REQUEST FOR PROPOSALS
WorkSource Metro Atlanta Targeted Outreach Services

INTRODUCTION
The Atlanta Regional Commission (ARC) is seeking proposals from firms that work exclusively in the field of outreach planning and implementation. The firm will assist the Atlanta Regional Commission in planning, coordinating and executing a targeted outreach campaign in support of WorkSource Metro Atlanta, a program administered by the ARC and the five Local Workforce Development Boards in metro Atlanta (WorkSource Atlanta, WorkSource Cobb, WorkSource DeKalb, WorkSource Fulton, and WorkSource Atlanta Regional). The scope of service for the work is based on a previously developed creative brief and will build upon recent successful targeted outreach activities.

ARC intends to award a contract for a 6-month work program from January through June 2020. It is anticipated that available funds for the project will not exceed $300,000, which must be used to fund all work including creative development, ad buys, and other outreach activities. At the sole discretion of ARC, this contract may be extended annually for up to three total years, based on Contractor performance and funding availability.

APPLICANT ELIGIBILITY
Individuals and organizations, whether for-profit or not-for-profit, having the appropriate experience and specific expertise necessary to carry out the duties and responsibilities outlined herein are eligible. All proposers must have demonstrated similar project experience to be eligible for consideration. Proposers must also have a clear and demonstrated understanding of the core work of the ARC and Local Workforce Development Boards. ARC reserves the right to check all references furnished and consider the responses received in evaluating the proposals.

At a minimum, but not limited to, the selected firm will be required to adhere to the following:

- General Financial Requirements and Assurances
- Required Certificates of Insurance
- Assurance of Compliance with Title VI of the Civil Rights Act of 1964
- Assurance of Compliance with Section 504 of the Rehabilitation Act of 1973, as Amended, and the Americans with Disabilities Act of 1990
- Disclosure of Lobbying Activities Form
- Certifications Regarding Debarment, Suspension and Other Responsibility Matters; Drug-Free Workplace Requirements; and Lobbying

PROPOSAL FORMAT AND CONTENT
Interested firms should submit a proposal that addresses the factors listed below and be based on the creative brief and will build upon recent successful targeted outreach activities. The Proposer must provide a detailed breakdown of the proposed budget in the format of Exhibit B.

Firms must respond to this RFP with written proposals as well as electronic versions of their proposals in either a PDF file or Microsoft Word compatible word processing format. Proposal evaluation will focus initially on the written proposals.
ARC anticipates that a contract will be awarded in February 2020. All work must be completed and all funding invoiced by June 30, 2020. The successful firm or team of firms should be prepared to begin work immediately. ARC reserves the right to award all or part of the available funds for this project.

Proposals must include the following information:

1. Legal name of the firm.
2. Point of contact (name, title, phone number, mailing address, and email address) at lead firm.
3. Qualifications and technical competence of the firm(s) in the type of work required.
4. Description of experience on similar projects including a list of at least 3 references within the past 5 years, with current contact information.
5. Listing of key project personnel and their qualifications.
6. Geographic location of the firm’s office performing the work.
7. A detailed description of the technical approach proposed for accomplishment of the work.
8. A proposed schedule and work plan for the accomplishment of the work described in this RFP.
9. A proposed project budget in the format at Exhibit B to this RFP.
10. Any other pertinent information.

PROPOSAL EVALUATION

The review of written proposals will be based on the following evaluation criteria, with the relative weights in parentheses:

1. Related experience, qualifications, and references of the firm(s) and project staff (40%)
2. Technical approach (35%)
3. Work plan and schedule (15%)
   - Note: This includes the firm’s ability to demonstrate a balanced workload for its staff to carry out its responsibilities to ARC in balance with any other contracts the consultant may have.
4. Proposed budget (10%)

The selected Contractor must have a proven track record of outreach demonstrated within the proposal that includes:

- Creative work
- Planning and administration including budget tracking and timelines
- Demonstrated ROI
- Working within defined budgets

In addition to technical and industry skills, the Contractor should possess:

- Keen organizational ability
- Creative ability
- Technical interest
- Financial acumen
- Strong writing and presentation abilities
• Computer skills: Familiarity with the most used components of the Microsoft Office suite of software (Word, Access, Excel, and Power Point), project management software, and Eventbrite advanced functions
• An ethical and moral grounding
• Understanding of and commitment to metro Atlanta

PROPOSAL SUBMITTAL

Questions should be submitted in writing to Junior Knox no later than 4:00 pm on Wednesday, January 8, 2020 via email to jknox@atlantaregional.org or mailed to the Atlanta Regional Commission, ATTN: Junior Knox, 229 Peachtree Street, Suite 100, Atlanta, Georgia 30303. All questions received, and responses to those questions, will be posted on the ARC website by 4:00 pm on Wednesday, January 15, 2020.

