



Request for Proposals

**For The Provision of Comprehensive Outreach Services
In Support Of The Northern Virginia Workforce System**

**ADVERTISED: November 9, 2017
DUE: December 11, 2017, 5:00 p.m. (EST)**

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www.myskillsource.org

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Authorized for Public Release:


David A. Hunn, *SkillSource* President & CEO

11-9-2017
Date

STATEMENT OF REQUIREMENTS

SCOPE OF CONTRACT/PURPOSE

The *SkillSource* Group, Inc. (SSG) the non-profit arm of the Northern Virginia Workforce Development Board (NVWDB), is seeking a qualified marketing firm to provide comprehensive outreach services in support of the Northern Virginia Workforce System.

1. BACKGROUND

The *SkillSource* Group, Inc. is the fiscal agent for the Northern Virginia Workforce Development Board. The regional NVWDB includes the jurisdictions of the counties of Fairfax, Loudoun, and Prince William, and the cities of Fairfax, Falls Church, Manassas and Manassas Park. The Northern Virginia Workforce Area is a vibrant and growing region, representing over 1.9 million residents and tens of thousands of businesses.

As of 2017, the SSG is administering multiple funding streams on behalf of the Northern Virginia Workforce System, including funding from the Federal Workforce Innovation and Opportunity Act, the U.S. Department of Labor, the U.S. Department of Justice/Virginia Department of Corrections Violent and Serious Offender Reentry Initiative, the Northern Virginia HealthForce Initiative, Virginia Community College System, Virginia Department of Social Services, along with various foundations and other non-categorical funding. For FY 2018, the combined budget for all funding streams to the SSG is estimated at nearly \$7.5 million.

Information on the *SkillSource* Group, Inc. and the Northern Virginia Workforce Development Board can be found online at www.myskillsource.org.

2. SCOPE OF SERVICES TO BE PROVIDED BY OFFEROR(S)

Contractor will be expected to provide the following services to the SSG:

- a. Full-service outreach and advertising services to promote the overall goals, mission and services of the *SkillSource* Group, Inc. (SSG) and the Northern Virginia Workforce Development Board (NVWDB).
- b. Marketing of SSG and NVWDB, its activities and projects, including, but not limited to: promotion of the *SkillSource* Centers, SSG programs and initiatives, NVWDB events, and other projects requiring marketing services. Information on SSG programs and services can be found on the SSG website: (www.myskillsource.org).
- c. Outreach services, including, but not limited to: production and placement of selected media advertisements (print and electronic), creation of promotional materials, development of media campaigns, evaluation of the effectiveness of the campaigns and providing other marketing/advertising activities to promote the SSG and NVWDB.

- d. Public relations services, including, but not limited to: press events, development of public relation campaigns, videos, promotional materials and other activities to promote the SSG and NVWDB and its projects. Examples of recent videos of jobseeker success stories can be found on the SSG website (<http://myskillsource.org/success-stories>).
- e. Management and upkeep of the SSG website (www.myskillsource.org).
- f. Deliverables including, but not limited to: direct mail materials, brochures, outdoor advertising posters, newsletters, press releases, print display, radio and television ads, an Annual Report and other publications. Past Annual Reports can be viewed on the SSG website (<http://myskillsource.org/page/id/17/annual-report>).
- g. Annual, market research and ad hoc reports, as requested by the SSG management.
- h. Experience in marketing to multiple Northern Virginia ethnic populations using languages other than English.

3. SUBMISSION OF PROPOSALS

3.1. All proposals should clearly demonstrate the Respondent's interest in and ability to provide the proposed outreach services. Offeror(s) must complete and submit a 2-part proposal consisting of a Technical proposal and a Business proposal. The narrative of the Technical proposal should be no longer than **10 double-spaced pages**, excluding cover page, table of contents, and attachments. Brief proposals are welcome.

