



**Chief
Executive
Office.**

**COUNTY OF LOS ANGELES
ADMINISTRATIVE SERVICES &
EMERGENCY MANAGEMENT BRANCH**

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CHIEF EXECUTIVE OFFICER
Fesia A. Davenport

ASSISTANT CHIEF EXECUTIVE OFFICER
Amylen D. Clarke

March 2, 2023

Dear Vendors:

**ADDENDUM NUMBER TWO TO
REQUEST FOR STATEMENT OF QUALIFICATIONS
FOR COMMUNICATIONS SERVICES**

This Addendum Number Two is issued to provide responses to Vendor questions and amends the Request for Statement of Qualifications (RFSQ) for Communications Services, released on February 9, 2023.

I. Questions

The questions presented in this Addendum Number Two represent the questions asked by the Vendors in the form and context as submitted. Answers to questions and any clarifying statements are presented in Attachment I.

II. Revisions

In the RFSQ, Exhibit 8, Vendor's References, shall be replaced in its entirety with the attached Exhibit 8, Vendor's References. The revised Exhibit 8 is included as Attachment II to this Addendum Two.

All other terms and conditions of this RFSQ shall remain unchanged.

	Question	Reference	Answer
1	How many vendors will be hired under this contact?	Section 2.5, Master Agreement Term	County will continuously qualify Vendors under this Master Agreement.
2	Since you're qualifying vendors throughout the entire project. Could some vendors lose their master agreement and get switched out with someone else?	Section 2.5, Master Agreement Term	No, the qualification of one vendor does not affect the qualification or disqualification of another vendor.
3	Is the RFSQ only open to California based businesses?	Section 3.0, Vendor's Minimum Qualifications	No, being a California-based business is not a Minimum Requirement to qualify under this RFSQ.
4	Is there a minimum requirement for the services that a vendor can provide? For example, [firm] has more than 25 years of experience in the services required by the RFSQ except for the language services. We do not provide that service.	Section 3.0, Vendor's Minimum Qualifications	Vendors are not required to meet the minimum requirements for every service category listed in the RFSQ in order to submit an SOQ. Vendors may submit SOQs for one service category, or multiple service categories.
5	When applying to a category that has subcategories, is it expected for the vendor to be able to handle all subcategories?	Section 3.0, Vendor's Minimum Qualifications	Vendors who qualify under one or more subcategories will be considered a Qualified Contractor for the Service Category under which those subcategories are listed. Vendors are not required to meet the minimum requirements of every subcategory within a Service Category in order to qualify for category. Further details and specific project requirements will be addressed as each unique Work Order Solicitation is issued.
6	Our company was founded by a former network news	Section 3.1.1	Vendors are encouraged to submit an SOQ speaking to their existing qualifications including the qualifications of

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	correspondent/tv reporter. Should we include her capabilities / rates for news and feature packages, or do you have on-camera talent already identified? In short, will the production company only provide behind-the-camera services?		Vendor's personnel. Pricing Sheets are not required within an SOQ submission. Further details and specific project requirements will be addressed as each unique Work Order Solicitation is issued.
7	What kind of live streaming would the live streaming service be responsible for? Mostly events at the county admin building? Or off-site events like in Lancaster? Single camera? Multi-camera? Live switching? And would the county handle outreach to news outlets, or does the live streaming service have to deal with satellite windows, etc?	Section 3.1.1	The County manages outreach to the media, including news outlets. Events can be anywhere within County jurisdiction. Livestreaming projects may require Vendor to be responsible for streaming live events for multiple platforms including television, social media and websites. This may include some, all, or more than the following services: video capturing and encoding, on-demand content delivery, online event playback, web hosting of event materials and technical support as needed. Further details and specific project requirements, such as single vs multi-camera, will be addressed as each unique Work Order Solicitation is issued.
8	Would the video production vendor be required to handle any live event coverage, such as county supervisor meetings, requiring multiple cameras and switchers?	Section 3.1.1	Vendors may be required to provide live event coverage. Further details and specific project requirements will be addressed as each unique Work Order Solicitation is issued.
9	In Section 2.1.4 Language Services, may the vendor bid only on the Written Translation portion of this category such as "translating print and digital materials into County's threshold languages" and not bid on the "simultaneous oral interpretation and/or multilingual	Section 3.1.4	Vendors are encouraged to submit an SOQ speaking to their existing qualifications. Further details and specific project requirements will be addressed as each unique Work Order Solicitation is issued.

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	sign language interpretation and community and media events"?		
10	General qualifications states to refer back to scope of work of providing "strategic communications or services equivalent or similar to the services stated in Paragraph 2.1.5." The paragraph says it may include ethnic and hyper-local media communications and outreach. With this said, if communications experience is based on ethnic and local type media communications only, would the response be deemed non-responsive?	Section 3.1.5	Vendors are encouraged to submit an SOQ speaking to their existing qualifications. Further details and specific project requirements will be addressed as each unique Work Order Solicitation is issued.
11	Our studio has only been in business since last year, but both partners have 5+ years of experience in the industry. Do we need to fill out Appendix C for this, or something else?	Section 3.3, New Firm Eligibility	Vendors may submit SOQs in the event that they have not been in business for the minimum number of years required in the paragraph above. Vendors may qualify if the Vendor's principals, partners, or officers personally meet the minimum qualifications from previous organizations. Vendors must explicitly state that they are seeking to qualify under this provision.
12	Will we receive a copy of the presentation you've used today?	Section 7.4, Virtual Vendor's Conference	A copy of the presentation slides is included in this Addendum as Attachment II.
13	Will this recording be available?	Section 7.4, Virtual Vendor's Conference	The recording is not available at this time.

