

Southern Nevada Workforce Development Board

Workforce Connections

Request for Proposals (RFP) No. RFP-OCMD-VA-24-032

Needed Services:

Outreach Collateral Material Design Services

Release Date:

April 11, 2024

Deadline for Submission:

Thursday, May 9, 2024, NLT 1:00 p.m.

Please refer to Section II, RFP calendar of events for a complete RFP schedule.

Assistance Listing Numbers (ALN)

ALN – 17.258 WIOA Title I Adult Program

ALN – 17.259 WIOA Title I Youth Programs, Services, and Activities

ALN – 17.278 Dislocated Workers Program

Letter of Interest (LOI)

In fostering efficiency and transparency, entities must submit a LOI no later than April 19, 2024, by 1:00 p.m. indicating their intent to respond to this solicitation at collateral2024@snvwc.org

For additional information, please contact Emilio Pias
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I. Introduction

Workforce Connections, Southern Nevada’s Local Workforce Development Board (LWDB) is a public agency that oversees employment and training services for eligible participants in the Southern Nevada Workforce Development Area of Clark, Nye, Lincoln, and Esmeralda counties with Federal funds awarded under the Workforce Innovation and Opportunity Act (WIOA). WIOA legislation provides Federal funds to assist eligible adults and youth with training opportunities and other support services to meet education and employment goals. Workforce Connections awards WIOA funds through a competitive process to organizations to provide these services to the community.

Workforce Connections convenes the public workforce development system in Southern Nevada. As the Local Workforce Development Board (LWDB), Workforce Connections connects employers to a ready workforce through a network of American Job Centers that provide education, training, and employment opportunities.

The vision of the One-Stop Delivery System (OSDS) under WIOA reflects the long-standing and ongoing work of dedicated workforce professionals around the nation to align a wide range of publicly and privately funded education, employment, and training programs, while also providing high-quality customer service to job seekers, workers, and businesses through the OSDS.

The publicly funded workforce system envisioned by WIOA is quality-focused, employer-driven, customer-centered, and tailored to meet the needs of regional economies. It is designed to increase access to, and opportunities for, the employment, education, training, and support services that individuals need to succeed in the labor market, particularly those with barriers to employment. It aligns workforce development, education, and economic development programs with regional economic development strategies to meet the needs of local and regional employers and provide a comprehensive, accessible, and high-quality workforce development system.

The Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, under Title 2 of the Code of Federal Regulations (CFR) Part 200 sets forth the standards for obtaining consistency and uniformity among Federal agencies for the procurement of goods and services. Established requirements also provide guidelines for Federal awarding agencies and pass-through entities, which shall at all times, make sure that their procurement actions conform with applicable Federal, State, and local laws and regulations.

A. Authority

Public Law (P.L.) 113-128 WIOA; the Single Audit Act – 31 U.S.C. 7501 – 7507; 2 CFR Part 200 - Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards §200.318 – §200.326; 20 CFR Part 683; State Compliance Policy (SCP) 3.9 Procurement, Workforce Connections’ Policy Admin-010-06 Procurement – Acquisition

B. Purpose

1. The LWDB, Workforce Connections, is soliciting proposals from qualified entities with established/verifiable experience and expertise in Outreach Collateral Material Design Services.
2. This effort will focus on the acquisition of professional services from a qualified entity or entities to perform Outreach Collateral Material Design Services, on an as-needed basis only.
3. To be considered, entities must respond to this solicitation in accordance with the terms and conditions addressed herein. Proposers must provide full, accurate, and complete information as required by this solicitation and its attachments.
4. Proposals must delineate a business approach exhibiting compliance with the full scope of services, and specifications in a cost-effective and efficient manner, as outlined in this solicitation.
5. Proposals must provide a straightforward, concise delineation of competencies to satisfy the terms and conditions of this solicitation. Expensive bindings, colored displays, promotional materials, flyers, brochures, etc., are not necessary or desired unless strictly required by Workforce Connections. Emphasis should be concentrated on conformance to the solicitation instructions, responsiveness to the solicitation requirements, completeness, and clarity of content.
6. This solicitation does not commit Workforce Connections to accept any proposal. Workforce Connections is not responsible for any costs incurred by the proposer in the preparation of a proposal in response to this solicitation.
7. Workforce Connections understands the significant contribution made by small businesses, minority-owned firms, veteran-owned businesses, and women-owned businesses to our local economy and employment market. Workforce Connections is committed to fostering greater competition by encouraging the participation of proposers certified as small businesses, minority-owned firms, veteran-owned businesses, and women's business enterprises, as appropriate.
8. A consortium, joint venture, or collaboration of organizations with complementary skills and experience may respond to this solicitation by submitting a single proposal; however, the proposal must clearly indicate that all contractual responsibilities will remain solely with one legal institution serving as the lead agent. The lead institution must submit an agreement, properly signed and dated by all members, indicating their roles and responsibilities and their commitment to participate in the project.

