



**REQUEST FOR PROPOSAL  
FOR  
PRINTING, MAILING, WEBSITE, GRAPHIC DESIGN AND VIDEOGRAPHY  
RFP NO. 4275**

**Release Date:** Monday, February 26, 2024

**Proposals Due Date:** Friday, April 12, 2024, 3:00 p.m. PST, all requested documents must be submitted [here](#).

**All questions must be submitted in writing no later than:** Friday, March 29, 2024, 3:00 p.m. PST  
All questions and answers concerning the Request For Proposal (RFP) will be posted on the LACERS website: [www.lacers.org/rfps-contracting-opportunities](http://www.lacers.org/rfps-contracting-opportunities).

**To RFP Administrator:** Julie Guan  
Los Angeles City Employees' Retirement System  
E-mail – [julie.guan@lacers.org](mailto:julie.guan@lacers.org)

**Official RFP Notices/Addenda:** To ensure that no firm is provided advantage over another, all requirements are specified in this Request for Proposal (RFP). Any changes to the requirements will be posted as an addendum to the RFP on the LACERS website: [www.lacers.org/rfps-contracting-opportunities](http://www.lacers.org/rfps-contracting-opportunities) no later than April 5, 2024. Firms are solely responsible for monitoring the website for and adhering to any RFP addenda.

**Prohibited Communications:** From the RFP release date until a contract for these services is fully executed, firms are prohibited from communicating with Board members or staff, other than the RFP Administrator, concerning this RFP or the resulting contract. Any communications could be considered attempts to lobby or market services, and are therefore prohibited by LACERS' Marketing Cessation Policy. Firms will be disqualified from contract consideration if this prohibition is not honored.

LACERS reserves the right to withdraw this RFP at any time without prior notice and to reject any and all responses to this RFP. The rejection of any or all Requests for Proposal shall not render LACERS liable for costs or damages.

## **I. INTRODUCTION AND BACKGROUND**

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### **Introduction**

The Los Angeles City Employees' Retirement System ("LACERS" or the "Plan") is a department of the City of Los Angeles, California, established in 1937 under Article XI of the City Charter. LACERS is under the exclusive management and control of the Board of Administration (the "Board"), which has sole authority for the administration of benefits and investment of the assets of the fund. The Board administers a defined benefit retirement plan and post-employment healthcare plan for approximately 55,000 Members, comprised of approximately 27,000 active employees, 8,000 inactive employees, and 20,000 retired Members and beneficiaries of the City of Los Angeles.

Currently, LACERS produces many different types of outreach materials for both its Active, Retired Members across both traditional print and web-based platforms, such as LACERS.org and LACERS' YouTube Channel. These outreach materials include, but are not limited to:

- Newsletters
- Graphic Design
- Benefits Guides
- Brochures
- Flyers
- Tax Information – 1099Rs
- Signage
- Posters
- Seminar Materials
- Postcards
- Annual Financial Report
- Printed Educational Materials
- Website and Social Media Content
- Photography
- Videography

LACERS seeks to select a qualified firm or firms to provide printing, mailing, website, graphic design services, and/or videography in the production of the above-mentioned products and activities, on an as-needed basis.

This RFP details the requirements needed by LACERS and instructs interested firms (Firms) on the application and selection process. Firms meeting the minimum qualifications outlined in Section II of this RFP are invited to submit a Statement of Qualifications.

To better fulfill LACERS' needs, more than one Firm may be selected as a result of this RFP. As specific projects are identified, LACERS will assign the project to the Firm with the best fit of experience for the specified project.

## **II. MINIMUM QUALIFICATIONS**

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Firms must clearly demonstrate meeting the minimum qualifications for their Request for Proposal to be considered.

- The respondent must have at least three (3) years of experience with printing and mailing services, website services, graphic design, and/or videography to be considered as a qualified candidate for the purposes of this RFP. Experience is to include at least three (3) years offering the aforementioned services to agencies similar in size and functionality to LACERS.
- The respondent must answer all questions included in this RFP in their entirety, as well as complete responses to the Questionnaire.

