targeted audiences.
34.	What strengths are important to you from your selected agency partner?	Clear communication, transparency, effective design, customer service, strategic planning and creative solutions.



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35.	How many full-time employees do you currently have within your marketing team?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
36.	If we are providing video samples, do we include these samples in the USB drive along with the proposal? Is there a specific method we should follow when sharing video samples?	Video submissions are inconsistent with the requirements outlined in "Required Format of Proposals" Section 5.2 on Page 16.
37.	Could we request an electronic submission in light of the lifting of all delivery guarantees from all the courier companies?	Electronic submissions will not be accepted, as per the following, found in Section 4.2, on Page 9, "Proposals submitted via fax, telephone or email will not be accepted."
38.	<i>How many agencies have been invited to participate?</i>	This question is not relevant to being able to provide the best services and most advantageous value to the District.
39.	<i>Who are the key decision-makers involved in selecting a new agency (marketing executives, board members, committee, etc.)?</i>	This question is not relevant to being able to provide the best services and most advantageous value to the District.
40.	<i>Do you have a current agency partner providing these services? If so, who?</i>	This question is not relevant to being able to provide the best services and most advantageous value to the District. Under the California Public Records Act Request, a request to inspect public records may be written or oral and may be delivered by mail or in person to the administrator in charge of the office where the record is maintained. The request form may be submitted by fax (213) 891-2138, by email to cpra@laccd.edu or by mail as follows:



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Number	Questions	Response
		Office of General Counsel Los Angeles Community College District 770 Wilshire Boulevard Los Angeles, CA 90017
41.	<i>Is this RFP time or issue based (meaning is it mandated every five years or is there a specific issue or problem that needs to be solved)?</i>	This question is not relevant to being able to provide the best services and most advantageous value to the District.
42.	<i>If it's the later, what is the biggest issue we can help solve?</i>	This question is not relevant to being able to provide the best services and most advantageous value to the District.
43.	<i>The evaluation criteria states a "clear demonstration, with examples, of working in and understanding the diverse Southern California market" on pages (25-29). Is this a requirement that agencies provide examples of work in Southern California?</i>	The agency needs to show a clear understanding of the diverse Southern California market and can demonstrate this knowledge. Typically, this requires working within the area.
44.	<i>Can you provide further clarification of "the purpose of this RFP is to solicit proposals for (5) different benches of marketing and communication firms for the Los Angeles Community College District (LACCD)?" In other words, is the purpose of this RFP to simply to get on the approved vendor list for future projects or is this related to a particular issue or campaign?</i>	Given the size and scope of the district and nine colleges, we have numerous projects and ongoing campaigns.



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Number	Questions	Response
45.	Has your organization worked with any advertising agencies in the last 3 years for these services?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
46.	Why are you releasing this RFP now?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
47.	Do you have past results from paid media campaigns that you will share at this time?	No.
48.	Where will the audience be directed to get information/take action?	Given the size and scope of the district and nine colleges, we have numerous projects, call to actions and ongoing campaigns.
49.	What is your call to action?	Given the size and scope of the district and nine colleges, we have numerous projects and ongoing campaigns.
50.	What KPIs do you have in-mind already?	Social media engagement, brand awareness, impressions, search engine rankings, web traffic, mobile traffic, and click-through rate.
51.	Will we have access to your social media for paid media placements?	Yes



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Number	Questions	Response
52.	Is LACCD currently doing any paid or boosted social?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
53.	Are there any digital media tactics that have performed particularly well for you in past campaigns?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
54.	What is driving this RFP? Were prior efforts/firms not effective at meeting goals and/or these are new project needs and therefore the solicitation of new firms?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
55.	In Section F. Project Approach, there is the following question: How do you handle competing projects and timelines with ten different customers? Is "customers" here referring to our agency's clients?	This is referencing each individual college as well as the District as customers as well as the student population and community.
56.	Are some of the projects sequential, for example, does Class I: Branding needs to be completed before Class II: Online & Print?	This depends on what is presented. Given that we have nine distinct colleges with unique project needs, each class will need different levels of services and project timelines.
57.	With 85% of your student body being non-white, what level of importance are you placing on making sure you have an ethnic-driven perspective in all of your asks, not only Class 5 on Ethnic Media.	Given the vast demographics of our audience and region, each agency in each class needs to infuse an ethnic-driven perspective into all the work.