9. Workforce Connections may negotiate with any proposer after proposals are reviewed if such action is deemed to be in the best interest of Workforce Connections.

II. Calendar of Events

RFP Timeline

Task	Date ¹
RFP publication date	4/11/2024
RFP-related questions may be submitted starting on	4/11/2024
Last day to submit a LOI	4/19/2024 NLT 1:00 p.m.
Last day to submit RFP-related questions	5/7/2024 NLT 1:00 p.m.
Last day to post answers on the Workforce Connections' website	5/08/2024 NLT 1:00 p.m.
Deadline for submission of proposals	5/9/2024 NLT 1:00 p.m.
Evaluation period (on or about)	5/13/2024 to 5/27/2024
Selection of contractor (on or about)	5/28/2024
Recommendation for contract award (on or about)	5/28/2024
Authorization to award a contract (on or about)	5/28/2024
Contract negotiations (if needed)	To be determined
Contract start (contingent upon State approval)	07/01/2024

¹ Dates are subject to change.

III. Acronyms/Definitions

For the purpose of this RFP, the following acronyms/definitions may be used:

Addendum	Official modification to a document. An item of additional information or material added to the RFP
Amendment	Official modification to a document. A written statement that can add, remove, or update part of the original RFP or contract
BL	Business License
CFR	Code of Federal Regulations
CGL	Commercial General Liability
COB	Close of Business
Contract authorization date	The date the Local Elected Officials (LEOs) Consortium officially approves and authorizes a contract award
Contract award date	The date when a determination is made to award a contract after successful negotiations are completed and awaiting the approval of the LEOs Consortium
Contractor	The organization/entity that has an approved contract with Workforce Connections for the services identified in this solicitation.
Contract Manager	Agency representative responsible for the management of a contract
Cross Reference	A reference to another text or part of a text containing related information
DBA	Doing Business As
DETR	Department of Employment, Training, and Rehabilitation
DOL	Department of Labor
E&O	Errors & Omissions (Professional Liability Insurance)
EIN	Employer Identification Number
Evaluation Committee	A committee established by Workforce Connections to evaluate and score proposals submitted in response to this RFP
Evaluation Criteria	Factors to be considered before making an award
GAAP	General Accepted Accounting Principles

IT	Information Technology
Key Personnel	Contractor staff responsible for oversight of work during the life of the contract and for deliverables
LEOs	Local Elected Officials
LOI	Letter of Intent – Notification of Workforce Connections’ intent to award a contract pending successful negotiations. At this point, all information remains confidential until the issuance of the formal notice of award
LWDA	Local Workforce Development Area
LWDB	Local Workforce Development Board
LWDS	Local Workforce Development System
May	Indicates something that is recommended but not mandatory. If the proposer fails to provide the recommended information, Workforce Connections may, at its sole discretion, ask the proposer to provide the information or evaluate the proposal without the information
Must	Indicates a mandatory requirement. Failure to meet a mandatory requirement may result in the rejection of a proposal as non-responsive
NLT	No Later Than
NOA	Notice of Award – Formal notification of Workforce Connections’ decision to award a contract, pending Local Elected Officials’ approval of such, any non-confidential information becomes available upon written request
NRS	Nevada Revised Statute
NTE	Not to Exceed
OSDS	One-Stop Delivery System
PI	Proprietary Information - Any trade secret or confidential information that is contained in a proposal
PII	Personally Identifiable Information – Information that can be used to distinguish or trace an individual’s identity, either alone or when combined with other personal or identifying information that is linked or linkable to a specific individual
PM	Project Manager

