



REQUEST FOR PROPOSALS

Marketing and Communication Consultant

**Issued by the City of Los Angeles
Mayor's Office of Community Safety**

RFP OVERVIEW

DATE ISSUED:	September 15, 2025
ESTIMATED START DATE (CONTRACT TERM)	November 1, 2025 through June 30, 2026
RFP NUMBER:	RAMP ID: 225072
ESTIMATED BUDGET	Not to exceed \$75,000.00
TITLE/ DESCRIPTION:	Marketing and Communication Consultant Issued by the City of Los Angeles Mayor's Office of Community Safety
QUESTIONS DEADLINE:	September 26, 2025 at 4:00 p.m. PST to the email above.
PROPOSAL DEADLINE:	October 3, 2025 at 4:00 p.m. PST
PROPOSAL SUBMISSION METHOD:	One PDF attachment via email to: emmanuella.osifo@lacity.org paula.afanador@lacity.org

1. INTRODUCTION

1.1 Summary

The Los Angeles Mayor's Office of Community Safety (MOCS), established by Mayor Karen Bass in 2023, works to prevent crime and violence through community-based strategies that address underlying social and economic conditions. MOCS administers re-entry initiatives that promote economic mobility, inclusive workforce development, and targeted hiring, connecting more than 6,000 justice impacted individuals to services such as fellowships, job training, and community programming including regional "Justice Fairs" that have served nearly 2,500 Angelenos. Building on this success, MOCS will host the 2025 Justice Fair in December under the theme "Gifts That Keep Giving," a community-centered event expected to draw over 1,000 attendees and connect individuals and families with employment, education, housing, legal aid, and mental health resources to support reintegration and long-term stability.

The Mayor's Office seeks a qualified professional Contractor to serve as Marketing & Communications lead, with proven experience in event promotion, community outreach, and brand development. The selected contractor will provide comprehensive marketing and communications support to ensure broad outreach, successful registration, and strong attendance at the Justice Fair. The selected vendor must be capable of designing and executing a comprehensive outreach strategy that engages justice impacted populations and diverse communities, while ensuring strong participation from local employers, service providers, and government partners. The vendor should have expertise in multi-channel marketing graphic design and branding, online registration management as detailed in Section 4 of this Request for Proposals ("RFP").

1.2 Project Funding and Budget

The source of funds for this project is anticipated to be the City of Los Angeles Fiscal Year 2025-26 General Fund. The proposed budget shall not to exceed \$75,000.00.

Funding for this project is subject to City Council approval and the continuing availability of funds. The City reserves the right to change the funding source and budget for this project.

Please Note: The Proposal must provide a comprehensive summary of the proposer's experience, qualifications, and references as outlined in Section 4 of this RFP, covering the entire duration of the project and contract performance period. The Proposal should highlight relevant past projects, professional expertise, and verifiable references that demonstrate the proposer's ability to successfully deliver services similar in scope and scale to the Justice Fair. Proposals should not include proposed methods for executing the work, but rather focus on documented experience and credentials.

The resulting contract will be on a fixed-price basis. The Contractor shall be responsible for any and all costs.

1.3 Administrative Entity

The Mayor's Office of Community Safety serves as the administrative entity for this RFP and any resulting contract.

1.4 Proposer Eligibility

Proposals will be accepted only from proposers that meet ALL of the following:

- Must be in good standing with the Secretary of State if a corporation or limited liability company;
- Must have a valid and current license to do business in the City of Los Angeles;
- Has not been debarred by the Federal Government, the State of California, or local government;
- Must not have outstanding debt to the State of California or the City of Los Angeles that has not been repaid or for which a repayment agreement plan has not been implemented. If proposer has contracted with any city agency, it must not have an outstanding disallowed cost or other liability to the City;
- Must be financially solvent, possessing an ongoing ability to provide the services proposed;
- Must be able to provide adequate insurance coverage for the duration of the project, including general liability and workers' compensation.
- Must possess adequate staffing, including support and backup staff, with sufficient experience and technical expertise; and
- Must possess the ability to work independently and efficiently per a specific timeline to be agreed upon.

