



REQUEST FOR QUALIFICATIONS - COMMUNITY ENGAGEMENT & CONTENT DEVELOPMENT SUPPORT SERVICES FOR AN AIDS MONUMENT

RESPONSE TO INQUIRIES

FEBRUARY 12, 2016

The City held an Optional Information Conference on February 1, 2016 and has received additional inquiries by email and phone regarding the RFQ for Community Engagement and Content Development Support Services. Below is a summary of these inquiries, including City responses.

1. FAM is referenced on the website (www.aidsmonument.org) as both “Foundation for a National AIDS Monument” and “The AIDS Monument Foundation.” Is the AIDS Monument to be a “national” monument or one that is locally-focused?

City Council has been clear that the monument should tell the local story, a story that has not yet been told comprehensively. The focus should be West Hollywood and Los Angeles County. However, we understand that many local people, events and stories also have national significance. So while the focus of the outreach will be to collect the diverse local experiences, we hope that the resulting monument will be of interest to a national audience.

2. The sculptural aspects of the monument design were presented at an event on World’s AIDS Day with reference to the number of traces being significant to the number of people who have been impacted by AIDS. Is the number of traces significant locally or nationally?

The number of traces is not tied to any exact number of people affected by AIDS, however, the artist intends to make reference to the numbers of people affected on or with the traces (as etches or marks, as representative of groups, or otherwise); however, these details have not been finalized.

3. Does the RFQ require that respondents assemble a team of consultant who satisfy every desired qualification (fact-checker, outreach consultant, archivist or documentarian)?

No. The City expects to receive qualifications from a wide range of individuals and consultant teams who have one or more of the desired qualifications. Depending on the response, the City may then pursue hiring more than one consultant or team to deliver the desired scope of services.

4. FAM's website for the AIDS Monument includes a video of short interviews. Does the City and FAM want to continue those interviews (same producer, production style) as part of the documentation of local AIDS stories?

There is no requirement regarding the video, its integration or expansion; however, if proposers would like to propose the use or expansion of the video as part of a larger outreach and content development strategy, the same resources (producer, editor) may be made available by contacting FAM directly.

5. Once the City receives qualifications and proceeds to the next step in the process to select a consultant or consultants, will the interview questions posed to consultants be exactly the same from one interview to the next, or will there be an opportunity to have a more "organic" conversation?

Because the City has initiated a Request for Qualifications instead of a Request for Proposals, follow-up interviews requested by the City can be, and will be, less structured. However, at which time the City invites a short-list of respondents to respond to a formal Request for Proposals Process, proposals will be evaluated on specific criteria, employed equally across all proposals being evaluated.

6. To date, how much and to whom has local outreach been focused? Is this a national outreach campaign or a local one?

Once a consultant or consultant team has been selected, one of the required tasks will be to coordinate with FAM to understand how much outreach, and to whom, has been conducted to date. The consultant or consultant team will be expected to outreach to local (within Los Angeles County) stakeholders.

7. Should respondents submit qualifications as a team or as individual consultants?

The City will consider teams of consultants and individual consultants. As well, consultants may submit qualifications both as individuals and as part of a team.

8. Once the monument is complete, how will people engage with the monument, and will there be a way for people to contribute their own stories while visiting the monument? And if so, will those stories be fact-checked or reviewed before the stories are made available for others to experience?

The City expects that the consultant or consultant team will work with FAM and the artist to determine if and how stories would be collected at the monument site.

9. What is the budget for the outreach and content development scope of services?

There is currently no budget specified or approved for the services. Before a formal Request for Proposal Process is initiated, and once the submitted qualifications have been reviewed, staff, FAM and the artist will further refine the scope of services and budget for consideration by City Council.

10. What is the expected timeline for the scope of services?

The City anticipates an intense initial process of 8-12 months of outreach. Depending on the outreach and content development strategy proposed, coordination with FAM, the City and the artist may continue beyond 12 months.

11. Regarding the budget, will the respondents be required to submit a suggested budget for the entire scope of work or only the scope of work to be completed by the respondent?

