



Area 20 Workforce Development Region
Fairfield - Hocking - Pickaway - Ross - Vinton

REQUEST FOR PROPOSALS FOR
OUTREACH SERVICES PROVIDER
UNDER THE WORKFORCE
INNOVATION AND OPPORTUNITY ACT

Local Workforce Area 20
Fairfield County ▪ Hocking County ▪ Pickaway County
Ross County ▪ Vinton County

Email Q&A Send to area20rfp@co.fairfield.oh.us

Release Date for Request for Proposal: August 18, 2022

Q&A Dates: August 18, 2022-September 9, 2022

Deadline for Notice of Intent to Propose: September 9, 2022 @ 4 PM EST

Deadline for Proposal Submission: September 16, 2022 @ 4 PM EST

Operation Start Date: October 1, 2022



1. Requirements and Specifications

1.1. Outreach Services Request for Proposal Overview

Under the auspices of the Workforce Innovation and Opportunity Act (WIOA), the Area 20 Workforce Development Board (“WDB” or “Board”) of Fairfield, Hocking, Pickaway, Ross, and Vinton counties works in partnership with the Chief Elected Officials (CEOs) of those counties to set the workforce policies for the region. Each county has a CEO that comprises the five-person CEO Consortium. Per the Intergovernmental Agreement of the Area 20 WDB, the Fairfield County Economic Development Department serves as the Administrative and Fiscal Agent for the WDB. In its fiscal capacity, the state recognizes these five counties as Area 21 while it is commonly referred to its administrative designation of Area 20. For purposes of this Request for Proposal (RFP), the area will be referred to as Area 20.

This Request for Proposal seeks a outreach services provider for local businesses and job seekers within Area 20. The contracts will be awarded for October 1, 2022 through May 31, 2023. The deadline for proposal submission is September 16, 2022.

The Area 20 workforce region is comprised of Fairfield County, Hocking County, Pickaway County, Ross County, and Vinton County. The operator must be able to provide outreach services to this area. An organization or individual(s) must bid on employer services for the area in its entirety.

The Area 20 WDB will accept and consider proposals from for-profit entities and non-profit organizations. A consortium of organizations may also bid as long as the proposal clearly delineates the lead organization and the roles and functions it will provide. Service providers must have a proven record of accomplishment in providing the types of services solicited through this proposal and experience in outreach to job seekers. Individual(s) may also submit a bid.

The Area 20 WDB may decide not to fund part or all of a proposal even though it is found to be in the competitive range, if in the opinion of the Board, the services proposed are not needed or the costs are higher than the WDB finds reasonable in relation to the overall funds available. The Area 20 WDB may choose not to award a contract to the respondent(s) with lowest cost or highest rating when taking into account other factors in balancing services to customers.

The Area 20 WDB and OMJ Operators will serve in an advisory role with the outreach services provider. It will provide direction to the outreach services provider with the expectation that the outreach services provider will fulfill assigned responsibilities and make decisions on day-to-day activities.

Included in this packet (**Section 4.8**) are the evaluation criteria to be used in rating proposals. We strongly urge those interested in applying to review them prior to completion of the RFP in order to understand how the contracts will be scored and awarded.

1.2. Funding

1.2.1. Funding Overview

Funding for the 8-month timeframe for this contract is \$90,000, or \$11,250 per month.

The goal of this RFP is to secure the best possible outreach services to job seekers and employers in our counties. A budget should be created to demonstrate how funding will be used.

This will be a 8-month contract beginning October 1, 2022. Levels of funding shall not be considered final until all respondent appeals, if any, are decided. Respondents will be notified of an award in writing as soon as the decision is known.



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1.2.2. Budget Period and Amount

The total project expenses of the respondent's line-item budget for the full 8-month timeline of services beginning October 1, 2022 must be less than or equal to the estimated total funding available for this RFP as outlined in Section 1.2.

