

REQUEST FOR QUOTES

Creative Partner – Community Outreach

ISSUE DATE	May 20, 2022
SUBMISSION OF INQUIRIES	May 27, 2022 By 12:00 PM EST
RESPONSES TO INQUIRIES POSTED TO WEBSITE	June 3, 2022 By 4:00 PM EST
QUOTES DUE	June 17, 2022 By 12:00 PM EST
FINALISTS SELECTED/NEGOTIATION	June 24, 2022
NOTIFICATION OF AWARD	~July 7, 2022

Coastal Counties Workforce, Inc.
Antoinette Mancusi, Executive Director

Inquiries:
info@coastalcounties.org



14 Maine Street, Box 2, Brunswick, Maine 04011 | May 2022

NOTE: Coastal Counties Workforce, Inc. activities/services are fully funded by USDOL funds including WIOA Title IB, WIOA National Dislocated Worker Grants, H1-B and Discretionary Funds. We are an equal opportunity employer/program. Visit our website for more information: www.coastalcounties.org.

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SECTION I. OVERVIEW

Coastal Counties Workforce, Inc. is a non-profit, 501(c)(3) entity founded to administer and oversee the delivery of the workforce system's services on behalf of the Coastal Counties Workforce Board (CCWB) and its chief elected officials (CEOs). The CCWB region in Maine, comprised of six counties: York, Cumberland, Sagadahoc, Lincoln, Waldo, and Knox, has been designated as a Local Workforce Development Area under the Workforce Innovation & Opportunity Act (WIOA).

As staff to the CCWB, CCWI works to ensure that local workforce board's responsibilities under the federal Workforce Innovation and Opportunities Act are met. Our workforce services are provided through the CareerCenter's and/or Workforce Solutions Center's (WSC) delivery system. Visit our website for more information: www.coastalcounties.org.

One of the main purposes of the Workforce Innovation and Opportunity Act is to assist individuals with barriers to employment, increasing their access to employment, education, training, and support so they may succeed in the labor market. Consistent with WIOA, this local workforce board's goal is to provide program services for eligible adults, dislocated workers, and youth in an integrated service delivery environment, which means co-enrollment of the job seeker into relevant and eligible programs, along with a seamless approach to services offered. These services include education and training, career development, job training, adult basic education, and youth employment services.

CCWI works to ensure that local workforce board's responsibilities under the federal Workforce Innovation and Opportunities Act are met. Our workforce services are provided through the CareerCenter's and/or Workforce Solutions Center's (WSC) delivery system. CCWI contracts/subawards with service providers (sub-recipients) to render regional workforce development services.

SECTION II. NATURE OF SERVICES REQUIRED

In light of the Covid-19 pandemic's impact on our local economy and workforce, Coastal Counties Workforce, Inc., serving the Coastal Counties Workforce Board for the six coastal counties of Maine (York, Cumberland, Sagadahoc, Lincoln, Waldo and Knox) is working to engage individuals who have disconnected from the workforce. Through CCWI's programming, individuals can connect with training, re-employment, and support services that help them successfully transition into new and better occupations and careers. Unfortunately, while work has been disrupted over the past three years for so many dislocated workers, which includes individuals who have been out of the workforce for some time or who have recently been displaced from work, these individuals are difficult to engage. It has been difficult to draw them in for services. CCWI has the resources to help them obtain employment but needs new, innovative ways and a strategy to connect with this population in hopes of getting them in to connect with our services.

Coastal Counties Workforce, Inc. (CCWI) is accepting quotes from creative and/or consulting firms NOT to exceed \$25,000 for the entire project and for the following purposes:

- 1) Generating a successful outreach campaign targeting unemployed, underemployed, and dislocated workers through various forms of engagement including but not limited to digital ads, social media, print media, video content, and collateral specifically with the goal of increasing enrollments.
 - a. Creating an outreach plan that meets the project's budget limit.
 - b. Evaluating existing outreach materials currently in use to determine what can be reused and what else is needed for regional efforts to increase enrollments.
 - c. Consulting on prioritization of campaign components with respect to budgetary constraints and specific added value.
 - d. Consulting on best practices and marketing channel options to reach key demographics covered within the dislocated worker communities (including underemployed and unemployed).
 - e. Assistance crafting effective copy as well as infographics, tables, etc. for digital and print purposes (to the extent needed).
 - f. Coordinate and manage determined work including but not limited to new collateral, digital ads, art, graphic design, or content in general through production processes. (Note: ownership rights to all new product - including physical and digital assets - generated for the purposes of this campaign will be solely owned by CCWI/USDOL.
- 2) Coordinating with team on an as-needed basis through pre-production/production.
- 3) Meet and/or "Zoom" with team for work review/approval.

