

# Bucks County Workforce Development Board

## Request for Proposals

### *RFP 22-01 Workforce Outreach Campaign*

The Bucks County Workforce Development Board requests proposals for a comprehensive Workforce Outreach Campaign.

#### **Timeline:**

- Release of RFP: Wednesday, February 18, 2022
- Bidders' Questions to be received via email to [awalls@buckscounty.org](mailto:awalls@buckscounty.org) by Friday, February 25, 2022
- Answers to submitted questions will be provided electronically to those who submitted questions and will also be posted on [www.buckscounty.gov](http://www.buckscounty.gov): Wednesday, March 2, 2022
- Proposal Due Date, to be received via email to [awalls@buckscounty.org](mailto:awalls@buckscounty.org): Monday, March 14, 2022, by 9 a.m.
- Review and Selection Period: March 14-March 29, 2022
- County Award of Contract: April 25, 2022
- Contract Start Date: May 1, 2022

This RFP is available in electronic format (Microsoft Word).

To receive, please send a request to Andrea Walls,

[awalls@buckscounty.org](mailto:awalls@buckscounty.org), or

download it at [www.buckscounty.gov](http://www.buckscounty.gov).

## **PURPOSE**

The Workforce Innovation and Opportunity Act (WIOA) (Pub. L. 113-128) requires each Local Workforce Development Area to oversee the one-stop delivery of services to employers and job seekers. The Bucks County Workforce Development Board (BCWDB) is one of 22 established Local Workforce Development Boards in Pennsylvania. The BCWDB is tasked with driving the public workforce system through strategy development, outreach to key stakeholders, judicious stewardship of federal workforce funds, and a commitment to continuous improvement. Outreach involves promoting WIOA-funded programs and services delivered by PA CareerLink® Bucks County. For this specific purpose, the BCWDB is seeking proposals from qualified individuals or firms to provide media support services for its Workforce Outreach Campaign.

WIOA requires that service providers be competitively procured and in compliance with the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance) at 2 CFR part 200. This requirement has led the BCWDB to issue this request for proposals for a media production provider for its Workforce Outreach Campaign. This RFP has been prepared in accordance with the above-referenced guidance.

## **BUCKS COUNTY PROFILE**

Bucks County is located approximately 25 miles from Philadelphia, Pennsylvania. Governed by a three-member Board of Commissioners, the County government is a large organization whose mission is to provide quality services in an efficient and cost-effective manner to our community. In 2020, approximately 629,0971 individuals resided in Bucks County, marking 0.6% of growth since 2015. [Bucks County Labor Market Information](#) is available at [buckscounty.gov](http://buckscounty.gov).

## **BACKGROUND**

WIOA was passed in July 2014 and was fully implemented in July 2016. It is a transformative law designed to strengthen our nation's public workforce system, helping job seekers, particularly youth and those with barriers to employment, access the education, training, and support services they need to obtain and advance in quality jobs and careers, and to help businesses hire and retain the skilled workers they need to succeed in a global economy. WIOA ensures that the needs of businesses and workers drive workforce solutions, and it increases and aligns coordination among key employment, education, and training programs.

The BCWDB is seeking an individual or agency to provide media services for its Workforce Outreach Campaign. This campaign will contain three specific projects: 1) PA CareerLink® Bucks County Toolkit, 2) Reentry Video Collection, and 3) Career Pathways Awareness. The Contractor must produce materials that adhere to branding standards established by the PA Department of Labor & Industry pertaining to the [PA CareerLink® Style Guide](#) and the [Stevens Amendment](#). All outreach material must be ADA compliant.

The contract will begin on May 1, 2022. Funding for this project will extend through June 30, 2022, to coincide with the end of Program Year 2021.

### **ELIGIBLE APPLICANTS**

Proposals will be accepted from individuals, firms, organizations, or other collaborative arrangements that:

- Are qualified to conduct business in Pennsylvania and Bucks County.
- Are in a corporation or a limited liability corporation (LLC) in good standing with the Secretary of State.
- Are an Equal Opportunity Employer.

