



Request for Quotes

RFQ 20-0422 Strategic Public Relations, Outreach, and Communication Services

Date: April 22, 2020

WorkNet Pinellas, Inc., dba CareerSource Pinellas, is soliciting responses to a Request for Quotes for Strategic Planning, Outreach, and Communication services.

Carefully review the Request for Quotes attached. It provides specific technical information to aid participating firms in formulating a thorough response. Should you elect to participate, complete and execute an original of the requested and mail the proposal no later than Monday, May 4, 2020 at 5:00 p.m. to:

René Davisson, Director, Workforce Services
CareerSource Pinellas
13805 58th Street N. Suite 2-140
Clearwater, Florida 33760

Late or incomplete responses will not be accepted.

Questions may be emailed to: rdavisson@careersourcepinellas.com with the subject line: **RFQ Strategic Public Relations, Outreach, and Communication Services**. Responses to questions will be posted on the website.

Firms are fully responsible for obtaining the complete Request for Quotes, Addenda (if applicable), and information concerning the Request for Quotes.

Because purchases or contractual agreements of this nature require the expenditure of funds and/or use of public facilities, Firms should be aware that portions (potentially all) of their proposal (including final contracts) will become public record after its acceptance by CareerSource Pinellas.

WorkNet Pinellas, Inc.
Request for Quotes
Strategic Public Relations, Outreach and Communication Services

PURPOSE. WorkNet Pinellas, Inc., dba CareerSource Pinellas, issues this Request for Quotes (RFQ) with the purpose of eliciting responses from full-service marketing and public relations firms capable of contracting with CareerSource Pinellas to provide strategic, comprehensive advertising outreach and public information services. This contractual relationship(s) will facilitate increased public awareness of workforce system services and resources, enhanced public and stakeholder education and greater collaboration among strategic partners.

It will also provide public relations services; advice on publicity campaigns and press releases to publicize work to stakeholders and/or the general public; manage consulting activities to make a business case for how to achieve business objectives; identify content development and deliver content writing, editing and report creation to achieve business objectives; provide guidance in selecting the right mix of media (owned, paid, earned); provide media relations support and monitoring, editorial for Board meetings and media outreach efforts; execute tactical plans; evaluate current capacity and workflow; recommend a plan for building in-house capacity; and assist in the development of annual communications plan.

In accordance with this organization's guidelines that call for periodic evaluation of external contractor services, CareerSource Pinellas seeks to establish this contract with the possibility of two annual renewals. The contract period will be determined by CareerSource Pinellas. In the event CareerSource Pinellas determines the outreach capabilities of more than one contractor are in the best interest of the organization, CareerSource Pinellas reserves the right to contract with more than one respondent. As part of a capacity building plan, it is expected that the level of services will taper over time.

In accomplishing its communications objectives, CareerSource Pinellas must be responsive as well as continue to drive the strategic agenda for talent development to ensure the workforce system is meeting the evolving needs of employers, job seekers and workers, especially during these unprecedented times. These efforts demand increasing and strategic collaboration with statewide agencies, education providers, businesses and other entities for whom talent development and workforce quality is a top priority, including statewide and local economic development organizations, local and state partners and other stakeholders.

The approved contractor(s) will provide outreach services to assist with the continued implementation of CareerSource Pinellas' Workforce Innovation and Opportunity Act Local Workforce Plan and deliver on-demand services, including but not limited to, branding, graphic design, media relations, advertising outreach and media buying, media production, web/interactive, annual and special report development and publication, social media management, printing, copywriting, collateral development, content development, development of talking points and presentation materials for key staff and stakeholders as well as ad hoc outreach plans and

strategic communications planning and development, and other creative services as needed. Such services would be provided to CareerSource Pinellas, at CareerSource Pinellas' direction, through a managed program.

BACKGROUND. CareerSource Pinellas is one of 24 local workforce development boards in the State of Florida's workforce system. The Local Workforce Development Board is appointed by the Pinellas Board of County Commissioners to deliver workforce services in Pinellas County. CareerSource Pinellas is managed by a CEO and professional staff. The workforce development system in Florida serves two customer groups – employers seeking skilled workers, and job seekers from entry level through professional, both employed and unemployed. Workforce development services are provided to these customers primarily through Career Resource Centers located throughout Pinellas County, as well as through virtual platforms and the system-wide virtual job matching and labor market tool, Employ Florida at employflorida.com. There are two full service Career Resource Centers and two Satellite Centers that provide workforce-related services to individuals seeking jobs, to employed individuals needing skills upgrades to retain their jobs and to businesses seeking to fill vacancies or stay competitive by upgrading the skills of their existing workers.

