

RFP RAMP ID# 223296  
OPERATION AND MANAGEMENT OF THE LOS ANGELES ZOO MARKETING PROGRAM  
**QUESTIONS & RESPONSES**  
Post Date: September 24, 2025

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Questions will only be accepted via email to [lazoo.rfp@lacity.org](mailto:lazoo.rfp@lacity.org) . The deadline for submitting questions is on September 26, 2025. For transparency and fairness, all questions received and corresponding responses will be periodically posted until October 12, 2025 in the Documents section of the RAMP Opportunity page. Individual responses will not be given. It is the Proposer's responsibility to check [rampla.org](http://rampla.org) for any and all addenda posted prior to the proposal deadline.

New questions and responses are added at the end of the previous posting.

### QUESTIONS RECEIVED BY EMAIL

#### **Posted 9/18/2025**

**1. Where may I obtain the documents for participation?**

All RFP documents are in the opportunity page on <https://www.rampla.org/s/opportunity-details?id=006QI00000O6a1OIAR>  
Interested proposers will need to login to download the documents.

**2. Are bidders required to meet these levels of participation for their proposals to be considered viable for scoring?**

Completing the requirements of the Business Inclusion Program (BIP) is one of the vital components for a proposer to be considered responsive. The anticipated levels of participation for each of the business enterprises (BEs) are established as the Zoo's reasonable estimation on what can be achieved on the project; however, a proposer's meeting those anticipated levels are not a condition for award. Note that if a prime proposer does not fulfill the BIP Outreach requirements (attending the mandatory conference, completing outreach, submitting the RAMP summary sheet), the submitted proposal will not be scored or evaluated due to being non-responsive to the BIP Outreach requirements.

**3. Are bidders only required to demonstrate a good faith effort to secure business enterprises including MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs?**

Bidders are required to fulfill the BIP Outreach requirements for the required types of business enterprises. BIP requirements include: attending the mandatory conference, completing outreach, submitting the RAMP summary sheet and providing supporting documentation for the outreach and summary sheet.

**4. Do proposals that achieve one or more of these anticipated levels of participation receive additional points during the evaluation of proposals?**

Fulfilling the BIP is one of the compliance requirements for a proposal to be considered responsive; however, no additional evaluation points will be given if a proposer achieves an anticipated level(s) of participation.

**5. Is it acceptable for one firm to bid on both the website and marketing services RFPs? There is a lot of crossover between the two initiatives, and we'd be able to fulfill both?**

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Yes. A firm can submit a proposal to more than one RFP. The firm would have to submit a separate proposal and separate compliance documents for each RFP. The proposals will be reviewed independently.

**Posted 9/24/2025**

**\*Posted responses supersede verbal responses provided at the conference.**

6. **Is the \$750,000 projected annual budget inclusive of the cost to purchase advertising? Or will the cost to buy advertising be paid for separately?**

This is inclusive of the cost to buy advertising.

7. **How much has the LA Zoo spent, on average, per year on advertising over the past three years?**

The average annual spend for event and general Zoo marketing and advertising ranged between \$350,000 and \$450,000 in post-pandemic years. Proposers should consider the costs for marketing, advertising, and the proposer's cost for services that will deliver on the Zoo's goals and metrics within the overall \$750,000 contract budget.

8. **Are proposers free to use their preferred format for the cost proposal, so long as it includes all the required information detailed in the RFP?**

Yes.

9. **Is the integrated paid advertising plan and buying strategy part of the \$750,000 budget?**

Yes.

10. **Does the LA Zoo have a percentage of the budget that must be dedicated to integrated paid advertising?**

No.

11. **Under Contractor Responsibilities, letter G, it states support advertising and social media content production. Does this mean creative is done in-house for the paid campaign and social media content? Is the social media content referring to paid or organic social?**

Advertising creative is to be created and managed by the contractor. This refers to paid advertising and paid social media that is part of a campaign. The Zoo manages organic social media in-house.

12. **Who are some of the past partners the Zoo has had during the past several years? What did some of the marketing opportunities include?**

Marketing was previously managed by the Greater Los Angeles Zoo Association (GLAZA) that is no longer affiliated with the LA Zoo, however there have been some media sponsorships that could be considered partners: KCRW, KCAL, PBS SoCal, NBC Universal.

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**13. Do materials need to be in other languages? If so, what languages are required?**

The need for non-English materials will depend on the advertising program. Depending on the proposed program, Spanish language materials should be considered where relevant.

**14. Does the Zoo have existing market research available?**

Yes. This data will be provided to the selected contractor.