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14	In the RFSQ it provides actions to be taken either by a Corporation/LLC or by a Limited Partnership. California recognizes other types of formations, as well. For companies formed otherwise, such as a California General Partnership, should we just provide our certificate from the State of California? Or will other information be needed in order to be considered?	Section 7.5.2.1	If the Vendor's organization does not fit into one of the categories described in 7.5.2.1, Vendors should check the applicable box for their organization in Exhibit 1. Upon receipt of the SOQ or at some later time, the County may, in its discretion, request additional documentation regarding the Vendor's business organization and authority of individuals to sign Contracts.
15	If a work sample is related to work we have previously performed for the County is that one sample included as counting towards the minimum number of work samples?	Section 7.5.3	Work performed for the County can be considered towards the minimum number of work samples.
16	Where do I include the link for the website/image gallery for my portfolio on the forms? And which form should that be?	Section 7.5.3	There is no form associated with the link(s) to submit work samples. Vendors should submit work samples as described in Section 7.5.3 in Section B of their SOQs.
17	What is the best way to compile and submit video work samples?	Section 7.5, Section 7.6	Refer to response to question 16.
18	Are there examples of the news/feature packages, social media videos, documentaries - that the county can give as examples of the kind of work the video vendor would be doing?	Section 7.5, Section 7.6	The County newsroom https://lacounty.gov/newsroom/ encompasses all media related resources. Additionally, the following websites provide samples of content that may be requested under a Work Order Solicitation: Featured Content https://lacounty.gov/newsroom/featured-content/

			Video Honors https://lacounty.gov/newsroom/la-area-emmys-videos/ County of Los Angeles - YouTube https://www.youtube.com/channel/UCutBHggRFn38J-tfVGC2tBw Further details and specific project requirements will be addressed as each unique Work Order Solicitation is issued.
19	What format delivery is required for the SOQ? Would a properly named Zip file with all included documents be appropriate?	Section 7.5, Section 7.6	A single PDF is preferred.
20	Can one proposal be submitted if a vendor is submitting for more than one area, as long as the scope of work and qualifications are identified for each category?	Section 7.5, Section 7.6	A single SOQ may be submitted for multiple categories, so long as Vendor demonstrates that it meets the minimum requirements for each category and provides work samples for each applicable category/subcategory.
21	The form calls for a California Business License number. We have a city and federal business number, do we still need one with the State?	Required Forms, Exhibit 1	If a Vendor does not have a California Business License number, they may state "N/A" in the applicable form field.
22	We don't understand what you are looking for or how to answer the question Request for Social Enterprise (SE) Program Preference.	Required Forms, Exhibit 5	Information on County's Preference Programs is located in Section 6.0 of the RFSQ. A Vendor that does not wish to request Program preference may select "Preference Not Requested". Certified LSBEs, SEs, and DVBES may only request the preference in their Work Order Bid or Proposal responses

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			once the certification process has been completed and certification is affirmed.
23	We are certified as a Small Business Micro Business with the Depart of General Services, does this qualify us as a disadvantaged business?	Required Forms, Exhibit 5 Section 6, County's Preference Programs	The Preference Programs (LSBE, DVBE, and SE) require that a business complete certification prior to requesting a preference in a solicitation. This program and how to obtain certification are further explained in paragraph 6.2, 6.4, and 6.5 of this solicitation. Additional information on the County's preference programs is also available on the Department of Consumer and Business Affairs (DCBA) website at: https://dcba.lacounty.gov .
24	We are an LSBE and have read 2.204 and are unclear how to answer this question or if we need to check either box. Please provide clarity:	Required Forms, Exhibit 5 Section 6, County's Preference Programs	Vendors should refer to their Certification Letter issued by DCBA to determine Federal/Non-Federal preference eligibility.
25	Because of how the question is phrased I'm not clear on how we should answer. We do not have any unresolved cost, should our answer be Yes or No 3.2 Vendor does not have unresolved questioned cost, as identified by the Auditor-Controller, in an amount over \$100,000.00, [...]	Required Forms, Exhibit 7	Vendors should refer to the Instructions on Exhibit 7: "Vendor acknowledges and certifies that it meets and will comply with the Vendor's Minimum Qualifications indicated below and as stated in Paragraph 3." A Yes response means Vendor acknowledges and certifies that it meets and will comply with the Minimum Requirement.
26	Where can I see/find the Vendor's References section to fill out (Section A. 2)? I have filled out	Required Forms, Exhibit 8	Vendors may submit their completed Exhibit 8 with any additional information relating thereto within section A.2 of their SOQ.

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	references on Exhibit 8 but I don't see this first part.		
27	For our references, how many references are required?	Required Forms, Exhibit 8	Vendors may provide as many references as necessary to substantiate that they meet the minimum years of experience required to qualify under each respective category.
28	Are police unions considered public or private organizations?		It is the Vendor's responsibility to correctly identify the public/private classification of its references.
29	Would this contract allow the vendor to work with all divisions of the county, or exclusively for the county CEO?	Master Agreement Section 3.0	Qualified Contractors under this MA may receive Work Order Solicitations from County Departments, not just the CEO.
30	Does the County allow Covid-19 vaccine religious exemptions for its contractors?	Master Agreement Section 8.59 Master Agreement Exhibit D	All County Contractor Personnel must be Fully Vaccinated against the novel coronavirus 2019 ("COVID-19") prior to: 1. Interacting in person with County Workforce Members; 2. Working on County-owned or controlled property, while performing services under a Contract with the County; or 3. Coming into contact with County Workforce Members or the public while performing In-Person Services under a Contract with the County. County does not determine whether requirements are met, nor does County award exemptions. Contractor shall evaluate any medical or sincerely held religious belief exemption request to vaccinations submitted by its Contractor Personnel, determined whether the Personnel has met the requirements for a medical or sincerely held religious belief exemption. Currently, County is not enforcing ordinance and contracting requirements for weekly testing of unvaccinated Contractor Personnel who were granted