1.5 Proposer Qualifications/Requirements

Vendor shall possess the following qualification:

- 3–5 years of experience in marketing, communications, and event promotion.
- Ability to design and implement multi-channel outreach
- Experience engaging justice-impacted and diverse communities.
- Skills in branding, graphic design, and event collateral development.
- Experience promoting large-scale community events
- Ability to manage online registration platforms and participant data.
- Capacity to provide on-site staffing for registration and check-in.
- Strong project management skills, with timely updates and reporting.
- Experience working with government, nonprofit, or community-based organizations (preferred).

2 REQUEST FOR PROPOSALS PROCESS

2.1 Questions Regarding the RFP

Specific questions concerning this RFP should be submitted via e-mail to the Contract Administrator, Emmanuella Osifo, emmanuella.osifo@lacity.org, with a

copy to Paula Afanador at paula.afanador@lacity.org, at the Mayor's Office of Community Safety. Please identify the RFP title on the subject line of your communication. Responses will be posted as a PDF document to the opportunity on RAMP (rampla.org) under "RFP Q&A." Please check this Q&A document periodically as it will be updated on a rolling basis. Questions on this RFP will be accepted through **September 26, 2025, at 4:00 p.m. PST.**

The City will make every effort to respond to all written questions as soon as practicable. Responses to questions, or any other changes to or interpretation of the RFP, will be posted on RAMP. Any such changes or interpretations shall become a part of said RFP and may be incorporated into any Contract awarded pursuant thereto.

2.2 Submission Method and Deadline

Proposals must be emailed as one single document to: Emmanuella Osifo (emmanuella.osifo@lacity.org,) with copy to Paula Afanador (paula.afanador@lacity.org). Timely submission of proposals is the sole responsibility of the proposer. Proposers must submit one proposal in Adobe PDF format via email no later than **October 03, 2025, at 4:00 p.m. PST.** Late proposals will not be accepted, reviewed, or scored.

2.3 Award and Term of Contract

The award of a contract shall be on an as-needed basis and shall be made to the proposer with the best combination of experience, quality of service delivery, and price. Awards are not restricted to the lowest offer or bid.

The contract shall have a performance period that begins on or about the date of contract execution, approximately **November 1, 2025**, and ends no later than **June 30, 2026**. All work must be completed, approved, and submitted by this date.

3 PROPOSAL FORMAT AND SUBMISSION REQUIREMENTS

Proposals shall be submitted in accordance with the requirements set forth in this RFP.

3.1 Authorized Signature

Proposals must be signed by an officer duly authorized to sign contract documents and authorized to bind the proposer entity to all commitments made in the proposal. Consortiums, joint ventures, or teams submitting proposals will not be considered responsive unless it is established that all contractual responsibility rests solely with one proposer or one legal entity. The proposal must identify the responsible entity.

3.2 Information Requested and Not Furnished

The information requested and the manner of submission are essential to permit prompt evaluation of all proposals. Accordingly, the City reserves the right to declare as non-responsive and reject any proposals in which information is requested and is not furnished or when a direct or complete answer is not provided. Alternatives that

do not substantially meet the City's requirements cannot be considered. Proposals offered subject to conditions and/or limitations may be rejected as non-responsive.

3.3 Proposal Errors

Proposers are responsible for all errors or omissions incurred by proposer in preparing the proposal. Proposers will not be allowed to alter or amend proposal documents after the submission deadline.

The City reserves the right to make corrections or amendments due to errors identified in the proposal by the City or the proposer.

3.4 Waiver of Minor Administrative Irregularities

The City reserves the right, at its sole discretion, to waive minor administrative irregularities contained in any proposal.

3.5 Interpretation and Clarifications

All recommendations or requests for clarification must be in writing and submitted to the Contract Administrator. The City reserves the right to modify requirements on any RFP if it is in the best interest of the City.

3.6 Cost of RFP

The City is not responsible for any costs incurred by proposers in connection with submitting proposals. All proposers who respond to this RFP do so solely at their own expense.

3.7 Rejection of Proposals

The City reserves the right to reject any or all proposals; to waive any minor error in proposals received; to reject any unapproved alternate proposal(s); and to reject the proposal of any proposer who has previously failed to perform competently in any prior business relationship with the City. The rejection of any or all proposals shall not render the City liable for costs or damages.