**15. Is the payment of influencers part of the \$750,000 budget?**

If an influencer strategy is part of the proposal, then this would come out of the \$750,000 budget.

**16. Who are influencers that have been used previously?**

Paid influencers have not been a part of previous marketing strategies.

**17. For attachment 10, Iran Contracting Act Compliance Affidavit, do we need to complete it since the contract amount is less than \$ 1 million, but more than \$1 million if extensions are granted? If yes, is the form asking for the financial institution of the agency?**

Proposers are encouraged to fill out the form, in case they get selected and if extensions are granted. The form does not ask for financial institution information (unless the bidder is a financial institution, in which case, the financial institution's name should be entered under Vendor Name/Financial Institution).

**18. How do you list yourself as a prime contractor participating in the online BIP on RAMP?**

A proposer gets designated as a prime contractor when it starts the BIP Outreach process. To get started, log in, click on the Subcontractors tab. Refer to the BIP Manual for guidance on the succeeding steps and requirements [https://www.rampla.org/resource/1709679554000/RAMP\\_BIP\\_walkthrough](https://www.rampla.org/resource/1709679554000/RAMP_BIP_walkthrough) Participating in BIP signifies intent to be a Prime Contractor and to outreach to subcontractors. Being listed does not mean BIP has been completed by the company or that a proposal has been submitted.

Summary Prime Contractors Subcontractors Contacted

### BIP Outreach Overview

**!** There is an online Business Inclusion Outreach requirement. In addition to performing the required outreach, a bidder/ proposer must also complete their on-line Summary Sheet. A bidder's/ proposer's failure to utilize the RAMP's Summary Sheet function will result in their bid/ proposal being deemed non-responsive.

**!** You have not made the required outreach in one or more specific areas. Please go to your summary sheet and roll over the highlighted numbers for more details on the issue.

NAICS	Title	Required	Made
541870	Advertising Material Distribution Services	21	0
541890	Other Services Related to Advertising	37	0

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19. I would like to reach out to the Primes to serve as a subcontractor. Will the list of Primes be published after the Pre-Proposal Conference?

The list of Prime Contractors participating in the Business Inclusion Program (BIP), a requirement of the RFP process, is available on RAMP under the "Prime Contractors" tab. This is a list of Prime Contractors who have started the BIP outreach process (but not necessarily the list of companies who are submitting proposals). The list will update when a company begins the BIP outreach process. **The deadline for subcontractors to submit quotes online is October 14, 2025, 5:00 PM (Pacific Time) at which point the submit links will no longer appear.**

Summary **Prime Contractors** Subcontractors Contacted

### Prime Contractors Participating in the Online BIP

If you are a subcontractor who is interested in working with one of the following prime contractors on this opportunity and they have not already outreached to you, you may submit your quotes directly to them online by clicking the link by the corresponding Prime contractor's name.

The deadline to submit quotes online is **10/14/2025, 05:00 PM** at which point the submit links will no longer appear.

Organization	Address
Inc.	
Inc.	

20. Our firm was unable to attend the virtual pre-proposal conference on Monday September 22nd at 10AM Pacific Time. Would we still be able to submit a proposal as a prime contractor for RFP No. 223296?

Attendance at the Pre-proposal conference is a mandatory component of BIP, which is a requirement for all Prime contractors. Non-attendance would make the firm non-responsive to the BIP requirement even if a proposal was submitted. This would disqualify the firm at the Level 1 review.

21. Will the contact info of this conference be shared so we can market to subs/primes that have shown this level of interest in the rfp? Will the attendance sheet of this conference be shared?

We are not able to share the attendance sheet. However, a better gauge of interested Prime Contractors are those that conduct BIP. This can be found by periodically checking the "Prime Contractors" tab (next to the Summary tab) in the Opportunity page. You must be logged in to see the Prime Contractors, Subcontractors and Contacted tabs.

22. Will this presentation be provided as an addendum?

The presentation has been shared as an addendum in the Documents section of the RFP.