POC	Point of Contact
Proposal	Formal written response to this solicitation
Proposer	An entity or organization responding to this solicitation
Public Record	All public records of a Governmental entity
Q&A	Questions and Answers - Written responses will be posted on the Workforce Connections website
QA	Quality Assurance
Redacted	The process of removing confidential or proprietary information from a document prior to the release of information to others
RFB	Request for Bids
RFP	Request for Proposals
SAM	System for Award Management - https://sam.gov/content/home
SBL	State Business License
SNWDA	Southern Nevada Workforce Development Area
SOW	Scope of Work or Services
Trade Secret	Information including, without limitation, a formula, pattern, compilation, program, device, method, technique, product, system, process, design, prototype, procedure, computer programming instruction, or code that derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by, proper means by the public or any other person who can obtain commercial or economic value from its disclosure or use, and is the subject of efforts that are reasonable under the circumstances to maintain its secrecy
UEI	Unique entity identifier number issued by the system of award management - https://sam.gov/content/home
WISS	Workforce Innovation Support Services

IV. Business Information

Proposers must provide a company profile in a table format as shown below.

Question	Response
Legal business name	
Ownership structure (<i>sole proprietor, consortium, etc.</i>)	
State of incorporation	
Date of incorporation	
Number of years in business	
Location of company's headquarters	
Location of the office that will provide the services described in this solicitation	
The number of employees with the expertise to support the requirements specified in this solicitation	
Nevada State Business License number	
City business license number: (<i>Las Vegas, Henderson, or North Las Vegas</i>)	

- A.** Please be advised, according to NRS 80.010, a corporation organized pursuant to the laws of another State, shall register with the State of Nevada, Secretary of State's Office as a foreign corporation before a contract can be executed between Workforce Connections and the awarded contractor unless specifically exempted by NRS 80.015.
- B.** If determined necessary or appropriate, prior to doing business with Workforce Connections, the awarded entity must be licensed by the Office of the Secretary of State. Please visit <http://nvsos.gov> for additional information.
- C.** Has the proposer ever been engaged under a contract agreement with Workforce Connections?
If "Yes," the proposer must provide the following information in table format as shown below.

Question	Response
Contract ID	
Contract period	
The total contract award	

D. Unique entity identifier and System for Award Management (SAM)

The proposer must:

1. Be registered in SAM, information will be verified,
2. Provide a valid unique entity identifier, from the SAM, in its proposal, and
3. Continue to maintain an active SAM registration with current information at all times during, if selected, the term of the contract agreement.

V. General Provisions

A. Instructions for Submitting Proposals

1. Proposal may be submitted via email to collateral2024@snvwc.org no later than the date and time specified in this solicitation. Late proposals will not be accepted. Technical proposal and cost proposal must be submitted separately.
2. If the proposer elects to submit its proposal via U.S. Postal Services, UPS, or any other type of delivery service, the proposal must be submitted, in printed version, in a sealed envelope and marked, "Request for Proposals (RFP) Outreach Collateral Material Design" - No. RFP-OCMD-VA-24-032". The name and address of the entity submitting a proposal must also be clearly marked on the envelope. It is the responsibility of the proposer to request proof of delivery date and time from their selected carrier. All proposals will be time-stamped by Workforce Connections upon receipt.
3. If the proposer elects to hand-deliver its proposal, a signed, unbound original printed version of the proposal must be delivered to Workforce Connections' administrative office on or before 5/09/2024, NLT 1:00 p.m., and in accordance with the instructions provided in this solicitation.
4. Proposers may submit their proposal at any time prior to the specified deadline. A printed version of this RFP can be obtained at the provided address or by simply accessing the Workforce Connections' website at <http://nvworkforceconnections.org>.
5. These requirements will facilitate an orderly and timely submission of proposals.
6. Workforce Connections' hours of operation are Monday through Friday, 8:00 a.m. to 5:00 p.m. Workforce Connections' administrative office is located at 6330 West Charleston Blvd., Suite 150., Las Vegas, Nevada, 89146 Telephone: 702-638-8750.
7. A proposal may be modified at any given time prior to the scheduled closing date and time for the submission of the proposals. Modifications must be submitted under the same specifications required for the original proposal with a clear request to replace the original proposal.