4 SCOPE OF WORK AND DELIVERABLES

4.1 Background:

The MOCS Justice Fair is a community centered event that connects individuals and families impacted by the criminal justice system with vital resources including career pathways, education opportunities, employment connections, and supportive services.

In December 2025, MOCS will host the Justice Fair under a holiday theme of “Gifts That Keep on Giving.” Among the most meaningful of these gifts are economic stability, upward mobility, and the opportunity for redemption.

MOCS anticipates welcoming more than 1,000 attendees, including community members, local businesses, service providers, and government representatives. The event will feature employers with immediate job opportunities, as well as resources for housing assistance, legal aid, and mental health support all essential for successful reintegration and long-term stability.

4.2 Scope of Work

The selected contractor shall provide the following services:

1. Marketing & Outreach Plan:

- a. Develop a comprehensive Marketing and Outreach Plan for review and approval by MOCS.
- b. The plan must incorporate strategies across multiple mediums to effectively reach the target population, including:
 - Social media campaigns
 - Radio advertisements/spots
 - Digital communications (email, newsletters, text alerts)
 - Community-based outreach through local partners and organizations
 - Print materials and direct distribution.

2. Branding and Collateral Development:

- a. Create event branding and design assets aligned with the “*Gifts That Keep Giving*” theme.
- b. Develop marketing and outreach materials, including:
 - Flyers (digital and print-ready)
 - Program materials (agendas, signage, event-day collateral)
 - Branded graphics for social media and digital outreach.

3. Registration Management

- a. Establish and manage an online registration platform that allows for pre-event sign-ups, confirmations, and data collection.
- b. Support outreach to achieve a minimum of 1,000 participants registered prior to the event.
- c. Provide regular registration updates and reports to MOCS.

4. Event-Day Support

- a. Manage and staff the registration table at the Justice Fair.

- b. Provide technical and logistical support to ensure smooth participant check-in.
- c. Coordinate with MOCS staff to troubleshoot registration or participant issues on-site.

5. Ongoing Coordination & Reporting

- a. Provide bi-weekly progress updates to MOCS staff on outreach, registration numbers, and deliverables.
- b. Submit a final outreach and communications report following the event, summarizing outcomes and lessons learned.

4.2 Deliverables

The selected contractor shall be responsible for delivering the following:

- Draft a Final Marketing & Outreach Plan
- Branded collateral (flyers, program, signage, digital/social media materials)
- Fully functioning online registration site
- Bi-weekly progress reports
- On-site staffing of registration table (minimum 2 staff provided by Contractor)
- Final event communications/outreach summary report

5. PROPOSED TIMELINE

All dates for contract performance are tentative and will be agreed upon by the contractor and the Mayor's Office prior to contract execution.

6. PROPOSAL CONTENTS

Responses to this RFP shall include in Arial 12-point font and 1-inch margins, not to exceed 18 pages:

Cover Letter/Executive Summary: The cover letter must include the name, title, address, and telephone number of the person or persons who will be authorized to represent the proposer entity. Cover letter shall not exceed one page.

Table of Contents: A clear identification of proposal content by section and page number.

Project Introduction: A brief one page summary of the proposer's understanding of the project, its goals and objectives and the Scope of Work.

Project Plan: This section should detail how the activities and services described in the Scope of Work will be accomplished

Qualifications: Proposers must provide a summary of professional expertise, credentials, and relevant education, certifications, or training in marketing, communications, or event management. This section should describe the proposer's relevant background and experience, including proven success in delivering services similar to those outlined in the Scope of Work. Additionally, the proposer should include the legal business status and contact information of the entity or individual submitting the proposal.

Experience: Proposers must provide a detailed summary of relevant past projects in marketing, communications, and community event coordination. This should include examples of similar events, especially those serving justice impacted or diverse populations, and highlight measurable outcomes such as number of attendees, outreach reach, or registration figures.

Team/Staff Organization: A description of the proposed organization of the personnel/team the proposer has selected to complete this project, and a description of the roles and responsibilities employees will fulfill, reflective of the Scope of Work. This section must include the names of team/staff members assigned or to be assigned to particular roles within the proposed team organization.

