

Southern Nevada Workforce Development Board

Workforce Connections

Request for Bid (RFB) No. V-20-019

For

Digital Outreach Campaign

Release Date: December 31, 2020

Deadline for submission: Friday, January 8, 2021 NLT 2:00 p.m.

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

Catalog of Federal Domestic Assistance (CFDA) Number: **CFDA 17.277**

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Table of Contents		Page
I.	Introduction -----	3
II.	Calendar of Events -----	5
III.	Acronyms/Definitions -----	6
IV.	Proposer Information -----	9
V.	General Provisions -----	10
VI.	Licenses and Insurance -----	15
VII.	General Technical Review -----	16
VIII.	Scope of Work Specifications -----	16
IX.	Qualification Factors -----	18
X.	Proposal Review and Evaluation -----	19
XI.	Contract Award -----	21
	Appendix A -----	22
	Appendix B -----	23
	Appendix C -----	24
	Appendix D -----	25

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 in order 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 One-Stop Career 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 Public Relations entities with established/verifiable experience and expertise to develop and execute a successful Community Engagement and Digital Outreach Campaign.

The project will focus on creating a unique brand message to reach out to targeted groups, generate public interest and increase awareness throughout the One-Stop Delivery System (OSDS) of available training, and employment services under the National Dislocated Workers Grant (NDWG).

2. In order to be considered as responsive, proposers must respond to this solicitation in accordance with the requirements, specifications, and provisions addressed in this solicitation.
3. Proposals must delineate a business approach exhibiting that the successful proposer will accomplish all of the service specifications in a cost-effective and efficient manner, as outlined in this solicitation.
4. Proposals must provide a straightforward, concise delineation of competencies to satisfy the requirements 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.
5. 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.
6. 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 foster 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.
7. 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.

II. Calendar of Events

RFB Timeline Digital Outreach Campaign

Task	Date ¹
RFB publication date	12/31/2020
RFB related questions may be submitted starting on	12/31/2020
Last day to submit RFB related questions	01/06/2021 NLT 2:00 p.m.
Last day to post answers on the Workforce Connections' website	01/07/2021 NLT 2:00 p.m.
Deadline for submission of proposals	01/08/2021 NLT 2:00 p.m.
Evaluation period (on or about)	01/11/2021 to 01/15/2021
Selection of contractor (on or about)	01/19/2021
Recommendation for contract award (on or about)	01/21/2021
Authorization to award a contract (on or about)	01/22/2021
Contract negotiations (if needed)	To be determined
Contract start (contingent upon State approval)	01/25/2021
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¹ Dates are subject to change.

III. Acronyms/Definitions

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

Addendum	Official modification to a document. An item of additional information or material added to the RFB
Amendment	Official modification to a contract. A written statement that can add, remove or update part of the original contract
BL	Business License
CFR	Code of Federal Regulations
CGL	Commercial General Liability
COB	Close of Business
Contract approval date	The date the Local Elected Officials (LEOs) Consortium officially accepts and authorizes contract award
Contract authorization date	The date the Local Elected Officials (LEOs) Consortium officially accepts and authorizes 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. The contractor will be the sole point of contact with Workforce Connections relative to contract performance
Contract Monitor	Agency representative assigned responsibilities related to monitoring the activities 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 RFB
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 project and for deliverables
LEOs	Local Elected Officials
LOI	Letter of Intent – Notification of Workforce Connections’ intent to award a contract to a contractor, 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 contract, 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

IV. Proposer Information

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

Question	Response
Legal business name:	
Ownership (sole proprietor, consortium, etc.):	
DUNS Number (required):	
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:	
Number of employees with the expertise to support the requirements specified in this solicitation:	
Nevada business license number, as appropriate:	

A. Please be advised, pursuant 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. The selected contractor, prior to doing business with Workforce Connections, must be appropriately 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 name:	
Contract period:	
Type of duties performed:	
Total amount of the contract:	

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 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 rfb-dcneg@snvwc.org no later than the date and time specified in this solicitation. Proposals that do not arrive by the specified deadline will not be accepted. This approach is taken after further assessment of the current national circumstances and to, at the same time, facilitate orderly and timely submittal of proposals.
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 a sealed envelope and marked, **“Request for Bid (RFB) Digital Outreach Campaign” - No. V-20-019**. The name and address of the proposer 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 of the proposal must be delivered to Workforce Connections’ administrative office on or before **January 8, 2021, NLT 2:00 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 written version of this RFB can be obtained at the provided address or by simply accessing the Workforce Connections’ website at <http://nvworkforceconnections.org>.
5. 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, NV 89146** Telephone: (702) 638-8750.
6. The proposer may modify their proposal at any time prior to the scheduled closing date and time for proposals submission. Modifications must be submitted under the same specifications required for the original proposal with a request/statement to replace the original proposal.
7. 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.