ARC must receive three (3) hard copies and one (1) copy in digital format (sent to jknox@atlantaregional.org), either in Microsoft Word or PDF format, no later than 4:00 pm ET on January 24, 2020.

Proposals shall not exceed a total of 15 pages (8.5 x 11) printed double-sided, inclusive of resumes and firm experience. Covers, end sheets, budget exhibits, and an introductory letter shall not count against this maximum. Font size shall be a minimum of 11 point in all cases.

Proposals must be submitted to the following address: Atlanta Regional Commission ATTN: Junior Knox, 229 Peachtree Street, Suite 100, Atlanta, Georgia 30303

If interviews are necessary, a short-list of firms will be invited to participate in an interview process with an evaluation committee to be scheduled in January. ARC will confirm a specific interview date and time with those selected firms. ARC reserves the right to award this contract based on initial proposals received without formal interviews and to award all or part of this project to one or more firms.

ARC reserves the right to select for contract or for negotiations a proposal other than that with the lowest cost, to reject any and all proposals or portions of proposals received in response to this RFP or to make no award, to waive or modify any information, irregularity, or inconsistency in proposals received, to request modification to proposals from any or all proposers during the contract review and negotiation, and to negotiate any aspect of the proposal with any proposer and negotiate with more than one proposer at the same time.
Exhibit A: Scope of Work

I. General: The work to be accomplished by the Contractor(s) is in support of the following ARC work program component:

904PA – Workforce Solutions Administration

II. Organizational Background: The Contractor shall perform all the necessary services provided under the scope of work within the Atlanta Region (Georgia Workforce Development Region 3). This planning region encompasses five Local Workforce Development Areas (collectively known as WorkSource Metro Atlanta) that include:

- Area 3 - Atlanta (City of) Workforce Development Area
- Area 4 - Cobb County Workforce Development Area
- Area 5 - DeKalb County Workforce Development Area
- Area 6 - Fulton County Workforce Development Area
- Area 7 - Atlanta Regional Workforce Development Area (encompassing Cherokee, Clayton, Douglas, Fayette, Gwinnett, Henry, and Rockdale Counties)

The Atlanta Regional Commission serves as the fiscal and administrative agent for the Atlanta Regional Workforce Development Board (ARWDB). As such, the ARC Workforce Solutions Group is charged with implementing the Workforce Innovation & Opportunity Act (WIOA), in conjunction with the other four Local Workforce Development Areas noted above, to support the overall metro Atlanta regional economy.

In implementing WIOA, WorkSorce Metro Atlanta offers programs and services centered on meeting the needs of two primary clients: job seekers and businesses. These programs focus on demand-driven workforce solutions by providing data and resources to businesses seeking a skilled workforce, as well as providing employment services and training to dislocated workers, unemployed or underemployed adults, and youth.

This project includes all aspects of planning, coordinating and executing a targeted outreach campaign in support of WorkSource Metro Atlanta. The primary goal of this targeted outreach plan is to increase participation in the offered workforce programs and services. This plan will create a message compelling enough that it resonates with both job seekers and employers. The plan will also include strategies to directly reach the primary customers on a regional scale as well as tailored to the needs and priorities of each Local Workforce Development Area.

III. Project Background: WorkSource Georgia is the state-branded name for the 19 Local Workforce Development Boards responsible for delivering workforce development services throughout Georgia. Services are funded by federal legislation known as the Workforce Innovation and Opportunity Act (WIOA), under the U.S Department of Labor, to help local employers find qualified candidates for jobs and to help job seekers develop skills and find work opportunities. This landmark legislation was designed to strengthen and improve our nation's public workforce system by helping to get Americans, including youth and those with significant barriers to employment, into high-quality jobs and careers and help employers hire and retain skilled workers.
The program not only matches people with jobs, but also provides wrap-around services for them—money for job training (certifications or degrees), skills assessments, job search skills training, career counseling, and money for child care, transportation, supplies, etc. It’s an extensive support system thoughtfully designed to help get people on their feet and on track for a better job.

This assignment is to build upon the creative brief and outreach plan developed over the past year for WorkSource Atlanta Regional to ensure a full regional approach encompassing all 10 counties and the five Local Workforce Development Areas in metro Atlanta. Using strategies that are based on supporting research and analysis to justify the recommended approach, the Contractor will prepare and implement an outreach plan promoting the WorkSource programs to create awareness and understanding of the services available and benefits of participating to both job seekers and employers.

More specifically, calls-to-action include:

- Increase website engagement at ATLworks.org
- Increase visits to one of the Career Resource Centers or the mobile career labs
- Establish relationships and awareness with local businesses about WorkSource’s ability to fill job openings and train current or new employees

Primary and secondary audiences include:

1. Job Seekers. Job seekers may be adults, dislocated workers, or youth. They may be unemployed, underemployed, rejoining the workforce, or in need of training to step up their credentials to ensure they have marketable skills to secure an in-demand job with a living wage. WorkSource may be their first stop, or they may be engaged in services with other agencies and need to expand the assistance they are receiving.

