



REQUEST FOR PROPOSALS

FINANCIAL EDUCATION PROVIDER

Proposals must be submitted by Thursday, March 24, 2022, at 5:00 P.M. to:

proposals@samcera.org

Attn: Gladys Smith

I. INTRODUCTION

The San Mateo County Employees' Retirement Association (SamCERA) is seeking proposals to develop and conduct customized financial planning instruction for SamCERA members.

SamCERA is a governmental pension plan that provides retirement, disability, and death benefits to employees of the County of San Mateo, the San Mateo County Superior Court, and the San Mateo County Mosquito and Vector Control District. There are more than 7,300 active and deferred members and over 5,500 retired members and beneficiaries of SamCERA.

Provider shall develop a course of instruction, qualified instructors, and supporting course materials to provide SamCERA members with financial education on various topics to assist them in their retirement planning. Examples of topic areas are: retirement planning and saving, money management, investing, estate planning and working with financial professionals.

In addition to using an outside provider for the courses above, SamCERA also participates in a County new employee orientation and conducts a 4-hour planning seminar for members within 2 years of retirement. This RFP does not seek a provider for the orientation and seminar, both of which will continue to be presented by SamCERA staff.

It is SamCERA's intent to secure a contractor to provide the above-referenced services and to enter a three-year contract from July 1, 2022, through June 30, 2025. The provider will be prohibited from marketing any financial products to attendees during the term of the contract.

Proposals must be received no later than 5:00 p.m. on March 24, 2022.

No extensions to the deadline will be allowed. All listed times are in the Pacific Time Zone.

II. SCOPE & DELIVERABLES

- A. The provider will develop a series of financial educational courses, each typically with at least a two-hour duration, on various general topics including, but not limited to, the following: retirement planning and saving, money management, investing, estate planning, and working with financial professionals. After approval by SamCERA of the course topics, Provider will conduct the courses at the SamCERA Boardroom or a County facility or via webinar an average minimum of once per month and provide approximately 20-30 separate periods of instruction. Some of the courses may be repeated during the year.
- B. Provider will provide qualified instructors to provide the education to SamCERA members in an interactive format.
- C. Provider will develop course materials that support the instruction provided.
- D. Timing of Services. It is anticipated that the agreement with the successful Proposer begin on July 1, 2022, with the first classes scheduled for September 2022.

III. PROPOSAL CONTENTS

Proposers should adhere strictly to the format set forth below. Each of the required sections identified must be addressed and must be specifically labeled.

The content and sequence of the proposal will be as follows:

Section Title

- A. Cover Letter
- B. Firm Information and Client List
- C. Engagement Staff
- D. Financial Education Services
- E. Contract Form and Specifications
- F. Proposed Fees

Items A through F below contain brief descriptions of material that must be included in this proposal.

A. Cover Letter: Proposer's cover letter shall identify:

- Firm name.
- The name, address, telephone number, and e-mail address of a principal contact for information regarding the proposal.
- The name and title or position and telephone number of the person or persons authorized to bind the organization to all commitments made in the proposal.
- The letter must also include the following statement:

"We have read the Request for Proposal (RFP) for a Financial Education Provider and fully understand its intent. We warrant that all information and statements in this proposal are complete and true. We certify that we have adequate personnel, equipment, and facilities to provide SamCERA's requested services. We understand that our ability to meet the criteria and provide the required services shall be judged solely by SamCERA. We have thoroughly examined the RFP

requirements and our proposed fees cover all the services that we have indicated we can meet. We acknowledge and accept all terms and conditions included in the RFP. We acknowledge the receipt of any and all amendments made to this RFP prior to the date of this letter."

- The letter must be signed by the person or persons authorized to bind the Proposer contractually.

B. Firm Information and Client List: Provide the following information about your firm:

1. A brief general history of your firm and pertinent experience with providing financial planning education to employee groups. Provide any other information about your firm which may be helpful to SamCERA in understanding why your firm should be selected.
2. List of current clients contracting with your firm for similar services. Please list a minimum of three references recently familiar with the quality and reliability of your firm's work. Include the name of the organization, contact person, mailing address, email address, and phone number for each reference.
3. Statement that your firm will be able to provide certificates indicating liability insurance of a minimum of \$1,000,000 for each of the following: comprehensive general, motor vehicle, professional, and worker's compensation. And if not, an explanation as to why not.

C. Engagement Staff: Identify the individuals who are going to provide the services along with a brief description of their experience and qualifications. Please list commitments or potential commitments which may impact the ability of the engagement staff to perform this contract.

D. Financial Education Services: Provide a description of the types of financial education that your firm offers which you believe to be relevant for SamCERA members, describe the teaching techniques and methodologies used by your firm. In addition, provide:

1. Two sample instructional materials developed for a comparable client on different subject areas.
2. Proposed syllabus for courses for SamCERA members.

E. Contract Form and Specifications: The purpose of the attached Sample Agreement is to indicate the type of contract contemplated and to set forth some of the general provisions SamCERA anticipates including in the final contract. In submitting a proposal, the Proposer will be deemed to have agreed to the form of each clause unless the proposal identifies an objection, sets forth the basis for the objection, and provides substitute language to make the clause acceptable to the Proposer. Such objections and

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substitute language must be submitted no later than the deadline for the proposal and should be included in this section.