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			an exemption. However, a completed Exhibit D is still a required part of any agreement with the County.
31	May the vendor use out of state and/or out of country translators?		Further details and specific project requirements will be addressed as each unique Work Order Solicitation is issued.
32	Is this contract "as needed basis"?		Qualified Contractors will receive Work Order Solicitations as County Departments' needs arise. Executing a Master Agreement does not guarantee a Contractor any minimum amount of business.
33	May proposers include subcontractors to provide services, or should all services offered be provided by proposer in-house?		Leveraging the use of a subcontractor will be addressed at the Work Order Solicitation phase and may vary from one solicitation to the next.
34	For the purpose of qualification, experience requirements must be met by ourselves and our capabilities? Will subcontractors be addressed as part of work order/task order process?		Experience requirements should be fulfilled by the Vendor submitting the SOQ, or by its Principals in accordance with section 3.3. Leveraging the use of a subcontractor will be addressed at the Work Order Solicitation phase and may vary from one solicitation to the next.
35	Is subcontractor work performed under our agency allowed as part of our 'paid professional experience'?		Refer to response to question 34.
36	What makes this different from the video production and related services master agreement?		The Video Production and Related Services Master Agreement is separate and distinct from this Communications Services Master Agreement. Vendors are encouraged to review the Service Categories and Minimum Requirements of both to identify differences relevant to their experience or operations. Qualified Vendors are encouraged to submit an SOQ.

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37	We currently have a MA for Video Production that is set to expire in May 2023, are we able to ask for an extension of our agreement or do we need to submit the RFSQ to be qualified again?		See response to question 36.
38	Regarding the current Master Agreement in place, who are the qualified vendors and what are their rates?		This question does not relate to the Communications RFSQ. Qualifications under the Communications RFSQ do not include any review of rates.
39	Will the County issue any new requests for services/Work order proposals/bids to vendors who qualified under CEO-RFSQ-VPMA-2017 or will all new requests only go to vendors who are qualified through this new RFSQ?		This question does not relate to the Communications RFSQ. Qualified Contractors who have been awarded a MA with the County will begin receiving notifications of Work Order Solicitations within their categories after approval by the Board of Supervisors and execution of their MA.
40	What issues, if any were experienced with the currently qualified contractors?		This question does not relate to the Communications RFSQ.
41	Are any of the subcategories brand new?		The subcategories are current to the Communications RFSQ. Vendors are encouraged to refer to section 2.1 for a listing of each category and associated subcategories.
42	Is there a way for me to submit as a sub on projects?		There is no way to submit an SOQ to qualify as a subcontractor under this Master Agreement.

REQUIRED FORMS - EXHIBIT 8
VENDOR'S LIST OF REFERENCES

Vendor's Name:

Provide a comprehensive reference list for the same or similar scope of services that were provided by the Vendor during the previous years to meet Minimum Requirements for each category and/or subcategory for which Vendor is trying to qualify. It is the Vendor's responsibility to ensure accuracy of the information provided below. Use additional pages if required.

1. PUBLIC AGENCIES (All contracts with other governmental agencies including the County of Los Angeles must be listed)	
SERVICE TYPE: _____	SERVICE TYPE: _____
CONTRACT TERM: _____	CONTRACT TERM: _____
CONTRACT AMT: _____	CONTRACT AMT: _____
AGENCY/DEPT: _____	AGENCY/DEPT: _____
CONTACT: _____	CONTACT: _____
TELEPHONE: _____	TELEPHONE: _____
E-MAIL: _____	E-MAIL: _____
SERVICE TYPE: _____	SERVICE TYPE: _____
CONTRACT TERM: _____	CONTRACT TERM: _____
CONTRACT AMT: _____	CONTRACT AMT: _____
AGENCY/DEPT: _____	AGENCY/DEPT: _____
CONTACT: _____	CONTACT: _____
TELEPHONE: _____	TELEPHONE: _____
E-MAIL: _____	E-MAIL: _____

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Vendor's Name:

Provide a comprehensive reference list for the same or similar scope of services that were provided by the Vendor during the previous years to meet Minimum Requirements for each category and/or subcategory for which Vendor is trying to qualify. It is the Vendor's responsibility to ensure accuracy of the information provided below. Use additional pages if required.

2. PRIVATE FIRMS	
SERVICE TYPE: _____	SERVICE TYPE: _____
CONTRACT TERM: _____	CONTRACT TERM: _____
CONTRACT AMT: _____	CONTRACT AMT: _____
AGENCY/DEPT: _____	AGENCY/DEPT: _____
CONTACT: _____	CONTACT: _____
TELEPHONE: _____	TELEPHONE: _____
E-MAIL: _____	E-MAIL: _____
SERVICE TYPE: _____	SERVICE TYPE: _____
CONTRACT TERM: _____	CONTRACT TERM: _____
CONTRACT AMT: _____	CONTRACT AMT: _____
AGENCY/DEPT: _____	AGENCY/DEPT: _____
CONTACT: _____	CONTACT: _____
TELEPHONE: _____	TELEPHONE: _____
E-MAIL: _____	E-MAIL: _____

Communications Services

CEO-Comms-RFSQ-2023

Chief Executive Office

Contracts and Procurement

February 23, 2023

CEO.

