REQUEST FOR PROPOSALS

Communications & Design Services

Released by:
Pacific Mountain
Workforce Development Council

Release Date: January 15th, 2020
Due Date: February 10th, 2020, 12:00 PM (Pacific Standard Time)
Proposed Contract Period:
March 2nd, 2020 – March 2nd, 2021

Pacific Mountain Workforce Development Council
1570 Irving Street SW Tumwater, WA 98512
Phone: 360-704-3568 Fax: 360-704-6444
contracts@pacmtn.org
www.pacmtn.org

The Pacific Mountain Workforce Development Council is an Equal Opportunity Employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. WA Relay 711
Section I

Introduction
The Pacific Mountain Workforce Development Council (PacMtn) is requesting proposals from qualified professional vendors to assist PacMtn leadership and staff with designing communication tools to communicate our value and programs externally and internally. The vendor is anticipated to assist with redesigning existing communications tools to streamline how PacMtn shares information on programs, reports, data, and upcoming opportunities and grants across internal partnerships; as well as to better tell our story to a myriad of external partners.

Background Information
PacMtn is a Washington State 501(c)(3) nonprofit corporation responsible for the administration and finances of the federal Workforce Innovation and Opportunities Act (WIOA) programs; including the federally recognized One-Stop system in Washington State called WorkSource. PacMtn operates within Grays Harbor, Lewis, Mason, Pacific, and Thurston counties. The administrative offices are located at Thurston County WorkSource, located at 1570 Irving St SW, Tumwater, WA 98512. Additional information on PacMtn is available on our website at https://pacmtn.org/about-us/.

Overview of Current Communications Assets
The organization currently has the following communications tools in place:

1. Virtual Media
   - Website
   - Facebook, Twitter, Instagram and LinkedIn profiles
   - GuideStar profile for funders
   - Contracted Website Management – support service

2. Traditional Print & Online Media
   - Logo
   - Color Palette
   - Regional Impact Report: All External Partners & Business – produced annually
   - Newsletter: Workforce System Partner and Business Facing – produced quarterly
   - Industry Sector Employment Overview 1 pgrs: Business Facing – produced quarterly
   - Occupational Data Snapshots: Client Facing – produced quarterly
   - Flyer and presentation template for programs advertising to clients and employers
   - Statistician for Data Analysis – support staff
   - Media Platform Intern – support staff
   - Executive Leadership with Communications experience – support and supervision

Services Required
PacMtn is looking for a company or individual contractor that can assist PacMtn leadership and support staff in the following areas, based upon flat monthly fee model:
1. **Brand Development**
   - **Color Palette expansion/review and recommendations**
   - **Review of Logo (not likely to change fundamentally)**
   - **Branding and consistency - develop PacMtn narrative templates for use across the organization** (i.e., who we are, what we do, our purpose, who we serve, how we serve, program overviews, etc.). Content review and recommendations. Branding review and recommendations. Re-design of publications, style, and engagement campaigns.
   - **Guide and Develop Organizational Communications Strategy** – in consultation, and under the direction of PacMtn leadership and staff, help Executive leadership to develop a comprehensive communications strategy and plan for the coming year.

2. **Virtual Media Redesign/Update:**
   - **Review and assist in visual re-design of some of the website’s pages and functions**, with some assistance in content development/copy editing, and usability recommendations for reaching multiple audiences **to result in professional development of mock-up graphic designs for website** in coordination with leadership direction and in consideration of internal assessments prepared for re-design. Assist in design of embedded reports, and design principles in automating data visualizations available on the website. [This will be supported by Executive Leadership, Data Analyst, Web Development Contractor and Media Intern for Social Media and website posting.]
   - **Branding and engagement campaign design and templates for social media platforms.** Contractor will produce new, aligned and streamlined designs for social media postings and create design templates for staff and programmatic use. [Media Intern will assist in posting.]