1.3. Scope of Services

1.3.1. Outreach Services Overview

The Area 20 WDB has determined that the role of the Outreach Services Provider will be focused on connecting local job seekers with local employers hiring for in-demand occupations. The Administrative Agent and OMJ Centers will work in an advisory role to the Outreach Services Provider. Duties associated with the Outreach Services Provider include but are not limited to, the following:

- Market promotional videos (provided by the Area 20 WDB) to job seekers and businesses within the five-county area, via:
 - Search engine outreach
 - Re-targeting
 - Landing pages
 - Targeted digital display ads
 - Social media advertising
- Create and market digital and physical (billboard) promotional materials, with a specific focus based on audience:
 - For job seekers, focus on careers and in-demand jobs
 - For businesses, focus on utilization of local workforce development services (WIOA, OhioMeansJobs Centers, etc.)
- Track and provide outreach data (impressions, unique visits, etc.)
- Adjust campaigns to redirect towards those with highest response rates

1.5. Confidentiality and Security

Any selected Provider or subcontractor engaging in any service for Area 20 WDB requiring them to come into contact with confidential information will be required to hold confidential such data.

1.6. Financial Requirements

The selected provider shall comply with the Administrative Rules and Costs Limitations of the Federal Register, Department of Labor, WIOA upon release of the Final Rules. Provider will be required to have an A133 audit completed annually, pursuant to WIOA rules and regulations.



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1.7. Availability of Funds

This RFP is conditioned upon the availability of federal, state, or local funds which are appropriated or allocated for payment of the proposed services. If, during any stage of this RFP and resulting contracting process, funds are not allocated and available for the proposed services as projected here within, the contract will terminate concurrent with the notice of reduction/termination of funding. The Area 20 WDB will notify the respondents at the earliest possible time if this occurs.

If additional funding becomes available during the term of the contract, and at the Board's discretion, a selected provider's contract may be revised to increase the contract value.

1.8. Policy Changes

This RFP is conditioned upon federal, state, and/or local policy and regulation. If, during any stage of this RFP and resulting contracting process, policy changes occur that would impact how and which services are provided, the Area 20 WDB reserves the right to terminate the agreement concurrent with the notice of the policy change. The WDB will notify the respondents at the earliest possible time if this occurs.

2. Provider Proposal

2.1. Narrative Proposal

Overview

1. Describe your organization or, if an individual, personal history, tied to duties outlined in this RFP. Include a discussion of the history of your organization as well as a description of any activities similar to or relevant to your proposed program design.
2. State whether your organization intends to subcontract any services under this proposal. If so, the same information provided in response to item No. 1 above must be given for any and all subcontractor(s). Additionally, a letter of commitment from the proposed subcontractor(s) must be included as an attachment.
3. Indicate owners, or members, or officers who are present members of an OMJ Center or employed by an organization currently participating in any workforce development service or OMJ Center in Area 20; or are related to such individuals. The same information must be provided for any and all proposed subcontractor(s).
4. Describe any alternative or leveraged resources, or in-kind contributions, that your organization will commit to Area 20. Include the source and the dollar value.
5. Provide three (3) references or provide examples of similar campaigns as an attachment for current or past projects that are similar in scope and size of the services your organization is applying for under this RFP.
6. Provide a brief overview detailing how you will target job seekers and businesses with outreach plans.
7. Describe how you or your organization will communicate with OMJ Centers and Area 20 WDB.



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8. Describe how your organization will coordinate the following priorities:
- a. Search engine outreach
 - b. Re-targeting
 - c. Landing pages
 - d. Targeted digital display ads
 - e. Social media advertising
 - f. Creation and outreach of digital promotional materials
 - g. Creation and outreach of physical (billboard) promotional materials
 - h. Tracking of outreach data
 - i. Adjusting of campaigns to redirect towards those with highest response rates

2.2. System and Fiscal Administration Components

2.2.1.1. Subcontracting or Consortium Arrangements

The hiring or use of outside services, subcontractors, or consultants; or the use of consortium arrangements in connection with the work presented within this RFP shall be specifically described in the response. Each entity's roles and responsibilities must be clearly listed. The lead organization must be identified.

2.2.1.2. Annual Expenditure and Obligation Requirements

Timely investment of funds in the local area is of key importance to the Board. Therefore, the selected respondents will be required to comply with the following guidelines regarding obligation of funds. If these obligation goals are not achieved the Fiscal Agent for the Area 20 WDB has the discretion to shift funds to other use. These guidelines may be adjusted based on Area 20's fiscal policy.