CONTRACTOR QUALIFICATIONS. Through this RFQ, CareerSource Pinellas will select and negotiate a contract with a marketing and public relations firm within the following parameters:

1. Experience. Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this RFQ. Respondents must be integrated communications firms with significant experience in all phases of digital and traditional advertising, public relations, earned, owned and paid media management, public affairs and marketing services to a statewide market. That experience will be demonstrated by listing recent/current projects the firm has managed.

2. Capacity. Responding firms must have significant in-house capacity and be able to create and execute comprehensive, complete marketing programs for CareerSource Pinellas, and, as determined by preauthorized programs of work, the local workforce development board within the CareerSource Pinellas network. Subcontractors required for specific projects would need to be disclosed to the contract manager in advance. The firm's capacity will be demonstrated by listing the education and work experience of the firm's staff and describing in-house creative capabilities. The firm also must be able to provide on-the-ground technical assistance, expertise and support for CareerSource Pinellas and partner-related meetings and events held throughout the state.

3. Workforce Experience. In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined above under the section "Purpose." Knowledge of and experience in outreach to customers of focus under the federal Workforce Innovation and Opportunity Act will be advantageous, as will demonstrable work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

4. Noteworthy Accomplishments & Awards. As a partial measure of the firm's quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm have been recognized for exemplary achievement.

SUBMISSION OF RESPONSES. Firms interested in submitting a response to this Request for Quote must submit the following documents:

1. "Firm Questionnaire" – Respondents will provide information regarding the firm that addresses the preferences listed above.

2. "Examples of Work Product" – Respondents will provide three examples of work product that best illustrate the capabilities and talents of the firm and its individual members. This work product may include examples of printed collaterals such as informational and promotional brochures and reports, advertising created for digital, print, radio and other outlets, media kit materials, videos and other outreach materials that illustrate strategy-to-campaign execution on behalf of clients. The work product should be product that was produced within the last three years. Each product that a respondent chooses to submit should reflect the work of staff members who developed the product and are still with the firm.

3. Presentations – CareerSource Pinellas may request a personal presentation by one or more of the responding firms which would allow an opportunity to provide more examples of work product. CareerSource Pinellas is subject to Florida's Government in the Sunshine Law, which requires that materials made or received by an agency in connection with official business which are used to perpetuate, communicate or formalize knowledge are considered public records.

4. Scope of Services – Respondent will provide a draft summary outlining the scope of work recommended for CareerSource Pinellas—no more than one page.

5. Pricing Information - CareerSource Pinellas requests each agency to provide detailed pricing for account management and fees for services outlined in the RFQ.

6. Submission: All responses to this RFQ will be considered public record. Respondents should complete the form, including any examples of work product they may wish to provide no later than 5:00 PM, Eastern, Monday, May 4, 2020.

René Davisson, Director, Workforce Services

CareerSource Pinellas

13805 58th Street N. Suite 2-140

Clearwater, Florida 33760

SELECTION. Potential respondents are reminded that this is a Request for Quotes and, therefore, CareerSource Pinellas is seeking a response including a budget and/or pricing plans.

CareerSource Pinellas will review the responses and evaluate scope of work based on which responses CareerSource Pinellas deems to be the most suitable and qualified.

CareerSource Pinellas retains the sole authority for developing and applying the criteria it will use to evaluate proposals. CareerSource Pinellas may choose to request that one or more of the responding firms make a face-to-face presentation to an individual or individuals reviewing responses. If needed, every effort will be made to schedule the presentation(s) at a time and on a date satisfactory to the respondent. Presentations, if necessary, will be scheduled at CareerSource Pinellas Administrative Offices. CareerSource Pinellas, at its sole discretion, may determine that a personal presentation(s) is not necessary. Tentatively, CareerSource Pinellas plans to schedule presentations, if necessary, the week of May 4, 2020.