3.2. Formatting Requirements

In order to simplify the review process and obtain the maximum degree of comparison, each proposal shall be organized as follows:

- Font size: 12 point
- Font style: Times New Roman
- Line spacing: Double spaced
- Margins: One-inch margins on all sides
- Pages: Single sided
- Page number: Centered at the bottom of each page
- Language: English
- Other: Proposals should not be placed in binders or folders; use one staple or paper clip in the upper left hand corner to secure all pages.

3.3. The Technical Proposal should be concise, yet complete. The Technical Proposal should not exceed ten (10) pages and include the following:

- a. Name and address of the Offeror or company, and if a corporation, when and where incorporated as well as appropriate Federal, State and county Tax ID numbers.
- b. The Technical Proposal should demonstrate an understanding of the need and the

- offeror's proposed work plan or strategy for accomplishing the scope of services identified in Section 2, Scope of Services to be Provided by Offeror(s). The Offeror's description should be in sufficient detail to demonstrate an understanding of the work of the *SkillSource* Group, Inc. and the outreach and marketing requirements. Offeror(s) should demonstrate an awareness of the difficulties in the completion of the work and a willingness to work with SSG staff to provide a high-quality product.
- c. Description of past experience in providing marketing services. Respondent should also include any specific experience with public and/or non-profit organizations, including the Federal Workforce Innovation and Opportunity Act and other workforce and economic development organizations. Respondent should provide a list of references familiar with Respondent's past work.
 - d. Offeror should certify that it is not suspended or disbarred from contracting with or under investigation by, any unit of federal, state or local government.
 - e. Offeror should include a description of the organization and staff experience in providing the services requested. Include resumes of key staff and clearly identify how they will contribute to the provision of services.

3.4. The Business Proposal should contain the justification for the cost of the service. It should also contain data adequate to establish the reasonableness of the proposed costs. It should delineate personnel costs, travel, supplies, equipment or other expenses, as appropriate.

- a. The total cost of the services to the SSG per hour.
- b. Any incentive price breaks, discounts or free additional services.
- c. Cost breakdown of related expenses (such as staff time, materials, printing, mailing, etc.)
- d. Offerors will be evaluated on their ability to offer high quality services while keeping costs reasonable for the services provided.

In FY 2018, SSG has allocated approximately \$35,000 for outreach costs across multiple funding streams for Federal Workforce Innovation and Opportunity Act (WIOA) programs and other Federal, State and County-funded initiatives, including website maintenance, creation and reprint of outreach materials, such as brochures and flyers, as well as the Annual Report, and filming and creation of program and/or success story videos.

3.5. Table of Contents

Include a table of contents that identifies the material in the proposal by section and page number.

3.6. Attachments

Offeror may include work samples from other projects, and/or preliminary layouts, sketches, brochures, and other graphic presentations that best demonstrate scope and quality of prior work and understanding of the proposed approaches and plan. **Attachments may not exceed ten (10) pages.**

3.7. Submit five (5) signed and completed copies of proposal by mail or hand-delivery, no later than 5:00 pm EST on December 11, 2017 to:

David A. Hunn
President and CEO
The *SkillSource* Group, Inc.
8300 Boone Blvd., Suite 450
Vienna, VA 22182

Clearly mark the proposal envelope as an OFFER.

If Offeror has any technical questions prior to the proposal submission date, please contact Seema Jain at seema.jain@myskillsource.org.

4. EVALUATION PROCESS AND CRITERIA FOR AWARD

4.1. A RFP Review Committee will be appointed to review and evaluate all proposals received in response to this RFP. Technical and Business proposals will be evaluated based upon the following criteria:

- Overall quality of the Technical Proposal
- Experience of the offeror in providing programs/services
- Responses to Section 3 (outlined above)
- Ability to adhere to requirements of Section 8, Insurance
- Demonstrated willingness of the offeror to work with the audit requirements of the SSG
- Flexibility of the offeror, and experience, quality and quantity of potential staff
- References
- Reasonableness of price

4.2. Upon receipt of the Technical and Business proposals, the RFP Review Committee will evaluate the responses and rank the offeror(s). SSG reserves the right to waive any informalities and to reject all proposals in whole or in part.