## **III. SCOPE OF SERVICES**

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- A. Firms that are added to LACERS list of qualified contractors at the end of the RFP process must be able to provide one or more of the following:
- 1) Production of printed materials.
  - 2) Materials preparation, such as fulfilling mailers that include several pieces or preparing mailers for handling by the City's Mailing Services Unit or the United States Postal Service.
  - 3) Processing data, such as address cleansing and customer segmentation.
  - 4) Website services, such as the generation of content, photography, and design elements.
  - 5) Graphic design services, including mapping, digital or traditional renderings, technical illustrations, digital animations, 3D modeling, print and production design, production coordination, signage, and project collateral (banners, brochures, posters, presentations, cards, and other promotional items). Services must be provided at a level consistent with professional graphic design standards.
  - 6) Videography, including filming and editing content for multiple media platforms and our website. Recording live events and small-scale video productions on and off-site.
- B. Selected firms must be able to fully communicate and provide projects electronically for LACERS' review. Selected firms must supply LACERS with digital copies of all completed projects in their native format, JPG, PNG, and PDF for LACERS records and/or online distribution (for example, a final InDesign and PDF version of a brochure).
- C. Each project must be handled individually in an agreed upon manner via an initial creative brief, including estimates that define the services, associated costs, and project parameters, including timelines for completion. Full-service firms may receive only one portion of a project depending on LACERS needs. For example, a firm that handles both printing and mailing may only handle the mailing aspect of a project, and the printing phase may be turned over to another firm or the City's print shop.

- D. All material becomes the property of LACERS.
- E. All materials provided by LACERS are deemed confidential and Firms are prohibited from sharing LACERS content with a third-party without the prior approval of the Board or General Manager.
- F. Firm shall meet and communicate with LACERS staff regularly and upon request.
- G. If no more than one submission is received in response to this solicitation, LACERS reserves the right to classify this procurement a failed competition and either re-compete the procurement, or enter into an agreement with the sole respondent.
- H. LACERS reserves the right to select more than one party to provide these services. LACERS anticipates entering into a non-exclusive contract to provide these services. Projects will be handled on an as-needed basis and may be divided between multiple firms and/or utilize internal City resources.

#### **IV. CONTENT OF RESPONSE**

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Written proposals shall be prepared simply and economically. It is important that every element of information requested is included to be considered responsive to the RFP. The firm's RFP must include:

**A. Title Page**

The title page must be titled "RFP for LACERS Printing, Mailing, Website, Graphic Design, and Videography," along with vendor's name, address, and contact information.

**B. Table of Contents**

**C. Cover letter**

- 1) The cover letter shall have the following statement:  
"This proposal is genuine, and not sham or collusive, nor made in the interest or on behalf of any person not named therein; the proposer has not directly or indirectly induced or solicited any other proposer to put in a sham bid, or any other person, firm or corporation to refrain from submitting a proposal, and the proposer has not in any manner sought by collusion to secure for themselves an advantage over any other proposer."
- 2) The legal business name, address, telephone number, website URL, and business status (Individual, limited liability partnership, corporation, etc.) of the firm.
- 3) The person or persons authorized to represent the proposer in negotiations with LACERS with respect to the RFP and any subsequently awarded contract. Provide the representative's name, title, address, telephone number, e-mail address and any limitation of authority for the person named.
- 4) Firms proposing any alternatives/conditions to requirements detailed within the RFP, an explanation of the alternatives offered/conditions placed shall be detailed

within this cover. LACERS reserves the right to reject proposals where the alternative/conditions are not acceptable.