CEO. Introductions

Countywide Communications

- Lennie LaGuire
- Neonika Walker

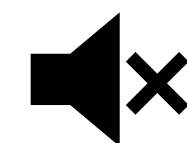
Contracts and Procurement

- Luci Gutierrez
- Mischa Yuan





Housekeeping



Please mute your microphones during the presentation.



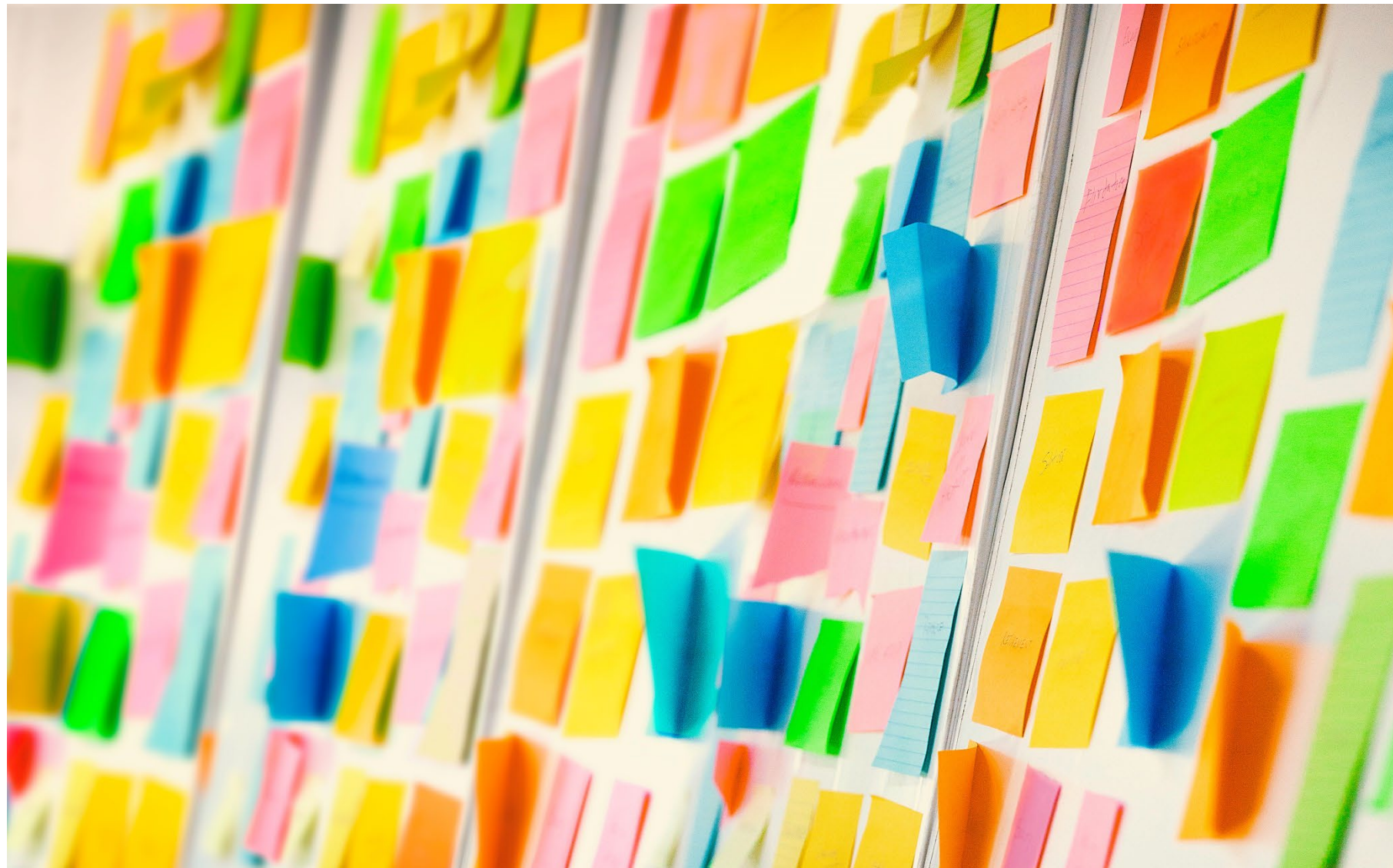
Written questions can be submitted using the meeting chat at any time during the presentation.



Verbal questions will be addressed at the conclusion of the presentation.



This teleconference is being recorded.



Agenda

Background
Service Categories
Minimum Requirements
RFSQ Overview
Required Forms
Key Dates
Questions

CEO. Communications Master Agreement

Background:

- Establish list of Qualified Contractors
- Qualified Contractors can submit bids/proposals in response to Work Order Solicitations for a variety of short-term, as needed projects

Term:

- Initial Term: Five (5) years
- Optional: Three (3) optional one-year periods
- Optional: One six-month extension



CEO. Master Agreement Service Categories



Service Categories:

- Video Production Services
- Photography Services
- Design Services
- Language Services
- Strategic Communications Services
- Specialized Outreach Services

CEO. Minimum Requirements



Video Production Services

- Vendor must have three (3) years of paid professional experience, within the last five (5) years providing Video Production Services or services equivalent or similar to the Services stated in Paragraph 2.1.1.
- Vendor must submit links to work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in technical aspects of video production, such as those detailed in 7.5.3.