Resumes: Provide resumes of the proposer's core team as described in the Team/Staff Organization section.

Budget Acknowledgment: The total proposed budget shall not exceed \$75,000. All costs must be reasonable, necessary, directly related to the project, and compliant with applicable federal and state regulations.

- The Budget Narrative must describe budget items and how they relate to corresponding project activities. The budget narrative must justify the proposed expenditures by explaining the need for them. The Budget Narrative should justify all proposed costs

References: Proposers must provide at least five professional client references who can speak to the quality and timeliness of similar services provided for comparable projects, preferably from organizations of similar size and scope. Each reference should include a project description, dates of service, the proposer's role, and relevant contact information. References should be able to verify the proposer's experience, qualifications, and successful performance on projects similar to those described in the Scope of Work.

7. GENERAL INFORMATION

7.1 Property of City/Proprietary Material

All proposals submitted in response to this RFP shall become the property of the City of Los Angeles and subject to the State of California Public Records Act. In the event that the City receives a request for your proposal, you will be asked to identify all proprietary or confidential information that you believe are exempt from the California Public Records Act (California Government Code Section

6250 et seq.). In the event a proposer claims such an exemption, the proposer will be asked to sign the following statement:

"The proposer will indemnify the City and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for their refusal to disclose copyrighted material, trade secrets or other proprietary information to any person making a request therefore."

7.2 Contract Negotiations

7.2.1 Prior to the award of a contract, the successful proposer may be required to attend negotiation meetings that will be scheduled at a later date. The intent of the meeting(s) will be to discuss and negotiate contract requirements, prices, service level agreements, detailed scope of work specifications, ordering, invoicing, delivery, receiving and payment procedures, and anything else to ensure successful administration of the contract.

7.2.2 As part of the negotiation process, the City reserves the right to:

- Fund all or portions of a proposer's proposal and/or require that one proposer collaborate with another for the provision of specific services, either prior to execution of an agreement or at any point during the life of the agreement;
- Require that a funded proposer utilize a facility designated by the City for purposes of implementing its project;
- Request changes or disallow proposed expenditures included in a proposer's cost proposal;
- Elect to contract directly with one or more identified collaborators; and
- Require all collaborators identified in the proposal to become co-signatories to any contract with the City.

7.3 Execution of Contract

A response to this RFP is an offer to contract with the City on an as-needed basis based upon the terms, conditions, service level agreement, and specifications contained in the RFP. A contract will be negotiated and prepared promptly after the City makes an award to the selected proposer.

7.4 Prime Contractor

The proposer awarded the as-needed contract must be the prime contractor/consultant performing the primary functions of the contract. If any portion of the contract is to be subcontracted, it must be clearly set forth in the proposal document as to what part(s) are to be subcontracted, the reasons for the subcontracting, a listing of subcontractors, and the percentage and dollar amount of total contract to be subcontracted. The City reserves the right to reject any proposal wherein use of subcontractors significantly affects the ability of the proposer to function as the prime contractor on the awarded contract. The prime contractor shall at all times be responsible for the acts and errors or

omissions of its subcontractors or joint participants and persons directly or indirectly employed by them.

7.5 Subcontractor/Joint Ventures

Acceptance or rejection of a proposer's request to use subcontractors is at the sole discretion of the City. With approval of the City, the selected proposer may enter into subcontracts and joint participation agreements with others for the performance of portions of the resulting contract.

The provisions of the resulting contract shall apply to all subcontractors in the same manner as to the selected proposer. In particular, the City will not pay, whether directly or indirectly, the fees and expenses of subcontractors that do not conform to the limitations and documentation requirements of the resulting contract. Upon written request from the City, the selected proposer shall supply the City with all subcontractor agreements.