- 5) LACERS is subject to the California Public Records Act (California Government Code Section 7920.000 et seq.). If your proposal contains any trade secrets or other proprietary, confidential information that the proposer claims is exempt from disclosure under the California Public Records Act, then the cover letter must include the following statement: "Proposer agrees to defend, indemnify and hold harmless the City of Los Angeles, LACERS, the LACERS Board of Administration, officers, agents, and employees from and against all suits, claims, and causes of action brought for LACERS' refusal to disclose any trade secrets or confidential information to any person making a request pursuant to the California Public Records Act." Failure to provide this statement in the cover letter will be deemed a waiver of any such exemption under the California Public Records Act. Additionally, Firms must comply with the submission requirements outlined in Section V.B. of this RFP.
- 6) The cover letter is to be signed by a person or persons authorized to bind the proposer to all provisions of the RFP, any subsequent changes to the RFP, and to the contract if an award is made. (If the respondent is a partnership, the response must be signed by a general partner in the name of the partnership. If the respondent is a corporation, the response must be signed on behalf of the corporation by two authorized officers [a Chairman of the Board, President or Vice-President, and a Secretary, Treasurer or Chief Financial Officer] or an officer authorized by the Board of Directors to execute such documents on behalf of the corporation.)

#### **D. Presentation of Firm's Qualifications and Experience**

- 1) Provide a brief introduction of your firm's history, products and services offered, the firm's primary business activity, and clients served. Additionally, identify affiliated companies of the firm and what differentiates you from your competition.
- 2) Identify the licenses, credentials/designations, affiliations, special knowledge, qualifications, expertise or awards held by your firm and its key managers. Briefly describe how this translates to the service to be provided to LACERS.
- 3) References
  - a) Provide a list of clients in the last three years. Include scope of work, dates of contract, contract amount, contact person and telephone number.
  - b) Provide a list of all other current clients with whom you are providing services. Include name of client, contact person, address and telephone number.
- 4) Sample Work

Sample work is required for each service of expertise that your Firms wish to be considered for in this RFP. For example, if you wish to be considered for printing and graphic design services, you must submit three (3) samples of your print work and three (3) samples of your graphic design work for a total of six (6) samples being submitted. All sample works must be provided electronically, hard copies will not be accepted.

  - a) Print services providers: provide three (3) samples of publications that your company has created for comparable clients in the last three years. Include information with each sample, indicating the number of copies produced and the timeframe to completion.

- b) Graphics design and website services providers: provide three (3) digital samples of publications/websites that your company has created content or site assets for comparable clients in the last three years. Digital samples must be in easily accessible file types, i.e. PDF, GIF, JPEG, etc.
- c) Mailing and fulfillment services providers: provide three (3) samples of fulfillment jobs that your company has completed for comparable clients in the last three years. Include information with each sample indicating the number of copies produced, the timeframe, and general information about the project (number of pieces included in each mailer, complexity, etc.).
- d) Videography service providers: provide three (3) samples of live events, documentaries, business explanations, drone, and/or aerial videography content.

#### **E. Proposed Fees**

Provide a fee schedule, with full breakdown of costs associated with all printing, mailing, website, videography, and/or graphic design services. Once a firm has been selected, negotiations of the fee(s) may become necessary. In no case will the negotiations result in a fee that is higher than the fee contained in the proposal.

- 1) Provide a fee schedule, with full breakdown of costs associated with all production, design, mailing, and printing work.
- 2) Provide an hourly fee schedule by professional classification, if any.
- 3) The prices proposed within the submission must be valid from the date of the submission through the end of the contract, and must include any/all costs expected to be paid by LACERS.
- 4) Provide a schedule of incidental fees that are commonly charged in your industry (delivery fees, materials storage, etc.).

#### **F. Warranties**

Indicate any warranties and guaranties for any service or materials that your firm provides.

#### **G. General Conditions and Compliance Documents**

Firms are to submit required documents specified in the General Conditions and Compliance Documents (Appendix A). The General Conditions also indicate several standard contracting provisions and requirements of every LACERS and City of Los Angeles contract. You are encouraged to read the documents thoroughly as they may result in additional expense to your firm, such as certain insurance requirements and a Los Angeles Business Tax Registration Certificate. This RFP is for a new agreement between LACERS and one or more selected firms. Previous document submittals and or waivers do not apply. New forms must be completed and processed. As part of the RFP process, all firms are to review, complete, and submit compliance documents. Information, related forms, and instructions are located in Appendix A of the RFP.