CEO. Minimum Requirements



Photography Services



- Vendor must have two (2) years of paid professional experience, within the last five (5) years providing Photography Services or services equivalent or similar to the Services stated in Paragraph 2.1.2.
- Vendor must submit links to work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in technical aspects of photography including expertise with shooting in various conditions and experience in creatively capturing images.

CEO. Minimum Requirements



Design Services

- Vendor must have three (3) years of paid professional experience, within the last five (5) years providing Design Services or services equivalent or similar to the Services stated in Paragraph 2.1.3.
- Vendor must submit links to work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in technical aspects of design, such as those detailed in 7.5.3.



Language Services

- Vendor must have two (2) years of professional experience, within the last five (5) years providing Language Services or services equivalent or similar to the Services stated in Paragraph 2.1.4.



Strategic Communications Services

- Vendor must have three (3) years of paid professional experience, within the last five (5) years providing Strategic Communications Services or services equivalent or similar to the Services stated in Paragraph 2.1.5.
- Vendor must submit work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in strategic communications and programmatic evaluations.

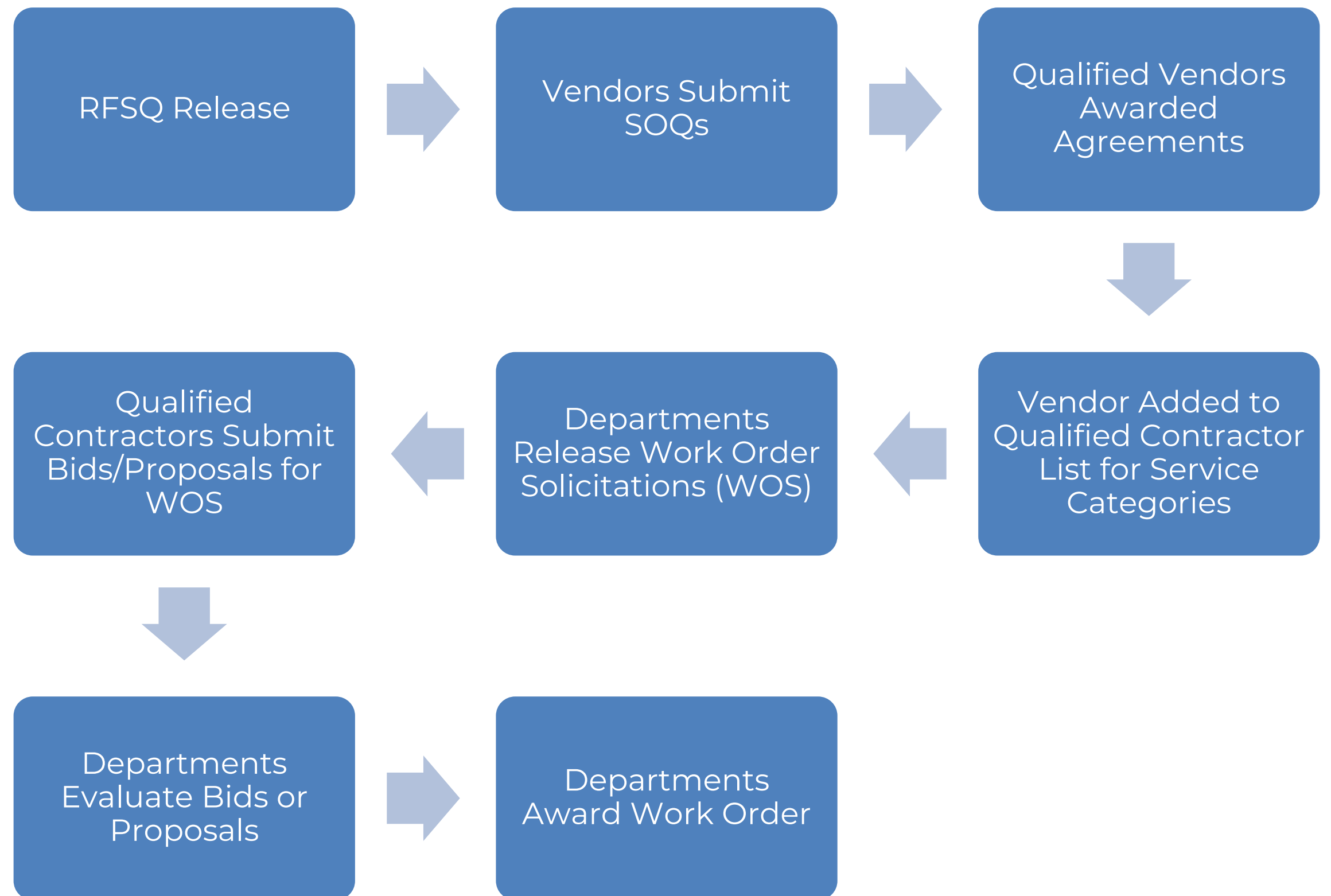
CEO. Minimum Requirements



Specialized Outreach Services

- Vendor must have two (2) years of paid professional experience, within the last five (5) years providing Specialized Outreach Services or services equivalent or similar to the Services stated in Paragraph 2.1.6.

Solicitation and Award Process



Section 2.4, Master Agreement Process

Process:

- County Departments will issue competitive Work Order Solicitations to Qualified Contractors.
- Each Work Order Solicitation will include a Statement of Work describing the project and the work required.
- Payment for all work is subject to the Total Maximum Amount specified on each individual Work Order.
- The execution of a Master Agreement does not guarantee a Contractor any minimum amount of business.
- Since the Master Agreement includes various categories of services, only those Contractors qualified for the specific category will be contacted to submit proposals/bids.