2.3. Cost Proposal

Please include a line-item budget and a budget narrative which describes each line item included in the budget. Include a description of how the costs were calculated. The line-item budget must include the following:

- Consultation feeds per hour or for contract
- Design costs per hour or per asset
- Estimated costs of outreach deliverables



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3. Proposal Guidelines

3.1. Timeline

RFP Event	Date
RFP is issued	August 18, 2022
Q&A period	August 18, 2022 – September 9, 2022
Deadline for receiving RFP questions	September 9, 2022 @ 4 PM EST
Deadline for notice of intent to propose	September 9, 2022 @ 4 PM EST
Deadline for proposals received	September 16, 2022 @ 4 PM EST
RFP evaluation	September 16 – 23, 2022
Selection of provider	September 23, 2022
Start date of contract	October 1, 2022

3.2. RFP Contact

Inquiries should be emailed to AREA20RFP@co.fairfield.oh.us. This email inbox will be reviewed daily by administrative staff. If you do not receive a response within 24 hours, Monday through Friday, please contact us at 740-681-7160.

3.3. Notice of Intent to Propose

Respondents must email their written notice of intent to propose to AREA20RFP@co.fairfield.oh.us no later than 4 PM EST on September 9, 2022. Please include the company name, contact name, contact title, company address, telephone number, and email address. Please call 740-652-7160 to verify that your notice of your intent to propose was received.

3.4. RFP Questions

Any prospective respondent desiring an explanation or interpretation of the RFP or its specifications must email their questions to AREA20RFP@co.fairfield.oh.us. Each question should include a reference to the applicable page number and section of the RFP. The deadline for questions is September 9, 2022 and all responses will be shared with respondents that have given intent to propose their services. Answers to all questions will be posted on the Fairfield County Economic Development website at scoworkforcepartnership.org by 4 PM EST on September 12, 2022.

3.5. Addenda to RFP

During the proposal process, the Area 20 WDB may modify this RFP by the issuance of one or more addendum(s), up to ten (10) business days preceding the proposal due date. Any modification or amendment will be issued as an addendum to the RFP and will become a part of the contract document. Any addenda issued for this RFP will be posted before 4 PM EST on September 12, 2022 at www.scoworkforcepartnership.org. All respondents that have submitted an intent to propose will also be notified via email of any addenda.



3.6. Proposal Withdrawal

Respondents may withdraw their proposal(s) at any time before the Area 20 WDB makes its selection of provider(s) by providing written notice to the Board. Withdrawal of a proposal after the selection exposes a respondent to legal liability for sanctions, including costs for re-procurement, or may result in a contract being awarded to the next selected respondent.

3.7. Prohibited Contacts

The integrity of the RFP process is very important to the Board and the County. Behavior by respondents which violates or attempts to manipulate the RFP process in any way is taken very seriously. Neither respondent nor their representatives should discuss the RFP with individuals associated with the RFP process except as noted above. If the respondent attempts any unauthorized communication regarding the RFP, the respondent's proposal is subject to rejection.

Individuals associated with this program include, but are not limited to the following:

1. Public officials; including but not limited to the Commissioners of Fairfield, Hocking, Pickaway, Ross, and Vinton counties;
2. Area 20 WDB members and employees.

3.8. Existing or Pending Legal Action Disclosures

Respondent must disclose any existing or pending or threatened court actions and/or claims against the respondent, parent company, or subsidiaries. This information will not necessarily be cause for rejection of the proposal; however, withholding the information may be cause to reject the proposal and/or contract.

4. Submission of Proposal

4.1. Proposal Submission

By submitting a proposal, the respondent certifies the proposal and pricing will remain in effect for 180 calendar days after the proposal submission date. Additionally, the respondent will be held accountable to know the specifications and conditions under which the resulting contract will be accomplished, including but not limited to the contents of all proposal documents, regulations, and applicable laws.

Materials received constitute public information as a matter of statutory law and will be made available for public inspection and copying upon request by members of the public pursuant to ORC 149.43. Any portion of the proposal to be held confidential should be marked "**proprietary**" in the upper right corner and will not be considered public record if it clearly falls within an exemption enumerated in ORC 149.43. Cost proposal pages of the document shall be considered public information.