5. PERIOD OF CONTRACT

5.1. The period of this contract shall be from January 1, 2018 through December 31, 2022, based on annually renewable agreements between both parties. This contract may be renewed at its expiration for five (5) one-year periods, if agreeable, to all parties. Notice of Intent to renew will be given to the Offeror in writing by the SSG, normally 60 days before the expiration date of the current contract. (This notice will not be deemed to commit the SSG to a contract renewal.)

6. PRICING

- 6.1. The subsequent contract will require that all work be organized by Task Order and is only authorized upon signatures of representatives from both organizations. The fee(s) for routine monthly costs, such as website maintenance, will be charged at a firm hourly rate and will include all charges that may be incurred in fulfilling the requirements of approved activities under the contract. Any additional work will be discussed in the future and price will be negotiated at that time.

7. PAYMENT

- 7.1. Payments will be made by the SSG to the Contractor after acceptance of a properly completed invoice. The Invoices should be sent to the following address no later than 15 days after the last day of the month that services took place.

David Hunn
The *SkillSource* Group, Inc.
8300 Boone Boulevard
Suite 450
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- 7.2. Payment will be made by SSG within 30 days of receipt of completed invoices from the Contractor.

8. INSURANCE

The Contractor will be responsible for its work and every part thereof, and for all materials, tools, equipment, appliances, and property of any and all description used in connection therewith whether owned by the contractor or by the NVWDB/SSG. The contractor assumes all risks of direct and indirect damage or injury to any person or property wherever located, resulting from any action, omission, commission or operation under the contract, or in connection in any way whatsoever with the contracted work.

- 8.1. The Contractor shall, during the continuance of all work under the Contract provide the following:
 - a. Maintain statutory Worker's Compensation and Employer's Liability insurance in limits of not less than \$100,000 to protect the Contractor from any liability or damages for any injuries (including death and disability) to any and all of its employees, volunteers, or subcontractors, including any and all liability or damage which may arise by virtue of any statute or law in force within the Commonwealth of Virginia, or which may be hereinafter enacted.
 - b. The Contractor agrees to maintain Comprehensive General Liability insurance in the amount of \$1,000,000 per occurrence, to protect the contractor, its subcontractors, and the interest of the NVWDB/SSG, against any and all injuries to third parties, including bodily injury and personal injury, wherever located, resulting from any action or operation under the contract or in connection with contracted work. The General Liability insurance shall also

include the Broad Form Property Damage endorsement, in addition to coverage for explosion, collapse, and underground hazards, where required.

- c. The Contractor agrees to maintain owned, non-owned, and hired Automobile Liability insurance, in the amount of \$1,000,000 per occurrence, including property damage, covering all owned, non-owned borrowed, leased, or rented vehicles operated by the Contractor. In addition, all mobile equipment used by the Contractor in connection with the contracted work will be insured under either a standard Automobile Liability policy, or a Comprehensive General Liability policy.
- d. The Contractor agrees to maintain insurance in the amount of \$1,000,000 to cover each individual professional staff.
- e. The Contractor agrees to maintain liability insurance in the amount of \$1,000,000 to cover its operations.
- f. Liability insurance may be arranged by General Liability and Automobile Liability policies for the full limits required, or by a combination of underlying Liability policies for lesser limits with the remaining limits provided by an Excess or Umbrella Liability policy.
- g. The Contractor agrees to provide insurance issued by companies admitted within the Commonwealth of Virginia, with the Best's Key Rating of at least A: VI.
- h. The only exceptions to this are insurers of the London Syndicate and other recognized British and European insurers who are not rated by Best Guide.
- i. **Hold-harmless and Indemnification:**
Contractor shall indemnify, keep and save harmless the SSG, its agents, officials, employees and volunteers against claims of injuries, death, damage to property, patent claims, suits, liabilities, judgements, costs and expenses which may otherwise accrue against the SSG in consequence of the granting of a contract or which may otherwise result therefrom, if it shall be determined that the act was caused through negligence or error, or omission of the Contractor or his or her employees, or that of the subcontractor or his or her employees, if any; and the Contractor shall, at his or her own expense, appear, defend, and pay all charges of attorneys and all costs and other expenses arising therefrom or incurred in conjunction therewith; and if any judgement shall be rendered against the SSG in any such action, the Contractor shall, at his or her on expense, satisfy and discharge the same. Contractor expressly understands and agrees that any performance bond or insurance protection required by this contract, or otherwise provided by the Contractor, shall in no way limit the responsibility to indemnify, keep and save harmless and defend the SSG as herein provided.