23. Are you going to provide a copy of this recording?

No. As stated during the conference, the recording is for internal use only. The slides of the presentation will be shared on the opportunity page

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- 24. Can you submit as a prime and as a subcontractor to another prime going after this RFP?**  
A firm can submit a proposal as a Prime Contractor. It can also submit quotes as a subcontractor to other Prime contractors.
- 25. I am seeing two NAICS codes for subs: 541870 and 541890. Are those the only codes to be considered.**  
These are the only NAICS that require BIP outreach. Prime contractors can decide if they want to outreach to any other NAICS codes.
- 26. As a prime will our certification count towards the goals that you have?**  
Prime contractors that have certifications must still do the outreach, complete BIP and the summary sheet. If your firm's certifications are verified on RAMP, you can specify on your schedule A and summary sheet that you will be performing the work for a specific NAICS code. (  
Work performed by a MBE, WBE, SBE, EBE and/or DVBE prime contractor will not be considered when determining a prime contractor's BIP Outreach. The prime contractor will be required to make a BIP outreach to obtain reasonable anticipated MBE, WBE, SBE, EBE and/or DVBE participation levels through subcontracting or material and supplies acquisition.  
A SBE, EBE, DVBE prime contractor shall receive pledged participation credit for the work performed by its own workforce.
- 27. If I have a subcontractor that was not part of the BIP sheet can I use this subcontractor or am I disqualified (from using this subcontractor)?**  
If a prime contractor wants to use a subcontractor that is not on the BIP pick list, they can manually add the subcontractor to their summary sheet and Schedule A. However, this will not count toward the BIP Outreach completion. See page 43 of the BIP Walkthrough Manual.  
[https://www.rampla.org/resource/1709679554000/RAMP\\_BIP\\_walkthrough](https://www.rampla.org/resource/1709679554000/RAMP_BIP_walkthrough)
- 28. I am a subcontractor who wants to reach out to prime contractors. Will it be clear on RAMP which primes are submitting for this particular project?**  
In the "Prime Contractors" tab of the Opportunity Page, there will be a list of Prime Contractors participating in the Online BIP. If you are a subcontractor who is interested in working with one of the following prime contractors on this opportunity and they have not already outreached to you, you may submit your quotes directly to them online by clicking the green envelope icon link next to the corresponding Prime contractor's name. Note that a prime performing a BIP Outreach does not necessarily mean that a prime will submit a proposal. The Zoo will not know who will submit a proposal until the deadline has passed.  
See #19.
- 29. To clarify, the primes are only required to conduct outreach? Are there any safeguards in place to ensure they actually extend subcontracting opportunities — and not just reach out for appearances?**  
The BIP requires an outreach and a good faith effort to include any subcontractors interested in participating, including a prime providing reasons for selection/ non-selection for every interested subcontractor. This is why the Schedule A and Summary sheet (with supporting documents are required) must match. If awarded a contract, subsequent Schedule B and Schedule C will need to be submitted to ensure compliance to the use of subcontractors.

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**30. Are we (prime contractors) all reaching out to the same companies on BIP?**

The BIP Overview page lists the same available subcontractors to all Prime contractors participating in BIP. Each prime contractor has the option to choose which subcontractors they will contact as part of fulfilling the outreach requirements.

**31. If we are a WBE and SBE do we need another company in partnership?**

Prime contractors that have certifications must still do the outreach, complete BIP and the summary sheet. If your firm's certifications are verified on RAMP, you can specify on your schedule A and summary sheet that you will be performing the work for a specific NAICS code.

Work performed by a MBE, WBE, SBE, EBE and/or DVBE prime contractor will not be considered when determining a prime contractor's BIP Outreach. The prime contractor will be required to make a BIP outreach to obtain reasonable anticipated MBE, WBE, SBE, EBE and/or DVBE participation levels through subcontracting or material and supplies acquisition.

**32. Do we need to be getting other subs if we are a women owned business?**

See #31

**33. Is Schedule A the confirmation of the subcontractors that you are going to use regardless of the outreach that you've done.**

Yes, it's going to be the list of subcontractors that you are going to use and it has to match what is on the summary sheet.

**34. Does Schedule A need to be completed by September 30th and then submitted by October 15th?**

BIP Outreach must be completed by 11:59 pm September 30, 2025. The Schedule A form needs to be submitted with the proposal (due date October 15, 2025 3:00 p.m. Pacific Time). The subcontractors listed on Schedule A must match the list in the Summary Sheet which is due at 4:30 pm October 16, 2025.

**35. If we are the prime contractors that are MBE , SBE, WBE, does the level of participation apply for, as a prime, even if we don't have a sub to meet those requirements, cause I know there is like 18% anticipated level of participation by an MBE, if we are the prime do we get that 18%?**

**Related Question with same response:**

**Are the anticipated levels of participation mandatory? Does the budget need to be broken down with those allocations in order to be responsive or are these just guidelines?**

The project's anticipated percentages (%) (ex. 18% MBE) are what the Zoo believes a proposer can achieve based on the project scope. Note that meeting those percentages are not a condition of award, but fulfilling the BIP Outreach requirements are. A SBE, EBE, DVBE prime contractor shall receive pledged participation credit for the work performed by its own workforce.

