



REQUEST FOR PROPOSAL (RFP)
FOR
PRINTING, MAILING, AND GRAPHIC DESIGN
RFP NO. 4235

Release Date:	Wednesday, March 10, 2021	
Proposal Due Date:	Wednesday, April 14, 2021, 3:00 P.M. PST At: LACERS 202 W. First St, Suite 500 Los Angeles, CA 90012-4401	RFP Administrator: Dan Goto , RFP Administrator Los Angeles City Employees' Retirement System E-mail: daniel.goto@lacers.org Phone: (213) 855-9631 Fax: (213) 473-7297
All questions must be submitted in writing no later than:	Tuesday, March 30, 2021, 3:00 P.M. PST Submit questions to the RFP Administrator. Any questions and all answers will be posted on the LACERS website: https://www.lacers.org/rfps-contracting-opportunities	
Official RFP Notices/Addendums:	To ensure that no firm is provided an advantage over another, all requirements are specified in this RFP. Any changes to the requirements will be posted as an addendum to the RFP on the LACERS website: https://www.lacers.org/rfps-contracting-opportunities . Proposers are solely responsible for monitoring this website and adhering to RFP addendums.	
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 is therefore prohibited by LACERS' Marketing Cessation Policy. Firms will be disqualified from contract consideration if the prohibition is not honored.	

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I. 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 and 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 Content
- Photography

LACERS seeks to select a qualified firm or firms to provide printing, mailing, website, and/or graphic design services 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 on the application and selection process. All 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

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

- The respondent must have at least five (5) years of experience with printing and mailing services, website services, and/or graphic design 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

- 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.
- B. Selected firms must be able to fully communicate and display projects electronically for LACERS' review. Selected firms must supply LACERS with digital copies of all completed projects for LACERS records and/or online distribution (for example, a final 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 property of LACERS.
- E. Firm shall meet and communicate with LACERS staff regularly and upon request.

- F. 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 a sole source agreement with the sole respondent.
- G. LACERS reserves the right to select more than one party to provide these services.
- H. The firm is expected to perform/handle the following general duties:
- 1) Treat all LACERS' information as confidential as defined in the Confidentiality & Non-Disclosure of Member Information Policy. This applies to all data created, gathered, generated, or acquired within the scope of the contract. The Contractor shall notify LACERS immediately if there are any breaches to the confidentiality of LACERS confidential information. The breach of this agreement is subject to cancellation of contract and the contractor being held liable for damages.
 - 2) Maintain confidentiality of any information resulting from this engagement except with written consent from the General Manager of LACERS or designee, prior to the release of any such information. This includes, but is not limited to, press releases, research, reports, and any publicity given to the Contractor for work provided under the resulting contract. LACERS shall be credited as the sponsoring agency.
 - 3) Refer all requests, reports, and all other communication that use LACERS' database through the General Manager or appointed designee.
 - 4) Notify LACERS immediately of any anticipated changes in personnel assigned under the terms of this engagement. The Contractor shall submit resumes of any proposed replacement personnel and obtain written approval from LACERS for any change in the personnel assigned to the work.
 - 5) In accordance with LACERS Contractor Disclosure Reporting Policy, notify LACERS staff in writing in the event that any conflict of interest or possible conflict of interest is discovered regarding the provision of services.

IV. CONTENT OF RESPONSE

Response to the information requested below is required to be considered responsive to the RFP. Proposers are encouraged to submit a practical and sustainable proposal. The proposal is requested in the following order, to be tabbed accordingly:

A. INTRODUCTION

- A. **Title Page** - The title page must clearly state "Proposal for Print, Mail, and Graphic Design" 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) If the firm is 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 to right to reject proposals where the alternative/conditions are not acceptable.
- 5) 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.).

B. QUALIFICATIONS AND EXPERIENCE

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.

- 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 five 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 firm wishes to be considered for in this RFP. For example, if you wish to be considered for printing and graphic design services, you must submit (3) samples of your print work and (3) samples of your graphic design work for a total of (6) samples being submitted.

- a. Print services providers: Provide (3) physical 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 (3) physical and/or 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 (3) physical 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.).

General Questions about the Firm

- 5) Indicate your legal business name, address, telephone number, website URL, and legal entity type (individual, limited liability partnership, corporation, etc.).
- 6) 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.
- 7) Provide a brief history of the firm and the year the firm was founded.
- 8) 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.
- 9) 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?
- 10) 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.
- 11) 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?
- 12) Are ownership changes planned or anticipated at this time?
- 13) 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?
- 14) What incentives are provided to attract and retain top quality employees at your firm?
- 15) What skills, qualities, and experiences do you look for in hiring employees?
- 16) Are there distinguishing features of your firm over other firms?
- 17) 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?