7.6 City General Reservations

- 7.6.1 The City reserves the right to extend the proposal submission deadline should this be in the interest of the City. Proposers have the right to revise their proposals in the event that the deadline is extended.
- 7.6.2 The City reserves the right to withdraw this RFP at any time without prior notice. The City makes no representation that any contract will be awarded to any proposer responding to this RFP. The City reserves the right to reject any or all submissions.
- 7.6.3 If an inadequate number of proposals is received or the proposals received are deemed non-responsive, not qualified, or not cost effective, the City may at its sole discretion reissue the RFP or execute a sole-source contract with a vendor.
- 7.6.4 The City shall evaluate and rate submitted proposals. Proposers may not make any changes or additions after the deadline for receipt of proposals. The City reserves the right to request additional information or documentation, as it deems necessary.
- 7.6.5 The City reserves the right to verify all information in the proposal. If the information cannot be verified or if errors are not willful, the City reserves the right to reduce the rating points awarded.
- 7.6.6 The City reserves the right to require a pre-award interview and/or site inspection.
- 7.6.7 The City reserves the right to waive minor defects in the proposal in accordance with the City Charter.
- 7.6.8 If the selection of the proposer is based in part on the qualifications of specific key individuals named in the proposal, the City must approve in advance any changes in the key individuals or the percentage of time

they spend. The City reserves the right to have the selected proposer replace any project personnel.

8 SPECIFIC TERMS AND CONDITIONS

8.1 Statutory Requirements

The City of Los Angeles Standard Provisions for City Contracts (rev. 01/25, v.2), attached as Exhibit L, are hereby incorporated into this RFP. Please review this information carefully. Compliance with these requirements and submission of necessary forms is mandatory prior to award of contract.

8.2 Contractor Evaluation Ordinance

When the term of the contract pursuant to this RFP has concluded, the City will conduct an evaluation of the contractor's performance. The City may also conduct evaluations of the contractor's performance during the term of the contract. As required by Section 10.39.2 of the City of Los Angeles Administrative Code (LAAC), evaluations will be based on several criteria, including the quality of the work product or service performed, the timeliness of performance, financial issues, and the expertise of personnel that the contractor assigns to the contract. A contractor shall be provided with a copy of the final City evaluation and allowed fourteen (14) calendar days to respond. The City shall use the final City evaluation, and any response from the contractor, to evaluate proposals and to conduct reference checks when awarding other service contracts.

8.3 Nondiscrimination, Equal Employment Practices and Affirmative Action Program

Proposers are advised that any contract awarded pursuant to this procurement process shall be subject to the applicable provisions of LAAC Section 10.8.2., Non-discrimination Clause. Non-construction services to or for the City for which the consideration is \$1,000 or more shall comply with the provisions of LAAC Sections 10.8.3., Equal Employment Practices Provisions. Non-construction services to or for the City for which the consideration is \$100,000 or more shall comply with the provisions of LAAC Sections 10.8.4., Affirmative Action Program Provisions.

As a condition to the award of a contract under this RFP, the contractor shall assure that it will comply fully with the nondiscrimination and equal opportunity provisions of the following laws:

- Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the basis of race, color and national origin;
- Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities;
- The Age Discrimination Act of 1975, as amended, which prohibits discrimination on the basis of age.

The contractor shall also comply with all regulations implementing the laws listed above and all requirements of the grantor funding this project. This assurance applies to the contractor's operation of the program or activity. The contractor understands that the United States and the City of Los Angeles have the right to seek judicial enforcement of this assurance.

8.4 Certifications, Statements, and Affidavits

Please carefully review all attachments and exhibits to this RFP and any additional information published by the Bureau of Contract Administration, available at: <https://bca.lacity.org/contracting>. Acknowledgement of and compliance with these requirements and submission of necessary forms is mandatory prior to contract execution. However, the documents marked with an asterisk (*) below are required at the time of proposal submission. Failure to provide the completed forms may deem your submission nonresponsive:

- Certificate of Insurance (uploaded to KwikComply at kwikcomply.org) and Insurance Requirements (Exhibit A)
- Proposer Workforce Information (Exhibit B) *
- Statement of Non-Collusion (Exhibit C) *
- Contractor Responsibility Questionnaire (Exhibit D)
- Pledge of Compliance, Contractor Responsibility Ordinance (Exhibit E)
- Equal Benefits Ordinance Affidavit (Exhibit F) *
- Slavery and Border Wall Disclosure Ordinance Affidavit (available on www.rampla.org)*
- Certification and Disclosure Regarding Lobbying (Exhibit G) *
- Certification Regarding Debarment, Ineligibility, Suspension (Exhibit H) *
- Certification Regarding Drug-Free Workplace Act (Exhibit I)
- Bidder Certification City Ethics Commission Forms 50 and 55 (Exhibit J) *
- Living Wage Ordinance Exemption Forms (Exhibit K)
- Standard Provisions for City Contracts (rev. 01/25, v. 2) (Exhibit L)