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Number	Questions	Response
58.	Class 1: Please confirm how attached the schools are to their current logos and if they're open to significant change or looking more for a minor change that would bring more consistency in design/color (for example) to show cohesion across the district	Each college will not be changing their logos in the near future.
59.	Class 2: You mention needing "culturally competent variations" in certain content. Given 85% of the student body is Multicultural, with 62% being Hispanic, please confirm if you're looking for that in all content or if you can confirm the % of content that would be Bilingual or with a Spanish version.	Given that we have nine distinct colleges with unique demographics, each class will need different levels of services that may include different bilingual translations.
60.	Class 2: For production services, while we provide such services for print and video, without confirmation on how many, what type of shoot etc. it's difficult to provide a cost estimate. Please confirm if this is required.	Cost estimates per project are not required. We do each agency's cost proposal for general services.
61.	Class 4: In addition to each school having media support to increase their enrollment, is there a media buy specific for the District?	The District will also need media buys.
62.	Does each school have a specific media target that they go after? What is the level of overlap (geographically, demographically) between the schools?	Each college has a specific geography that has no crossover. However, students could attend one or more colleges in the District.



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Number	Questions	Response
63.	Today, do the schools also see each other as "competitors" or do they see themselves as having distinct offerings that allow for more separation?	I would say they all have nuanced offerings.
64.	Class 5: With a target audience that is 85% diverse, why are you breaking out Ethnic Media separately and not having this be an integral part of Class 4 with a combined media budget that should prioritize reaching diverse communities through the most effective media platforms?	Some colleges already have specific media buys that they are interested in. The District and the colleges want to better understand our audiences, utilize the best approach and target specific ethnic media in each college service area.
65.	What are the KPIs you've used historically to measure performance?	Social media engagement, impressions, search engine rankings, web traffic, mobile traffic, and click-through rate.
66.	What are some measurement challenges that you've had in the past?	Return on investment, brand awareness.
67.	MEDIA: Where are your media efforts focused today, and what is your current media split between digital and traditional channels?	Given the size and scope of the district and nine colleges, we have numerous projects, outreach and ongoing campaigns. We don't have a specific split.
68.	MEDIA: Does your current media strategy align with your business priorities/goals?	To a degree it does – we need more ROI.



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Number	Questions	Response
69.	MEDIA: What geographical targeting do you deploy for your current media campaigns? a. Are there specific ethnicities that are prioritized for the ethnic media targeting?	The District and the colleges want to better understand our audiences, utilize the best approach and target specific ethnic media in each college service area.
70.	MEDIA: What is your annual working media budget? a. Does the District have one annual media budget, or does each college use its own separate budget to support the District's marketing efforts?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
71.	MEDIA: What calls to action are you leveraging in your current campaigns?	Enrollment presently.
72.	MEDIA: Do you feel that your media campaigns are driven by audience and data-driven strategies? a. Do you receive data-driven thought leadership around media planning & best practices?	I think campaigns should be driven by data-driven information to reach targeted audiences. a. Not at the moment.
73.	MEDIA: How are you collecting and enriching 1st party data? a. Do you have a Customer Data Platform (CDP) in place? b. Are you leveraging any 1st party data for media targeting, especially in the cookieless future? c. How are you managing the privacy regulations and data protection landscape?	We do not currently have a CDP in place are not leveraging any 1st party data. Our IT and student services ensure privacy and data protection.
74.	SOCIAL: How many social accounts do you currently have that would require management, community management and content creation?	One main LACCD for Facebook, Twitter (x), Instagram and YouTube.