SECTION III: PROCUREMENT DETAILS

SUBMITTAL REQUIREMENTS

Proposals must contain the following information listed in the order below and clearly enumerated as such. Proposal (inclusive of the cover letter) may not exceed 10 pages. The page limits stated below must be followed.

- Proposals must be in 8½” X 11” page size, 1.15 line spacing, 12-point Times New Roman font, one-inch margins, and submitted in PDF format.
- All proposals (narrative and attachments) must be submitted as a single PDF document.
- Proposals must include sequentially numbered pages.
- A response to each section of the RFQ is required and should follow the guidelines and sequences as specified in the RFQ. Each section should be clearly labeled.
- Every section of the Request for Quotes should be completed in full. If funded, the proposal will provide the basis for negotiations, and final negotiated terms will be incorporated within the contract/award as the Statement of Work.

- 1) **Cover Letter (1 page):** Please include a cover letter stating project interest which includes:
 - a. Name of the firm, local address, general contact info, and date submitted.
 - b. A statement describing why your firm is qualified to provide the services requested along with a positive commitment to perform the work within the time period.
 - c. A description of the anticipated interaction between consultant/agency and CCWI.
 - d. Identification of the names of the persons who will be authorized to make representations for the bidder and their titles, addresses, and phone numbers.
 - e. State that the person signing the letter is authorized to bind the bidder.
- 2) **Qualifications and Capabilities (2 pages):** Provide a detailed discussion of relevant qualifications and experience of the planner(s) that would be assigned to this service.
- 3) **Related Project Experience (2 pages):** Describe or illustrate your firm’s relevant past performance providing creative services and direction for community outreach campaigns. Please provide locations, contacts, and value of contracts. Please address your firm’s record of working within budgetary constraints.
- 4) **References (1 page):** Include name, address, and phone number for a minimum of three (3) client references – clients who received creative and/or consulting services from your company.
- 5) **Fee Estimate (2 pages):** Submit an itemized all-inclusive budget broken down by distinct services or project elements and their individual costs including any out-of-pocket expenses. can be set up to allow CCWI to select “a la carte” services. The entire project CAN NOT exceed \$25,000. Payment for services under this contract will be rendered pursuant to the following schedule –

**34% within 2 weeks of awarded contract | 33% paid after agreed upon
mid-point milestone | 33% upon receipt of final work product by CCWI**

- 6) **Proposed Project Timeline (1 page):** Within your quote, please:
- a. Confirm that, if selected your firm is able to start on this project within two or three weeks following notification; and
 - b. Include a rough estimate of a timeline for the work product(s) being quoted. Ideally, everything will be completed within 2-3 months from the point of award.
- 7) **Termination of Contract/Litigation Information (1 page):** If applicable, please provide a list of contracts/agreements terminated for convenience or default within the past three years. List any litigation that now affects or may affect in the future the firm’s ability to perform. If this section is not applicable, please indicate so.
- 8) **Additional Content:** Given the nature of the work requested, we want to provide respondents with the opportunity, should they choose, to provide additional content examples that highlight their work including but not limited to:
- a. PowerPoint Presentation (please limit to 15 slides or less)
 - b. Video Content / “sizzle reel” (please limit to 3 minutes or less)
 - c. Photos/Images of any installations/posts/posters/artwork/infographics, etc. (please limit to 10 or less)

(Note: This additional content does not take the place of already stated required information.)

Respondents that fail to meet the evaluation criteria specified in this RFQ, or those proposals which do not meet the service needs as described in the RFQ, will be considered non-responsive and will not receive further consideration for funding. Failure to meet the evaluation criteria can include, but is not limited to, non-responsive language in the submission (i.e., failing to provide information requested), omission of required attachments.