Additional Requirements

WebVen

- Vendors must register in WebVen prior to executing a Master Agreement

Insurance

- Qualified Contractors must procure and maintain proof of insurance coverage at the time of Work Order Award and as necessary thereafter.

Terms and Conditions

- Vendors agree to the terms and conditions as stated in the Master Agreement



Sample Master Agreement

-
- Terms and Conditions of Agreement are identical for all qualified Contractors (non-negotiable)
 - Facilitates a fair and efficient process for the Work Order Solicitation

Exhibit 1

REQUIRED FORMS – EXHIBIT 1

VENDOR'S ORGANIZATION QUESTIONNAIRE/AFFIDAVIT

VENDOR NAME:		COUNTY WEBVEN NUMBER:
ADDRESS:		
TELEPHONE NUMBER:	E-MAIL:	
INTERNAL REVENUE SERVICE EMPLOYER IDENTIFICATION NUMBER:	CALIFORNIA BUSINESS LICENSE NUMBER:	

1	Select the options that best define your firm's business structure: ☐Corporation ☐Limited Liability Company (LLC) ☐Limited Partnership ☒Sole Proprietorship ☐Non-Profit ☐Franchise ☐Other (Specify)	If Corporation or Limited Liability Company (LLC): Legal Name (as stated in Articles of Incorporation): State if Incorporation: Year of Incorporation: If Limited Partnership or a Sole Proprietorship: Name of proprietor or managing partner: If other: Specify business structure name:
2	Is your firm doing business under one or more DBA's? ☐ Yes ☐ No	Name: Country of Registration: Year became DBA:
3	Is your firm wholly/majority owned by, or a subsidiary of another firm? ☐ Yes ☐ No	If yes, indicate name of Parent Firm and State of Incorporation. Name of Parent Firm: State of Incorporation or registration of parent firm:
4	Has your firm done business as other names within last five (5) years? ☐ Yes ☐ No	If yes, indicate any other names and the year of name change. Name(s): Year(s) of Name Change

5	List names of all joint ventures, partners, subcontractors, or others having any right or interest in this contract or the proceeds thereof. If not applicable, state "NONE".	
6	Is your firm involved in any pending acquisition or mergers? ☐ Yes ☐ No	If yes, please provide additional information regarding the pending merger.
7	List all names and contact information of all individuals legally authorized to commit the Vendor.	Name: Title: Phone: Email:

REQUIRED FORMS – EXHIBIT 2

CERTIFICATION OF COMPLIANCE

Vendor certifies compliance with all programs, policies, and ordinances specified in exhibits listed below.

TITLE		REFERENCE	CERTIFICATIONS
1	Certification of No Conflict of Interest	LACC 2.180	Certifies Compliance? ☐ Yes ☐ No
2	Familiarity with the County Lobbyist Ordinance Certification	LACC 2.160	Certifies Compliance? ☐ Yes ☐ No
3	Zero Tolerance Policy on Human Trafficking Certification	Motion	Certifies Compliance? ☐ Yes ☐ No
4	Compliance with Fair Chance Employment Hiring Practices Certification	Board Policy 5.250	Certifies Compliance? ☐ Yes ☐ No
5	Charitable Contributions Certification Enter the California Registry of Charitable Trusts "CT" number and upload a copy of firm's most recent filing with the Registry of Charitable Trusts as required by Title 11 California Code of Regulations, sections 300-301 and Government Code sections 12585-12586 (if applicable) 	Board Policy 5.065	Check the Certification below that is applicable to your company. ☒ Proposer or Contractor has examined its activities and determined that it does not now receive or raise charitable contributions regulated under California's Supervision of Trustees and Fundraisers for Charitable Purposes Act. If Proposer engages in activities subjecting it to those laws during the term of a County contract, it will timely comply with them and provide County a copy of its initial registration with the California State Attorney General's Registry of Charitable Trusts when filed. OR ☐ Proposer or Contractor is registered with the California Registry of Charitable Trusts under the CT number listed in this document and is in compliance with its registration and reporting requirements under California law. Attached is a copy of its most recent filing with the Registry of Charitable Trusts.
6	Attestation of Willingness to Consider Gain/Grow Participants	Board Policy 5.050	Certifies Compliance? ☐ Yes ☐ No Willing to provide GAIN/GROW participants access to employee mentoring program? ☐ Yes ☐ No ☐ N/A-program not available
			Certifies Compliance? ☐ Yes ☐ No If No, identify exemption: ☐ My business does not meet the definition of

Required Forms

Exhibit 2

Required Forms

REQUIRED FORMS – EXHIBIT 3

REQUEST FOR PREFERENCE CONSIDERATION

INSTRUCTIONS: Vendor requesting preference consideration must complete and include this form in their Work Order bid/proposal. Vendor may request consideration for one or more preference programs. In order to qualify for preference, firm must be certified by the County of Los Angeles Department of Consumer and Business Affairs (DCBA). Please reference your Certification Letter issued by DCBA to determine Federal/Non-Federal preference eligibility.

☐ PREFERENCE NOT REQUESTED

OR

☐ PREFERENCE REQUESTED (SELECT ALL THAT APPLY)

Preference Program	Reference
☐ Request for Local Small Business Enterprise (LSBE) Program Preference ☐ Certification for Non-Federally Funded County Solicitations ☐ Certification for Federally Funded County Solicitations	LACC 2.204
☐ Request for Social Enterprise (SE) Program Preference ☐ Certification for Non-Federally Funded County Solicitations ☐ Certification for Federally Funded County Solicitations	LACC 2.205
☐ Request for Disabled Veterans Business Enterprise (DVBE) Program Preference	LACC 2.211

Note: In no instance shall any of the listed preference programs price or scoring be combined with any other County program to exceed fifteen percent (15%) in response to any county solicitation.