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Number	Questions	Response
75.	SOCIAL: For content creation (video and stills), is there a production budget?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
76.	If a team member of a Proposer is a long-term and frequent associate, but not a full time employee (receiving salary and benefits) must the associate be identified as a "subcontractor"?	That sounds like a contract employee, so yes.
77.	Is the objective of promoting the District and its nine colleges as "higher education experts" (as stated in the RFP) <u>still aligned</u> with the 2018-2023 District Strategic Plan's Goal 1-Objective 4 of "... increasing recognition of LACCD colleges and program as premier in the community" or does it reflect a change in the desired strategic positioning of the District?	The strategic goal is one in the same – promoting LACCD as the higher education experts as well as a premier educational institution.
78.	Is the anticipated 2024-2025 Districtwide Service Budget for Marketing, higher, lower or than the 2022-2023 appropriation of \$1.2 million, and if so, by how much?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
79.	Will the LACCD 2032-2024 budgeted Marketing appropriation cover all of the services identified in the current RFP (District Branding Services, Online and Printed Marketing and Collateral Materials, Public Relations and Crisis Communications Services, Media Buyer, Ethnic Media) or will there be separate appropriations by category?	This question is not relevant to being able to provide the best services and most advantageous value to the District.
80.	Class II: Online and Printed Marketing and Collateral Materials Classification Questions: ·A. Please clarify the scope of LACCD enrollment marketing creative development	Since each college has individual efforts, all projects will be nuanced towards college-specific and district campaigns.



Number	Questions	Response
	<p>within scope for Class II. The deliverable for Class II (outline on page 35) are very <u>general</u> and don't align with the media planning outlined in Class IV (see list immediately below), which indicates potential creative asset deliverables including:</p> <ul style="list-style-type: none">o Digital advertising<ul style="list-style-type: none">§ Online gaming§ Streaming video§ Social media§ Display§ Mobileo Television advertisingo Radio advertisingo Outdoor boards (may also include transit boards and other similar opportunities)• Print advertising placements <p>·B. Should these specific asset types also be included in the Class II deliverables? This is important to know as the Agency level of</p>	<p>The media buys are based on campaigns that may or may not be aligned to online and printed marketing and collateral materials.</p>



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Number	Questions	Response
	effort (and the resulting cost to the District) for each of these assets varies widely.	
81.	<p>Are you looking for a separate proposal for each Class, or can the general company language, proposed team and references, etc. all be one proposal? For example, the RFP mentions the proposal (answering the listed questions) is limited to 15 pages.</p> <p>Is that 15 pages for each class, or in total?</p>	<p>Yes, proposers will need to submit a separate proposal for each class in which they wish to be considered.</p> <p>The maximum shall be 15 pages total for each proposal submitted in each respective class.</p>
82.	<p>5.6 A. is correct as written: "Proposals and Related Experience"</p> <p>Can we instead refer to it as "Proposer's Related Experience"?</p>	<p>Sure</p>
83.	<p>Is it okay to combine 5.6 A. with 5.6 D. "Qualifications & Experience"?</p>	<p>Please follow the format exactly as indicated. Failure to do sure may invalidate the proposal.</p>
84.	<p>5.6 "Response to Specifications of Scope of Services," Item B. "Proposed Staffing and Project Organization"</p> <p>This states that resumes will be provided as an appendix. Is it okay that we also supply the org chart as part of the appendix, or does it need to be included in the 15-page section limit?</p>	<p>It is acceptable to include the organizational chart in the appendix.</p>



Number	Questions	Response
85.	<p>5.6 "Response to Specifications of Scope of Services," Item B. "Proposed Staffing and Project Organization"</p> <p>This states please define "lines of business in which your firm is engaged."</p> <p>Can you please explain how this is different from 5.6, E. "Project Manager and Key Technical Personnel"?</p>	<p>Please indicate how the staff members will assist with the proposal and how they fit into the organization.</p>
86.	<p>Should the Project Manager and Key Personnel be listed in the body of the proposal and the appendix, or just the appendix?</p>	<p>That is up to your discretion.</p>
87.	<p>5.6 "Response to Specifications of Scope of Services," Item B. "Proposed Staffing and Project Organization"</p> <p>-Under 5.6 E, we are advised to "(See Appendix 3 – Personnel)." Where can we find Appendix 3?</p>	<p>Correction: Please disregard "Please see Appendix 3 – Personnel". This should read, "Include in Appendix A".</p>
88.	<p>5.6 "C. Additional General Requirements for Proposal"</p> <p>The RFP asks offers to "Please answer the following questions." Where are the questions that are expected to be answered?</p> <p>Are they found in the following section subheads ("D. Qualifications and Experience," "E. Project</p>	<p>Proposers must address all of the points outlined in Section 5.6, "Response to Specifications of Scope of Services", on page 18.</p> <p>Yes, they are found in the Section 5.6 subheadings.</p>