The current Request for Qualifications does not require submittal of a proposal nor a proposed budget. However, if City Council approves a final scope of services and budget for a Request for Proposal (RFP) Process, invited consultants or teams would be asked to submit proposed fees per task. If not all tasks in the scope are to be included in the proposal, the consultant or team should note any excluded tasks from the proposal.

12. If asked to respond to an RFP, can a consultant propose additional resources needed to complete the task? For example, if a consultant needs help from a copy editor and transcriber, for example, can the proposal include a request for additional resources?

Because the City has initiated a Request for Qualifications and not (yet) a Request for Proposals, the answer is not definitive. Hypothetically, yes, if in a response to an RFP, a consultant needs additional resources to complete the proposed tasks, the consultant should be clear about the request and the need, and should consider request in the context of the project budget.

13. Will consultant(s) have access to City TV archives? Various shows, including the West Hollywood CityHood Legacy Series, hosted by Sheila Kuehl, could include interviews and/or subject matter relevant to the AIDS Monument. The County has relevant archives as well.

The City would work with the selected consultant(s) to make the City archives available; however, it would be the responsibility of the consultant to review, select and propose relevant material for inclusion in the content development process for the AIDS Monument.

14. Has the City reached out to the County to access AIDS-related archives for this project?

Not yet, but it is anticipated that the selected consultant(s) will reach out to this and other organizations.

15. Regarding the film collaboration between FAM and USC, is that collaboration intended to be part of the content development process? There seem to be many missed opportunities if that collaboration is the full extent of content being developed.

That is a possibility, but the selected consultant(s) will need to determine whether the collaboration should be part, and to what extent, of the content development process for the AIDS Monument.

16. How will the City and the AIDS Monument content development process handle X-rated content such as safe-sex ads, art, advocacy implements during the AIDS crisis?

The City is not looking to censor content. Authenticity is critical to content development for the AIDS Monument but this type of content will need to be reviewed and approved by the City on a case-by-case basis.

17. Has there been any discussion of an educational component such as a program that could be adopted by schools to educate students about AIDS? The FAIR Education Act (Senate Bill 48) would support such a program.

The artist intends the AIDS Monument to have an educational component, but there is currently no plan to integrate a school program.

18. Is there an overarching story that has been created to accompany the AIDS Monument?

The artist concept has been approved, including a narrative of the monument; however, there may be other opportunities for a single story or multiple stories to be integrated into the design of the monument.

19. What will happen to the AIDS recognition plaques that are currently located in the West Hollywood sidewalk?

The plaques will remain in place.

20. Where can I find more information about the RFQ?

www.weho.org/rfp

21. When do you anticipate hiring a consultant or team?

The City hopes to hire a consultant or team as soon as April 2016.

22. Will FAM and the City take advantage of PRIDE this summer to get the word out about the AIDS Monument? Perhaps there could be a float in the parade? It would be a great PR opportunity.

It is anticipated that the selected consultant(s) will make similar type of recommendations which will be evaluated and coordinated with FAM and the City.

23. Does the City have a target of how many facts or what archives are expected to collect and review?

No. The intent of the outreach and content development support services RFQ is to hire a consultant or team to help us, FAM and the artist to reach a broad range of stakeholders in order to represent multiple diverse communities who have been and are affected by the AIDS crisis.

24. The RFQ refers to web development. Are these skills required?

No. Web development skills are not required. The RFQ intentionally suggests a broad range of skills that may be relevant to support FAM, the artist and the City.

25. The RFQ notes that the consultant(s) would need to compile a list of stakeholders who have already been contacted. How will that be accomplished?

The consultant would work with FAM to compile the list of stakeholders who have been engaged, and in what manner.

26. Is the outreach meant to get the word out about the AIDS Monument or to solicit participation in a community process to develop content for the AIDS Monument?

Both.

27. Is there an inherent conflict of interest if the consultant has other work with the City?

No. There is no inherent conflict in having more than one contract with the City.

28. How do we account for unanticipated costs in Appendix B? For example, suppose we have a flat hourly rate for our services, but may need to provide coffee at a town hall meeting/focus group we are gathering as part of our consulting work in the community, do we need to account for and state that additional cost in Appendix B?

Because we have asked for a Request for Qualifications, and not a Request for Proposal, we do not need any costs other than the hourly rates for services.

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