### **APPLICANT QUALIFICATIONS**

Proposers shall have substantial experience with the following:

- Providing professional, effective communication services.
- Producing quality graphic design and copywriting.
- Devising, implementing, and coordinating outreach campaigns and promotions.
- Developing, implementing, monitoring, and adjusting media strategies while working within a modest budget to promote programs, events, and facilities.
- Coordinating with multiple parties to meet deadlines.
- Knowledge of or ability to learn about the public workforce system and its relationships with stakeholders, including businesses, individuals, partner organizations, chief elected officials, and government agencies.

### **SCOPE OF WORK & SPECIFIC REQUIREMENTS**

The Workforce Outreach Campaign will focus on a PA CareerLink® Bucks County Toolkit, Reentry Video Collection, and Career Pathways Awareness. These three projects have specific goals and deliverables. The Contractor must produce materials that adhere to branding standards established by the Pennsylvania Department of Labor & Industry as they pertain to the PA CareerLink® Style Guide and the Stevens Amendment.

#### **1. PA CAREERLINK® BUCKS COUNTY TOOLKIT**

The BCWDB seeks to update and expand customer outreach materials that promote PA CareerLink® Bucks County programs and services, specifically targeting employers and job seekers. A robust portfolio of WIOA-focused outreach materials for new and existing clients will aid in distributing operative information to potential participants and conveying a cohesive branding identity to our customers. The outreach toolkit will be designed for ease of editing, updating, and customization for a variety of populations and industries within the local workforce development area.

This project is a critical component of Bucks County's strategy to maximize its engagement with employers and PA CareerLink® customers to clearly articulate the value of collaborating with the BCWDB/PA CareerLink® and accessing available services that support economic development, talent management, and employment needs.

- **Defining Current Practice and Opportunities:** Create content, design features, and utilize tactics for new outreach tools. Focus on staff, employer customers, and career seeker customers. In addition, facilitate prep meetings to discuss strategy, expected outcomes, and stakeholder identification.
- **Content Design:** Craft concise content and talking points in the outreach materials to support the toolkit and product development outlined below.
- **Toolkit and Product Development:** Outreach materials must contain content eliminating duplicative and ineffective conversations. As a result, customer engagement would enhance its focus on better understanding the customer needs and how the BCWDB could be a resource. Produce digital content to increase employer engagement that can be easily distributed and, when necessary, with tailored content based on the current need at hand. Deliverables must include ready-made templates that promote visual consistency across products.
- **Outreach Toolkit:** To be used by the BCWDB/PA CareerLink® Bucks County staff, the toolkit must include: (1) Brand Guide, (2) Ready-Made template Products, and (3) Scenarios to guide staff and stakeholders on how the product materials are intended to be used.
- **Targeted Outreach Products Target:** General Information on Local Workforce Development Board/System Partners: Design up to three outreach products to address "Who are We?" from the vantage point of a workforce system customer regardless of their engagement point with the LWDB or a partner. Applications for products include employer engagement meetings, job/career fairs, and new board members.
- **Employer Outreach:** Design at least one outreach product for each category in digital and media formats. Products must be designed from the vantage point of an employer and the issue they are seeking to resolve from the BCWDB, including (1) Relocation, (2) Recruitment and Attraction of Workers, (3) Retention and Upskilling of Workforce, (4) Industry Partnership participation, (5) Layoff and rapid response intervention, and (6) Job/Career Fair participation.
- **Job Seeker Outreach:** Design at least one outreach product for each category in the form of digital and media formats from the vantage point of a job seeker, including those receiving unemployment benefits, seeking career-ready and workshop experiences and as universal PA CareerLink® services.
- **Product Utilization Support:** Training key staff on using the toolkit and products.

## 2. REENTRY VIDEO COLLECTION

Finding and retaining employment is one of the most critical factors for a successful life post-incarceration. Unfortunately, many may not have the job search skills needed to effectively

navigate the job market or job fairs, write a resume, and improve their interview skills. Without these skills, it is difficult for individuals to present themselves with confidence, showcase their acquired skills, and identify jobs that will be a good match.

The outreach videos proposed will provide career services and job search preparation information to anyone who has access to the [Bucks County Reentry website](#) and those participating in the job-readiness workshop Behind the Walls. The videos will be targeted to the unique needs of criminal justice-involved individuals. Presently, other than YouTube, there are no videos available that speak to the needs of this population.