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4.2. Preparation and Number of Copies

Electronic copies will be accepted either via email (AREA20RFP@co.fairfield.oh.us) or via PDF on a flash drive. Hard copies will also be accepted. The mailing address can be found in **Section 4.6**.

4.3. Proposal Content

Microsoft Word and Microsoft Excel Templates may be provided for completion of the narrative and budget portion of the proposal. The proposal must be organized in the following manner:

Cover Page	Lists the following: <ul style="list-style-type: none">• Name of Organization• Address of Organization• Contact Person (Name, Phone Number, Email Address)
Proposal Narrative	Responses to the items in Section 2.1 .
Required Attachments	Please include the following, as detailed in Section 2.1 and Section 2.3 . <ul style="list-style-type: none">• Line-Item Budget• Budget Narrative• References or Examples of Similar Work

4.4. Cost of Developing Proposal

No costs will be paid to the respondent to cover the cost of preparing a proposal or procuring a contract for services or supplies pursuant to this RFP. All materials submitted in response to the RFP will become the property of the Area 20 WDB and may be returned only at the Board's option and at the respondent's expense.

4.5. False or Misleading Statements

If, in the opinion of the Area 20 WDB, information included within respondent's proposal was intended to mislead the Board in its evaluation of the proposal, the proposal will be rejected.

4.6. Deadline for Submittal

In order to be considered valid, the entire proposal must be received at the Area 20 WDB staff office by 4 PM EST on September 16, 2022. Electronic submissions may be sent to AREA20RFP@co.fairfield.oh.us. The address (both mailing and physical) to deliver hard copies or flash drives is as follows:

Fairfield County Economic and Workforce Development
Attn. Mr. Adam Sedlacko
4465 Coonpath Rd. Nw,
Carroll, OH 43112

Proposal packets are to be sealed and each shall bear the name and address of the respondent. Timely submission is the sole responsibility of the respondent. Late proposals will not be considered for contract award. Electronic submissions will be accepted via email. If mailed, it is the respondent's responsibility to ensure that the proposal was received by the Area 20 staff before the deadline.



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It is essential that the respondent carefully review all elements in its final proposal. Once received, proposals cannot be altered; however, the Area 20 WDB reserves the right to request additional information or clarification as may be required.

4.7. Acceptance and Rejection of Proposals

The decision by the full Board shall be final. Waiver of an immaterial defect in the proposal shall in no way modify the RFP documents or excuse the respondent from full compliance with its specifications if respondent is awarded the contract.

4.8. Proposal Evaluation

After the WDB staff reviews the initial submissions to ensure all required documents have been included, a committee comprised of members of the Area 20 WDB and staff will review the responses. All bidders will be notified, in writing, of the results of the technical evaluation. Respondents whose bids have been rejected have the right to protest the decision.

Copies of the proposals will be given to the review committee for review and scoring. Scoring will be based on the following criteria:

- Proposal is complete and explains firm's ability to meet needs outlined in RFP
- Ability to target identified populations
- Quality of previous design elements
- Cost of proposal
- Effectiveness of previous campaigns

Review committee members will determine if additional information is required to complete the evaluation process. Questions will be submitted in writing to the respondent between September 16 – September 20, 2022. Please make sure a contact for this time period is available for questions. Respondents are asked to reply to any additional questions within 24 hours and supply necessary information within 48 hours or other agreeable term determined by the committee.

The review committee will make a recommendation to the Board and selections will be made at the Board's next Executive Committee meeting.

4.9. Proposal Selection

Proposal selection does not guarantee that a contract for services will be awarded. The selection process includes:

1. All respondents will be notified within two (2) days of selection.
2. The Area 20 WDB Administrative Agent will work with the selected Provider(s) to finalize the details of the contract to be executed between the WDB and Provider.
3. If the WDB and selected Provider(s) are able to successfully agree with the contract terms, the WDB Administrative Agent has final authority to approve and award contracts.
4. If the WDB and selected Provider(s) are unable to come to terms regarding the contract in a timely manner as determined by the WDB, then the WDB will terminate the contract discussions with the Provider(s). In such an event, the WDB reserves the right to (1) select another Provider(s) from the RFP process, (2) cancel the RFP altogether, or (3) reissue the RFP as deemed necessary.