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2024 Printing, Mailing, Website, Graphic Design, and Videography Services RFP

Q&A

1. **Question:** Where can the RFP be accessed? How do we submit a bid?

Answer: Documentation for the RFP can be found in two places: the City's [RAMPLA](#) portal and the [LACERS website](#). Both have the same information, which includes how to submit a bid.

2. **Question:** Can you clarify what type of 'Application Development' you are referring to here in Questionnaire Question #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?*

Answer: This refers to the creation and maintenance of mobile applications.

3. **Question:** Are there any obstacles to pursuing offshore development?

Answer: Yes, there are obstacles as outsourcing would not be accepted. Pursuant to the City's Standard Terms, (included as Appendix B), any subcontracting relationships must be pre-approved and authorized by LACERS. For this mandate, LACERS requires the bidder to provide the services, without the use of outsourcing or subcontractors.

4. Question: Do you anticipate the need for any in-person support, visits, or meetings during the development/support phases?

Answer: Depending on the task, an in-person meeting might be needed. In general, most of the meetings would be over the phone or virtually.

5. Question: Is there a budget for services (or per service) to consider when putting together a response to the RFP? Is there a specified maximum budget?

Answer: Maximum TBD

6. Question: Is the submission looking for bidders to fulfill all services (Printing, Mailing, Website, Graphic Design and Videography) in order to be considered? Can we bid for just the website part?

Answer: Yes, you can bid on a single, multiple, or all services being requested.

7. Question: Do we need to complete an Intent to Bid prior to submitting the proposal by April 12th? Will be a virtual conference to attend to learn about city requirements?

Answer: LACERS does not require an Intent to Bid for this RFP, nor will we be hosting a virtual conference. All requirements to qualify as a bidder are listed in the RFP documents.

8. Question: For the Videography samples, can we submit more than 3 samples to demonstrate our capabilities in the different areas listed?

Answer: Yes, you are able to submit more than the minimum required up to a maximum of 6.

9. Question: Why is there no DVBE requirement mentioned in the RFP; is it possible to have a DVBE set aside, specifically for the videography portion?

Answer: You are welcome to submit a proposal for any or all services being requested. All proposals will be evaluated and scored based on the criteria listed in sections V and VI of the RFP.

10. Question: As there is not a specific scope of work, can we provide hourly rates? If not, can you clarify scopes (types) of work and quantities that we should provide a cost for?

Answer: Project needs of LACERS will vary, however, responding bidders should list all services they intend to offer and the associated costs of those services, including but not limited to any hourly rates if applicable.

11. Question: In Section IV.D.3. for references - It mentions "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." Do we really have to provide contact info for every client from the last three years, inclusive of current? We would prefer to provide contact info for only some of the clients we have had. Honestly, some of those clients have asked us not to share their contact info.

Answer: No, a complete list of your clients is not required. Only provide a list of clients that could be used as a reference for your organization.

12. Question: How many firms submitted questions for this RFP?

Answer: At least five firms have submitted questions thus far.

13. Question: Can you please confirm that the following compliance document referred to in Section G, item a): 'Request for Proposal Warranty/Affidavit (Appendix A, Attachment 3)' is in fact the '2.1 ETHICAL CONTRACT COMPLIANCE POLICY' with the document title article_iisection_2.1_marketing_cessation_policy_0.pdf? And confirm this is the document which must be signed and notarized?

Answer: The Ethical Contract Compliance Policy is informational. For the Warranty/Affidavit document to be signed and notarized (cited erroneously in section G as Attachment 3), please see Attachment 2 of the compliance documents. It can be found in the RFP posting on our website, specifically at: https://www.lacers.org/sites/main/files/file-attachments/rfp_warranty_affidavit_revised_4-2013_0.pdf?1708639679

14. Question: For the references section, do you require the full scope of work, or will you accept a description? We have signed NDAs with some of our clients, but we could give a description (e.g., graphic design, videography, etc.)?

Answer: A description can be provide in lieu of the required full scope of work.

15. Question: Regarding the scope of work item "Processing data, such as address cleansing and customer segmentation"...

- a. Can you explain how often address cleansing is anticipated to be done over a 12 month period?
- b. What type of database program is used?
- c. How often is customer segmentation done over a 12 month period? Is it done for the entire database or partially?
- d. When was the last time address cleansing occurred? Was it for the entire database?

Answer: Data cleansing is an ongoing process as the security of data is of the utmost importance.

- a. As needed for projects.
- b. May vary by project.
- c. Segmentation is based on project needs and is done as needed.
- d. Address cleaning occurred this fiscal year.

16. Are there standard quantity amounts that are used for ordering print materials?

Answer:. No, there is no standard amount that is used for ordering. The project and the needs of the unit determine the amounts required.

17. Is there an incumbent for this contract?

Answer: Yes, there are incumbents with contracts for these services.