Exhibit 3

Required Forms

REQUIRED FORMS – EXHIBIT 4

VENDOR'S DEBARMENT HISTORY AND LIST OF TERMINATED CONTRACTS

Vendor's Name:

1. DEBARMENT HISTORY (Check one)		YES	NO
Vendor is currently debarred by a public entity		☐	☐
If yes, please provide the name of the public entity:			
2. LIST OF TERMINATED CONTRACTS (Check one)		YES	NO
Vendor has contracts that have been terminated in the past three (3) years.		☐	☐

If yes, please list all contracts that have been terminated prior to expiration within the last three (3) years.

Service:		Name of Entity:	
Address:			
Contact:		Telephone:	
Email:			
Termination Date:		Name/Contract No:	
Reason for Termination:			

Service:		Name of Entity:	
Address:			
Contact:		Telephone:	
Email:			
Termination Date:		Name/Contract No:	
Reason for Termination:			



Exhibit 4

REQUIRED FORMS – EXHIBIT 5
DECLARATION

DECLARATION: I DECLARE UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE INFORMATION SUBMITTED IN THE EXHIBITS 1-6 IS TRUE AND CORRECT.

PRINT NAME:	TITLE:
SIGNATURE:	DATE:

Required Forms

Exhibit 5

Exhibit 6

REQUIRED FORMS – EXHIBIT 6
COMMUNITY BUSINESS ENTERPRISE (CBE) INFORMATION

TITLE		REFERENCE			
1 FIRM/ORGANIZATION INFORMATION		The information requested below is for statistical purposes only. On final analysis and consideration of award, contractor/vendor will be selected without regard to race/ethnicity, color, religion, sex, national origin, age, sexual orientation or disability.			
Total Number of Employees in California:					
Total Number of Employees (including owners):					
Race/Ethnic Composition of Firm. Enter the make-up of Owners/Partners/Associate Partners into the following categories:					
Race/Ethnic Composition	Owners/Partners/ Associate Partners		Percentage of how ownership of the firm is distributed		
	Male	Female	Male	Female	
Black/African American			%	%	
Hispanic/Latino			%	%	
Asian or Pacific Islander			%	%	
Native Americans			%	%	
Subcontinent Asian			%	%	
White			%	%	

TITLE		REFERENCE				
2 CERTIFICATION AS MINORITY, WOMEN, DISADVANTAGED, DISABLED VETERAN, AND LESBIAN, GAY, BISEXUAL, TRANSGENDER, QUEER, AND QUESTIONING-OWNED (LGBTQQ) BUSINESS ENTERPRISE		If your firm is currently certified as a minority, women, disadvantaged, disabled veteran or lesbian, gay, bisexual, transgender, queer, and questioning-owned business enterprise by a public agency, complete the following.				
		☐ Check if not applicable				
Agency Name	Minority	Women	Disadvantaged	Disabled Veteran	LGBTQQ	

REQUIRED FORMS - EXHIBIT 7

MINIMUM REQUIREMENTS FOR PHOTOGRAPHY SERVICES

Vendor acknowledges and certifies that it meets and will comply with the Vendor's Minimum Qualifications indicated below and as stated in **Paragraph 3**, of this Request Statement of Qualifications (RFSQ).

No.	Minimum Requirements (M/R)		Complies with M/R	
			Yes	No
3.1	Vendors must meet specific category qualifications for at least one of the categories listed in Section 2.1. Each category's specific requirements are provided below: (Indicate the requirements met for each category to which Vendor is applying)			
	3.1.1	Vendor must have three (3) years of paid professional experience, within the last five (5) years providing Video Production Services or services equivalent or similar to the Services stated in Paragraph 2.1.1.		
		Vendor must submit links to work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in technical aspects of video production, such as those detailed in 7.5.3.		
	3.1.2	Vendor must have two (2) years of paid professional experience, within the last five (5) years providing Photography Services or services equivalent or similar to the Services stated in Paragraph 2.1.2.		
		Vendor must submit links to work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in technical aspects of photography including expertise with shooting in various conditions and experience in creatively capturing images.		
	3.1.3	Vendor must have three (3) years of paid professional experience, within the last five (5) years providing Design Services or services equivalent or similar to the Services stated in Paragraph 2.1.3.		
		Vendor must submit links to work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in technical aspects of design, such as those detailed in 7.5.3.		
	3.1.4	Vendor must have two (2) years of professional experience, within the last five (5) years providing Language Services or services equivalent or similar to the Services stated in Paragraph 2.1.4.		
	3.1.5	Vendor must have three (3) years of paid professional experience, within the last five (5) years providing Strategic Communications Services or services equivalent or similar to the Services stated in Paragraph 2.1.5.		
		Vendor must submit work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in strategic communications and programmatic evaluations.		
	3.1.6	Vendor must have two (2) years of paid professional experience, within the last five (5) years providing Specialized Outreach Services or services equivalent or similar to the Services stated in Paragraph 2.1.6.		
3.2	Vendor does not have unresolved questioned cost, as identified by the Auditor-Controller, in an amount over \$100,000.00, that are confirmed to be disallowed costs by the County department, and remain unpaid for a period of six months or more from the date of disallowance, unless such disallowed costs are the subject of current good faith negotiations to resolve the disallowed costs, in the opinion of the County.			