3. **Traditional Media Redesign & Communications Campaign Development:**
   1. **Regional Impact Report: All External Partners & Business – produced annually**
      - Contractor will be responsible for redesigning the Regional Impact Report to incorporate Employment and Labor Market Data, Occupational Data, Industry Data and information on the Regional Strategic Workforce Plan, PacMtn Workforce Development System, Programs and Populations served. This will be completed with substantive input and support from the Data Analyst and Executive Leadership. This is intended to incorporate many of PacMtn’s singular publications into one annual publication for online and physical distribution to enhance visibility of PacMtn’s work and purpose and to help engage external stakeholders across sectors.
   2. **Newsletter: Workforce System Partners and Business Facing – produced quarterly**
      - Contractor will be responsible for redesigning effective communications strategies, tools, and campaigns (such as cross-walks, visual aids, program overviews, and other communications tools) to engage internal partners – primarily contractors across the region, and to relay information on PacMtn activities and programs in a timely, accessible and actionable way to
WorkSource employees and management – to enhance visibility and understanding of PacMtn programmatic objectives. This maybe through virtual or traditional mediums. And this may be used for external partners as well. All PacMtn support staff will provide guidance and input into the utility and objectives of tools produced by the consultant.

3. **Events, Presentations & Flyers: Internal & External – produced as assigned**
   - Contractor will be responsible for the design, content review/editing, and visual communication tools to support events, presentations and flyers in support of PacMtn’s visibility and communications strategy across the region. This may include banners, graphic design of Power Points or other presentation materials, employer or training campaigns, special population outreach, partner and stakeholder development, etc. Contractor will be expected to take projects as assigned, with adequate notice and time for development in advance of the deliverable, to support PacMtn’s objectives in communications.

4. **Staff Consultation & Media Intern Mentorship: Internal development**
   - Contractor will be expected to work in-office intermittently, and on a schedule to be determined and negotiated between the contractor and Executive leadership, to coordinate and consult with staff and leadership. PacMtn seeks a contractor who is willing and able to share strategies, tools and information to support the mentorship and cultivation of the Media Intern. In turn, the Media Intern will be responsible for operationalizing much of the virtual media (website, social media platform postings, and video production, editing and posting) in support of the Contractor.

Section II

**Contract Term**

The term of the contract will commence upon signature of agreed upon contract terms, whichever occurs last. The contract term will continue for one year with annual review and mutual agreement of both parties required for contract renewal. PacMtn holds the right to cancel the contract at any point with 30 days written notice.

The ongoing technical and content support portion of this contract may be renewed on an annual basis as determined by the date the initial contract is signed dependent upon mutual agreement of each party.

**Contract Dates**

The contract is expected to begin March 2nd, 2020 with a month-long familiarization and transfer process with current PacMtn communications assets/tools, and orientation to the Workforce
Development System, partners, programs and objectives. The selected contractor needs to be able to begin development of the comprehensive communications strategy, outlining a timeline and any requests for information, for all associated contract services outlined herein, by March 31st, 2020.

Policy of Competition
The Pacific Mountain Workforce Development Council conducts all procurement transactions in a manner providing full and open competition. The RFP identifies all evaluation factors and their relative importance. All responses will be honored to the maximum extent practical. Technical, financial and organizational evaluations will be made of all proposals received found to be responsive to the RFP.

The Pacific Mountain Workforce Development Council will carry out the procurement review responsibilities with complete impartiality and without preferential treatment to any response.

Questions and Answers
Questions regarding this RFP can be sent to the email address: contracts@pacmtn.org. Please specify this RFP by its title when submitting questions. Questions and the answers will be posted on our website so every Bidder can review. Questions will be accepted through January 27th, at 12:00 p.m.

Submittal Instructions
Proposals must be submitted by electronic mail to contracts@pacmtn.org with the following subject line “RFP Bid: Communications & Design Services”, and include:

- Proposal cover page & certification (form attached)
- Response to requested information in Section III using the prescribed format
- Additional attachments as specified in Section III

RFP Key Events and Dates

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<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP Release Date</td>
<td>January 15, 2020</td>
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<tr>
<td>Deadline for Receipt of Questions, 12:00 PM (Pacific Time)</td>
<td>January 27, 2020</td>
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<tr>
<td>Deadline for Receipt of Proposals, 12:00 PM (Pacific Time)</td>
<td>February 10, 2020</td>
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<td>Interviews scheduled (if necessary- please hold the date upon submission)</td>
<td>February 18, 2020</td>
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<tr>
<td>RFP Awarded</td>
<td>February 24, 2020</td>
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<td>Appeal Period end date</td>
<td>March 2, 2020</td>
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Evaluation and Selection Criteria
Proposals will be evaluated based on the following criteria:
• Demonstrated experience and the ability to provide services as proposed, including adherence to RFP requirements.

