

**WDA 16**

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**Request for Qualification and Pricing Information**

**Workforce Development Area 16 Outreach Services**

**3/14/22**

**Overview**

Workforce Development Area 16 (WDA16) manages Workforce Innovation and Opportunity Act (WIOA) federal job training and workforce development efforts and oversees the OhioMeansJobs One-stop Centers in Belmont, Carroll, Harrison, and Jefferson Counties, Ohio.

Core services and client constituencies include helping individual job seekers gain initial employment or secure better employment, workforce services to local businesses, and preparing area Youth (ages 14-26) for employment.

The Local and Regional South East Ohio four Year Workforce Plan, completed in 2017 and updated in 2021, **identified the need to conduct more outreach to WDA16 potential customers**. This plan, along with regional Sector Strategy, can be found at [www.OMJ16.com](http://www.OMJ16.com)

The Area 16 Workforce Development Board (WDB16), building on the Regional Plan, has identified the following outreach needs:

1. Promoting job fairs and other workforce development events,
2. Communicating with job seekers that WDA16 and OhioMeansJobs services are available for everyone, not just those on “welfare”,
3. Expanding outreach to create awareness of selected services to help businesses meet their workforce needs, and
4. Communicating with parents and students regarding Youth workforce development/employability services available through the new Comprehensive Case Management and Employment Program (CCMEP) program.

**Deliverables**

1. Technical support to **define,** **design, and create messages** to unique client groups
2. Develop a comprehensive, **implementable 1 year outreach strategy** within the allocated budget (total fiscal year budget 7/1/22 to 6/30/23) funding estimated at $100,000 to include all vendor fees and media/outreach buys). This strategy should include an **analysis of best mix to reach intended clients,** i.e., a **purchase calendar** for the selected mix, which may or may not include radio, TV, print, social media, billboards etc. as determined as the best methods to affordably and effectively reach targeted customers.
3. Identify and implement methods and strategies to **expand social medial connections and greater message outreach.**
4. **Purchase and manage media buys**.
5. **Develop earned media opportunities strategy for “free” outreach** (i.e. talk shows, press releases, interviews, chamber of commerce/business organization speaking /newsletters etc.)
6. Plan to **evaluate results and provide feedback to the WDB16 Board** quarterly or semiannually.

**Contract Period**

WDA16 will award a one-year contract from 7/1/22 to 6/30/23 for this scope-of-work. This contract may be extended for up to three (3) additional years, in one (1) year contracts (7/1/23-6/30/24, 7/1/24-6/30/25, and 7/1/25-6/30/26) based on funding availability and the performance of the selected contractor/vendor.

**What to Include in Your Response**

This solicitation is seeking a brief description of your qualifications for providing outreach

services to WDB16, as described above, and your firms’ pricing information. The narrative response should not exceed seven (7) pages, and with any attachments that add value to your proposal, your total submission may be up to 20 pages. Organizations interested in providing these services must submit the following information to WDB16 postmarked no later than April 22, 2022:

1. Describe the vendor’s qualifications and experience in providing outreach services to

clients. Knowledge of or experience with WIOA programs is desired, but not necessary.

1. Identify the individual(s) who will be the lead contact for the vendor (name, title, contact

Information, and their experience bio).

1. Describe your firms’ Methodology to develop the six (6) requested deliverables.
2. Provide a price quote that contains the hourly rate for requested services. Hourly rates

should be inclusive of all vendor charges, such as costs for travel, preparation, office

support, etc. Also provide what your anticipated ratio of professional service costs (x) vs

direct media buy costs (y). (x% + y% = 100%).

1. Provide two references from clients for outreach-related projects completed within the

past five years.

IMPORTANT: It is the affirmative responsibility of the respondent to remove all

personal confidential information (such as home addresses and social security

numbers) from any materials submitted.

**Procedures and Deadlines for Responding**

1. All qualification and pricing information should be submitted by mail, postmarked no later than

April 22, 2022 to WDB16 at the following address:

**Rob Guentter, WDB16 Staff to the Board**

**PO Box 2112**

**Zanesville OH 43702-2112**

2. Submit 1 original and 2 copies of all materials

3. Questions concerning this solicitation may be submitted no later than April 5, 2022,

at 5:00 p.m. EST. Questions must be submitted in writing via email message to

[rob@rfgassociates.net](mailto:rob@rfgassociates.net) Responses to all questions will be posted within 24

hours on the WDB16 website at [www.OMJ16.com](http://www.OMJ16.com)

**Bidders Meeting**

Outreach RFQ Bidders Call WDB16

Wed, Mar 30, 2022 10:00 AM - 12:00 PM (EDT)

Please join this meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/748877293>

You can also dial in using your phone.

(For supported devices, tap a one-touch number below to join instantly.)

United States: +1 (571) 317-3122

- One-touch: [tel:+15713173122,,748877293#](tel:+15713173122,,748877293)

Access Code: 748-877-293

New to GoToMeeting? Get the app now and be ready when your first meeting starts: https://global.gotomeeting.com/install/748877293

**Additional Information**

1. This solicitation does not commit WDB16 to pay for any direct and/or indirect costs

incurred in the preparation and submission of a response. No portion of such costs may

be charged to WDB16 by the respondent.

2. WDB16 will review all responses and evaluate them based on the qualifications and

apparent reasonableness of respondent’s price information. WDB16 retains the right to

negotiate the final proposed fee schedule prior to selecting any organization. It is not

obligated to accept any submission or negotiate with any respondents, and reserves the

right to negotiate or accept the submission that will best serve the project’s interests.

3. As a contractor to the State using federal funds, WDB16 cannot provide advance funds to

any vendor selected. All payments will be made upon completion of deliverables and

submission of an invoice.

**Proposed Project Timeline**

|  |  |  |
| --- | --- | --- |
| **Action Item** | **Timeline** | **Comments** |
| RFQ posted | March 14, 2022 | Shortlist vendors and at [www.OMJ16.com](http://www.OMJ16.com) |
| Vendor Pre RFQ meeting | March 30, 2022 | GoToMeeting 10:00am EST |
| Q and A | Questions can be asked up to 5pm  April 5, 2022 | Post Questions to: [rob@rfgassociates.net](mailto:rob@rfgassociates.net)  Responses posted by April 7, 2022 at: [www.OMJ16.com](http://www.OMJ16.com) |
| Proposals Due | April 22, 2022 | Postmarked by April 22, 2022 |
| WDB16 Outreach Committee to review/score proposals | Between May 2 and May 20, 2022 |  |
| WDB16 Board Approval  COG Approval | June 3, 2022  June 10, 2022 | If determined necessary by the WDB16 Board, interviews may be conducted |
| Vendor selected | June 10, 2022 |  |
| Vendor Contract begins | July 1, 2022 |  |
| Planning, development | To September 2022 |  |
| Content placed | Sept. 2022 to June 2023 |  |
| Evaluation/feedback of results | Nov 2022 and May 2023 feedback points |  |

**Evaluation of Proposals**

The WDB16 will evaluate proposals using the following 100 point scale:

|  |  |
| --- | --- |
| **Evaluation Factor** | **Points** |
| Organization Description/ Similar Experience | 20 |
| Qualifications/Experience of lead person/assigned team | 20 |
| Methodology to develop the 6 requested deliverables | 30 |
| Technical Service Prices | 20 |
| Past Client References | 10 |
| **Total** | **100** |

**END**