8. All proposals will become the property of Workforce Connections and will be available for public inspection. Further clarification is provided in item I “Public Record” of this section. All proposals will be kept confidential until a contract is awarded.
9. Auxiliary aids and services are available upon request to individuals with disabilities by notifying Dianne Tracy in writing at 6330 West Charleston Blvd., Suite 150., Las Vegas, Nevada, 89146; or by calling at 702-638-8750; or by fax at 702-638-8774. The TTY/TDD access number is (800) 326-6868 - Nevada Relay 711. A sign language interpreter may also be made available with 24 hours written notice.

B. Format

1. Proposers must follow the format set forth herein and provide all of the requested information. Narratives must be typed in 12-point Times New Roman font on plain white paper with margins of one inch on all four (4) sides, double-spaced, and single-sided printing.
2. The proposal must be submitted with a cover page, incorporated herein as Appendix A.
3. The proposal must include the assurance and affirmation form, incorporated herein as Appendix B.
4. Proposers must keep narratives as concise as possible while providing all requested information. Each narrative must contain a heading that clearly indicates the narrative category being addressed. Any attachments must be properly labeled indicating the proposal section and the number to which they refer.
5. All proposals must be signed by an officer or representative vested (explicitly, implicitly, or through conduct) with the powers to commit the authorizing entity to a binding contract or agreement. Proposals that do not meet the format requirements as specified in this section will be considered non-responsive.

C. Questions

1. All questions related to this solicitation must be submitted via e-mail to: Collateral2024@snavwc.org. Questions may be submitted upon receipt of this solicitation. Questions received after the deadline, as specified in Sec. II, will not be answered. The proposer must include the solicitation title and number in the subject line of the e-mail.
2. Responses to questions received will be posted on the Workforce Connections’ website. Proposers are responsible for checking the website for any updated information with respect to this solicitation or responses to submitted questions.

3. Workforce Connections is neither bound by, nor responsible for, any oral representation, clarification, or changes made to this solicitation by Workforce Connections employees, unless such clarification or changes are provided to proposers in a written amendment from Workforce Connections.

D. Rights Reserved

1. Although Workforce Connections' intent is to award a contract as a result of this solicitation, the issuance of this solicitation in no way constitutes a commitment from Workforce Connections to award and execute a contract.
2. Upon a determination that such action(s) are deemed to be in its best interest, Workforce Connections, at its sole discretion, reserves the right to:
 - a) Reject any or all proposals, cancel this solicitation, or to accept or reject any or all items in any or all proposals,
 - b) Waive or not waive any immaterial technicality, irregularity, and/or deviation,
 - c) Disqualify any proposer on the grounds of actual or apparent conflict of interest,
 - d) Delay, amend, reissue, or cancel any part of this solicitation that would not have a significant impact on any proposal,
 - e) Modify the solicitation process and timeline,
 - f) Reject any proposal based upon the proposer's prior history with Workforce Connections or any other entity which documents, without limitation, unsatisfactory performance, adversarial or contentious demeanor, significant failure(s) to meet contract milestones or any other contractual failures,
 - g) Limit the SOW prior to the award of a contract, or not to award a contract, and
 - h) If awarded, terminate any contract.

E. Modifications

1. At the discretion of Workforce Connections, if determined necessary or appropriate to amend any part of this solicitation, an amendment will be posted on the Workforce Connections' website.
2. Proposers are responsible for checking the website frequently in order to remain informed with respect to this solicitation or any changes.

3. Proposers must insert the information indicated in the RFP package. Failure to acknowledge any amendment made to this solicitation will result in disqualification and rejection of the proposal.

F. Assurances

1. With the submission of a proposal, the proposer assures that it is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency. The proposer also assures that it has not been disqualified or otherwise prevented from proposing, or completing a Federal, State, or local government project because of a violation of law or safety and labor standards.
2. With the submission of a proposal, the proposer assures that no funds awarded as a result of this solicitation will be used, or proposed for use, to encourage or induce the relocation of a business, or part of a business, if such relocation will result in the loss of employment for any employee of such business at its original location and such original location is within the United States.
3. Workforce Connections is an equal opportunity employer/program and requires that the successful proposer will comply with nondiscrimination and drug-free workplace applicable laws and associated regulations as appropriate.
4. With the submission of a proposal, the proposer assures that the entity or organization it represents has not been convicted of a felony criminal violation under any Federal law within the preceding 24 months.
5. With the submission of a proposal, the proposer assures that the entity or organization it represents has no unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability.
6. With the submission of a proposal, the proposer assures that the entity or organization it represents has not made, and it will not make, any payment prohibited under 31 U.S.C. §1352(a)(1), which addresses limitations on the use of appropriated funds to influence certain Federal contracting and financial transactions.
7. Each proposer must disclose any existing or potential conflict of interest relative to the performance of the contractual responsibilities resulting from this solicitation. Any such relationship that might be perceived or represented as a conflict of interest must be disclosed. By submitting a proposal in response to this solicitation, the proposer assures that it has not given, nor