SUBMITTAL SCHEDULE

A. APPLICATION DEADLINES

ISSUE DATE	May 20, 2022
SUBMISSION OF INQUIRIES	May 27, 2022 by 12:00 PM EST
RESPONSES TO INQUIRIES POSTED TO WEBSITE	June 3, 2022 by 4:00 PM EST
QUOTES DUE	June 17, 2022 by 12:00 PM EST
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B. SUBMISSION OF INQUIRIES

Questions regarding this Request for Proposals should be submitted via email to Valerie Odams, Executive Assistant at info@coastalcounties.org. Phone calls will not be accepted. The deadline to submit questions is **May 27, 2022, by 12:00PM EST.**

Responses to questions received during the procurement process will be posted on/about COB **June 3, 2022**, on the CCWI website: <https://www.coastalcounties.org/announcements>. It is the bidders' responsibility to check the website for updates and postings. No questions will be accepted after May 27, 2022. No other CCWI staff, consultant, or CCWI Board of Directors member should be contacted for assistance or advice during the entire solicitation period. Such communication will constitute grounds for eliminating a submitted proposal from further consideration.

C. SUBMISSION OF QUOTES

Responses to this RFQ must be received by CCWI by **12:00 PM on June 17th, 2022**. All proposals must be submitted in a single email with attachments in a PDF format to info@coastalcounties.org. If you wish to submit any digital/video content as a part of your quote, please provide a link to your files accessible via a cloud-based file-share service. It is the sole responsibility of the applicant to ensure their proposal is complete, submitted on time, **and** that you receive a confirmation receipt via email. If you do not receive a confirmation email within 2 hours (during business hours) of your submission, please email Valerie Odams, Executive Assistant, at info@coastalcounties.org. Quotes not received on time will be disqualified from the competitive process.

Note: respondents assume full responsibility for successful email transmittals. CCWI assumes no responsibility for failure in digital submissions. Late or incomplete proposals will be rejected as not meeting the requirement of this solicitation.

D. FINALISTS SELECTED/NEGOTIATION

Finalists will be selected and negotiation processes **will begin by July 7, 2022.**

E. NOTIFICATION OF AWARD

Contract will be issued by or around June 30, 2022.

TERMS OF SUBMISSION

A. RIGHT TO ACCEPT/REJECT

CCWI reserves the right to reject any and all proposals submitted and/or to negotiate with or request additional information from any or all proposers. The submission of a proposal, even though best and final, does not commit CCWI to award a contract or pay any costs associated with preparation of a proposal. CCWI reserves the right to accept or reject any or all proposals

received as a result of this request, to negotiate with all qualified sources, or to cancel in part or in entirety this solicitation if it is in its best interest. CCWI may require the successful bidder to participate in negotiations and submit proposal revisions, as needed. Oral interviews may be necessary to clarify aspects of a respondent's proposal, correct apparent misunderstandings of the requirements of the solicitation, or obtain additional information. No additional points will result from oral interviews.

An award will be made to the firm, which in CCWI's opinion, is best qualified and offers the quotation most advantageous to CCWI. CCWI reserves the right to make the final decision on a contractor based on its evaluation of best qualifications, value, and fit to its outreach needs.

B. CONTRACTUAL ARRANGEMENTS

After negotiation, a contract will be issued by CCWI to the successful bidder. The contract will specify the maximum fee to be paid for performance of the proposed audit and service provider monitoring as set forth in the successful proposal.

C. CONTRACTUAL INFORMATION

Termination: CCWI may, by written notice of default to the contractor, terminate the award if the contractor:

- Fails to perform the services within the time specified in this solicitation or in any written extension of time;
- Fails to make progress, so as to endanger performance under the contract; or
- Fails to perform any of the other provisions of the contract.

Failure to Perform: Failure to perform any and all of the terms and conditions of this contract shall be deemed a substantial breach/default of contract. In the event of cancellation for breach of this contract, the contractor shall not be entitled to damages, and agrees not to sue CCWI for damages therefor. Notwithstanding other legal remedies that may be available to the CCWI because of the cancellation for breach of this contract, the contractor agrees to indemnify the CCWI for its costs in procuring the services of a new audit firm.

The contractor's reimbursement will not be subject to penalty if the failure to perform the contract arises from causes beyond the control and without the fault or negligence of the contractor. The burden of proof will rest with the contractor to show that each instance was beyond its control and did not result from its fault or negligence.

Approvals: Any and all efforts done by or on behalf of the contractor - including out-of-pocket expenses, travel expenses, proposed work changes, etc. - incurring new charges outside of what is approved through this RFQ will need to be quoted and approved prior to said work being initiated.

Assignment: The contractor may not assign interest or claim regarding this contract, nor may it subcontract or assign the work to be performed under this contract without the written authorization of CCWI.