8. Auxiliary aids and services are available upon request to individuals with disabilities by notifying Dianne Tracy in writing at 6330 W. Charleston Blvd., Ste. 150, Las Vegas, NV 89146; or by calling (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 twenty-four (24) hours advance 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 1" on all four (4) sides, double spacing 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. Attachment(s) must be properly labeled indicating the proposal section and number to which it refers.
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: rfb-dcneg@snvwc.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

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.

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:

1. Reject any or all proposals, cancel this solicitation, or to accept or reject any or all items in any or all proposals,
2. Waive or not waive any immaterial technicality, irregularity, and/or deviation,
3. Disqualify any proposer on the grounds of actual or apparent conflict of interest,
4. Delay, amend, reissue, or cancel any part of this solicitation that would not have a significant impact on any proposal,
5. Modify the solicitation process and timeline,
6. 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,
7. Limit the SOW prior to the award of a contract, or not to award a contract, and
8. If awarded, terminate any contract.

E. Modifications

1. At the discretion of Workforce Connections, if determined necessary to amend any part of this solicitation, an amendment will be posted on the Workforce Connections' website. Proposers are responsible for checking the website frequently in order to remain informed with respect to this solicitation.
2. Proposers must insert the information indicated in the RFB 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 on, 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 services resulting from this solicitation. Any such relationship that might be perceived or represented as a conflict 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 actual or apparent conflict of interest.

G. Ex Parte Communication

1. Proposer or proposer's representatives shall not communicate regarding this procurement action with any Board member, Local Elected Official (LEO) Consortium member or Workforce Connections staff member after the publication of this solicitation. No Board members, LEO member or staff members shall initiate or accept any type of communication regarding any proposal under consideration.
2. Written communication to any Board, LEOs and Workforce Connections staff member from potential contractors attempting to influence the outcome of the selection will be distributed immediately to Workforce Connections' Executive Director or designee for review and action. Proposers who attempt to improperly influence the proposal review and/or the evaluation process in any way will be disqualified.

H. Protest

1. Workforce Connections will consider a 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.
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, 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 RFB 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 (LEO), 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, judgements, 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 winning proposer 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 proposer must be licensed to provide the required services under this solicitation. The selected proposer will be required to provide the following:
 - Copy of valid State Business License; or
 - Copy of valid City or County Business License; and
 - Copy of valid Certificate of Liability Insurance.
- B. The successful proposer 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. Workforce Connections must be added as additional insured on the above referenced certificate of insurance.

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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 overall requirements for the digital outreach campaign. The main objective is to secure the upmost professional, consistent, comprehensive and cost-effective services from a contractor.

As indicated on Sec. I (B) (1), this project will focus on creating a unique brand message to reach out to targeted groups, generate public interest and increase awareness throughout the One-Stop Delivery System (OSDS) of available training, and employment services under the National Dislocated Workers Grant (NDWG).

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 15 business days prior to the proposed effective date of the subcontract. The selected proposer must include in the written request a detailed description of how the contractor plans to supervise the work performed by the subcontractor. The selected proposer will be responsible for the work performed by any subcontractor.

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

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E. Scope of the project

It shall be understood that, in addition to these services, all tasks incidental to functions not specifically listed but normally included in public relations and communication services or practices will be provided, including the placement cost of digital and/or social media outreach collateral materials. Workforce Connections will consider innovative methodologies and strategies that will best accomplish the anticipated outcomes.

1. Detailed Scope of Work

This is a comprehensive and strategic digital outreach campaign initiative and shall focus, at a minimum, on the following:

- a) In collaboration with the strategic direction of Workforce Connections' Strategic Initiatives Department, the development of a sound digital outreach campaign and related collateral material to increase awareness and promote available services to dislocated workers,
- b) Developing a social media strategy plan,
- c) Developing a unique product-message for the intended audience to increase awareness of available training and employment services,
- d) Developing and implementing messages to be published in different social media networks which shall, at a minimum include, LinkedIn, Facebook, Instagram, and Twitter,
- e) Publish the digital campaign in highly ranked sites,
- f) Fully collaborate with Workforce Connections, as required, or needed, in all matters pertaining to the digital campaign,
- g) Participate in all required meetings,
- h) It shall be understood that all products developed under this initiative must be approved by, and will become the property of Workforce Connections, and
- i) Adhere to standards of conduct including, but not limited to, the established prerequisites for confidentiality matters.