• Responses that directly relate to the deliverables outlined herein as the proposed responsibilities of the Contractor – which may include past examples of similar or related materials – and/or written narrative responses describing past experience in producing such deliverables.

• Portfolio of past work products that align or demonstrate skill set and quality of work.

**Scoring Criteria**

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<th>Points</th>
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<tr>
<td>Years of Experience</td>
<td>10</td>
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<td>Demonstrable alignment of skill set with required skills for production of outlined deliverables (technical: i.e., Photoshop, InDesign, other design software)</td>
<td>30</td>
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<td>Quality of portfolio or examples provided as referenced above</td>
<td>35</td>
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<tr>
<td>Demonstrable alignment of skill set with required skills for communications planning, campaign design, and media outreach and engagement.</td>
<td>25</td>
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<td>Total Possible Points</td>
<td>100</td>
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**Award of Contract**

Submittal of a successful proposal(s) does not constitute a contract with PacMtn. The contract award will not be final until PacMtn and the successful proposer have executed a mutually satisfactory contractual agreement.

**Appeal Process**

Any appeal of the final vendor(s) selected must state the basis of the appeal. Appeals can be sent in writing within seven (7) calendar days after the publication of the successful vendor(s) to:

Cheryl Fambles, CEO  
Pacific Mountain Workforce Development Council  
1570 Irving St SW  
Tumwater, WA 98512  
contracts@PacMtn.org

It is the responsibility of proposers to check for the publication of successful bidders at the following website: [www.pacmtn.org](http://www.pacmtn.org).

**Miscellaneous**

1. PacMtn will select the proposal which is most qualified to provide the services which will achieve the overall objectives of this Proposal Request.
2. PacMtn reserves the right to make such investigation as it deems necessary to determine the ability of proposers to furnish the required services, and proposers shall furnish all such information for this purpose as PacMtn may request.

3. PacMtn reserves the right to reject any proposals for failure to meet the requirements contained herein, to waive any technicalities, and to select the proposal which, in PacMtn’s sole judgment, best meets the project requirements.

4. PacMtn reserves the right to reject, or to seek modifications of any proposal offered if in PacMtn’s sole discretion the proposal does not meet the overall RFP objectives.

5. PacMtn reserves the right to offer an award to the next highest rated proposal if a contract cannot be successfully negotiated, or to renegotiate or reissue an RFP should an appeal for non-award be upheld.

6. This Request for Proposal is not in itself an offer of work, it does not commit the Pacific Mountain Workforce Development Council to fund any proposals submitted, nor is it liable for any costs incurred in the preparation or research of proposals.

7. The RFP creates no obligation on the part of PacMtn to award a contract or to compensate the proposer for any costs incurred. PacMtn reserves the right to award a contract based upon proposals received without further discussion or negotiation. Proposers should not rely upon the opportunity to alter their qualifications during discussions.

8. Any funding awarded will be subject to the availability of federal funding granted to the Pacific Mountain Workforce Development Council through the State of Washington Employment Security Department and the U.S. Department of Labor. Should the availability of such funding decrease before or following any award to a sub-recipient, the award will be revised accordingly. In addition, if awarded, the contractor must be willing to alter program design based on subsequent direction provided by the state, U.S. Department of Labor or PacMtn.

9. Proposals that are not funded will not be returned.
A. Application Cover Sheet

On behalf of

Proposer Organization

Street Address

Mailing Address

City State Zip Code

B. Certification

CERTIFICATION

The information contained in this proposal fairly represents the proposer’s agency, organization, or business and its proposed operating plans. I acknowledge that I have read and understand the requirements of the RFP and am prepared to implement services as specified in this proposal. I certify that the proposed program services have been designed in compliance with the RFP requirements and WIOA regulations. I also certify that I am authorized to sign this proposal. This proposal is firm for a period of at least ninety (90) days from the deadline for RFP submission.

