



County of Bucks

WORKFORCE & ECONOMIC DEVELOPMENT

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Executive Director

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July 19, 2023

23-01

ADDENDUM NO. 1

Dear Vendor,

Budget:

Question 1: Do you have a budget in mind? OR Project Budget: a) Could you please provide details on the expected budget for this project? b) Has this type of project been completed in the past? OR What is the total budget for the project? Does the total budget include cost for paid promotion? OR What is the current marketing budget for this project, and are there any limitations or constraints we should be aware of? OR Can you provide a budget range for this project?

Answer: The County normally does not release the budget for RFPs. However, we can provide you with the budget information for this particular project. The budget allocated for this Apprenticeship RFP is \$30,000. Please note that this budget should cover all anticipated costs associated with the project. By sharing the budget details with the bidders, we aim to ensure that we receive proposals that align with the financial parameters defined for the project. This transparency will help us select the most suitable proposals that meet our requirements.

Question 2: Should the estimated cost of paid advertising and/or placement cost be included in the price proposal?

Answer: Yes please.

Marketing Objectives:

Question 3: Approximately how many people would you like to reach?

Answer: As many as we can!

Question 4: Do you have their email and mailing addresses?

Answer: No, sorry. We do have general business addresses, but they are pulled from a third party site and the County of Bucks is not responsible for the accuracy of the information.

Question 5: Is there a total number of apprenticeship opportunities and/or total number of employers WED needs to reach in order to achieve the program's goals? OR How many apprenticeships do you anticipate for this campaign?

Answer: Ideally at least 3 that create full apprenticeship programs. In order to reach the 3, the pipeline would need to be significant. We would like this program to get the word out regarding the apprenticeship opportunities in Bucks County.

Question 6: Aside from engaging employers, are there other target audiences who would interface with the developed collateral materials? (ie., elected officials, community members, nonprofit organizations, governmental agencies, potential apprentices, etc.)

Answer: This material should be aimed towards employers, but it could also serve as a piece to educate the aforementioned markets as to what an apprenticeship is/how to create one.

Question 7: What marketing channels have been used in the past for this program, and what were the results?

Answer: None.

Question 8: Are you looking primarily for tactics (ideas and copy) or are you looking for someone to manage the process from start to finish. i.e. printing, mailing, managing email process, etc. Those kinds of costs may be difficult to estimate up front, before we develop a strategy and brainstorm for ideas.

Answer: Start to finish.

Question 9: While the emphasis is on supporting businesses (raising awareness and providing them guidance on how to develop a registered apprenticeship program), should we include any element to raise awareness in the community about opportunities for apprenticeship with Bucks County employers? Or would that be part of a separate initiative?

Answer: That would be part of this initiative.

Question 10: Services Details: a) To gain a better understanding of the advertising scope, could you please specify the targeted region and the preferred platforms for posting the ads on behalf of the issuing organization?

Answer: The targeted region is Bucks County PA. We do not have any preference on the platforms however the county prohibits the use of TikTok.

Question 11: How many existing apprenticeship programs are in place in the County?

Answer: There are approximately 72 apprenticeship programs through individual employer sponsors, plus at least 20 more through group sponsored programs.

Question 12: What industries are included in the existing apprenticeship programming?

Answer: Mainly Building Trades and Manufacturing, a small number are in education and hospitality.

Question 13: What industries will be the focus for this apprenticeship coordination?

Answer: The apprenticeship model is appropriate for all industries.

Question 14: How many County businesses currently participate in apprenticeship programs? Does the County have a goal to increase this number? What is your goal? Over what period of time?

Answer: Approximately 63 county businesses currently participate in apprenticeship programs (plus the approximately 20 currently accounted for through group sponsors). The county's goal is to increase individual employer apprenticeship sponsors by 2 over the next 2 years.

Question 15: How many apprentices are currently engaged in the County? What is the goal for increase in this number? Over what period of time?

Answer: Approximately 113 apprentices. The goal is to increase this number by 27 over the next two years.

Question 16: What higher education institutions and training providers is the County currently working with to provide apprenticeship support?

Answer: Mainly Bucks County Community College, plus various brick and mortar out-of-county providers including ABC East (often found to fit industry need), as well as online training providers.

Question 17: Is this project exclusive to Registered Apprenticeships?

Answer: Yes.

Question 18: Will you be able to provide access to previous apprentices for the video portion of the campaign?

Answer: We can certainly work together with the marketing team to find interested apprenticeship employers and apprentices for video promotion purposes.

Question 19: Is there an incumbent agency?

Answer: No.

Timeline:

Question 20: What is the current timeline for this project, including any key milestones or deadlines?

Answer: If you can provide a timeline, you are comfortable with that would be great. The project needs to be all invoiced for by December 2024.