The following compliance documents must be included with your proposal:

- a) Request for Proposal Warranty/Affidavit (Appendix A, Attachment 3). The document must be signed and notarized.

- b) Proposer Disclosure Form (Appendix A, Attachment 4)
- c) Bidder Certification – City Ethics Commission (CEC) Form 50 (Appendix A, Attachment 5)
- d) Bidder Certification – CEC Form 55 (Appendix A, Attachment 6)
- e) Sexual Harassment Policy Disclosure Form (Appendix, Attachment 7)

LACERS reserves the right to request additional information for clarification regarding submitted compliance documents during the evaluation process.

## H. Questionnaire

Please provide a thorough answer immediately following each question. If attachments are provided in response to a question, indicate in the answer the specific tab and/or pages that respond to the question.

### General Questions about the Firm

1. Indicate your legal business name, address, telephone number, website URL, and legal entity type (individual, limited liability partnership, corporation, etc.).
2. Indicate the person(s) authorized to represent the firm in negotiations with LACERS with respect to the RFP and a subsequently awarded agreement, including contact names, titles, telephone and fax numbers, and e-mail addresses.
3. Provide a brief history of the firm and the year the firm was founded.
4. Provide a list of all the major services provided by your firm even if they are not specific to the scope of services being requested by this RFP.
5. What, if any, experience do you have with application development? Is application development something your firm has the capability of doing if it is currently not your firm's expertise?
6. Provide links to your firm's social media presence (i.e. Facebook, Twitter, Instagram, etc.) and or samples of social media support you have provided to previous or current clients, if applicable.
7. Provide an organizational chart indicating roles of all individuals involved in the project. Include a curriculum vitae/biography for each team member, including the hourly rates proposed to be charged to LACERS for each team member. What experience does the team have working together?
8. Are ownership changes planned or anticipated at this time? Describe the turnover in key professional personnel in the last five years. Do you anticipate that any of the team members proposed to work with LACERS will leave the firm in the next five years?

9. What incentives are provided to attract and retain top quality employees at your firm?
10. What skills, qualities, and experiences do you look for in hiring employees?
11. Are there distinguishing features of your firm over other firms?
12. Disclose the nature of any past, present, or pending relationship with any LACERS Board Member, consultant, or staff. How have you reviewed this potential engagement for conflict of interest? Were there any conflicts, potential conflicts, or other issues that could raise a reasonable appearance of a conflict of interest?
13. Does your firm have other lines of business other than printing, mailing, website and or graphic design services? Please describe them.
14. Please indicate your experience with major disruption(s) of your business and how they impacted your clients. Please provide a copy of your Business Continuity Plan (BCP). If you do not have a formal BCP, indicate what contingencies your firm has made to address potential disruptions to client services in the event of a natural or man-made disaster, or pandemic.

#### Questions Concerning Your Statement of Qualifications

15. Is your firm requesting any alternatives and/or substitutions to the LACERS standard RFP and contracting provisions? See General Conditions (Appendix A) and the Standard Provisions for City Contracts (Appendix B). LACERS reserves the right to determine if the alternatives/substitutions are acceptable.

In addition, the firm(s) selected through this RFP will be subject to the following provisions of the Standard Provisions for City Contracts (Rev. 09/22) with exceptions applicable for provisions PSC-31 – Contractor Responsibility Ordinance, PSC-33 – Slavery Disclosure Ordinance, PSC-34 – First Source Hiring Ordinance, PSC-35 Local Business Preference Ordinance, and PSC-38 Contractor’s Use of Criminal History for Consideration of Employment Applications, and must submit the following additional required items prior to execution of an agreement within 30 calendar days of notification of selection by LACERS:

- Business Tax Registration Certificate
- W9 – Request for Tax Payer Identification Number and Certificate
- City-approved Proof of Insurance

## **V. RFP PROCESS**

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### **A. Consultant Questions & Restricted Contact with LACERS Personnel**

Please submit all questions via email by the due date to the RFP Administrator identified on the RFP cover page. Questions from all firms and LACERS answers in response to those questions will be posted on the LACERS website, [www.lacERS.org/rfps-contracting-opportunities](http://www.lacERS.org/rfps-contracting-opportunities).