2. Local Employers. This group needs qualified workers. As the unemployment rate continues to drop, employers are increasingly having difficulty finding qualified people to fill their openings. Qualifications vary. In many cases they require specific certificates or documentation that shows the workers are suitable for the job. In others they may require a degree, clean criminal record, etc. Employers can also receive financial assistance to retrain and improve the skills of existing employees in an effort to stay competitive and grow businesses. Employers could be any size.

3. Influencers. Finally, as we develop the program we want to communicate with influencers; the many people who come in contact with job seekers in the process of finding employment. This group includes workers at state agencies (DOL, VR, etc), financial assistance staff at technical schools, universities, and private training schools, staff at non-profits (such as churches, Goodwill, food banks, etc.), and business associations and development authorities.
IV. Work Tasks

The Contractor shall perform all the necessary services to include the following deliverables below. The workload percentages are projected targets for work effort and not specifically percent of budget expenditures.

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Projected workload percentage</th>
</tr>
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<tbody>
<tr>
<td>Paid media plan</td>
<td>20</td>
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<tr>
<td>Media buys &amp; placement</td>
<td>20</td>
</tr>
<tr>
<td>Creative to support media plan &amp; updated relevant collateral</td>
<td>25</td>
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<tr>
<td>Develop Communications Plan including social media</td>
<td>5</td>
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<tr>
<td>Video concepting and scripting for 2 videos</td>
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<tr>
<td>- overview of services - geared toward employers and influencers</td>
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<tr>
<td>- ‘How-to’ enroll for services – geared toward participants</td>
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<tr>
<td>Project reports (website traffic reports, conversion tracking, impressions, etc.) and update meetings</td>
<td>10</td>
</tr>
<tr>
<td>SEO plan for WorkSource Metro Atlanta website (ATLworks.org)</td>
<td>5</td>
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The work to be accomplished under this proposed contract is divided into four tasks, as described below.

Task 1 - Kick-off Meeting and Regular Progress Meetings

The Contractor and ARC staff will hold a kick-off meeting at ARC offices to introduce the teams involved, discuss the scope of work, confirm the process to complete the work within the required timeframe, and clarify the roles and expectations of all involved. Monthly progress meetings will be held between the Contractor and ARC (in person or electronic).

Task 2 - Planning

This includes overall communications planning, media planning, and budget allocation. Considering previously outlined approach and budget, the Contractor will work with ARC to determine the ideal allocation of resources. Additionally, this includes media planning where the Contractor will determine not only the general approach but the tactical plan (i.e. which billboards, print titles, etc, specific SEO keywords and phrases). Planning includes all decision making and continues throughout the course of the initiative.

Task 3 - Campaign Development & Production

Working with the media plan, the Contractor will create materials that match precisely what they are planning to buy. In addition, the Contractor will create materials outlined in the RFP (video concept development and scripting, SEO plan, and supportive creative) to support media and non-media formats (ATLworks.org refinement and updates, collateral materials to be handed out, etc.)

Task 4 - Media Buying

The Contractor will purchase specific media and set up the SEO program for implementation. It will work hand-in-hand with the media plans and will be adjusted as necessary to take advantage of real-time opportunities.
EXHIBIT B: Proposed Project Budget

Provide a budget in two formats as detailed below.

A: Labor Focused Budget

1. **Direct Labor**
   
   Estimated Hours and Rate/ Hour
   
   Total Estimated Cost (List by position all professional personnel participating in project, including rates)
   
   $__________
   
   Total Direct Labor $__________

2. **Overhead Cost**
   
   (OMB circulators A-87 and A-122) (Overhead percentage rate) X (Total Direct Labor)
   
   Total Overhead $__________

3. **Other Direct Costs**
   
   (List other items and basis for computing cost for each. Examples include ad buys, collateral, printing, etc.)
   
   Total Other Direct Costs $__________

4. **Subcontracts** (For each, list identity, purpose and rate)
   
   Total Subcontracts $__________

5. **Travel**
   
   a. Travel by common carrier from/to the ARC offices. (List number of trips and Economy class airfare, plus taxi and shuttle fares, etc.)
   
   b. Travel by private automobile within ARC area. (List # of days x rate)
   
   Total Travel $__________

5. **Profit (Percentage rate X basis)**
   
   Total Profit $__________
   
   Total Estimated Cost and Profit $__________
B. Task Focused Budget

Task 1: Meetings $________________
Task 2: Planning $________________
Task 3: Outreach Campaign Development & Production $________________
Task 4: Media Buying and Other Implementation Costs $________________
Total Cost: $________________