- j. The Contractor will provide an original, signed Certificate of Insurance and such endorsements as prescribed herein, and shall have it filed with the NVWDB/SSG before any work is started.
- k. If the Contractor delivers services from a SSG-leased facility, the Contractor is required to carry personal property insurance on all equipment installed and maintained on the premises.

8.2. No change, cancellation, or non-renewal shall be made in any insurance coverage without a forty-five day written notice to the SSG. The Contractor shall furnish a new certificate prior to any change or cancellation date. The failure of the Contractor to deliver a new and valid certificate will result in suspension of all payments until the new certificate is furnished.

8.3. Precaution shall be exercised at all times for the protection of persons (including employees) and property.

8.4. SSG, its employees and officers shall be named as an additional insured in the Automobile, General Liability and Professional Liability policies and it shall be stated on the Insurance Certificate with the provision that this coverage is primary to all other coverage the SSG may possess.

8.5. If an “ACORD” Insurance Certificate form is used by the Contractor’s Insurance agent, the words, “endeavor to” and “... but failure to mail such notice shall impose no obligation or liability of any kind upon the company” in the “Cancellation” paragraph of the form shall be deleted.

9. MONITORING

9.1 SSG staff may institute such monitoring activities as are reasonably needed to ensure that this agreement is performed in accordance with its provisions.

10. NEWS RELEASES BY CONTRACTORS

10.1 The SSG does not endorse the products or services of a contractor. News releases concerning any resultant contract from this solicitation will not be made by a contractor without the prior written approval of the SSG.

11. ACCESS TO AND INSPECTION OF WORK

SSG staff shall, at all reasonable times, have access to the work being performed under this agreement, wherever it may be in progress or preparation. Upon written request, Contractor shall make available to the SSG all reports, records and other documents reasonably required.

12. ADDITIONAL DETAILS

12.1 Addenda to this Request for Proposal The SSG may, at any time, by written order,

require changes in the services to be performed by the Respondent. If it becomes necessary to revise any part of this RFP, an addendum will be posted on the SSG's website. Any clarification, including responses to questions, will become an addendum to the RFP.

12.2 Right to Cancel The SSG reserves the right to delay, amend, reissue, or cancel all or any part of this RFP at any time without prior notice. The SSG also reserves the right to modify the RFP process and timeline as deemed necessary.

13. NORTHERN VIRGINIA WORKFORCE AREA BOUNDARY MAP

The successful Respondent will target outreach materials for Northern Virginia Local Workforce Development Area #11. Area #11 includes the jurisdictions of Fairfax, Loudoun, and Prince William counties, and the cities of Fairfax, Falls Church, Manassas and Manassas Park, in the Commonwealth of Virginia. The following map highlights the six (6) *SkillSource* Centers within the Northern Virginia Workforce Area, and a satellite Pre-Release Employment Center (PRC) located at the Fairfax County Alternative Incarceration Branch. *SkillSource* will be opening a 7th center location in early 2018. *SkillSource* Center addresses are:

1. Annandale 7611 Little River Turnpike (West Wing), Suite 300W, 22003
2. Alexandria 8850 Richmond Highway, 22309
3. Reston 11484 Washington Plaza West, 20190
4. Woodbridge 13370 Minnieville Road, Woodbridge, 22192
5. Leesburg 102 Heritage Way, N.E., 20176
6. Manassas 6901 Sudley Road, Parrish Hall, Room 204, 20109
- PRC Fairfax 10520B Judicial Drive, 22030
7. **Alexandria 5520 Cherokee Avenue, 22312 (Opening in 2018)**