## **B. Submission Deadline**

All RFP responses are due at LACERS by the date and time indicated on the cover of this RFP. All requested documents must be submitted [here](#), by the due date to be considered. The complete electronic RFP package shall be labeled the following: 2024 REQUEST FOR PROPOSAL FOR PRINTING, MAILING, WEBSITE, GRAPHIC DESIGN, AND VIDEOGRAPHY SERVICES. Firms claiming an exemption under the California Public Records Act, as noted in Section IV.C.5. of this RFP, must also submit separately one (1) redacted copy of the proposal in addition to the original version. In the original version, the word CONFIDENTIAL should be stamped and must be clearly designated on every page in the proposal containing proprietary or trade secret information. Failure to provide a redacted proposal or to stamp confidential pages will be deemed a waiver of any exemption.

Please provide an electronic copy in PDF or MP4 format. Plainly identify the respective files.

## **C. Evaluation Process**

The selected firm(s) must successfully pass all the following levels of review:

### **1. Level I. Review of Qualifications, Experience, & References**

Firm must demonstrate that it meets the minimum qualifications (see Section II); must demonstrate a positive record as a responsible contractor; and must have the resources and experience to perform the required services.

### **2. Level II. Administrative Responsiveness**

Firm's Request for Proposal must demonstrate its responsiveness to City required documents as outlined in Appendix A – General Conditions. Firm's ability to adhere to LACERS' standard contract provisions will also be considered (see General Conditions (Appendix A) and the Standard Provisions for City Contracts (Appendix B)).

### **3. Level III. Review of Services Offered & Areas of Expertise**

Firm's Statement of Qualifications, responses to questionnaire, and areas of expertise are evaluated and ranked by the evaluation panel. Interviews will not be conducted, unless by special request by the LACERS Board, therefore candidates should include thorough responses and documents in response to this RFP.

### **4. Level IV. Final Approval by the Board**

Firms that demonstrate to be the best fit to provide printing, mailing, website, videography, and/or graphic design services anticipated for LACERS, as determined by the evaluation panel, will be recommended to the LACERS Board of Administration for selection. The Board has sole discretion to make the final determination.

## VI. EVALUATION OF QUALIFICATIONS

### A. Evaluation Criteria

LACERS reserves the right to request additional information to clarify a submitted response. Firms must meet all submission requirements in order to be scored during the evaluation process.

#### 1) Compliance with RFP Submission Requirements

LACERS will conduct a preliminary evaluation of all responses submitted by the deadline to determine compliance with this RFP's requirements and mandatory document submissions.

- a) Manner of Submission – Response must meet all RFP requirements for submission including deadlines, and format.
- b) Information Requested – Response must include all information and forms requested in the RFP.
- c) Background Review – LACERS' review of the firm's performance on previous contracts, ability to meet contractual obligations, and record of ethics and integrity must be satisfactorily met to be deemed responsive.

#### 2) Scoring Criteria of Submission

The responsive firms will be evaluated, ranked, and scored based on the criteria below:

Criteria	Possible Weight
<b>Professionalism</b> ✓ Firm demonstrated professionalism in the response to the RFP, such as: RFP presentation, well-written summary of the important features of the RFP, etc.	15
<b>Proposed Scope of Services Description</b> ✓ Firm demonstrates strong understanding of services needed by LACERS. ✓ Firm meets all service requirements for printing, mailing, website, videography, and/or graphic design.	30
<b>Qualifications, Experience, and Accomplishments</b> ✓ Demonstration of expertise in printing, mailing, website, videography, and or graphic design services based on sample work provided in content of response to this RFP. ✓ Demonstration of being able to meet deadlines and turn around projects within an agreed upon time frame including rushed deadlines. ✓ Strength of favorable references during reference verification process.	35
<b>Value of Cost</b> ✓ The evaluation of the relative cost and value for each firm based upon its submission of the proposed fee schedule by phase and proposed services. This evaluation will also consider cost on a qualitative basis, not necessarily on a quantitative basis. LACERS expects the cost proposal to include details of all costs associated with the scope of services contained in this RFP.	20
<b>Total</b>	100