Number	Questions	Response
	<p>Manager and Key Technical Personnel," "F. Project Approach,")?</p> <p>Direction provided is to "Ensure each question is numbered per the specific section of the RFP, is clearly identified, and precedes the response." No numbered questions are provided. We would appreciate it if you could please advise us as to how you'd like us to proceed with this.</p>	<p>In lieu of numbers, proposers should spell out and address the points and questions referenced in Section 5.6 under the subheadings listed below:</p> <ul style="list-style-type: none">A. Proposals and Related ExperienceB. Proposed Staffing and Project OrganizationC. Additional General Requirements for ProposalD. Qualifications and ExperienceE. Project Manager and Key Technical PersonnelF. Project Approach
89.	<p>Do we need to write anything for 5.6 C? If so, what specifically? It's unclear as the questions start in section F.</p>	<p>Please see above.</p>
90.	<p>5.6 "F. Project Approach"</p> <p>Are the following the questions that should be numbered, listed, and then answered?</p> <ul style="list-style-type: none">-Is there a page limit for the Project Approach?-Must these questions be answered in the order in which they are asked?-May we answer these questions in a narrative format, or must they be listed and answered individually?	<p>Please see above.</p> <p>The page limit is governed by the overall limit on the proposal.</p> <p>The questions shall be answered individually and in the order in which they are asked.</p>
91.	<p>5.6 "F. Project Approach"</p> <p>Is the Project Approach part of the 5.6 C. question asked above?</p>	<p>Yes.</p>



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Number	Questions	Response
92.	<p>5.6 "D. Qualifications and Experience" The RFP asks to "Detail the Firm's experience including each team member's experience in providing the services listed in the RFP including Project Name, and Client Organization within the last 5 years."</p> <p>How should this information be provided? Typically we provide each team member's client experience in their resume. Is that acceptable?</p>	<p>When responding to Section 5.6 D., "Qualifications and Experience", the focus is to be on the firm's experience. Each team member's experience will be provided separately via their resume.</p>
93.	<p>5.6 "F. Project Approach," Under "Describe benefits and challenges," the RFP asks to "indicate the following." To what does "the following" refer to?</p>	<p>Approach. Identify what you would need from the District and the colleges to be successful in this effort. Any other issues or opportunities. What staff you would utilize for the work indicated: a Senior-level Account Executive or Project Manager; a Media Buyer, a Social Media/Internet/website expert, a graphic designer team and a copywriter; photographer & videographer team, scheduling assistant and administrative support. Additional team members that are required; please explain their roles and responsibilities. Briefly explain</p>
94.	<p>5.6 "F. Project Approach," subhead "Approach" asks about staffing.</p> <p>Is this to be listed in narrative format in addition to the org chart and resumes provided which are asked for in section 5.6. Response to Specifications of Scope of Services, item B?</p>	<p>This is up to your discretion. Either way is fine.</p>
95.	<p>5.6 "F. Project Approach," subhead "Approach" asks about hourly breakdown.</p>	<p>Please indicate your standard and traditional staffing fees alongside project fees.</p>



Number	Questions	Response
	<p>Is this to be provided as part of Appendix B Cost Proposal or simply listed in narrative or bulleted format in the larger response?</p> <p>Additionally, should it be combined with "Fees," which are mentioned further down?</p>	
96.	<p>5.6 "F. Project Approach"</p> <p>The RFP asks "How do you handle competing projects and timelines with ten different customers?" How does the district define a typical customer?</p>	<p>We have nine separate and unique colleges alongside a District that do individual projects. It is like having ten different customers.</p>
97.	<p>5.6 "F. Project Approach"</p> <p>The RFP asks "Determining the most effective approach to guarantee the highest return on investment. Provide examples of successes." In this case, how does the District define "return on investment"?</p>	<p>We are looking for examples of data-driven approaches or campaigns that showed a combined clear understanding of the LA marketing that produced successful results.</p>
98.	<p>5.7 "References"</p> <p>In this section you ask for both References from the past three years along with a list of business clients—including community colleges and school districts—to which our firm has provided similar services in the past three years.</p> <p>Since both sets are from the past three years, can these be combined into one list?</p>	<p>Please exercise your best judgment when responding to the requirements found in this RFP.</p>



