



Los Angeles

Fire & Police Pensions

TO SERVE THOSE WHO PROTECT

REQUEST FOR PROPOSAL #DCFS26-01 GRAPHICS DESIGN SERVICES

Questions & Answers

April 7, 2026

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: If there is an incumbent agency, can you please post the company name?

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

Question: Does LAFPP currently work with a marketing, outreach or public relations agency? If so, could you share any general insights on their performance, including what has worked well and where there may be opportunities for additional support?

Answer: *LAFPP does not work with any marketing, outreach or public relations agency.*

Question: Based on past experience, are there any challenges LAFPP has encountered with previous design vendors that you would like to see addressed in this engagement?

Answer: *Past experience and/or lessons learned with prior contractors are considered internal and not disclosed as part of this process. Evaluations of new contractors will be based on their submitted proposals.*

CONTRACT REQUIREMENTS

Question: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Hawaii, Michigan, Virginia, Colorado and Wyoming?

Answer: *There is no preference regarding vendor location. All qualified firms will be considered, provided they meet all City of Los Angeles and local legal*

requirements including tax registration, licensing and contract regulations outlined in the Standard provisions.

Question: Could you please advise if executing the project from our offshore production center in India aligns with your policies and expectations?

Answer: All qualified firms will be considered, provided they meet all City of Los Angeles and local legal requirements. This includes compliance with tax registration, licensing and contracting regulations outlined in the Standard Provisions.

Question: Are there any preferences or requirements regarding vendor location, such as being based within the Los Angeles area, or is selection based solely on qualifications and overall best value?

Answer: There is no preference regarding vendor location. The selection will be based on the firm that demonstrates to be the most qualified to provide the services required at the best overall value.

Question: What would make you decide to renew vs replace our firm?

Answer: Any decision to renew or replace a firm will follow contracting protocols and requirements.

Question: What would make this partnership successful after year one?

Answer: A successful partnership after one year combines clear communication, adhering to timelines and delivering high quality work.

Question: Can LAFPP confirm the required insurance coverage limits for this contract and any subcontractors?

Answer: Please refer to the Amended RFP Appendix 6.2

Question: Are professional liability (E&O) and cyber liability insurance required?

Answer: Please refer to the Amended RFP Appendix 6.2

Question: Can additional partners be introduced as project needs evolve?

Answer: Changes to key personnel must be made upon written notice to the LAFPP General Manager. The LAFPP General Manager reserves the right to review and approve personnel assigned to the contract.

Question: How will usage rights and buyouts be handled under the City contract?

Answer: Please refer to Appendix 6.1 of the RFP.

Question: Would portfolio use be permitted, or would all work be considered fully work-for-hire without self-promotion rights?

Answer: Please refer to Appendix 6.1 of the RFP.

SUBMITTAL REQUIREMENTS

Question: Would including a short video walkthrough of the proposal be acceptable, or would that fall outside submission guidelines?

Answer: Please refer to Section 3 of the RFP, Detailed Submittal Requirements.

SCOPE OF WORK

Question: For the annual report (approximately 200 pages), could you provide additional details on the typical level of data visualization, number of charts/graphics, and expected number of review cycles?

Answer: The annual report typically includes an estimated 20 to 50 graphs and charts used to represent key information. These graphs and chart include line graphs, bar charts, pie charts and tables to provide financial, budget, membership demographic and other pension related information. Revision cycles are dependent upon necessary edits.

Question: Could you clarify the anticipated scope of photography services, including frequency, types of subjects (e.g., staff, facilities, events), and whether on-site photography in the Los Angeles area is expected?

Answer: Photography services will be used on an as-needed basis. We haven't required the use of photographers for any specific events by the previous or existing Contractor. If this service is part of your business, you must choose to include it or not as part of the services you offer.

Question: Is LAFPP able to provide an estimate of the anticipated annual volume of projects by type (e.g., number of annual reports, newsletters, brochures, etc.)?

Answer: Our projects are usually consistent, they may fluctuate occasionally depending on needs. Over the course of a year, we generally draft 2 newsletters for Retired members, 1 annual report and other communication on an as-needed basis. We may request additional communication on an as needed basis.

Question: Could you please clarify who will serve as the primary point of contact for design-related communication and feedback throughout the project?

Answer: The selected contractor will work closely with the assigned LAFPP analyst throughout the course of the project.

Question: Who will be responsible for uploading and managing the final electronic publication?

Answer: LAFPP staff will be responsible for uploading, managing, and distributing all final electronic publications.

Question: How many projects are typically active at one time?

Answer: Typically, one project is assigned at a time. During peak periods, we may assign more than one project concurrently as needed.

Question: What is the typical revision cycle and number of stakeholders involved?

Answer: We will submit the text to the Contractor. Contractor will return the first draft for review. Each step thereafter will depend on the necessary edits. Content is reviewed by staff, departmental managers, executive staff and final approval provided by the General Manager.

Question: What are typical turnaround times for key deliverables (e.g., newsletters, annual reports, photography needs)?

Answer: Project timelines can vary depending on the project details, amount of information, review cycles and approval.

