**(Name of Proposer)**

**SENIOR EDUCATION SERVICES RFP NO. 4248**

**ATTACHMENT C**

**RESPONSE TEMPLATE**

Prior to proposal submission, remove the text “RESPONSE TEMPLATE” above. The below instructions are what the vendor’s RFP proposal must include:

1. **Title Page**

The title page must be titled “RFP No. 4248 for LACERS Senior Education Services”, along with vendor’s name, address, and contact information.

1. **Table of Contents**
2. **Cover Letter**
3. 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.”

1. Include the legal business name, mailing address, location of business if different from mailing address, telephone number, website URL, and business status (individual, limited liability partnership, corporation, etc.) of the firm.
2. Provide a short description of the organization, the businesses in which it engages, the services it provides.

1. 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.
2. If the firm is proposing any alternatives/conditions to requirements detailed within the RFP, including to the Standard Provisions for City Contracts (Rev. 06/24 v. 1) in Appendix B, please provide an explanation of the alternatives offered/conditions in this cover. LACERS reserves to right to reject proposals where the alternative/conditions are not acceptable.
3. If the response will include any confidential material or proprietary material that is exempt from disclosure under the California Public Records Act, then the Proposer must include the following statement in the cover letter: “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 (California Government Code Section 7920.000 *et seq*.).” Proposer must also provide a redacted copy of this Attachment C, consistent with Section 4.d. of the RFP. Failure to identify that information in the proposal shall constitute a waiver of the Proposer’s right to exemption from disclosure.

1. 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).

**References & Experience with Similar Contracts**

Proposer shall provide at least two (2) references from former or current clients over the past five years where services similar to those in this RFP were provided. It is preferable that the references are public agency clients. For each reference, please provide the following information:

* Client’s Name
* Business address
* Phone number and email of person to contact for reference
* Time period the services were provided
* Contract amount for services
* The name of the lead or account service manager
* A brief summary of the services provided
1. **Proposed Fee Schedule**

Please submit a detailed fee schedule outlining your hourly rates for in-person and virtual technical support services. If applicable, include separate rates for events or special sessions. Ensure that all rates are clearly specified to facilitate our evaluation.

1. **Scope of Services**

Indicate if different from the requirements listed in the RFP.

1. **Response to Questionnaire**
2. Provide brief history, year founded, business entity type, location of headquarters and subsidiaries (if any), services provided, and number of employees (full-time, part-time, and seasonal) providing services for this contract.
3. Please indicate the key personnel who will be working with the LACERS Wellness team to provide the services. Describe their current title, duties/tasks, list all professional or relevant licenses and certifications held (if applicable), qualifications, as well as years of relevant work experience. Please note that LACERS reserves the right to approve or reject key personnel and only key personnel who have the equivalent of five (5) years of experience providing senior education services for older adults may work on the LACERS account.
4. Describe your process for developing and curating educational content for older adults. How do you ensure that your curriculum is relevant, engaging, and accessible for this demographic?
5. How do you determine the educational needs and interests of older adults when designing your seminar and workshop content? Can you provide examples of how you have tailored programs to meet these needs in previous projects?
6. How do you keep older adults engaged and motivated during educational programs? What strategies do you employ to encourage active participation and interaction during your seminars and workshops?
7. What methods do you use to deliver educational seminars and workshops effectively, both in-person and virtually? How do you adapt your approach to accommodate different learning styles and accessibility requirements?
8. How do you measure the success and impact of your educational programs? What tools or methods do you use to assess participant learning outcomes and gather feedback for continuous improvement?
9. How do you collaborate with organizations like LACERS to customize and align your educational programs with clients’ specific goals and objectives? Provide examples of successful collaborations and how they enhanced program effectiveness.