- **Resume Writing Video**

The resume writing video is intended to be a brief review of the goals of a resume, the format, the main sections, how to identify and highlight skills, and how it differs from an application. Even those who have their resumes written by staff as part of Jobs Readiness will find explaining the reasons for and uses of a resume helpful.

- **Interviewing Skills Video**

The interviewing video will provide a brief overview of the interviewer's expectations and how to handle an interview as a returning citizen, whether by phone, virtual or in-person. There will be a focus on questions that may be asked and how to prepare, including difficult questions about gaps in employment and background checks.

- **Day In the Life Videos**

The "day in the life" videos will focus on local employers hiring or are known to be second chance employers. The videos will give the viewer a general idea of what an employee will be doing during a "typical" workday, what qualities and skills an employee needs to be successful, and a clear depiction of the workplace environment. These videos are intended to help employers and job seekers. Employers will have their open positions highlighted, and job seekers will get a clear picture of what the job would entail.

- **Reentry Coalition Sizzle Video**

The Reentry Coalition video will be an outreach tool on the WED County website, the county courts site, and PA CareerLink® social media to direct traffic to the Reentry Coalition website. Attention to this website and resources offered by the coalition will greatly assist reentrants in their efforts to become employed, secure housing and reacclimate to their community.

### **3. CAREER PATHWAYS AWARENESS**

The BCWDB seeks to leverage and expand an awareness campaign that is currently being funded through the Pennsylvania Department of Community & Economic Development's Manufacturing Training-to-Career grant. This awareness campaign targets high school students, out-of-school youth, non-traditional students, and their influencers through commercials on television, mobile, desktop and tablet devices.

As the pandemic lingers, recruiting students into industrial skills training programs has proven more difficult. Targeting outreach is crucial for students to understand the benefits of pre-apprenticeship programs and the career pathways available in manufacturing. Increasing awareness through multimedia outreach will help increase the number of students served and ultimately the number of graduates and people in high-paying careers in a growing in-demand industry.

This project will include promoting opportunities for upskilling in other high-demand occupations. Within Bucks and the surrounding counties, there is an enormous demand for upskilling the workforce resulting from shifts in the workplace due to the pandemic. It is estimated that 50 percent of today's workforce will need to reskill by 2025 to stay relevant in the job market. Most significantly, it is imperative to provide inclusive career pathways and equitable high-impact skills development opportunities.

The goal of these workforce programs is to upskill and retrain individuals with barriers to employment, including reentrants, youth, and low-income individuals, in an effort to support self-sufficiency. The awareness project must be designed to expand our messaging to technical and other occupational programs that will give job seekers in our community the skills needed to obtain good-paying employment. A component involved identifying outlets for streaming the videos and EffectTv (Comcast) to achieve the largest impact for those who traditionally have been the hardest to reach. The videos must include testimonials from a diverse cross-section of students and employers, encouraging women and under-represented groups to train and ultimately be placed in careers with family-sustaining wages.

Employers throughout the County need skilled workers, and county residents need skills. Local training providers offer a variety of Career Training programs designed to meet students where they are, whether in-person or online, to upskill students and help them find in-demand careers that offer a career pathway, not just a job. Bringing this message to people is crucial in helping employers find the next generation of workers and enabling residents to gain access to training necessary to find satisfying careers with family-sustaining wages.

#### **RELATIONSHIP OF RESPONDENT TO THE BCWDB**

The selected Respondent will be accountable to the BCWDB for the production of media for the Workforce Outreach Campaign and will be required to adhere to all laws and policies of federal, state, and local governments that apply to the funding sources.

#### **CONDITIONS OF RFP**

##### **A. General Conditions:**

The release of this RFP does not constitute an acceptance of any offer, nor does such release in any way obligate BCWDB to execute a contract with any offeror. The BCWDB reserves the right to accept or reject any or all offers based on budgetary limitations, service to significant population segments, geographic distribution, needs of the area and other considerations. The BCWDB reserves the right to establish additional considerations or criteria for funding as deemed

necessary. Such considerations may be addressed through final contract negotiations.