intends to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or service to any public servant or any employee or representative of same, in connection with this procurement action. Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest will automatically result in the disqualification of a proposer's proposal. An award will not be made where a conflict of interest exists. Workforce Connections will determine whether a conflict of interest exists and whether it may reflect negatively on Workforce Connections' selection of a contractor.

Workforce Connections reserves the right to disqualify any proposer on the grounds of an apparent or actual conflict of interest.

G. Ex Parte Communication - Prohibited

1. In fostering fairness and transparency, no party or a party representing an entity submitting a proposal shall engage in ex parte communications with any Board member, Local Elected Official (LEO) Consortium member, Workforce Connections Executive Management, or staff, except for the contact person provided in this solicitation. Entities responding to this solicitation are required to submit their questions in compliance with Sec. V (C) of this solicitation.
2. Except as described in this solicitation, communication, in any way, with Board members, LEOs, Workforce Connections Executive Management, or staff will be considered a violation of this section and will also be distributed immediately to Workforce Connections' Executive Director or designee for review and action. Proposers who attempt to influence, in any way, the procurement process will be disqualified.

H. Protest

1. Workforce Connections will consider any bona fide protest with respect to its procurement actions. Any entity may file a protest with respect to this solicitation consistent with the procurement protest standards specified in Workforce Connections' Policy Admin-010-08 located on the Workforce Connections' website. The written protest must be submitted to Workforce Connections' Executive Director or designee.
2. Failure by the proposer to request timely clarifications with respect to any omission or inadequacy will not release the proposer from this responsibility. The signing of the "Affirmation Form" will be considered a thorough understanding of the provisions, intent, and scope of work of this solicitation.

I. Public Record

Federal, State, and local laws and regulations mandate public access to public government records. Therefore, unless the information is exempt from disclosure by law, the content of any request for clarification, exception, amendment, response to this solicitation, or any other written communication between Workforce Connections and the proposer, will be available for public inspection, as appropriate or permitted by law.

1. If the proposer believes that any written communication, as appropriate, between the proposer and Workforce Connections, contains proprietary or confidential information the proposer must request that Workforce Connections withhold from public disclosure such information by submitting in a separate envelope such information marked as “Proprietary” or “Confidential” and must include the name of the RFP and proposer’s name. The proposer must not designate the entire proposal as proprietary or confidential. A proposal that is designated as proprietary or confidential in its entirety will be considered non-responsive.
2. If the proposer requests that Workforce Connections withhold from disclosure information identified as confidential, the proposer understands and agrees to assume all responsibilities for any litigation, objection, or procedure resulting from the non-disclosure.
3. Failure to label or mark any information as “Proprietary” or “Confidential” that is released by Workforce Connections shall constitute a complete waiver of any and all claims for damages caused by the release of such information.
4. The proposer shall indemnify, hold harmless, and defend Workforce Connections from and against all liabilities, claims, actions, damages, and expenses, including but not limited to attorney’s fees and costs that may be awarded to the party requesting the proposer’s information.
5. The proposer shall hold the Local Elected Officials (LEOs), Board members, the respective counties and cities, Workforce Connections, their officers, agents, and employees harmless from any and all claims, court costs, fees and penalties, settlements, rulings, legal costs, and any other liabilities of any kind arising from the withholding of the proposer’s information.
6. All requests for the release of any information pertaining to this solicitation and any subsequent contract award or amendment thereto must be made in compliance with Workforce Connections’ established policies and procedures which can be located at <http://nvworkforceconnections.org>. Records shall become available for public inspection after the award of a contract.

VI. Licenses and Insurance

The selected contractor may be required to maintain insurance in commercially reasonable amounts calculated to protect itself and the other party under a contract agreement with Workforce Connections.