I affirm that no employee and/or PacMtn Council Member or officer of any governmental agency has any financial or other interest in this organization.

Name________________________________ Title______________________________

Address________________________ City____________ State________ Zip________

Phone______________________________________________________________

E-Mail______________________________________________________________

Signature____________________________________________________________

Typed Name_________________________________________________________

Address________________________ City____________ State________ Zip________
Section III

Proposal Format and Supplemental Questions

Your responses to the inquiries below should be submitted electronically with the following format restrictions:

- 8 1/2” X 11” page size with 1” margins
- 12 point Arial or Calibri font
- Double spaced (itemized bid information may be single spaced)

1. Proposal Summary

Summarize your proposal and your firm’s qualifications. Additionally you may articulate why your firm is pursuing this work and how it is uniquely qualified to perform it. Include other pertinent information that helps PacMtn determine your overall qualifications.

2. Cost of Services

- The proposal summary must contain a fee schedule that includes:
  - Hourly and/or monthly rates for proposed services- if monthly, specify what is and is not included in monthly plans
  - Description of how your services are priced, and any specific pricing you are able to provide
  - Define any additional charges (e.g. travel expenses)
- The fee schedule may also contain any packaged plan fees, or other specific pricing options you are able to provide.
  - Include any discounts or considerations in fees based on nonprofit status, monthly usage evaluation, etc.
  - Specify any additional charges or options you see as beneficial for this type of service not otherwise noted in the required elements.

The following information shall be required in the proposal request submittal supplemental questions:

1. Letter of Transmittal

The letter is not intended to be a summary of the proposal itself. The letter of transmittal must contain the following statements and information:

a. Company name, address, and telephone number(s) of the firm submitting the proposal.

b. Name, title, address, email address, and telephone number of the person or persons to contact who are authorized to represent the firm and to whom correspondence should be directed.
c. Federal and state taxpayer identification numbers of the firm.

d. Briefly state your understanding of the services to be performed and make a positive commitment to provide the services as specified.

e. The letter must be signed by a corporate officer or other individual who is legally authorized to bind the applicant to both its proposal and cost schedule.

f. Statement which indicates “proposal and cost schedule shall be valid and binding for ninety (90) days following proposal due date and will become part of the contract that is negotiated with PacMtn.”

2. General Vendor Information
   Please provide the following information:
   a. Length of time in business
   b. Length of time in business providing proposed services
   c. Total number of clients
   d. Total number of public & nonprofit sector clients
   e. Number of full-time personnel

3. Firm Position
   a. Describe how your firm is positioned to provide the services listed above and provide a history of experience on providing similar services.

4. Service Approach and Methodology
   a. Describe your approach to providing these services and your methodology for providing ongoing support

5. References
   a. Provide the name, title, address, and telephone number of three references for clients whom you have provided similar services. Please provide information referencing the actual services provided, customer size (number of users), and the length of tenure providing services to this client.

6. Staff Resources
   a. Identify names of principals and key personnel that will actually provide the services. Summarize the experience and technological expertise of these staff. Describe the role and responsibilities that each of these individuals will have. Full resumes of these individuals should be appended to the proposal. The local availability of staff that will be providing these services shall be an important consideration.

7. Terminated Contracts or Contract Defaults
   If your company has had a contract terminated for default during the past five years, all such incidents must be described. Termination for default is defined as notice to stop
performance due to the vendor’s nonperformance or poor performance; and the issues was either (a) not litigated or (b) litigated, and such litigation determined the vendor to be in default. If default occurred, list complete name, address, and telephone number of the party.

a. If NO such terminations for default have been experiences by the vendor in the past five years, declare that

PacMtn will evaluate the facts and may, at its sole discretion, reject the vendor’s proposal if the facts discovered indicate that completion of a contract resulting from this RFP may be jeopardized by selection of this vendor.

8. Subcontracting

No activities or services included as part of the proposal may be subcontracted to another organization, firm, or individual without the approval of PacMtn. Such intent to subcontract should be clearly identified in the proposal. It is understood that the contractor is held responsible for the satisfactory accomplishment of the service or activities included in a subcontract.

9. Other Services

Beyond the scope of this RFP, what services (related or otherwise) does your organization provide that may be of interest to PacMtn?