



**Chief
Executive
Office.**

COUNTY OF LOS ANGELES

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CHIEF EXECUTIVE OFFICER

Fesia A. Davenport

September 3, 2025

**Request for Statement of Qualifications (RFSQ) for
Strategic Plan and Support Services
RFSQ #CEO-RFSQ-AO-25-01**

Addendum One

This Addendum One to RFSQ #CEO-RFSQ-AO-25-01 is issued to provide responses to Vendors' written questions and to incorporate the following revision to the solicitation.

Revision

Appendix C (SOQ Packet), Form 5 (List of References) has been replaced in its entirety to provide clarification on the inclusion of supporting documents and for submitting references. Submissions made using the prior version of Form 5 will still be accepted.

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

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Questions	Answer
1. Our firm was previously qualified under the April 2024 Strategic Planning and Related Consulting Services RFSQ (SPRCS-2017). Could you please confirm whether vendors who were selected and awarded a Master Agreement under the prior RFSQ are required to submit a new SOQ for the current RFSQ in order to remain eligible for work after December 31, 2025?	Vendors with existing Master Agreements must re-qualify under the new CEO RFSQ #CEO-RFSQ-AO-25-01 as this is a separate solicitation. Only vendors awarded a Master Agreement under this RFSQ will be eligible to perform work.
2. For the SOQ application, Form 5 References, can additional references be attached to demonstrate the required 3 out of last 5 years of experience in a category? Or are firms limited to two references? For the SOQ application, Form 5 References, do the services have to be completed or can the services be in progress?	Vendors may submit more than two references. Services may be either completed or in progress, provided the reference demonstrates relevant experience within the past 3 of the last 5 years for the applicable Service Category.

Questions	Answer
3. Our company has an active MSA agreement through 12/31/2025. It looks like the same opportunity is now open for rebid. Please advise if the County would be open to extending our current MSA or if we need to bid again to pursue this opportunity.	Refer to Question #1.

Questions	Answer
4. Form 5 – References (Appendix C, Form 5 “List of References”, pages 9-10) Appendix C, Form 5 (“List of References”) includes space for only two references. Since the RFSQ requires vendors to demonstrate at least three (3) years of relevant experience for each Service Category, vendors may need to provide more than two references. However, the Word version of the SOQ packet provided by the County is locked and not editable to add additional "Reference" templates into the doc. Could the County clarify if vendors should limit ourselves to two references? If we are allowed to submit more than two references, could the County clarify the preferred method for including additional references? For example: a) Should vendors create multiple PDFs and add in the additional references as pages to the SOQ master PDF to provide all necessary references? b) Can the County please provide a version of Form 5 that is editable to add in more references into a single doc?	Vendors may submit more than two references. a) Vendors can replicate Appendix C, Form 5 (“List of References”) and insert the additional completed forms into the SOQ PDF submission. b) An unlocked version of the form will not be issued.
5. Redacted Work Products (RFSQ Page 3, Paragraph 3.1.1.1: “Provide descriptions of past projects and corresponding sample work products (redacted as needed)...” The RFSQ requires vendors to submit redacted sample work products for each reference. Please confirm: a) May vendors redact client names, proprietary data, and financial information while maintaining enough context to show deliverable authenticity? b) If the original work product is under strict confidentiality, may vendors submit a reconstructed or redesigned version that represents the same type of deliverable without client-identifying details? c) Should redacted sample work products for each reference be embedded directly into the corresponding Form 5 entry, or should they be provided as separate appendices within the same PDF, clearly labeled and cross-referenced?	a) Sample work products must be verifiable with the listed reference; reference contact information is required. Proprietary or financial details may be redacted. b) Vendors must provide sample work products where validation with the listed reference is possible. c) Sample work products shall be clearly labeled and tied to the corresponding Form 5 reference, wherever they are inserted in the SOQ PDF.