- A.** The selected contractor must be licensed to provide the required services under this solicitation. The following must be provided:
 - Copy of valid State Business License; and
 - Copy of valid City or County Business License; and
 - Copy of valid Certificate of Liability Insurance.
- B.** The selected contractor will be required to provide Workforce Connections with copies of the above-referenced licenses and insurance prior to the start of the contract agreement. Copy of such documents will become part of the contract agreement. It shall be understood that Workforce Connections must be added as additional insured on the above-referenced certificate of insurance.

VII. General Technical Review

All proposals will undergo a technical review to ensure that the technical requirements of this solicitation have been met. Those proposals passing the technical review will be forwarded to the evaluation committee for review and evaluation. A proposal that fails to pass the technical review will be considered non-responsive. The general technical review is conducted by Workforce Connections staff. The technical review checklist is incorporated herein as Appendix D.

VIII. Scope of Work Specifications

- A.** The purpose of this section is to outline the Outreach Collateral Material Design Services requirements from Workforce Connections. The main objective is to secure the utmost professional, consistent, comprehensive, and cost-effective services.
- B.** The work covered under these requirements includes furnishing all labor, equipment, supplies as necessary and appropriate, and staffing levels in order to properly fulfill the specifications outlined in the SOW for the full term of the project.
- C.** No portion of the work specified by this solicitation can be subcontracted or assigned without the prior written approval of Workforce Connections. Request to subcontract or assign all or any portion of the work required under this solicitation must be submitted to Workforce Connections' Executive Director, or designee, at least 30 business days prior, as appropriate, to the proposed effective date of the subcontract. The selected contractor must include in the written request a detailed description of how the contractor plans to supervise the work performed by the subcontractor. The selected contractor will be responsible for the work performed by any subcontractor.

D. The selected contractor will be the sole point of contract responsibility. Workforce Connections will look solely to the selected contractor for the performance of all contractual obligations that may result from an award based on this solicitation. The selected contractor will not be relieved from the non-performance of any or all subcontractors.

E. Scope of Services

It shall be understood that, in addition to these services, all tasks incidental to functions not specifically listed but normally included in professional Outreach Collateral Material Design Services or practices will be provided. Workforce Connections will consider innovative methodologies and solutions that will best accomplish the anticipated outcomes.

1. Consistent with Sec. I(B)(2) the selected contractor is expected to assist Workforce Connections with professional Outreach Collateral Material Design Services on an as-needed basis only.

2. Deliverables

Outreach Collateral Material Design Services include, but are not limited to, new design, improvements, and maintenance of Workforce Connections' outreach collateral materials. Workforce Connections seeks to ensure the continual improvement of its collateral products and their effectiveness with reaching clients and the community.

The following list is a representation of the anticipated services and/or activities. The list is not all-inclusive. Additional services may be required as they become necessary for Workforce Connections.

- a) Workforce Connections and One-Stop Annual Reports
 - 1) Design and development of electronic and printed versions, and
 - 2) Photography services as needed.

- b) Workforce Connections and One-Stop Branding and Graphic Art
 - 1) Electronic and printed brochures/flyers,
 - 2) Hand-outs, e-blasts,
 - 3) Stationery, business cards, and
 - 4) Electronic presentation templates.

- c) Labor Market Information Collateral
 - 1) Design and development of templates, format, and content,
 - 2) Implementation on Workforce Connections and One-Stop websites with printing capability, and
 - 3) Electronic versions for system-wide use.

IX. Qualification Factors

To properly assist Workforce Connections in determining the proposer's capacity to accomplish and deliver the services outlined in this solicitation, the proposer must respond to the following with respect to its ability to meet the requirements under this solicitation effectively and efficiently.

A. Technical Proposal

1. An executive summary which must not exceed four pages including, but not limited to, the proposer's short-term goals and objectives in order to accomplish the required services, a description of the proposer's products and services related to this solicitation, and the proposer's understanding of the required services under this solicitation.

2. **Business Design**
The proposer must:
 - a) Provide a detailed description of its business practices,
 - b) Provide a detailed description of project implementation strategies that the proposer anticipates employing in carrying out the required SOW under this solicitation, and
 - c) Provide examples that demonstrate that its business possesses a strong familiarity and proficiency in the required services.