NOTE: When CareerSource Pinellas decides which firm it deems to be the most suitable and qualified for this project, it will notify all respondents of that decision. CareerSource Pinellas will then set up a meeting with the company it selects and commence negotiations relative to specific 1) scope of services, 2) timetables for implementation and 3) costs. If negotiations are unsuccessful, CareerSource Pinellas retains the right to initiate contract negotiations with the next most suitable firm and continue that process until it successfully negotiates a contract. CareerSource Pinellas retains the sole authority to make its selection based on what it determines to be its best interest. CareerSource Pinellas, at its sole discretion, may reject any and all responses as not meeting the needs of this project.

CareerSource Pinellas anticipates that a selection decision will be made by no later than Monday, May 11, 2020.

CONTRACT(S). The contract(s) resulting from this RFQ will be a two-party contract between CareerSource Pinellas and the selected firm(s). Any subcontractors the firm may use from time to time over the course of the contract will not be a party to the firm's contract with CareerSource Pinellas, and should be identified when the outside assistance is needed. The contract(s) will establish pricing to be used for various aspects of the services provided by the contractor. The contract period will be determined by CareerSource Pinellas. As noted earlier, it is anticipated that there is an opportunity for contractual agreements for a period of up to three years including renewals. The actual length of the contract and any possible renewal options will be terms to be negotiated by the parties.

CONTACT. Firms should direct inquiries regarding this RFQ by sending an email to René Davisson, Workforce Services Director at rdavisson@careersourcepinellas.com with the subject line: **RFQ Strategic Public Relations, Outreach, and Communication Services**. Responses to questions will be posted on the website.

Funding: 100% of the total costs of the services will be financed with Federal money as a pass-through from Florida Department of Economic Opportunity from U.S. Department of Labor.

REQUEST FOR QUOTES - FIRM QUESTIONNAIRE

Name of organization:

FEIN:

Address:

City:

State:

Zip Code:

Contact Name:

Contact Title:

Contact Phone Number:

Contact Email:

Contact Fax:

Number of years in business under the above name:

Experience - Firms must have been in business under their existing names and/or business structure for not less than five years from the date of issuance of this RFQ. Respondents must be project management, data/performance analytics, and outreach firms with significant experience in all phases of project management, data/performance metrics collection and analytics, and outreach services to a regional market. That experience will be demonstrated by listing recent/current projects the firm has managed.

Capacity – Responding firms must have significant in-house capacity and be able to create and execute comprehensive, complete performance model project management for CareerSource Pinellas, and, as determined by preauthorized programs of work, the 24 local workforce development boards within the CareerSource Pinellas network. Subcontractors required for specific projects would need to be disclosed to the contract manager in advance.

The firm's capacity will be demonstrated by listing the education and work experience of the firm's staff and describing in-house capabilities. The firm also must be able to provide on-the-ground technical assistance, expertise and support for CareerSource Pinellas and partner-related meetings and events held throughout the state.

Workforce Experience – In addition to the general firm experience mentioned above, preference will be given to firms with practical knowledge and experience working with a workforce development organization(s), and statewide partner organizations such as those outlined under the section "Purpose." Knowledge of and experience in outreach to customers of focus under the federal Workforce Innovation and Opportunity Act will be advantageous, as will demonstrable work product and successful outcomes working with statewide collaborative partners with complementary talent development goals and roles.

Noteworthy Accomplishments & Awards – As a partial measure of the firm’s quality of performance, it would be appropriate to highlight instances where the firm and/or individuals within the firm have been recognized for exemplary achievement.

Scope of Services – Respondent will provide a draft summary outlining the scope of work recommended for CareerSource Pinellas—no more than one page.

Work Product – Respondents will provide three examples of work product that best illustrate the capabilities and talents of the firm and its individual members. This work product may include examples of data collection/performance metrics analytics, project management, technical assistance workshops conducted related to performance, communications and outreach strategies and other related materials that illustrate strategy-to-improved performance execution on behalf of clients.

The work product should be product that was produced within the last three years. Each product that a respondent chooses to submit should reflect the work of staff members who developed the product and are still with the firm.

Pricing Information – CareerSource Pinellas requests each agency to provide detailed pricing for account management and fees for services outlined in the RFQ.

References – Responding firms should be prepared to provide, upon request, at least three references from clients with whom the firm has worked within the past 12 months.