Before preparing proposals, the offertory should note the following:

- 1) The award of a contract for any proposed service is contingent upon the favorable evaluation of the proposal and successful negotiation of any changes to the proposal as required by the BCWDB.
- 2) The BCWDB reserves the right to change the requirements of this proposal pending additional legislative, regulatory, policy or other applicable national, state, region or local changes may provide.
- 3) The BCWDB reserves the right to negotiate the final terms of all contracts with successful Respondents. The BCWDB may require selected Respondents to attend a meeting to discuss their proposal and contract provisions. Items that may be negotiated include, but are not limited to, the type and scope of services, cost and fees, staffing, staffing levels, management, and services offered. Likewise, the BCWDB also reserves the right to accept any proposal without substantive negotiation.
- 4) The BCWDB reserves the right to reject all proposals and re-issue the RFP at any time prior to the execution of a final contract; to require in any RFP similar products and/or services that may be issued subsequent to this RFP, terms and conditions that are substantially different from the terms and conditions set forth in this RFP; or to cancel this RFP with or without issuing another RFP.
- 5) The BCWDB further reserves the right:
  - a. To reject the proposal of any proper that, in the judgment of the BCWDB, has been delinquent or unfaithful in the performance of any contract associated with the BCWDB, is financially or technically incapable, or is otherwise not a responsible Respondent;
  - b. To waive any informality, defect, non-responsiveness, and/or deviation from this RFP that is not, in the BCWDB's sole judgment, material to the proposal;
  - c. To request that one or more of the Respondents modify their proposals or provide additional information;
  - d. To request additional or clarifying information from any respondent any time, including information inadvertently omitted by a Respondent;
  - e. To require that Respondents appear for interviews and/or presentations of their proposals at the BCWDB office;
  - f. To inspect projects similar in type and scope to work sought in this RFP and/or to inspect the Respondent's facilities to be used in furnishing goods or services required by the RFP;
  - g. To conduct such investigations as the BCWDB considers appropriate with respect to the qualifications of any Respondent and with respect to the information contained in any proposal.
- 6) In order to review the proposal(s) efficiently, all proposals must be presented in the designated format with all budget and other forms completed thoroughly and accurately. The

BCWDB reserves the right to reject any proposal not formatted consistent with the proposal format requirements. The budget form is Attachment A to this document.

- 7) The BCWDB reserves the right to negotiate with successful Respondents for the inclusion of services to groups and for the inclusion of activities in addition to those described. Changes may be instituted at any time during the contract period with advance notice to respondents.
- 8) If a selected Respondent fails to provide the information required to begin negotiations in a timely manner, fails to negotiate in good faith or indicates they cannot perform the contract within the budget funds available for the project, or, if selected Respondent and the BCWDB after a good faith effort, cannot come to terms, the BCWDB may terminate negotiations with that particular Respondent and commence negotiations with any other Respondent.
- 9) The BCWDB will not be liable for any costs associated with the preparation of proposals or negotiation of contracts incurred by an offertory. For the purpose of this proposal, BCWDB will accept proposals from any entity that can demonstrate the administrative capability to successfully provide all the services identified in this RFP.
- 10) All proposals, in their entirety, will become the property of the BCWDB upon submission. The BCWDB will reject any proposal that does not follow the format, does not include all of the requirements specified, including the required documentation and certifications, and/or are not submitted by the due date and time. Upon submission, all proposals, in their entirety, become the property of the BCWDB and subject to the PA Open Records Law.
- 11) Public notice of this RFP has been advertised in the *Bucks County Courier Times* and *The Intelligencer* and is available on the County of Bucks website: [www.buckscounty.gov](http://www.buckscounty.gov).

**B. Contingencies:**

The BCWDB will award a contract to the responsible and responsive Respondent whose proposal is determined to provide the best overall value to the BCWDB.

The award of a contract for any proposed service is contingent upon the following:

- Cost of the proposal.
- Favorable review/evaluation of the proposal.
- Approval of the proposal review committee of the BCWDB.
- Demonstration of expert knowledge in media services and the specific criteria addressed in this proposal.
- Demonstrated performance of the Respondent's effectiveness in delivering comparable or related media services, including the ability to meet specific project design elements that ensure engaging outreach.
- Demonstrated ability to deliver quality media and outreach materials.
- Quality and qualifications of key staff.
- Ability to provide proof of excellent accountability.
- Demonstrated depth of understanding of the requirements outlined in this RFP.



- Successful negotiation of any changes to the proposal required by the BCWDB.

