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DATE: October 26, 2023

SUBJECT: REQUEST FOR PROPOSALS FOR MEDIA MONITORING SERVICES

Pursuant to the Request for Proposals (RFP), all proposers were to submit any questions regarding this RFP by no later than Wednesday, October 25, 2023. Questions were to be submitted in writing, and all questions and responses were to be posted on [the Department's website](#) and www.rampla.org.

Below is a list of questions received from proposers, and the Department's response:

1. Q: Can we propose online sharable links instead of clip downloading?

A: Yes, though Port on occasion may request/need a particular clip downloaded.

2. Q: Is it mandatory to have ratings/impressions data from Nielsen?

A: No.

3. Q: Can you please provide users count?

A: Three (3) to five (5) users.

4. Q: Can you please provide employee count and number of users required at LA Harbor?

A: Same as above, three (3) to five (5) users.

5. Q: 3.4 Proposal Content – Item 3 Ability to Provide Services as required by the Harbor Department - International Media – Are there specific countries you would like to monitor outside of the U.S. (i.e., Europe, Australia, Russia, China, etc.)? Is translation to English required?

A: English-speaking content only, no translation required. Primary focus is domestic, though we do track trade publications from Europe (Lloyds List as an example).

6. Q: 3.4 Proposal Content – Item 5 Representative list of Current Clients – Our clients are from all industries both private and public; therefore, our client list is confidential and will not be shared; however, we are authorized by some to use their contact information for reference purposes. Will a few reference clients be sufficient?

A: Yes, client references will be sufficient. We would prefer to see a list of the public clients if possible.