Inspection and Review: The U.S. Department of Labor, Office of Inspector General (OIG), in addition to the Maine Department of Labor, have the right of access to monitor and review all activities under this contract, during the performance of the contract and thereafter. The contractor will make available and permit inspection by the DOL/OIG of all work papers and related documents pertaining to this contract. Following acceptance of the audit report, records pertinent to the contract must be maintained according to federal record retention rules promulgated by the DOL/OIG.

Non-discrimination: The contractor will comply with Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, and such other Federal and State laws which provide for equal employment opportunity and prohibit discrimination in employment.

D. CONSIDERATION AND PAYMENT

As mentioned above, we are looking for quotes NOT to exceed \$25,000 in total. The budget for this project is fixed and we will not have a pool of money to draw from at a later date. Therefore, quotes MUST be:

- Inclusive of all expenses
 - o i.e., hard costs, soft costs, etc.
- Itemized out by complete projects
 - o e.g., if a short video spot is proposed, the total for that line should reflect a finished work-product

Payment for services under this contract will be rendered pursuant to the following schedule –

- 34% within 2 weeks of awarded contract
- 33% paid after agreed upon mid-point milestone
- 33% upon receipt of final work product by CCWI

E. PROJECT TIMING

Given our purpose of helping connect with the dislocated workers in our region, we are hopeful that this work will be completed prior to summer's end and the typical Maine off-season purge of employees. As mentioned above, please include in your quote:

- Confirmation that, if awarded the job, you are able to start on this project within a week or two following notification, and;
- A proposed estimate of a timeline for the work product(s) being quoted. Ideally, everything will be completed within 2-3 months from the point of award.

F. RIGHT TO APPEAL

Only an aggrieved person/organization may request a Stay of Award or an Appeal. An aggrieved person/organization is any person or organization who bids on a contract and who is adversely affected financially, professionally, or personally by that subaward/contract award decision.

The Request for Proposal (RFP) Appeal Period is initiated on the date the award notification letters are sent to the RFP respondents. Letters will be sent both by email and United States Postal Services. All appeals must be received within 5 business days from the date of the award notification letter, no later than 4:00 PM EDT. All appeals must be submitted in writing, by both email and United States Postal Service sent to:

CCWI RFQ Appeal Committee
c/o Charles E. Gilbert III, Esq., Appeal Board Chair
Gilbert Law Offices
82 Columbia Street, P.O. Box 2339
Bangor, ME 04402-2339
(207) 947-2223
ceg@yourlawpartner.com

The written appeal must state the following:

- How the award specifically violates the law;
- How the award represents an irregularity creating a fundamental unfairness; and/or,
- How the award is arbitrary or capricious.

The Appeal Board Chair will appoint an Appeal Committee made up of individuals for which this review would not constitute a conflict of interest. Every appeal request will be granted a hearing, which shall occur within sixty (60) days of the close of the Appeal period, unless:

- the petitioner does not represent an aggrieved organization;
- the request is received within 5 business days from the date of the award notification letter, no later than 4:00 PM EDT; or,
- the request is capricious, frivolous or without merit.

The Appeal Committee review will lead to one of two possible outcomes: to validate the award decision or to invalidate the award decision. The Appeal Committee cannot modify the award. If the award decision is invalidated, the RFP will be re-issued.

The clear and convincing standard requires that a majority of the Appeal Board be convinced that the truth of the assertions on appeal is highly probable, as opposed to more probable as not. The Appeal Board may only decide whether to validate or invalidate the award decision that is under appeal. In determining whether an award is arbitrary or capricious, the Appeal Board must not substitute its judgment for that of the RFP and Proposal Review Committee. There is a presumption that the award was not arbitrary or capricious.

All appeals are subject to the standards set forth in 5 M.R.S §§ 1825-(C), (D), (E) and (F), as well as all applicable regulations promulgated by the State of Maine, Department of Administrative and Financial Services, Division of Procurement Services, and all other applicable Federal statutes and regulation.

SECTION IV: PROPOSAL CHECKLIST

Proposals should follow, in order, the outline below.

- 1. **Cover Letter (1 page)**
- 2. **Qualifications and Capabilities (2 pages)**
- 3. **Related Project Experience (2 pages)**
- 4. **References (1 page)**
- 5. **Fee Estimate (2 pages)**
- 6. **Proposed Project Timeline (1 page)**
- 7. **Termination of Contract / Litigation Information (1 page)**
- 8. **Additional Content (Optional)**