



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

FREQUENTLY ASKED QUESTIONS



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- 1. Is there any flexibility for the date to submit proposals?**
 - a. Yes. Per the short turnaround time following answers to these questions, the deadline for proposal submissions has been extended to September 23 at 4 PM EST. All other subsequent timeline items have also been extended a week.
- 2. Is there a website in existence that social media and search ad links would go to?**
 - a. Yes. Landing page(s) would be placed on <http://scoworkforcepartnership.org/>.
- 3. If there is an existing website, would we have access to the back end to add those landing pages?**
 - a. Yes, we can provide backend access to <http://scoworkforcepartnership.org/> to create landing pages.
- 4. If there isn't a website in existence outlining the program, are you using the term "landing pages" to mean a website?**
 - a. See question 2.
- 5. If a new website is needed, are there other landing pages you would want included other than the ones social media and search ads link to? For example, a homepage, About page(s), Contact page, etc?**
 - a. See question 2.
- 6. Can we only focus on digital ads and not run billboards?**
 - a. Your proposal can focus only on digital ads and not billboards, but this may be factored into scoring.
- 7. Are there existing valid social media accounts and existing Google Ads accounts?**
 - a. While there is an existing website, Area 20 does not have existing social media accounts or Google Ads accounts for the whole area. We would rely on the firm's expertise as to how to proceed with social media. The various organizations we would be directing job seekers towards have existing social media accounts (OhioMeansJobs Centers), including those that the selected firm may be able to gain access to at the discretion of each organization.
- 8. If there are, will we have full access to those social media accounts and existing Google Ads accounts?**
 - a. See question 7.
- 9. If those accounts don't exist, what new ad or social accounts do we need to create which you want to focus on? (ie: Facebook, Instagram, LinkedIn, Twitter, Google Ads) Or are you leaving that decision up to the agency?**
 - a. We would leave this decision up to the agency from an area-wide standpoint. For the individual counties, it may make sense to allow the firm to access the local social media accounts (at their discretion). However, we would leave this up to the firm as well.



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

10. Does the budget monthly include the ads budget as well, or is that only fees to the agency?

- a. The identified monthly budget (\$11,250) is the full budget, including ads and fees to the agency. However, the monthly budget figure is only included as a reference; it is not an obligation for these funds to be paid out monthly.

11. Is there any existing, original photography that will be provided?

- a. Area 20 has a repository of photographs that can be used, and more may be procured via the contracted video services provider working on this project. However, this may not be comprehensive across all five counties (for example, existing photography for Vinton County is limited).

12. Do you have stock photo rights that conform to the desired campaigns or are we to supply stock photography?

- a. We do not have stock photo rights that align with the desired campaigns. You will need to supply stock photography.

13. Can you confirm there is existing original video that will be provided?

- a. Yes – under the same grant that is being used to fund this project, we have already contracted with a video services provider who we are currently working with to capture this original video.

14. On the A133 audit, will the agency incur any out-of-pocket costs to have that audit done?

- a. See question 15.

15. On the A133 audit, from a Google search it appears this type of audit “must be completed on all recipients who receive \$750,000 or more in federal funds in the recipient’s fiscal year.” With a budget of \$90,000 are we sure an A133 audit is necessary?

- a. No, unless this contract takes the awarded entity over that threshold.

16. On the Availability of Funds: The RFP says "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." Our question is: Since the time building a new website will be incurred up front, but paid over 8 months, it seems possible if the project is terminated we wouldn't be reimbursed for the time building the website. What are the chances of the funds not being available for the duration of the project?

- a. There will be no website built – just a landing page. Funds will be tied to campaigns so if for some unforeseen circumstances the funds are no longer available, it would just cut the campaigns short.

17. Tracking: Will we be granted backend website access to place campaign tracking? If not, will someone on the Area 20 Workforce Development Region team be able to place a Google Tag Manager on the website?



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

- a. Yes, we can provide backend access to <http://scoworkforcepartnership.org/> to place tracking on and other items that the firm identifies.

18. Analytics: Do you currently use Piwik or Google Analytics to track traffic to your website? If so, will you be able to grant us read-only access to help with campaign analysis and optimization?

- a. We do not currently use Piwik or Google Analytics on <http://scoworkforcepartnership.org/>.

19. Landing Pages: Do you envision new landing pages needing to be built out specifically for this campaign? If so, how many and will those live on your website or be stand alone URLs?

- a. We do envision new landing pages to be built for this campaign, and to exist afterwards as resources for job seekers and businesses in the area. All of them will live on <http://scoworkforcepartnership.org/>.

20. Landing Pages: What is your current CMS?

- a. The SCOWP website is a standard HTML site that uses Surreal CMS for content management.

21. Ohio Means Jobs: will users ultimately be driven to <https://ohiomeansjobs.ohio.gov/>? If so, will we be able to place tracking on this site or have someone at the state place it for us? Will we be able to access their GA or Piwik data?

- a. Users will be driven to <http://scoworkforcepartnership.org/>. Via the resources and landing pages built there, it may direct to <https://ohiomeansjobs.ohio.gov/> but we are unable to access their analytics.

22. Background: What job categories are most in demand in Area 20 WDB?

- a. Manufacturing, Healthcare, Construction, and Logistics.

23. Success Metrics: What is the ultimate gauge of a successful campaign?

- a. Ultimately, it's number of people hired in these industries or number of people who are trained in these fields. But from a marketing standpoint it would be number of leads.

24. Submittal: Do you want both hard and electronic copies of the proposal?

- a. Electronic-only or hard copy-only submissions of the proposal are acceptable.

25. Can you be more specific as to who the target audience is? What types of job seekers are you looking for? The more specifics you can share, the more targeted we can be with the digital campaign (Job titles, education requirements, experience, etc.)

- a. The target audience is specifically those who live in the five-county area and are eligible for services under the Workforce Innovation Opportunity Act (WIOA) to receive subsidized training or otherwise individuals who are seeking career change, career advancement, and/or skilled employment with opportunities for advancement. This includes individuals soon-to-be or recently graduated from High School, adults who didn't pursue higher education, and other populations that would benefit from these services (i.e., those who were recently released from



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

incarceration).

We are targeting those currently working in the restaurant, service, and retail industry; part-time workers; parents of 16-to-24 year olds; and 18-to-34 year olds.

26. What are some of the key businesses in the geographic area?

- a. Key businesses in the area are mid-sized (50-500 employees) employers in the fields of Manufacturing, Healthcare, Construction, and Logistics. Businesses on the Area 20 Board of Directors (<http://scoworkforcepartnership.org/board-of-directors.html>) are a good sample of key businesses across the area.

27. Regarding the landing page, is this something you will need us to create or will you create it and we will drive traffic to it?

- a. We would like the firm to create it. The key function of this project is for the Outreach Services Provider to drive traffic to the landing page(s) (and/or other resources) via the outreach methods identified in the RFP. The videos will also be provided, but we would rely on the Outreach Services Provider to develop non-video digital assets for use in search engine outreach, re-targeting, landing pages, targeted digital display ads, and social media advertising (as well as billboards should the firm include that in their proposal).

28. Creation of digital promotional materials – is this stating that we would need to create the digital ads for display and social?

- a. Other than the provided video and other proprietary logos and information provided, the firm would need to create the digital ads for display and social.

29. Is the \$90,000 overall budget inclusive of agency fees, creative/production costs and the paid media plan?

- a. The identified budget of \$90,000 is the full budget, including ads, creative/production costs, the paid media plan, and fees to the agency.