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LACERS Print, Mailing, and Graphic Design RFP

Question: In appendix A item 25 it states that the list of LACERS Board Members and staff is on the List of Form 700 Filers (Appendix A, Attachment 7). Online Attachment #7 is the sexual harassment policy disclosure form. Does the list of form 700 filers need to be included in the RFP?

Answer: The List of Form 700 Filers will be posted on the LACERS' website, under this RFP.

Question: Is it possible to submit the RFP electronically but also mail the physical copies for the printing and mailing samples?

Answer: Yes, you can submit both ways.

Question: Can we get a list of all city related forms/documents that must be included in the RFP?

Answer: All City related form or documents for this RFP are posted along with this RFP on BAVN and the LACERS website.

Question: We are a design and marketing agency and have an association with a printing and a direct mail company. Can we bid on this project together?

Answer: Each proposer should submit their proposals separately, identifying which portion of the RFP they would like to participate in.

Question: If we are submitting an electronic bid proposal, do we mail in the actual samples or wait until you contact us to submit them and in the mean time submit PDFs?

Answer: Please submit the samples electronically.

Question: In the Proposed fee schedule section, how would you like the full breakdown of costs associated with production? Could you clarify what details you want pricing on so we have a guideline to follow? Is there a sample of the lay-out and/or format for the pricing information needed?

Answer: As services will be as-needed, LACERS is requesting a rate sheet detailing comprehensive hourly or per unit rates for the services listed. These costs can include black and white printing, color printing, minimums, delivery, warehousing, etc., but this is not an exhaustive list.

Question: I have gone through the bid packet but I cannot locate the printing and mailing specs to create a bid from. Can you please supply me with this information?

Answer: As services will be as-needed, LACERS is requesting a rate sheet detailing comprehensive hourly or per unit rates for the services listed. These costs can include black and white printing, color printing, minimums, delivery, warehousing, etc., but this is not an exhaustive list.

Question: I went on the website and downloaded the PDF files but I am not seeing any **specifications to be quoted for these items**. There are many variables available so we would need to know what you are requesting so that we may quote apples to apples. Will that be added?

“These outreach materials include, but are not limited to: Newsletters, Graphics Design, Benefits Guides, Brochures, Flyers, etc..”

Answer: As services will be as-needed, LACERS is requesting a rate sheet detailing comprehensive hourly or per unit rates for the services listed. These costs can include black and white printing, color printing, minimums, delivery, warehousing, etc., but this is not an exhaustive list.

Question: The RFP also states that questions are to be posted to <https://www.lacERS.org/rfps-contracting-opportunities> but can you advise where or should I ask them to you via email?

Answer: The questions are posted along with the RFP documents.

Question: The RFP states: "*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.*"

1. Can you provide a general estimate based on prior years of how many hours will be needed per week/month? We want to ensure we have adequate staff to fulfill the requirement.

Answer: LACERS has used these services in the past for multiple annual publications plus

one-off projects, but cannot provide an estimate of weekly or monthly hours required as these projects will be on an as-needed basis when they arise.

2. The RFP states: "*more than one firm may be selected as a result of this RFP.*"

Is the intention to establish a bench list of possible firms or to select a single or a small number of firms to work with? Is there a possibility of being selected as a firm but not being assigned a project

Answer: LACERS plans to select a firm or firms to perform the services provided. For example, if a firm is selected that provides graphic design services, but does not provide print and mail services, another firm or firms will be selected to provide those services.

3. In *Section B. Qualifications and Experience*:

a. Questions #7 and #8 are similar to Question #1. Should we intend to answer each question regardless of repeated information?

Answer: Please answer Question 1 and if the answers for 7 and 8 are the same, refer to your answer Question 1.

b. Should the submission follow the format of the RFP exactly? For instance, questions answered in chronological order or work samples in Question #4 vs at the end of the submission. Or can we deviate from the format while still answering all the questions?

Answer: As long as you place which question is being answered at the beginning of the section, you should be fine.

c. General Question #9 states: "*What, if any, experience do you have with application development?*" i. Can you clarify what type of "application" is being referred to? I.e., website app, smartphone app, etc.

Answer: LACERS is requesting information about experience with any type of application development, including web applications or mobile apps.

4. If we elect an electronic submission, what is the preferred method for submitting physical samples of printed material? Can physical samples be mailed on their own, if so. What is the preferred method of submitting a digital proposal along with physical samples?

Answer: Yes, physical samples can be submitted through mail, as long as we receive them

by the deadline. The preferred method for the proposal is email. Physical mailing of the physical samples are up to the proposer's discretion, as long as the proposal and physical samples are received by the submission deadline.

Question: Is there an incumbent and if so, is that company involved in the bidding process?

Incumbent vendors are Imagine That Design Studio, California Marketing Inc., and KES Mail Inc. Their participation in the bidding process is dependent on whether they respond to the RFP.

Question: In Section B Question 4, you ask for physical samples. Is a digital scan acceptable?

Answer: Yes.

Question: To allow for accurate estimated costs, can you provide additional guidance on the budget for the scope of work described in the RFP?

Answer: As services will be as-needed, LACERS is requesting a rate sheet detailing comprehensive hourly or per unit rates for the services listed. These costs can include black and white printing, color printing, minimums, delivery, warehousing, etc., but this is not an exhaustive list.

Question: Who is/are the incumbent vendor/s for this LACERS Print, Mail, and Graphic Design contract?

Answer: Incumbent vendors are Imagine That Design Studio, California Marketing Inc., and KES Mail Inc. Their participation in the bidding process is dependent on whether they respond to the RFP.

Question: Please provide the previously publicly released, award documents for LACERS contract for print, mailing and graphic design.

Answer: <https://www.lacers.org/board/board-administration-13>

Question: Please provide stock, printing, color and dimensional specifications and digital samples or links to previous printing materials identified in the RFP Introduction section.

- a. Newsletters, Benefits Guides, Brochures, Flyers, Post cards, financial reports, educational materials and any additional products noted in Introduction section.

Answer: <https://www.lacers.org/summary-plan-description>

<https://www.lacers.org/health-benefits-guide>

<https://www.lacers.org/newsletter>

Question: Will Health Benefits Guides and Open Enrollment materials be a component of the deliverables for this contract?

Answer: It may be included as they have been in the past, but is subject to change without notice.

Question: Is printing and mailing for Board of Administration election services a component of the deliverables for this SOW?

Answer: It is possible but is not guaranteed.

Question: What technology platform is your website built on? Are you happy with the CMS, and its responsiveness on both mobile and desktop? Do you anticipate staying with your existing general site platform, functionality, and design as it relates to this project?

Answer: While this RFP may involve content creation for the website, LACERS is not seeking a new website platform at this time.

Question: Since you mention up front in the RFP that you are seeking services on an "as needed" basis, can you please confirm that you are simply seeking a rate sheet detailing comprehensive hourly (or per unit) rates for the requested services listed on page 3 of your RFP to fulfill Section IV, C "Proposed Fee Schedule" on P 8?

Answer: Yes. As services will be as-needed, LACERS is requesting a rate sheet detailing comprehensive hourly or per unit rates for the services listed. These costs can include black and white printing, color printing, minimums, delivery, warehousing, etc., but this is not an exhaustive list.

Question: Is the questionnaire you refer to in Section II, (second bullet) the same list of questions that begins in Section IV, B on Page 7? Please confirm or direct us to the Questionnaire.

Answer: Yes, that is correct. The questionnaire is the same list of questions in Section IV.