- 18) Does your firm have other lines of business other than printing, mailing, website and or graphic design services? Please describe them.
- 19) 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

- 20) 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.
- 21) Does your firm have a sexual harassment policy? Please describe the policy and summarize any pending or anticipated litigation against the firm, its employees, or partners, involving allegations of sexual harassment or sexual misconduct.

C. PROPOSED FEE SCHEDULE

Provide a fee schedule, with full breakdown of costs associated with all printing, mailing, website 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.).

V. PROPOSAL SUBMISSION & EVALUATION

A. PROPOSAL SUBMISSION INSTRUCTIONS

- 1) Deadline for submission and the location for submission are located on the cover sheet of this RFP. There are two methods for submitting your proposal either by mail or email. **Electronic submissions are preferred.**
- 2) **Mail Submissions:** The complete proposal package shall be placed in a sealed package clearly labeled with the name of the firm, and "Proposal for Printing, Mailing, Website, and Graphic Design RFP" and the copy number (i.e. "Original," "Copy 1 of 3," "Copy 2 of 3," or "Copy 3 of 3").

Please provide one (1) spiral-bound original and three (3) hard copies

- 3) **Electronic Submissions:** The complete proposal package shall be clearly labeled with the name of the firm, and "Proposal for Printing, Mailing, Website, and Graphic Design RFP."
- 4) If you elect to submit your proposal package electronically, please provide one copy of your entire proposal in PDF format, inclusive of any work samples, exhibits, and other required forms, with file naming format: "LACERS 2021 PMWG Design RFP." Submit your proposal via email to daniel.goto@lacers.org
- 5) **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 you must submit separately one (1) redacted copy of the proposal in addition to the original version.**

Note: Proposers selected to make presentations to the Board/Committee may be required to submit 10 additional hard copies of their responses.

- 6) Candidates who mail their proposals should allow adequate mail delivery time to ensure timely receipt of the proposals. Late proposals will not be considered for review. LACERS reserves the right to determine the timelines of all proposals submitted. At the day and time appointed, all timely submitted proposals will be opened and the name of the Proposers announced. No other information about the proposals will be made public until such time as a recommendation concerning proposals is made to the Board
- 7) Please direct comments and questions to the RFP Administrator indicated on the cover page of this RFP. All contact regarding this RFP or any matter relating thereto must be in writing and may be mailed, e-mailed or faxed to the administrator listed on the cover page.

B. EVALUATION OF PROPOSALS

- 1) The selected proposer must successfully pass all the following levels of review:
 - a. Level I – Administrative Responsiveness

LACERS will conduct a preliminary evaluation of all proposals submitted by the deadline to determine compliance with proposal requirements and mandatory document submissions. Firm's proposal must demonstrate its responsiveness to the administrative requirements outlined in the RFP. Firm's ability to adhere to LACERS' standard contract provisions will also be considered.

- b. Level II – Review of Qualifications, Experience, & References

Proposer must demonstrate it meets the minimum qualifications and must demonstrate a positive record as a responsible contractor through due diligence reviews conducted by LACERS.

- c. Level III – Proposed Services and Compensation ("Proposal")

Firm's proposed plan of services, and fees for providing the required services are evaluated and ranked by the evaluation panel. Interviews may also be conducted by panel.

Criteria	Possible Weight
<p>Professionalism</p> <p>Proposer demonstrated professionalism in the response to the RFP, such as: RFP presentation, well-written summary of the important features of the RFP, etc.</p>	15
<p>Proposed Scope of Services Description and Methodology</p> <p>Firm demonstrates strong understanding of services needed by LACERS.</p> <p>Firm meets all service requirements for printing, mailing, website, and/or graphic design.</p>	30
<p>Qualifications, Experience, and Accomplishments</p> <p>Demonstration of expertise in printing, mailing, website, 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.</p>	35
<p>Value of Cost</p> <p>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.</p>	20
Total	100

2) Tentative Schedule

This schedule indicates estimated dates for the RFP process. LACERS reserves the right to adjust this schedule when appropriate.

Date	Event
March 10, 2021	Ad Posting
April 13, 2021	Deadline to Submit Proposals
May 25, 2021	Vendor Selection by Board of Administration

July 1, 2021

Contract Takes Effect

VI. GENERAL CONDITIONS AND COMPLIANCE DOCUMENTS

Proposers 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 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 contract. Previous document submittals and/or waivers do not apply. New forms must be completed and processed.

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.