



Los Angeles

Fire & Police Pensions

TO SERVE THOSE WHO PROTECT

REQUEST FOR PROPOSAL #COMM2022-1 Graphic Design Services

Questions & Answers

February 23, 2022

A compilation of the questions and answers are provided below. Questions with similar topics have been grouped together to better assist proposers.

PRIOR CONTRACT INFORMATION

Question: Is there an incumbent provider of the services mentioned? If yes, are they allowed to bid?

Answer: *The current contractor is Firedrill. Firedrill is allowed to submit a proposal.*

Question: What was the dollar amount or budget of the previous contract?

Answer: *The maximum budget for the previous 3-year contract was \$90,000.*

Question: Approximately how many RFP submissions from graphic design companies do you receive?

Answer: *The number varies.*

Question: The samples in the URLs provided show multiple styles of design from each publication. Will there be a contractor assigned for each publication/material?

Answer: *There will be one contractor for all projects.*

CONTRACTOR REQUIREMENTS

Question: Do I need to have a contractor license to bid? I have provided my tax ID for other contracting jobs before

Answer: *Pursuant to Section 21.03 of the Los Angeles Municipal Code any firm doing business with the City of Los Angeles must have a current Tax Registration*

Certificate Number (TRC#). You will need a TRC if you are awarded the contract.

Question: My team is interested in making a submission for the RFP #Comm2022-1 Graphics Design Services. Can you let us know if working with the Los Angeles Police Protective League would be considered a conflict of interest?

Answer: There is no conflict of interest if working with other City Agency/Association.

Question: Will you consider proposals from graphic design firms located elsewhere in the U.S., beyond LA or California firms? Is there extra weight given to California firms compared to other locations?

Answer: Yes, out of state firms will be considered. No extra weight will be given to California firms.

Question: We are a certified, women-owned small business by the State of Minnesota. Will you accept out-of-state certifications as part of your review process if included with the proposal information?

Answer: Yes.

Question: How many contractors are you hiring for this contract?

Answer: One (1) firm will be awarded a contract.

Question: Do you have a preferred Statement of Non-Collusion form to use?

Answer: There is no preferred form. Refer to Proposal Section 1.0 of the RFP for specific language to include in the cover letter.

SCOPE OF WORK

Question: Proposal Section 1.0: Is the plan to create a new logo at this time?

Answer: We are requesting that you describe your process in the event we chose to enhance our current brand. It is not certain that we will request this service.

Question: Proposal Section 1.3.6: Are the brand guidelines already in existence?

Answer: Brand guidelines do exist.

Question: Can video samples be shared as links instead of emailed since the videos will likely be too large to send via email?

Answer: Yes.

Question: Is each project ad hoc, or can the Graphic Design Company work out a retainer for the three years?

Answer: You can consider each project ad hoc. We will send the contractor details of each project then request a scope of fees and work.

Question: What is the maximum size (megabytes) for submission online for the proposal?

Answer: For a very large file you may consider a zip file or a 3rd party provider that offers large file capacity to deliver the RFP.

Question: In the part "1.3.4 The firm must supply LAFPP with digital copies of all completed projects for print production and or electronic distribution (for example, a final PDF version of a brochure)." - Do you need the actual PDF files used for production or presentation mockups?

Answer: You must supply us with PDF digital copies ready for print production and/or electronic distribution.

Question: Do you also want to see a full set of samples belonging in one campaign or a collection of the best work is fine?

Answer: You must submit a set of digital samples of publications to include newsletters, annual reports, brochures, forms etc. It is your choice to decide on one campaign or collection of best work.

Question: How many projects do you anticipate to be completed for each year?

Answer: Over the course of a year, we generally draft 2 newsletters for Retired members, 1 Annual Report and other communications on an as-needed basis.

Question: In reference to the RFP and the associated 3-year contract. Is this a new approach to the graphic design needs of LAFPP, or is this RFP and the associated 3-year contract the standard operating procedure for the organization?

Answer: The RFP and the associated 3-year contract is the standard operating procedure for LAFPP.

Question: Please clarify the meaning of “one (1) set”; is the request for a single project, or should the samples include several projects related to the examples listed? (newsletters, annual reports, brochures, handbooks, forms, etc.)

Answer: The "one (1) set" refers to a set of examples which includes newsletters, annual reports, brochures, handbooks etc. as described in the RFP.

Question: If multiple projects are included, does that deem the proposal as nonresponsive?

Answer: The proposal will not be deemed nonresponsive if multiple projects are included. The request asks for a set of examples which includes multiple projects.

EVALUATION:

Question: What is/are the criteria for the award of the contract?

Answer: See Section 4.2 of the RFP for evaluation criteria.

FEES

Question: Is there a budget established by LAPFF for years one, two, and three of this assignment?

Answer: There is no set budget at this time. The Budget will be determined when the contract is awarded based on the fees of the awarded contractor.

Question: Should cost estimates for the communication materials include estimates for copyediting/copywriting or will all content from LAFPP?

Answer: As the proposer, you must decide which fees you think may apply during the contract. You can state a specific fee, an average or a range.

Question: What was the design budget for the 2020 Annual Report?

Answer: The budget for the 2020 Annual Report was \$14,345.

Question: What was the design budget for the December 2021 Newsletter?

Answer: The budget for the December 2021 was \$2005.

Question: In section 1.3.5 initial creative brief or estimate that defines the scope of services, the associated costs and project parameters. - Are payments going to be project-based?

Answer: The cost per project will be project-based and will vary.

Question: What's the annual budget for this RFP?

Answer: There is no set threshold, but we do take into consideration the fees charged by the current consultant.

Question: Will you provide a general estimate based on prior years of how many hours will be required per week or month?

Answer: As the proposer, you must decide on the number of hours required to complete a specific project, i.e. Newsletters, Annual Report etc. You must state a specific hourly fee.

Question: Is there an estimated annual budget for the graphic design needs of LAFPP?

Answer: The Annual budget will be determined at the time of award.