2. Provide any information determined to be necessary or beneficial for Workforce Connections during the development of the digital campaign.

3. Monitoring the effectiveness of the digital outreach campaign.

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IX. Qualification Factors

To properly assist Workforce Connections in determining the proposer's capacity to effectively and efficiently 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.

A. Technical Proposal

1. **An executive summary** which must not exceed four (4) pages including, but not limited to, the proposer's strategies to accomplish the required services, description of 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 digital campaigns implementation strategies and collaterals that the proposer anticipates to employ in carrying out the required SOW,
 - c) Provide at least two examples of previously developed mobile advertising strategies, and
 - d) Provide elements 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 an effective digital campaign, 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 for workforce development entities funded in whole or in part under WIOA, and
 - d) Demonstrated experience on banner advertisements that appear embedded on websites,
 - e) Demonstrated experience in providing similar services to governmental or public entities, and
 - f) Demonstrated capacity and expertise in requisites and functions as they pertain to overall digital outreach campaigns.
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 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 establish the ability of the proposer to successfully 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 information in relation to performing 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 Bid (RFB) Digital Outreach Campaign**” - **No. V-20-019**”, only if submitted via U.S. Postal Services, UPS, or any other type of delivery service. Please follow the instructions provided on **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 upon 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.

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D. Proposals will be evaluated on the basis of **Technical** and **Cost** factors as follows:

Category	Maximum Point Value	Description
Technical Factors		
Executive Summary	10 Points	<ul style="list-style-type: none"> ▪ Demonstrated conformance and responsiveness to the solicitation instructions and requirements ▪ Completeness and relevance of content ▪ Goals and objectives clearly identify and measure the proposer's projected outcomes
Business Design	20 Points	<ul style="list-style-type: none"> ▪ Demonstrated capacity and expertise on required services ▪ Appropriateness and adequacy of proposed project implementation strategies ▪ Activities that effectively and efficiently achieve consistency of the proposed approach, methodologies and deliverables – Sec. IX (A) (2)
Methods of Providing Services	25 Points	<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 ▪ Clear understanding of the solicitation and the overall project SOW – Sec. VIII (E) & Sec. IX (A) (3)
Prior Work Experience	25 Points	<ul style="list-style-type: none"> ▪ Clearly demonstrate proposer's capacity to perform the work, prior experience, and number of years in conducting work of similar scope – Sec. IX (A) (3) (c), (e), & (f) ▪ Adequate staffing levels and readily available resources to perform the work ▪ Demonstrated ability to perform the requested services
Cost Factors		
Proposed Rate	20 Points	<ul style="list-style-type: none"> ▪ Consistent and in accordance to specified SOW Sec. VIII (E) ▪ Cost-effectiveness of proposed rate

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Appendix A
Proposal Cover Page
RFB No. V-20-019
Digital Outreach Campaign

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. #:

DUNS # (Required):

Signatory Name:

Signatory Title:

**Main Contact
Person:**

**Contact Person
Email:**

**Contact Person
Phone #:**

Signatory:

Date:

Appendix B
Assurance and Affirmation
RFB No. V-20-019
Digital Outreach Campaign

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 Bid (RFB) and that my company 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 set forth 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 set forth 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 RFB.

Signatory:

Print Name:

Title:

Signature:

Date:

Appendix C
Cost Proposal
RFB No. V-20-019
Digital Outreach Campaign

Business Legal Name:

Address:

Phone:

DUNS # **(Required)**

Consistent with Sec. VIII of this solicitation, please provide:

An all-inclusive, not to exceed hourly rate for the development of the digital outreach campaign including the placement cost of digital and/or social media outreach collateral materials:

\$ _____

Signatory:

Signature:

Print Name:

**Appendix D
General Technical Review
RFB No. V-20-019
Digital Outreach Campaign**

Requirements	Please check one
Proposal was submitted by 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 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"/>
Workforce Connections use only	
<p>-----</p> <p>Staff – Print Name: _____ Date: _____</p>	