Question: How frequently does LAFPP require expedited or rapid-response projects, and what turnaround expectations are common in those cases? Ex. Are there instances where event signage may have to be turned around in a few days? Does LAFPP have any in-house printing capabilities to facilitate these types of projects?

Answer: Project are typically planned in advance, occasionally ad-hoc projects require a rapid turnaround. We rely on internal printing services to ensure timely delivery.

Question: Is there a predictable production calendar (e.g., annual report timing)?

Answer: There is no predictable production calendar.

Question: How rigid vs. flexible is your current brand system?

Answer: The current brand is well defined with established guidelines to ensure consistency. Contractors are expected to maintain the brand's integrity while identifying opportunities for enhancements within the established guidelines.

Question: Where do you feel the current brand is limited effectiveness?

Answer: We feel our current brand is effective but are open to recommendations and suggestions for improvements.

Question: What has worked well visually in the past-and what hasn't?

Answer: Colorful visuals with descriptions that deliver information in a brief, succinct manner. Videos and engaging materials, such as flipbooks, have also proven to be successful.

Question: Who are the primary decision-makers vs reviewers?

Answer: The primary decision maker is the General Manager. The reviewers include staff, department managers, and executive staff.

Question: Are there fixed deadlines tied to Board meetings or regulatory requirements?

Answer: Project deadlines are based on the anticipated release schedule. There may be instances where projects may need to be completed earlier to accommodate the review process.

Question: What causes delays most often?

Answer: Potential delays may occur when a project undergoes multiple rounds of review and revisions.

Question: Does LAFPP require full transfer of working/source files (e.g., InDesign, Illustrator), or only final deliverables?

Answer: Only final deliverables are required.

Question: Will priority levels be assigned to projects?

Answer: Yes.

Question: Will feedback be consolidated, or should the vendor expect input from multiple reviewers?

Answer: Feedback will be consolidated.

Question: Over the three-year contract term, is there an estimated frequency or volume of photography work?

Answer: There is no estimate volume or frequency of photography work.

Question: Do you anticipate a defined number of concept revision rounds before final acceptance? We typically offer 2 rounds

Answer: There are no predefined number of revision rounds. However, we expect a collaborative process to provide feedback and request revisions prior to final approval.

Question: Are forms expected to be standalone deliverables, or integrated into LAFPP's existing website or systems?

Answer: Communication material should be provided in both print ready and digital formats to allow for easy uploading and use with our website.

Question: Are there any privacy, security, or brand-sensitivity considerations related to working with member images, facilities, or uniforms that proposers should account for?

Answer: Member photos are provided by LAFPP. Any photos used in communication material created for LAFPP must meet LAFPP brand guidelines. Stock images may also be used in combination with member photos.

Question: What level of freedom is there in design for key deliverables such as annual reports and newsletters (e.g., primarily templated layouts, moderate customization, or highly designed with infographics and data visualization)?

Answer: LAFPP will provide text, data and content. As the designer you will be responsible for the design and layout of the information provided.

Question: Are projects typically scoped tightly upfront or adjusted during execution?

Answer: We provide data, text and photos upfront and remain flexible as the project progresses.

Question: For materials that go out regularly, such as event invitations or member updates, are there areas where the current print and distribution process feels like it creates extra steps for your team? And, are there communications where offering members more options — like receiving something digitally versus by mail — could better serve different preferences?

Answer: Typically, communications to members are delivered electronically utilizing a mass email platform.

Question: Which deliverable are your priority over the next 90 days, and how will you measure success on the projects

Answer: All projects are considered priority. Success is measured once the project has met the outlined scope of work.

Question: Who is responsible for model releases, location permits, and usage rights?

Answer: Photography used in our communication material will be provided by LAFPP. If third party photography is used, LAFPP will obtain proper permission and provide credit to the photographer.

FEES

Question: Is there an established budget range for this project, or could you share what has been allocated for similar projects in the past?

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. For Fiscal Year 2025-2026, \$29,500 was allocated for Graphic Design Services.

Question: How do you anticipate using fixed project pricing vs hourly work?

Answer: Please refer to Proposal Section: Fee Structure.

Question: Are there budget thresholds that trigger different approval processes?

Answer: There is no set threshold, but we do take into consideration the fees charged by the current consultant to develop each fiscal year budget.

Question: What are the standard payment terms (e.g., Net 30, Net 45)?

Answer: Payments are made upon receipt of the contractor's invoice and receipt of deliverables.

Question: Since this is essentially an on-call RFP for services, should proposers submit a proposed menu of services as part of our Cost Proposal with a not-to-exceed budget? Or should we simply submit hourly rates with sample costs for similar projects? Should we include task schedule and milestones as part of our cost proposal?

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. See Proposal Section 4.0: Fee Structure of the RFP.

Question: Can LAFPP clarify how fixed deliverable pricing, hourly rates, and project-based estimates will be applied in practice? Is hourly billing to be used if an additional project arises? Is it for any additional meetings/work that is not directly related to the aforementioned potential deliverables? Is it to be used if project has exceeded the budgeted number of revisions?

Answer: Please refer to Proposal Section 4.0: Fee Structure page 10 of the proposal.