REQUIRED FORMS - EXHIBIT 7

MINIMUM REQUIREMENTS FOR DESIGN SERVICES

Vendor acknowledges and certifies that it meets and will comply with the Vendor's Minimum Qualifications indicated below and as stated in **Paragraph 3**, of this Request Statement of Qualifications (RFSQ).

No.	Minimum Requirements (M/R)		Complies with M/R	
			Yes	No
3.1	Vendors must meet specific category qualifications for at least one of the categories listed in Section 2.1. Each category's specific requirements are provided below: (Indicate the requirements met for each category to which Vendor is applying)			
	3.1.1	Vendor must have three (3) years of paid professional experience, within the last five (5) years providing Video Production Services or services equivalent or similar to the Services stated in Paragraph 2.1.1.		
		Vendor must submit links to work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in technical aspects of video production, such as those detailed in 7.5.3.		
	3.1.2	Vendor must have two (2) years of paid professional experience, within the last five (5) years providing Photography Services or services equivalent or similar to the Services stated in Paragraph 2.1.2.		
		Vendor must submit links to work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in technical aspects of photography including expertise with shooting in various conditions and experience in creatively capturing images.		
	3.1.3	Vendor must have three (3) years of paid professional experience, within the last five (5) years providing Design Services or services equivalent or similar to the Services stated in Paragraph 2.1.3.		
		Vendor must submit links to work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in technical aspects of design, such as those detailed in 7.5.3.		
	3.1.4	Vendor must have two (2) years of professional experience, within the last five (5) years providing Language Services or services equivalent or similar to the Services stated in Paragraph 2.1.4.		
	3.1.5	Vendor must have three (3) years of paid professional experience, within the last five (5) years providing Strategic Communications Services or services equivalent or similar to the Services stated in Paragraph 2.1.5.		
		Vendor must submit work samples as described in RFSQ Paragraph 7.5.3. Such samples must demonstrate professional-level ability in strategic communications and programmatic evaluations.		
	3.1.6	Vendor must have two (2) years of paid professional experience, within the last five (5) years providing Specialized Outreach Services or services equivalent or similar to the Services stated in Paragraph 2.1.6.		
3.2	Vendor does not have unresolved questioned cost, as identified by the Auditor-Controller, in an amount over \$100,000.00, that are confirmed to be disallowed costs by the County department, and remain unpaid for a period of six months or more from the date of disallowance, unless such disallowed costs are the subject of current good faith negotiations to resolve the disallowed costs, in the opinion of the County.			

Exhibit 7

REQUIRED FORMS - EXHIBIT 8
VENDOR'S LIST OF REFERENCES

Vendor's Name:

Provide a comprehensive reference list for the same or similar scope of services that were provided by the Vendor during the previous years to meet Minimum Requirements for each category and/or subcategory for which Vendor is trying to qualify. It is the Vendor's responsibility to ensure accuracy of the information provided below. Use additional pages if required.

1. PUBLIC AGENCIES (All contracts with other governmental agencies including the County of Los Angeles must be listed)	
SERVICE TYPE: _____	SERVICE TYPE: _____
CONTRACT TERM: _____	CONTRACT TERM: _____
CONTRACT AMT: _____	CONTRACT AMT: _____
AGENCY/DEPT: _____	AGENCY/DEPT: _____
CONTACT: _____	CONTACT: _____
TELEPHONE: _____	TELEPHONE: _____
E-MAIL: _____	E-MAIL: _____
SERVICE TYPE: _____	SERVICE TYPE: _____
CONTRACT TERM: _____	CONTRACT TERM: _____
CONTRACT AMT: _____	CONTRACT AMT: _____
AGENCY/DEPT: _____	AGENCY/DEPT: _____
CONTACT: _____	CONTACT: _____
TELEPHONE: _____	TELEPHONE: _____
E-MAIL: _____	E-MAIL: _____

Required Forms

Exhibit 8 – Public Agencies

REQUIRED FORMS - EXHIBIT 8
VENDOR'S LIST OF REFERENCES

Vendor's Name:

Provide a comprehensive reference list for the same or similar scope of services that were provided by the Vendor during the previous years to meet Minimum Requirements for each category and/or subcategory for which Vendor is trying to qualify. It is the Vendor's responsibility to ensure accuracy of the information provided below. Use additional pages if required.

2. PRIVATE FIRMS			
SERVICE TYPE: CONTRACT TERM: CONTRACT AMT: FIRM NAME: ADDRESS: CONTACT: TELEPHONE: E-MAIL:		SERVICE TYPE: CONTRACT TERM: CONTRACT AMT: FIRM NAME: ADDRESS: CONTACT: TELEPHONE: E-MAIL:	
SERVICE TYPE: CONTRACT TERM: CONTRACT AMT: FIRM NAME: ADDRESS: CONTACT: TELEPHONE: E-MAIL:		SERVICE TYPE: CONTRACT TERM: CONTRACT AMT: FIRM NAME: ADDRESS: CONTACT: TELEPHONE: E-MAIL:	

Required Forms

Exhibit 8 – Private Firms

Section 7.2, RFSQ Timetable

RFSQ Release

- Thursday, February 9

Written Questions Due

- Thursday, February 23, at 5:00 pm PST

Questions and Answers Released

- Thursday, March 2

SOQs Due

- **Friday, March 10 at 5:00 pm PST**

Agreement Award

- Board of Supervisors



Questions?

- Use the raise hand feature and wait to be called
- OR**
- Write question in meeting chat

Written Questions may be submitted via email to:
ContractSolicitations@ceo.lacounty.gov



Thank you!