Question 21: What is the project/contract length? One year? Two years?

Answer: Contract would go until December 2024.

Video questions:

Question 22: Regarding the video production, is this an extra budget? Or is included in your overall budget? (The video budget can vary greatly depending on the idea.)

Answer: Video production should be included in the overall budget.

Question 23: Would the key video be designed to supporting businesses in learning about apprenticeship programs and how to incorporate them at their company? And/or...Would one of the videos be used by the employer to introduce the concept of apprenticeships to their workforce/general jobs seeker population?

Answer: Attracting employers to create apprenticeships is the primary focus.

Question 24: Video production: BCWED would also like to have some videos produced – some sample topics might be: What is an apprenticeship? What is a pre-apprenticeship? What are the steps for a business to apply to have an apprenticeship? Why an apprenticeship might be right for you?

Answer: Those are all great ideas. Your proposal can include the number of videos and sample video topics.

County Questions:

Question 25: To the extent that you can share, who would be the point of contact to verify we're producing the right content? And, would this person be willing to serve as a spokesperson and/or participate in video content?

Answer: Contact information will be shared at a later date but there is a subject matter expert that will be integral to the content produced.

Question 26: Does the County have existing staff that manage apprenticeship programs with County businesses? How many staff are involved in this management?

Answer: 1 staff member.

Question 27: Is there a Steering Committee and/or committee of industry partners in place (or planned) for this project? Who is represented on that committee?

Answer: Not at this time.

Question 28: Who will be approving final design for all marketing/promotional materials?

Answer: County of Bucks.

Question 29: The RFP encourages proposers to reply "comply", "comply with exceptions", "cannot comply" or "our alternative is..." to every requirement in this RFP. Do you wish to see all requirements restated in the proposal with these replies? Can you confirm (by number) what parts of the proposal this refers to? 9.0? 12.0?

Answer: You can either mark up the RFP or simply state in a cover letter that you comply to all. If you cannot comply, please indicate what items that you cannot comply or how you cannot completely comply.

Question 30: The RFP 14.10 requests a list of contracts over the last 3 years. This list would be extensive (hundreds) for our firm. Will you accept a list of related contracts? OR For 14.10, are you wishing to see our entire client list for the past three years? Or, do you just want to see our list of government clients?

Answer: Please list all that you can, especially those that are similar to this RFP.

Question 31: Will you consider it helpful to have in-person meetings with the agency during the kickoff of the campaign?

Answer: Yes, we will have a meeting to kick off the campaign.

Question 32: In 12.2.2, you indicate that “the contract sum shall be (awarded amount) as indicated in the Contractor’s executed Proposal. Our interpretation of this is that our proposal will become your budget. Is that an accurate interpretation?

Answer: Yes, the proposal becomes the budget.

Question 33: For section 14.12, is ACH an acceptable alternative for payment? Or is payment by credit card your only preferred method of payment?

Answer: Yes, ACH is also acceptable.

Financials:

Question 34: As a privately held company, we haven't undergone an annual financial audit yet. Would a P&L sheet, a schedule C and/or other compiled financial information suffice? OR I am an independent consultant (individual) I do not have audited financial statements, is there anything that would be accepted as a replacement?

Answer: An Audited Financial Statement is the preferred document as it provides the highest level of reliability. If an alternate document with less stringent accounting measures is provided the County may not be able to determine your company’s financial standing for a possible contract award. Please provide what you have in your proposal and if the County has questions, we will reach out to you.

Miscellaneous:

Question 35: Is this an inaugural program or has WED done something similar in the past?

Answer: This is an inaugural program.

Question 36: Do all references to “Apprenticeship Program” refer to a “Registered” Apprenticeship Program for full-time employees?

Answer: Yes.

Question 37: Are there any forms that need to be submitted with this proposal?

Answer: No, just the proposal.

Awarding the RFP:

Question 38: Award Evaluation Criteria: a) Will the award be primarily based on the lowest cost bidder, or are other factors being taken into consideration during the evaluation process? b) Are there any goal percentage to met? Such as minority, veteran, women owned goals?

Answer: The County looks at the whole RFP proposal for the evaluation process.

Question 39: Out of State Bidders: a) Is there a preference for in-state bidders or are out-of-state applicants also being considered? b) Are there any specific requirements for the vendor to be physically present on-site during the execution of the project? c) Would the selection committee consider applications from out-of-state vendors?

Answer: All applicants regardless of being in state or out-of-state will be considered. It would be up to the vendor that is awarded the contract if they feel they need to be on-site or not.

Question 40: Number of Vendor Awards: How many vendors do you anticipate awarding contracts to for this project?

Answer: The County anticipates awarding this to one vendor.

Sincerely,

Brittney Jones