ACCESSIBILITY

Question: Beyond WCAG 2.1 Level AA compliance, are there any specific accessibility standards or internal requirements LAFPP expects for print and digital documents (e.g., tagging protocols, screen reader testing, or review processes)?

Answer: All digital content created for LAFPP must comply with Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards. Contractors must ensure that PDFs, reports, presentations and any other materials are created in an accessible format, with proper tagging, logical heading structure, alternative text for images, sufficient color contrast and screen reader compatibility.

Question: How do you currently test and validate accessibility?

Answer: Accessibility testing has not been conducted in the past. The selected contractor will be expected to complete a full accessibility compliance check to ensure all

content meets WCAG 2.1 Level AA standards. LAFPP staff will conduct a preliminary triage and accessibility prescreen.

Question: Are there internal standards or tools you prefer?

Answer: No preference but should utilize industry standards.

Question: What are the most common accessibility challenges you've encountered?

Answer: Accessibility testing has not been conducted in the past.

Question: We would provide ADA-compliant, print-ready PDFs for production on the City's side. Would this be sufficient to fulfill the Pre-Press/Pre-flight requirement, or are additional services expected?

Answer: Properly formatted ADA compliant print ready PDFs that meet WCAG 2.1 Level AA standards will be sufficient to fulfill the pre-press and pre-flight requirements.

Question: Are there specific communication challenges LAFPP would like the selected firm to prioritize improving (e.g., accessibility, readability, production speed, consistency, or stakeholder review processes)?

Answer: LAFPP focus is to ensure that all communication material meet ADA and Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards.

SERVICES

Question: Could you provide further clarification or specificity as it relates to the "new brand design" listed in the responsibilities?

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: Does your organization have preferred print vendors, or would you like the selected team to recommend and to source and coordinate with vendors?

Answer: We generally work directly with the City's Printing Services.

Question: Do you currently use a specific platform or account for producing and distributing electronic publications (e.g., digital reports or e-books)?

Answer: The current contractor produces publications, and electronic distribution is done via a mass distribution platform.

Question: Do you have an existing library of approved photography assets, or should we plan to source imagery (e.g., stock photography) as part of the project?

Answer: We currently have an existing usable photo library and stock images. We are open to using the contractor's services for sourcing imagery.

- Question:** What are the most important outcomes you want these materials to achieve (e.g., understanding, engagement, behavior change, compliance)?
- Answer:* *Our content should focus on helping members understand their retirement benefits, keeping them informed and educated about the various aspects of their retirement.*
- Question:** Where do your current communications fall short?
- Answer:* *We are currently working on increasing our social media presence so that we may engage those members using social media platforms.*
- Question:** Which audiences are hardest to reach or least engaged?
- Answer:* *Our newest members, those with less than 5 years of service, tend to be less engaged.*
- Question:** How would you describe the range of audience (active members vs retirees vs beneficiaries)
- Answer:* *LAFPP serves a range of members, including active law enforcement personnel and firefighters, retired members, former vested employees, beneficiaries and qualified survivors.*
- Question:** What is the general level of financial literacy or familiarity with pension concepts?
- Answer:* *We have a vendor that addresses financial literacy in regular seminar format.*
- Question:** Are there known pain points, misconceptions, or frequently asked questions?
- Answer:* *We develop educational materials, such as FAQs, for our various pension tiers that are posted on our website. Questions vary depending on the departments we visit.*
- Question:** Are there any template-style systems in place now and would LAFPP be open to exploring new templates or changing systems or platforms for faster delivery and lower costs?
- Answer:* *LAFPP is open to exploring new platforms, designs and templates.*
- Question:** Will the designed collateral be used for social media? If so, which platforms?
- Answer:* *At this time, it is not certain if we will request design collateral for social media usage. LAFPP currently uses Facebook, Instagram, X, YouTube and LinkedIn to post content.*
- Question:** Does LAFPP have usage data for current flipbook formats, and is there openness to exploring alternative digital delivery methods?

Answer: Currently flipbooks are delivered via zip file. We are open to exploring alternative digital delivery methods that may provide usage data.

Question: When it serves LAFPP, is the bidder able to use AI as a support tool in the creation of deliverables, understanding all creative control and direction remains with our firm? Does LAFPP or the City of Los Angeles have any guidelines re: the use of AI support?

Answer: Please refer to Appendix 6.1 PSC-19 through PSC- 22.

Question: Can LAFPP clarify expectations regarding work samples, specifically the requirement to include files (PDF/GIF/JPEG) versus links? Ex. If a flip-style book is best viewed in its animated form, how would LAFPP prefer to review such material while ensuring the proposer still meets submission guidelines?

Answer: Work samples are to be provided in PDF format. However, we are open to receiving work samples in alternative formats that best display the project.

Question: Are newsletters typically produced in digital, print, or both formats? Are there legal requirements from the City, County, State re: how material must be delivered? Are there any other existing requirements/guidelines from any supervising/regulatory organizations that would be useful for the proposer to understand?

Answer: Newsletters are expected to be provided to us in both PDF and digital format, ready for print production and/or electronic distribution. All material produced must be ADA and WCAG 2.1 Level AA compliant.