Funds awarded under this proposal shall not be used to supplant facilities or services currently available in the County with or without reimbursement from federal, state, or local sources.

**C. Organizational Fiscal Requirements:**

Successful respondents will be required to submit to the BCWDB a copy of their most recent audit, including any findings, prior to the development of a contract for services.

**D. Certificates of Insurance:**

The vendor awarded this contract is required to provide a Certificate of Insurance that contains a minimum of the following coverage and limits:

- 1) **Commercial General Liability** - (policy to include premises and operations, products/completed operations and blanket contractual liability- the contractual section of the coverage must cover this agreement) Limits apply on a per project / per location basis.
 

General Aggregate Limit	\$2,000,000.
Products and Completed Operations Aggregate Limit	\$2,000,000.
Each Occurrence Limit	\$1,000,000.
  
- 2) **Automobile Liability** - to include owned, non-owned and hired vehicles:
 

Combined Single Limit	\$1,000,000.
-----------------------	--------------
  
- 3) **Workers Compensation and Employer's Liability:**

	Statutory
Bodily Injury by Accident	\$100,000. each accident
Bodily Injury by Disease	\$100,000. each employee
Bodily Injury by Disease	\$500,000. policy limit
  
- 4) A waiver of subrogation applies to all Liability policies where allowed by law.
  
- 5) When it applies, **Additional Insured** shall read:  
 The County of Bucks, its Board of Commissioners, employees, directors, officers, departments, and divisions shall be included as additional insured on all Liability Policies on a primary and non-contributory basis with respect to the work performed for this contract.
  
- 6) **Cancellation Clause** must read:  
 Should any of the above-described policies be canceled before the expiration date thereof, notice will be delivered in accordance with the policy provisions.
  
- 7) **Certificate Holder:**  
 County of Bucks Board of Commissioners, Attn: Office of the Controller, 55 East Court Street, Doylestown, PA 18901.

8) **Excess Liability** coverage is to be in an umbrella form. Any restrictions or limitations in coverage should be specified on the certificate of insurance.

Each Occurrence	\$2,000,000.
Aggregate Limit	\$2,000,000.

9) **Professional Liability, Errors and Omissions**

Each Jobsite Limit	\$1,000,000.
General Aggregate Limit	\$2,000,000.

Except as otherwise approved by the BCWDB in writing, the following provisions shall apply to each and every policy of insurance which the Contractor is required hereunder to carry:

- a. The form, amount and coverage of each policy, and the insurer under each policy which must be duly licensed in Pennsylvania, shall have an AM Best Rating of B+ or higher (or similar Insurance Company Rating Organization).
- b. Contractor shall cause each insurance carrier to deliver its certificate of insurance to the BCWDB, certifying the applicable insurance provisions herein required
  - i. upon the execution hereof, and
  - ii. at any other time upon the BCWDB's request.
- c. At least thirty (30) days prior to the expiration of each policy, Contractor shall provide the BCWDB with certificates (or copies of policies) of renewal or replacement policies; in the event of non-renewal or cancellation or material change in coverage a sixty (60) days notice of such action shall be sent via certified mail to the BCWDB.
- d. Contractor shall not permit any condition to exist and shall not commit any act or omission, which would wholly or partially invalidate any insurance.
- e. The BCWDB shall be endorsed as an additional insured on all policies, except workers' compensation and professional liability.
- f. The requirements described above are also applicable to any and all subcontractors hired by the Contractor to perform work under this contract.

**E. Requirements & Terminations:**

- 1) The BCWDB, with 30-day advance notice to the Contractor, may modify or terminate the agreement due to, but not limited to, factors such as:
  - a. funding decreases;
  - b. unsatisfactory performance by the Contractor;
  - c. failure to work cooperatively with the BCWDB and or PA CareerLink®;
  - d. any other reason as determined by the BCWDB.

- 2) The BCWDB, with or without notice to the Contractor, may terminate the agreement due to serious issues such as, but not limited to:
  - a. theft;
  - b. question of the integrity of the use of funds by Contractor;
  - c. unallowable use of funds;
  - d. unsafe acts;
  - e. breach of confidentiality and/or HIPAA violations;
  - f. activities performed by employees or agents of the Contractor that are not directly related to the specifications outlined in this RFP and which constitute a breach of this agreement.