8.5 Americans with Disabilities Act

The selected contractor shall comply with the Disabilities Act 42, U.S.C. Section 12101 et seq., and its implementing regulations. The contractor will provide reasonable accommodations to allow qualified individuals with disabilities to have access to and to participate in its programs, services and activities in accordance with the provisions of the Disabilities Act. The contractor will not discriminate against persons with disabilities or against persons due to their relationship to or association with a person with a disability. Any subcontract entered into by the contractor, relating to the resulting contract of this RFP, to the extent allowed hereunder, shall be subject to the provisions of this paragraph.

8.6 Child Support Assignment Orders

Any contract awarded pursuant to this RFP shall be subject to the following:

The contract is subject to Section 10.10 of the Los Angeles Administrative Code, Child Support Assignment Orders Ordinance. Pursuant to this Ordinance,

contractor certifies that it shall: (1) fully comply with all State and Federal employment reporting requirements applicable to Child Support Assignment Orders; (2) that the principal owner(s) of the contractor is/are in compliance with any Wage and Earnings Assignment Orders and Notices of Assignment applicable to them personally; (3) fully comply with all lawfully served Wage and Earnings Assignment Orders and Notices of Assignment in accordance with California Family Code Section 5230 et seq.; and (4) maintain such compliance throughout the term of this contract. Pursuant to Section 10.10.b of the Los Angeles Administrative Code, failure of contractor to comply with all applicable reporting requirements or to implement lawfully served Wage and Earnings Assignment Orders and Notices of Assignment or the failure of any principal owner(s) of contractor to comply with any Wage and Earnings Assignment Orders and Notices of Assignment applicable to them personally shall constitute a default by the contractor under the terms of this contract, subjecting this contract to termination where such failure shall continue for more than ninety (90) days after notice of such failure to contractor by the City. Any subcontract entered into by the contractor relating to this Contract, to the extent allowed hereunder, shall be subject to the provisions of this paragraph and shall incorporate the provisions of the Child Support Assignment Orders Ordinance. Failure of the contractor to obtain compliance of its subcontractors shall constitute a default by the contractor under the terms of this contract, subjecting this contract to termination where such failure shall continue for more than ninety (90) days after notice of such failure to contractor by the City.

Contractor shall comply with the Child Support Compliance Act of 1998 of the State of California Employment Development Department. Contractor assures that to the best of its knowledge it is fully complying with the earnings assignment orders of all employees, and is providing the names of all new employees to the New Hire Registry maintained by the Employment Development Department as set forth in subdivision (1) of the Public Contract Code 7110.

9 EVALUATION CRITERIA

- 9.1** All proposals shall be initially reviewed to determine if they are responsive to all of the City's statutory requirements and RFP requirements. Proposals deemed non-responsive shall be eliminated from consideration. Proposals deemed responsive shall be evaluated by an evaluation panel made of subject matter experts selected by the City.
- 9.2** The evaluation panel may invite selected proposers receiving the highest written scores to a brief Q&A format interview.
- 9.3** The City at its option may reject any and all proposals submitted in response to this RFP, or waive any administrative irregularities or informalities in a proposal when to do so would be to the advantage of the City.

9.4 Evaluation Factors

Proposals shall be evaluated on each of the topic areas listed in Section 4. Evaluation shall be based on the following factors and points available for each factor:

Proposal Evaluation Factors	
Experience: Qualifications and experience of the proposer and key personnel assigned to the delivery of the project services.	50
Capacity & Resources: Adequacy of staff, tools, and systems to manage events, scale outreach, and deliver timely registration and reporting.	30
Resume of Key Personnel.	10
Cost: Reasonableness of costs to services and best value to the City.	10
Total Available Points	100

Proposals are due via email no later than **4:00 p.m. PST on October 3, 2025.**