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Number	Questions	Response
99.	Wherever signatures are needed (Transmittal Letter, Attachments, etc.), does the District require original/wet signatures, or are digital signatures acceptable?	For submissions, we will accept wet signatures.
100.	Can you please confirm this address can accept a Fed-Ex Delivery: Los Angeles Community College District 770 Wilshire Blvd, 6th Floor Los Angeles, California 90017 ATTN: Jason Cascio, Senior Procurement Specialist	Yes.
101.	Do you consider the use of subcontractors "work to be outsourced"?	No; however, according "Subcontractors" in Section 4.14, proposers must ensure that each subcontractor proposed to be used, "is identified in the Proposal by name, contact person, telephone number, email address, and a description of the portion of Basic Services to be performed by the subcontractor." In Section 5.6, F., under "Fees", please note that "we also need notification of any services that are to be outsourced and at what percentage."
102.	The cost proposal has a column for hourly rate but does not have a place for number of hours, or the total in dollars. Should columns be added to the cost proposal to account for that?	No, please submit only the information requested.
103.	Does Class V: Ethnic Media also include creative adaptations?	Not currently – it depends on a project-by-project basis.



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Number	Questions	Response
104.	Is there an in-house creative team as creative development and production is not mentioned in any of the scope of work classes?	The District does have a graphic designer and most of the colleges have graphic designers.
105.	Will creative be required to be produced in multiple languages? If so, which languages?	Yes – but this depends on the project and college needs. Each college has a different audience so the language will be determined at that time.
106.	How does the request to list business clients on page 22 differ from the request on page 19 to provide information on other contacts similar in scope and references?	Some business clients are one and the same to references. Some agencies have a vast array of larger clients they want to list that may not be higher education related.
107.	How are we to list a percentage of fees when a total budget is not being requested?	The budget is driven separately by the individual nine colleges and separate District needs. Given the size and scope of these projects, budgets are subject to ongoing and developing needs that fluctuate.
108.	Would working with a media buying company be considered outsourced, along with any creative production that is requested?	It depends on the project. We are also requesting media buying as one of our classes.
109.	Do Exhibits A and B need to be notarized?	No; there is no requirement for notarization.
110.	The RFP specifies using a word doc for our proposal submission. Can the attachments be separate PDFs on the thumb drive or do those need to be embedded within a word doc as well?	Please be sure to follow the stated instructions in the RFP.



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Number	Questions	Response
111.	Do we have to have higher education experience in the State of California to be eligible for this RFP?	It depends on the class. We do need some projects to have a deep understanding of the LA market.
112.	What's the historical or projected (or both) budget for the 5 classes?	The budget is driven separately by the individual nine colleges and separate District needs. Given the size and scope of these projects, budgets are subject to ongoing and developing needs that fluctuate.
113.	Do we need to have at least 6 project references for each class we submit for, or is it okay to just have 6 references overall that apply to all classes?	We need 6 project references for each class.
114.	When we respond to 5.6, are we expected to respond to the Appendix A: Scope of Services and the different classes in that section as well?	A separate proposal is needed for each class.
115.	Where, in the proposal, do you want us to specify the classes we are applying for?	You can specify in the title of the presentation or clearly stated in the beginning.
116.	Are there any geographic boundaries that are important to you for the media buy (ie DMA, county?)	Given the size and scope of the district and nine colleges, we have numerous projects and ongoing campaigns that will determine the geographic boundaries.



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Number	Questions	Response
117.	Do you want us to include our w9 in Appendix A or 5.4?	Appendix A.
118.	Do we need to submit a certificate of insurance?	Yes. Reference page 22, "Appendix A – Supporting Documents".