### **3) Recommendation**

Responsive proposals to this RFP will be ranked in each of the criteria above and scored according to the rank. LACERS may engage outside individuals to compose an evaluation panel.

Furthermore, LACERS reserves the right to conduct such investigations as LACERS considers appropriate with respect to the qualifications of each firm or responsive firm and any information contained in its Statement of Qualifications.

Response to this RFP will be evaluated solely on the basis of the criteria listed above and the ranking of any review panel will serve as a basis to formulate staff recommendations, setting forth the reasons for recommendation in a report to the LACERS' Board.

### **4) Right to Reject Proposals and to Waive Informalities**

In accordance with Los Angeles City Charter Section 371(c), LACERS shall reserve the right to reject any and all firms and to waive any informality in the bid or proposal when doing so would be to the advantage of LACERS. LACERS may also reject any firm who has previously failed to timely and satisfactorily perform any contract with LACERS.

## **VII. INCORPORATION OF APPENDIX ITEMS**

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This RFP and incorporated documents represent the entire RFP and supersedes all prior written representations, discussions, and agreements. The following documents are incorporated and made a part hereof by reference:

#### Appendix A General Conditions and Compliance Documents

- Attachment 1 - Confidentiality and Non-Disclosure of Member Information
- Attachment 2 - Request for Proposal Warranty/Affidavit
- Attachment 3 - LACERS' Ethical Contract Compliance Policy
- Attachment 4 - Proposer Disclosure Form
- Attachment 5 - Bidder CEC Form 50
- Attachment 6 - Bidder CEC Form 55

#### Appendix B Standard Provisions for City Contracts (Rev. 10/17) with Exhibit 1

#### Appendix C Insurance Requirements of Awarded Contractor

## **VIII. EXECUTIVE DIRECTIVE 35**

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Respondents are advised, pursuant to the Mayor's Executive Directive 35, if a bidder is selected and awarded a contract, and if the contractor is a for-profit company or corporation, the contractor shall, within 30 days of the effective date of the contract and on an annual basis thereafter (i.e., within 30 days of the anniversary of the effective date of the contract), report the following demographic information to the City via the Regional Alliance Marketplace for Procurement (RAMP): contractor's and any subcontractor's annual revenue, number of employees, location, industry, race/ethnicity, and gender of majority owner ("contractor/subcontractor information). On an annual basis, the contractor shall further

request that any subcontractor input or update its business profile, including the contractor/subcontractor information, on RAMP or via another method prescribed by the City.

Disclosure of demographic information is informational and will not impact the bidding selection, or awarding process of a contract.

## **IX. SEXUAL HARASSMENT POLICY**

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Firms will be asked to comply with LACERS' Sexual Harassment Policy, which requires a contractor to affirm it provides a work environment in which all individuals are treated with respect and dignity, that each individual has the right to work in a professional atmosphere that promotes equal employment opportunities and prohibits unlawful discriminatory practices. Additionally, Firms are required to affirm that they have developed policies to ensure that all its employees can work in an environment free from unlawful harassment, discrimination, and retaliation and that Firms will make every reasonable effort to ensure that all employees and contractors are familiar with its policies and compliance procedures and that all are aware that any complaint of a violation of such policies will be investigated and resolved appropriately. Further, Firms will be asked to represent that they have disclosed any material, pending, or reasonably anticipated litigation in their disclosure forms and that Firms will report future material litigation matters to the General Manager, as allowable under applicable law.