**36. For submission of the PDF, is there a preferred layout desired for legibility? For example, 8 1/2" x 11" (good for printing) vs a horizontal layout like 11x17" or 1920x1080 (best for screens)**

It is preferred that the layout for submission be in an 8 1/2 " x 11" format. All compliance document submissions must be in full page size.

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**37. Are digital signatures ok on all proposal documents?**

Digital signatures are acceptable except on compliance documents that need notarization.

**38. if you want to submit on both this project and the web development one do you need to submit separate sets of compliance documents?**

Yes. A firm can submit a proposal to more than one RFP. The firm would have to submit two (2) separate proposals with separate compliance documents. The proposals will be reviewed independently.

**39. Can you submit to more than one RFP on RAMP at the same time?**

Yes. A company can submit proposals to any number of RFPs that it is qualified for. Separate proposals should be submitted with separate compliance documents. RFPs will be reviewed independently.

**40. I notice Otter and Fireflies.ai taking notes during the conference but the Google Meet itself says the conference is not being recorded. Are those Otter and/or Fireflies.ai recordings going to be shared with all participants?**

The Otter and Fireflies AI notes other participants opted to use were for their own purposes. They are not part of the Zoo's conference files. They will not be shared by the Zoo.

**41. Will the contact info of this conference be shared so we can market to subs/primes that have shown this level of interest in the RFP? Will the attendance sheet of this conference be shared?**

We are not able to share the attendance sheet. However, a better gauge of interested Prime Contractors are those that conduct BIP. This can be found by periodically checking the "Prime Contractors" tab (next to the Summary tab) in the Opportunity page . You must be logged in to see the Prime Contractors, Subcontractors and Contacted tabs.

**42. Are you planning to award only one prime, or are you planning to award multiple primes and/or multiple subcontractors?**

The Zoo will award only one prime contractor. The prime contractor will be responsible for hiring its own subcontractors, in accordance with its Schedule A.

**43. Is there an incumbent firm that currently has this contract?**

There is no incumbent firm for the Zoo's marketing program

**44. Does this scope explicitly include new photography and new video capture?**

The Zoo has some photo, video, editing capacity, but will seek assistance from the selected contractor or subcontractor for certain campaign needs as they are identified.

**45. In the Scope of Work (SOW), there is mention of building out an influencer program, however nothing about public relations. Is a strategic communications / media relations program wanted for this agreement and SOW?**

Proposers are welcome to include an influencer program as a part of their marketing strategy. Strategic communications/PR/media relations will continue to be managed by the Zoo's Communications and Marketing Division.

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**46. Will we have time to discuss success metrics for this campaign and what you're looking for regarding the performance?**

Yes. Metrics can be discussed and agreed upon between the Zoo and the selected contractor. Attendance and revenue will be a part of the measure of success.

**47. Can you confirm if the budget provided in the RFP is inclusive of media spend?**

Yes it is.

**48. During the course of the contract, will we have the opportunity to suggest a higher spend than what is currently allocated (if, through testing, we find that acceleration would be effective in certain channels, segments, tools, etc.)**

The Zoo's marketing budget is part of the budget for the City of Los Angeles which is dictated by the Mayor and City Council.

**49. Is there a current spend ratio for media vs. creative (estimated?) and what is one of the bigger overarching marketing challenges that the Zoo is facing in which a creative strategy should be looking to overcome?**

There is no estimated ratio. One of the larger marketing challenges to overcome will be a nationwide trend of falling attendance for zoos, museums, theme parks, etc. due to economic uncertainty, inflation, and other factors.

**50. Given that this is the first time you will be working with a vendor other than GLAZA what are your main priorities in your selection of a vendor(s)?**

This is not the first time that the Zoo has worked with a marketing vendor, but marketing on behalf of the Zoo was managed by GLAZA for the past several years. Priorities include the creation and execution of an integrated marketing strategy that meets the attendance and revenue goals of the Zoo while helping further the mission, brand, and reputation of the Zoo. Regular reporting on progress and results is expected, as is working collaboratively with the Zoo to ensure appropriate messaging, visuals, creative, and brand alignment.

**51. Given the history with GLAZA, would it be considered a help, hindrance, or of no impact if there was collaboration on the RFP or in the project with freelancers who worked with GLAZA?**

There is no impact.

**52. From a creative standpoint, what are some of the biggest hurdles that we are trying to overcome for the zoo specifically?**

One of the larger marketing challenges to overcome will be a nationwide trend of falling attendance for zoos, museums, theme parks, etc. due to economic uncertainty, inflation, and other factors.