Questions	Answer
6. Definition of “Substantially Similar” (RFSQ Page 3, Paragraph 3.1.1: “Possess a minimum of three (3) years of experience within the last five (5) years performing services substantially similar to those described in Appendix B (Service Categories).”) Paragraph 4.0 requires at least three (3) years of experience in the last five (5) years performing services “substantially similar” to those described in Appendix B. Will the County consider experience with non-governmental (e.g., private sector, NGOs, or international organizations) as qualifying, provided the scope of work aligns with Strategic Planning, Performance Measurement, or Process Improvement?	“Substantially similar” references the services performed, not the client type.
7. Responsive References (RFSQ Page 3, Paragraph 3.1.1.2: “Ensure that at least one (1) reference must be responsive and able to confirm both the Vendor’s experience and the authenticity of the submitted sample work products.”) The RFSQ requires at least one responsive reference who can validate both the vendor’s experience and the authenticity of submitted sample work products. Please clarify: a) Does each case/project submitted need to include its own responsive reference, or is one responsive reference sufficient across all Service Categories? b) If multiple references are required, is at least one reference per Service Category mandatory?	a) A single reference may be used to substantiate the Vendor’s experience across multiple Service Categories. b) Multiple references are not required if one reference can substantiate experience across multiple Service Categories.
8. Submission Format (RFSQ Page 13, Paragraph 6.1.1: “The SOQ must follow the structure, instructions, and requirements outlined in Appendix C (SOQ Packet).”) The instructions require one electronic copy of the SOQ in searchable PDF format with no external file links. May vendors include supporting exhibits (e.g., crosswalk tables aligning Appendix B requirements to sample deliverables, visual summaries) as appendices within the same PDF, provided they are clearly referenced in the forms?	Vendors may include supporting documents, provided they are clearly referenced and do not contain external links.

Questions	Answer
9. Insurance Proof (Appendix A, Master Agreement, referenced at RFSQ Page 13-14, Paragraph 6.1.2: “Vendors understand and agree that submission of the SOQ constitutes...willingness to comply with all terms and conditions of the Appendix A (Master Agreement).”) Appendix A requires proof of insurability. Will the County accept a letter of intent from a qualified insurance carrier stating willingness to issue the required coverage, in cases where the vendor’s current insurance does not exactly match the County’s requirements at the time of submission?	Yes.
10. Does the SOQ’s Initial Due Date of Sept. 10 mean that we have to wait until that date to submit, or can we submit earlier?	SOQs may be submitted at any time, unless the County suspends or closes the solicitation.
11. RFSQ, 3.1, Minimum Qualifications, 3.1.1.1 Appendix C, SOQ Packet, Form 5 (List of References) Provide descriptions of past projects and corresponding sample work products (redacted as needed) for each reference listed in Appendix C (SOQ Packet), Form 5 (List of References) Vendor shall provide descriptions of past projects and corresponding sample work products (redacted as needed) for each reference. Each reference must confirm both the Vendor’s experience and the authenticity of the submitted sample work products The instructions for Appendix C indicate that there should be no external file links. Should work samples be embedded within the PDF? Can they be included as an Appendix?	Refer to question #8.
12. What was the usage, in terms of number of projects conducted and dollar value, of the Strategic Plan and Support Services Master Agreements during the prior contract period?	As individual departments manage their own projects under the Master Agreements, consolidated usage data is not available.

Questions	Answer
13. RFSQ, 2.3 Master Agreement Process, 2.3.1 Master Agreements will be executed with all Vendors determined to be qualified in accordance with Paragraph 8.0 (Qualification Process). Please confirm that all eligible vendors will execute Master Agreements and that there is not a limit to the number of awarded vendors.	Vendors that are determined to be qualified in accordance with Paragraph 8.0 (Qualification Process) will be eligible for execution of a Master Agreement. However, the County reserves the right to suspend or close the solicitation at its discretion at any time.
14. Please confirm whether two references are required for each category of services being pursued, or is it just two references total for each organization?	Refer to Question #7.