

REQUEST FOR PROPOSALS

Crisis/Emergency Communications and Legislative Public Affairs Communications

LOS ANGELES COMMUNITY COLLEGE DISTRICT Contracts Office
770 Wilshire Boulevard, 6th Floor
Los Angeles, California 90017

RFP Number: 20-02
Addendum Number: 1
Date: April 6, 2020

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.

RFP Revised Timeline:

Request for Proposal Issued:	March 9,2020
Advertising in the Daily Journal:	March 9, 2020 March 16, 2020
Deadline to Submit Questions	March 25, 2020
Addendum Issued	April 6, 2020
Deadline to Submit Questions	April 16, 2020
Deadline to Respond to Questions	April 30, 2020
Deadline to Submit Proposal:	2:00 p.m., May 29, 2020 LACCD Procurement Unit 770 Wilshire Boulevard, 6 th Floor Los Angeles, CA 90017
Evaluation of Written Proposals	June 1, 2020 – June 5, 2020
Interview of top-ranking firms	June 10, 2020 – June 12, 2020
Notice of Award Issued:	June 15, 2020
Board Authorization of Contract Action:	July 8, 2020 (*tentative)
Effective Contract Date:	July 9, 2020

REQUEST FOR PROPOSALS

Crisis/Emergency Communications and Legislative Public Affairs Communications

LOS ANGELES COMMUNITY COLLEGE DISTRICT Contracts Office
770 Wilshire Boulevard, 6th Floor
Los Angeles, California 90017

Added Additional Background Information on the Los Angeles Community College District:

Our community colleges play a significant role in transforming the lives of hundreds of thousands of students through the dedication of higher education professionals, policy advocates and administrators. The nine colleges of the Los Angeles Community College District (LACCD) colleges provide the most affordable, accessible and high-quality education and workforce training available anywhere in the country. LACCD's educators and staff provide transformative educational opportunities towards the social and economic mobility of students and, in turn, our communities – an impact that can last for generations.

The District is searching for a firm(s) with the passion and skills to help communicate the goals and aspirations of a large, complex organization in service to its diverse students and communities who reflect the rich tapestry, history and future of the greater Los Angeles County region, including, but not limited to, the regional Spanish-speaking market and population, which is the largest outside of Mexico City.

Added Additional Language to the Proposal Evaluation Under Section V. B.1.a.:

B. PROPOSAL EVALUATION

1. Written Proposals

Selection Committees for Class 1 and Class 2 Matters will be convened. The Selection Committees shall first review and evaluate the written proposals. All proposals will be evaluated using the following factors:

- a. (40%) Professional qualifications including but not limited to:
 - Experience of firm members in overall public relations for higher education entities including but not limited to experience in California and national issues of public higher education or other relevant government agency experience encompassing knowledge of federal, state and local governance and political processes key to fulfilling the promise of high quality, affordable and accessible education for the Los Angeles region.

REQUEST FOR PROPOSALS

Crisis/Emergency Communications and Legislative Public Affairs Communications

LOS ANGELES COMMUNITY COLLEGE DISTRICT Contracts Office
770 Wilshire Boulevard, 6th Floor
Los Angeles, California 90017

Added language to allow for Joint Offer Proposals:

The District will only contract with a single firm for the services requested by the RFP. However, a single proposal from two (2) or more firms proposing a joint offer proposal may be considered. The proposal should be submitted on a prime-subcontractor arrangement in order to be considered. One firm must declare that it is the 'Prime' contractor and that it assumes all responsibility for the implementation of the services and the other as the "Subcontractor" and shall be designated by the prime to do discrete services or portions of the Statement of Work. Proposals submitted by multiple firms doing business as joint ventures will not be considered.