- F. Proposed Fees:** Provide a breakdown of fees for proposed services. Include a breakdown of fees for any additional educational services not covered in this RFP that Proposer may suggest to SamCERA for its members.

Please list:

1. The rate per hour of the engagement staff that will provide the services and estimated hours of service required.
2. Expenses that you anticipate to incur when performing the requested services.
3. Estimated total charges for the services and expenses that will be incurred during the term of this contract.

IV. PROPOSAL PROCESS

- A.** The Schedule of Events is set forth in the chart below and may be subject to change.

EVENT	DATE
Release of RFP	February 18, 2022
Deadline for Written Questions	March 3, 2022 by 12:00 noon
Release Responses to Written Questions	March 10, 2022
Proposal Due Date and Time	March 24, 2022, by 5:00 p.m.
Review of Proposals	Week of March 28, 2022
Invited Finalists presentation	Week of April 11, 2022
Contract Negotiations	During April - May 2022
Board of Retirement Approval	May 31, 2022
Anticipated Contract Start Date	July 1, 2022

B. Submission of Proposal

Proposals must be received by March 24, 2022, by 5:00 p.m. and must be submitted via e-mail to **Gladys Smith** at proposals@samcera.org.

If you do not receive a confirmation of receipt for your proposal, please call (650) 599-1234. Please note that SamCERA's office hours are 7:00 a.m. to 5:30 p.m. Monday-Thursday, and we are closed on Fridays.

C. Submittal of Questions

Proposers requiring clarification of the intent or content of this RFP, or of the competitive proposal process, may request clarification by submitting written questions no later than March 3, 2022, **by 12:00 noon**.

All questions must be in writing and sent to proposals@samcera.org, Attn: Gladys Smith.

Verbal questions will not be answered. SamCERA will post a list of all Proposer questions and SamCERA responses on March 10, 2022, **by 5:00 p.m.** at: www.samcera.org/EducationRFP2022.

Other than what is set forth in this RFP, Proposers are specifically precluded from contacting SamCERA staff regarding this RFP, until a contract has been entered into with the successful Proposer.

D. Finalists' presentation

After a review of the written proposals, SamCERA may invite one or more of the proposers to provide a presentation to SamCERA staff. Proposers invited to make a presentation will be given guidelines for the presentation at that time.

E. Evaluation Criteria

SamCERA's staff will evaluate proposals and the qualifications of Proposers. The evaluation criteria will include, but not be limited to: proposer's qualification and experience, ability to provide the desired services in the required time frame, experience in providing similar services in related areas, positive references, proposed deliverables and cost. While cost is an important factor, this is not a low-bid process.

V. GENERAL CONDITIONS OF SUBMISSION

- A.** By submitting this proposal, your firm acknowledges that SamCERA reserves the right to accept or reject any or all proposals and may waive any requirements of this Request for Proposal if it deems that doing so is in the best interests of SamCERA. There is no expressed or implied obligation for SamCERA to reimburse responding firms for any expenses incurred in preparing proposals in response to this request. Costs for

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developing proposals are entirely the responsibility of the Proposer and will not be chargeable to or reimbursable by SamCERA.

- B.** Your firm further acknowledges that all proposals submitted in response to this RFP shall become the exclusive property of the SamCERA and shall be subject to public disclosure pursuant to the California Public Records Act (Cal. Govt. Code Section 6250 et. seq.). The Act provides that access to information concerning the conduct of the people's business is a fundamental and necessary right to every person in the state. Public records are defined as any writing related to the conduct of the public's business. There are specific exceptions to the Public Records Act. In the event SamCERA receives a request for inspection of any proposal submitted pursuant to this RFP, it is the responsibility of the organization whose proposal has been requested to assert any right of confidentiality that may exist. SamCERA will not make that assertion on behalf of the Proposer. Absent a judicial determination that the documents are exempt from disclosure, they will be subject to inspection. Submission of a proposal constitutes a complete waiver of any claims whatsoever against SamCERA and/or agents, officers or employees, that SamCERA has violated a Proposer's right to privacy, disclosed trade secrets or caused any damage by allowing the proposal to be inspected.
- C.** All proposals must remain valid for a period of not less than 120 days from the submission.
- D.** SamCERA reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected.
- E.** SamCERA, in its sole discretion, may enter into contracts with multiple providers.
- F.** SamCERA reserves the right to contact current and former clients of the Proposer for information at any time during the proposal process.
- G.** SamCERA reserves the right to contact individual Proposers for clarifying information at any time during the proposal process.
- H.** SamCERA may modify the RFP prior to the fixed date for submission of proposals by issuance of an addendum.
- I.** If a satisfactory contract cannot be negotiated, SamCERA may, in its sole discretion, begin contract negotiations with one or more than one of the remaining Proposers. SamCERA may contract with more than one Proposer if SamCERA determines, in its sole judgment, that more than one contractor is preferred to provide the specified services. SamCERA may determine to contract with none of the Proposers.