



## **Workforce Southwest Washington Request for Proposals (RFP) for Digital Outreach Campaign for South Kelso and The Highlands in Longview**

### **I. INTRODUCTION**

Workforce Southwest Washington (WSW), a Washington State 501 (c) (3) nonprofit corporation, is a public-private partnership that invests approximately \$8-\$10 million annually in programs that provide training and education, job search, career exploration and job placement services for businesses, job seekers and youth in Clark, Cowlitz and Wahkiakum counties in Washington State.

These programs and services are delivered through contracts WSW has with nonprofit organizations and private companies. WSW is responsible for the administration and finances of the federal Workforce Innovation and Opportunity Act (WIOA) programs operating within three counties in Southwest Washington. WSW provides oversight of the region's public workforce development system, including the WorkSource one-stop American Job Centers in Vancouver and Kelso and the Next youth center in Vancouver, to ensure the highest quality employment and training services for businesses and job seekers.

### **II. PURPOSE OF THE REQUEST FOR PROPOSALS**

WSW is seeking proposals from qualified organizations to assist with development of a digital outreach campaign to increase public awareness of job and training services available through the WorkSource center in Kelso, Washington and other partners.

The primary audiences are residents of Cowlitz County's South Kelso neighborhood and the Highlands neighborhood in Longview. Efforts will focus on attracting them to the WorkSource center in Kelso and/or other partner locations for services.

#### **Deliverables:**

- Recommend, create ads and implement a Facebook campaign with organic posts and paid advertising using the WorkSource Southwest Washington Facebook page (<https://www.facebook.com/WorkSourceSW/>) to outreach to individuals living in neighborhoods in South Kelso in Kelso, WA and the Highlands in Longview, WA and direct them to WorkSource and/or other organizations for job and employment training assistance.
- Develop a plan and ads for Geofencing to encourage individuals living in South Kelso and the Highlands in Longview to go to WorkSource in Kelso and/or other organizations for job and employment training assistance.
- Purchase and pay for placement of campaign materials on Facebook and Geofencing.

Please include your suggestions and recommendations for additional activities. Include a separate line item in the budget if additional activities are not covered by the stated budget.

*Serving businesses, job seekers and youth in Clark, Cowlitz and Wahkiakum counties.*



### III. BUDGET

The budget for this project shall not exceed \$10,000 and includes the cost to plan the campaign, develop messaging, design ads, buy and place ads, consultation and provide monthly reports.

Proposer may include optional items in their proposal that go beyond the \$10,000 and could be provided if funding is available. If additional funding becomes available, any contract awarded may be renegotiated to provide for additional related services. Any contract(s) awarded as a result of this procurement is contingent upon the availability of funding.

### IV. SUBMISSION REQUIREMENTS

All proposals must be received by WSW by 5 p.m. Pacific Time on Wednesday, March 11, 2020. Proposals received after this time will not be accepted.

Submissions should be emailed to [jmaglione@workforcesw.org](mailto:jmaglione@workforcesw.org) with "Digital Campaign Proposal" in the subject line and read receipt requested.

Proposals should include:

- Your proposal
- Budget
- Information about your company's qualifications for doing this work
- Hourly rates and number of hours you expect to spend on the project
- A "not to exceed" price for the entire project
- Three references for which you have provided similar services

Selected proposals may be invited to present their proposal. No costs for these presentations will be covered.

#### **Project timeframe**

This project is anticipated to begin in April 2020 and end by December 31, 2020.

#### **Notification**

Respondents will be notified via email of the results by April 3, 2020. Final contracts through this request will be awarded by Workforce Southwest Washington and are dependent on funding availability. Funding amounts are subject to change due to funds availability or through the contract negotiation process.

### V. PROVISIONS AND DISCLAIMERS

1. All solicitations are contingent upon availability of funds.
2. WSW reserves the right to accept or reject any or all proposals received.
3. WSW reserves the right to waive informalities and minor irregularities in offers received.
4. This RFP does not commit WSW to award a contract.



5. WSW may select a provider based on initial offers received, without discussion of such offers. Accordingly, each offer should be submitted on the most favorable terms from a price and technical standpoint.
6. WSW reserves the right to request additional data or oral discussion or documentation in support of written offers.
7. No costs will be paid to cover the expense of preparing a proposal or procuring a contract for services or supplies.
8. All data, material, and documentation originated and prepared by the proposer pursuant to the contract shall belong exclusively to WSW and be subject to disclosure under the Freedom of Information Act.
9. Formal notification to award a contract and the actual execution of a contract are subject to receipt of funds anticipated, results of negotiations between selected bidder(s) and WSW staff, and continued availability of funds.
10. The contents of the proposal are truthful and accurate and the named proposer agrees to comply with the policies stated in this RFP.
11. WSW 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 WSW, the services proposed are not needed, or the costs are higher than WSW finds reasonable in relation to the overall funds available, or if past management concerns lead WSW to believe the proposer has undertaken more services than it can successfully provide.
12. WSW reserves the right to modify or alter the requirements and standards set forth in this RFP based on program requirements mandated by funding agencies.
13. WSW encourages the use of informal resolution to address complaints or disputes related to RFP process issues. Written appeals and disputes should be addressed to Workforce Southwest Washington, 805 Broadway, Suite 412, Vancouver, WA 98660. Any bidder who wishes to contest the award(s) of funding under this RFP must write to WSW within 30 calendar days from the date the funds are awarded. WSW will issue a decision on appeals within 30 days of receipt.
14. The contract award will not be final until WSW and the proposer have executed a mutually satisfactory contractual agreement. WSW reserves the right to make an award without further discussion of the proposal submitted. No program activity may begin prior to final WSW approval of the award and execution of a contractual agreement between the successful proposer and WSW.
15. WSW reserves the right to cancel an award immediately if new regulations or policy makes it necessary to change the program purpose or content substantially, or to prohibit such a program.
16. WSW reserves the right to accept proposals with minor clerical errors such as misspellings, incorrect page order or similar non-consequential errors.

Workforce Southwest Washington is an equal opportunity employer/program.  
Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay Service 711.