



**FIRST 5 LA
MARKETING & COMMUNICATIONS AGENCY
RFQ REVIEW PROCESS AND TIMELINE**

Process

External Reviewers will review the First 5 LA Marketing and Communications Agency RFQ prior to reviewing submitted applications. Applications with omissions of any required documentation are subject to disqualification. Reviewers will score applications using the review tool on page 2.

External Reviewers will recommend a select group of applicants to First 5 LA for final interview.

Timeline

ACTIVITY	DATE
RFQ Released	January 20, 2012
Information Teleconference: Please register with Janet Lee, no later than January 30, 2012 (contact info below)	February 3, 2012
Final date to submit questions and requests for additional information	February 10, 2012
Posting of responses to questions	February 13, 2012
Application Due: <ul style="list-style-type: none"> • Online applications plus all forms • One (1) original and signed copy of First 5 LA’s “Signature Authorization” and “Agency Involvement in Litigation and/or Contract Compliance Difficulties” forms, along with all work samples, sent or delivered to First 5 LA 	February 17, 2012 by 5 p.m.
External Review of Applications	February 20-24, 2012
Interviews with Final Applicants	February 27-March 2, 2012
Agency Selected	March 2, 2012
Applicant Notified, Scope of Work and Budget negotiations	March 5-15, 2012
Board of Commissioners Approval	April 12, 2012
Contract Start Date ¹	April 30, 2012
Initial Meeting with Agency	Week of April 30, 2012



FIRST 5 LA
PLACE-BASED MARKETING & COMMUNICATIONS AGENCY
External Review Tool

Name of Agency/ Applicant: _____

Reviewer Number and Date: _____

Review Area	Max Points	Points Given
Expertise working with non-profits, foundations, community-based organizations and social services agencies that provide services in L.A. County.	15	
Experience in social marketing, as defined as “the planning and implementation of programs designed to bring about social change using concepts from commercial marketing.”	15	
Expertise in developing marketing and communications plans that engage diverse, multi-cultural, multi-lingual audiences using a wide variety of outreach techniques.	15	
Ability to conduct research using a variety of techniques (focus-group, street level, surveys, etc.) in a manner that produces measurable information, as well as the ability to analyze and present the results.	15	
Expertise in rebranding organizations and the creation of a updated visual and verbal “style guide,” including new boiler plate, vision/mission statements, key messages and taglines and an updated look and feel.	20	
Experience in recruiting, training and managing “street team” or outreach workers who function as representatives of an organization.	10	
Expertise in the development and implementation of medium to large scale websites (or the direct management of sub-contractors).	15	
Experience in negotiating and purchasing media using multiple channels in the Los Angeles Metro market.	10	
Experience with creating, planning and executing effective community events including providing logistical support.	20	
Strong time management and budgetary skills.	10	
Strong written and oral communication skills.	10	
Strong design team able to create branded materials in a variety of styles for a diverse, multi-cultural, multi-lingual audience.	15	



A diverse team that includes account executives, project managers, writers, designers, technical advisers/ implementers and researchers.	10	
TOTAL POINTS	180	