3. **Methods of Providing Services**
The proposer must describe in detail:
 - a) The methods that will be used for the implementation of effective and efficient methodologies for professional Outreach Collateral Material Design Services, and
 - b) A detailed description of efforts the proposer will undertake to achieve the requirements of the SOW, including a staffing plan, and
 - c) A detailed description of the entity's knowledge, expertise, and experience in providing the specified services, and
 - d) Demonstrated experience in the fundamentals of Outreach Collateral Material Design Services, and
 - e) Demonstrated capacity and expertise in requisites and functions as they pertain to overall Outreach Collateral Material Design Services.

4. **Prior Work History**, which must include the following:
 - a) The proposer's qualifications and capacity to perform the work effectively and efficiently, based on information from professional references (provide the name and contact information of at least two (2) entities or organizations, who can attest to the proposer's present and/or past work and professional performance); and
 - b) Workforce Connections reserves the right to use any information, positive or negative, to assess the ability of the proposer to accomplish the requirements of this solicitation.

B. Cost Proposal

There is no commitment on the part of Workforce Connections to accept the lowest cost proposal or the conditions imposed by the proposer as a requirement of acceptance. Although there are significant evaluation factors presented, Workforce Connections reserves the right, without limitation, to consider, any and all, other factors that may significantly meet the needs of Workforce Connections.

1. The cost proposal shall contain detailed pricing-related information to perform the services described in this solicitation.
2. The cost proposal, Appendix C, shall be consistent with the SOW specifications of Sec. VIII (E). The proposer is encouraged to include a price rationale in order to ensure that the proposed fee can be compared and evaluated.
3. The cost proposal must be submitted to Workforce Connections in a separate sealed envelope and be clearly marked “Request for Proposals (RFP) Outreach Collateral Material Design Services” – RFP-OCMD-VA-24-032, only if submitted via U.S. Postal Services, UPS, or any other type of delivery service. Please follow the instructions provided in Sec. V (A). The name and address of the proposer must also be clearly marked on the envelope. The cost proposal will also be time-stamped.

X. Proposal Review and Evaluation

- A.** Proposals submitted will be evaluated by an evaluation committee appointed by Workforce Connections’ executive management. The evaluation committee will evaluate and score all responsive proposals based on the established evaluation criteria.
- B.** All proposals will first be evaluated to ensure responsiveness to this solicitation. Workforce Connections reserves the right to reject any proposal as non-responsive if the proposal does not meet the requirements of this solicitation.
- C.** Workforce Connections may reject any proposal in which the proposer’s approach, qualifications, proposed services, or proposed rate/fees are not considered advantageous for Workforce Connections.

Workforce Connections reserves the right to request further information or clarification from any or all proposers at any time during the evaluation process.

D. Proposals will be evaluated based on Technical and Cost factors as follows:

Category	Maximum Point Value	Description
Technical Factors		
Executive Summary	10	<ul style="list-style-type: none"> ▪ Demonstrated conformance and responsiveness to the solicitation instructions and requirements, ▪ Completeness and relevance of content, and ▪ Goals and objectives clearly identify and measure the proposer’s projected outcomes.
Business Design	30	<ul style="list-style-type: none"> ▪ Demonstrated capacity and expertise in required services, ▪ Appropriateness and adequacy of proposed project implementation strategies, and ▪ Activities that effectively and efficiently achieve consistency of the proposed approach, methodologies, and deliverables. Sec. IX (A) (2)
Methods of Providing Services	30	<ul style="list-style-type: none"> ▪ Outlined effective methodology linked to the requested services, Sec. IX (A) (3) ▪ Proposer’s implementation strategies, plan, and methods to manage the project SOW, and ▪ Clear understanding of the solicitation and the overall project SOW. Sec. VIII & Sec. IX
Prior Work Experience	20	<ul style="list-style-type: none"> ▪ Clearly demonstrate the proposer’s capacity to perform the work, prior experience, and a number of years in conducting work of similar scope, Sec. IX(A)(3)(c), (d), & (e) ▪ Adequate staffing levels and readily available resources to perform the work, and ▪ Demonstrated ability to perform the requested services.
Cost Factors		
Proposed Rate	10	<ul style="list-style-type: none"> ▪ Consistent and in accordance with specified SOW, and Sec. VIII (E) ▪ Cost-effectiveness of the proposed rate.