**F. Appeals:**

Each proposing entity, whose proposal is reviewed by the appropriate BCWDB committee, shall receive a written notice of approval or non-approval for the proposed project. Following the notification of awards, any Respondent or potential Respondent who has a complaint concerning the issuance of this RFP, the evaluation of proposals received in response to this RFP or any matter relating to the method by which the BCWDB secures subcontractors shall have an opportunity to discuss, with the administrative staff, the reasons for non-funding.

Any appeal or complaint must identify any and all contested issues. Subjective interpretations by the review team are not subject to protest or appeal. The written appeal must be filed with and received by the BCWDB no later than five (5) working days after the award notice is postmarked.

**G. Administrative Requirements:**

- 1) The Respondent must be capable of supporting its own operation.
- 2) Respondents must be able to demonstrate the necessary administrative capability and fiscal responsibility needed to deliver the proposed media services and to meet federal financial accountability requirements mandated by most federal grants.
- 3) Respondents must ensure compliance with applicable state and federal law, including applicable accounting and financial management principles/requirements, OMB uniform guidance, audit requirements, etc.
- 4) All procurement shall be conducted to provide open and free competition. If a proposal identifies a specific entity (subcontractor or vendor) to provide services, awards made through this RFP do not provide the justification or basis to sole-source the procurement, i.e., avoid competition; therefore, all subcontracted services and vendors must be competitively bid.
- 5) All outreach and promotional material must contain the following language: "PA CareerLink® Bucks County is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities."

- 6) As stated in the Stevens Amendment, all outreach and promotional material must contain the following language: "This service is 100% federally funded with WIOA funds.

## PROPOSAL FORMAT

Proposals will include the following information arranged in the order shown:

- **Title Page:** showing RFP number, due date/time, Proposer's name, address, telephone number, contact person, and Employer Identification Number (EIN).
- **Letter of Introduction:** one page, introducing the Proposer and signed by the person(s) authorized to sign on behalf of the Proposer (a hard copy original for this letter will be requested when an award decision is made).
- **Staffing:** Name and qualifications of the individuals who will provide the requested services and a current resume for each, including a description of qualifications, skills, and responsibilities.
- **Approach/Work Plan:** Describe how the Proposer approaches media and outreach projects. How do you assist clients in using existing resources and leveraging the work you provide for them?
- **Experience/Work Samples/References:** Provide previous work examples that demonstrate how you meet the experience requirements, qualifications, and experience of this RFP. Submit at three projects undertaken in the past three years (preferably for clients of a size similar to the BCWDB) that involved services similar to the projects and Scope of Services in this RFP. For each example, provide the following information:
  - The scope and goals of the project and how success was measured.
  - A description of your role in the project and, if applicable, a description of the work of other contractors.
  - Provide a reference for the project – client name, title, email address, telephone number, and contract dates.
  - If applicable, attach relevant work samples or a visual representation of the work (for example, a URL for a website, a printed screenshot, etc.)
- **Capacity:** Explain Proposer's workload capacity and level of experience commensurate with the level of service required by the BCWDB.
- **Budget Form:** Provide cost proposal on the form provided in Attachment A

**PROPOSAL EVALUATION**

All proposals received by the specified date shall be subject to evaluation by a review committee comprised of the Board of Directors and committee members.

The following criteria will be used to evaluate proposals:

**Maximum Points**

---

1) Specialized experience in the type of work to be performed, specifically in a county of similar size and geographic location.	<b>(50)</b>
2) Qualifications and experience of the staff assigned by Proposer to perform these services.	<b>(40)</b>
3) Availability and capability to create and deliver the media services described in this RFP and within the timeframe provided.	<b>(40)</b>
4) Familiarity with Bucks County or a county of similar size and demographics.	<b>(30)</b>
5) Quality of proposed approach/work plan.	<b>(20)</b>
6) Quality of work samples.	<b>(20)</b>
<hr/>	
<b>Maximum Total Points</b>	<b>200</b>

Award will be made to the highest-ranked Proposer according to the evaluation criteria. If contract negotiations are unsuccessful with the highest-ranked Proposer, the County reserves the right to enter into negotiations with the next highest-ranked Proposer.