XI. Contract Award

- A.** Workforce Connections may award one (1) or more contracts as determined to be in the best interest of Workforce Connections. Successful proposers are expected to negotiate and execute a contract and any subsequent amendment(s) with Workforce Connections that may be required to fulfill the services required under this solicitation.
- B.** Contract(s) awarded as a result of this solicitation up to \$99,000.00, are anticipated to start on or about, 7/01/2024, and terminate on 06/30/2025. A contract agreement between Workforce Connections and the contractor must be fully executed prior to the service start date.
- C.** Workforce Connections may, at its sole discretion, extend the term and increase the awarded amount for this project beyond the initial contract award term pursuant to funds being appropriated or otherwise made available by Federal sources or the State. The funding authority for this project rests on appropriated funds under Title I of WIOA.
- D.** Workforce Connections' obligation for the performance of this project is contingent upon the availability of appropriated funds from which payments for this project can be made and approval from the State.
- E.** Consistent with item (B) of this section a contract extension will be based on the need for services, funding availability, satisfactory performance, and any other factors that Workforce Connections, in its sole discretion, deems appropriate.
- F.** Workforce Connections reserves the right to incorporate its standard policies and procedures provisions into any agreement resulting from this solicitation, including any provision required by Federal or State law or regulation. The successful proposer is expected to fully comply with all terms and conditions specified in the contract agreement.
- G.** Workforce Connections reserves the right to negotiate the specific services to be provided based on the requirements of this solicitation and the terms of the winning proposal. If the successful proposer fails or refuses to execute the contract or any subsequent amendment within 15 business days of delivery, Workforce Connections may elect to cancel the award and may award the contract to another proposer.
- H.** Proposers will be notified in writing of Workforce Connections' decision with respect to their proposal. Formal notice of award, NOA, and final execution are subject to approval from the State, and the authorization of the Local Elected Officials Consortium, as appropriate or applicable.

Appendix A
Proposal Cover Page
RFP-OCMD-VA-24-032
Outreach Collateral Material Design Services

The following information must be completed on a cover page and included with the proposal. A proposal without this cover page may be considered non-responsive.

Legal Business Name:

Business Address:

Business Phone:

Federal TAX I.D. #:

UEI # (Required):

Signatory Name:

Signatory Title:

Main Contact Person:

Contact Person Email:

Contact Person Phone #:

Signatory:

Date:

Appendix B
Assurance and Affirmation
RFP-OCMD-VA-24-032
Outreach Collateral Material Design Services

Assurance and Affirmation

I affirm that the information within this proposal is true and accurate to the best of my knowledge. I acknowledge that I have read and understood the specifications and requirements of the Request for Proposals (RFP) and that the entity I represent is prepared to deliver the proposed services as described herein. Further, I certify that I am duly authorized to submit this proposal on behalf of my company. I also understand that by signing any contract agreement initiated as a result of this proposal, my company is responsible for meeting each deliverable outlined in this solicitation and complying with all applicable Federal laws, State, and local regulations. I fully affirm and understand that failure to deliver the services as outlined in the solicitation and my company's proposal may result in the termination of a contract agreement.

Conflict of Interest

I do hereby affirm that no individuals involved in writing, preparing, researching, and/or submitting any part of this proposal are members of Workforce Connections' Board, Programs Committee, Finance and Budget Committee, Executive Committee, Local Elected Officials Consortium, consultants, and/or staff currently employed or employed within the last twenty-four (24) months. I fully certify that the organization listed below has no such conflict of interest as stated here and in the RFP.

Signatory:

Print Name:

Title:

Signature:

Date:

Appendix C
Cost Proposal
RFP-OCMD-VA-24-032
Outreach Collateral Material Design Services

Business Legal Name:

Address:

Phone:

UEI # *(Required)*

All-inclusive, not-to-exceed hourly rate per rendered service:

\$ _____

Signatory:

Signature:

Print Name:

**Appendix D
General Technical Review
RFP-OCMD-VA-24-032
Outreach Collateral Material Design Services**

Requirements	Please check one
The proposal was submitted by the deadline:	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Cover page properly completed:	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Correct proposal format in the following areas:	
Includes a table of contents	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
12-point Times New Roman font	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
1" margins on all four (4) sides	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Double spacing	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Single sided printing	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Assurance and Affirmation properly signed:	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
The cost proposal was submitted as required:	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Recommended for evaluation?	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
<p>-----</p> <p>Staff – Print Name: Date:</p>	