

BUTTE COUNTY OFFICE OF EDUCATION

Request for Proposals RFP No. 2021-22-RFP-B2W-002

MARKETING SERVICES BACK 2 WORK PROGRAM



Issue Date: July 27, 2021

Issued By: Butte County Office of Education
1859 Bird St
Oroville, CA 95965

Schedule of Events

EVENT	DATE
RFP Published	July 27, 2021
Deadline for Questions from Proposers	August 4, 2021 by 2:00 p.m.
Addenda and Responses to Proposers Published on BCOE website	August 9, 2021 by 2:00 p.m.
Deadline to Submit Proposals	August 13, 2021 by 5:00 p.m.
Virtual Interview	Week of August 23, 2021
Award of Contract	August 31, 2021 by 5:00 p.m.

BUTTE COUNTY OFFICE OF EDUCATION

RFP # 2021-22-RFP-B2W-002

REQUEST FOR PROPOSALS - MARKETING SERVICES FOR BACK 2 WORK PROGRAM

NOTICE OF REQUEST FOR PROPOSALS

The Butte County Office of Education ("BCOE") is requesting proposals from experienced and qualified firms ("Proposers") to provide marketing services for the Back 2 Work Program ("B2W") via a viable exception to bidding purchasing option.

Each proposal must conform and be responsive to the requirements of this Request for Proposals ("RFP"), a copy of which is now at the following:

- BCOE website at: <https://www.bcoe.org/Request-for-Proposals--Bid-Information/index.html>

Responses to this RFP must be emailed to b2w@bcoe.org with the subject "Proposal for Marketing Services (RFP No. 2021-22-RFP-B2W-002)".

ALL SUBMITTALS ARE DUE NO LATER THAN 5:00 P.M., ON Friday, August 13, 2021. Late submittals will not be accepted or considered. Fax, post mailed, couriered or hand-delivered responses will not be accepted.

Submit all questions regarding this RFP in writing via email to: b2w@bcoe.org

Questions must be received by August 4, 2021, at 2:00 p.m. All answers, along with any addenda, will be posted on the BCOE website by 2:00 p.m. on August 9, 2021.

The BCOE reserves the right to reject any and all submittals. The BCOE makes no representation that participation in the RFP process will lead to an award of contract or any consideration whatsoever. In no event will the BCOE be responsible for the cost of preparing a response to this RFP. The BCOE also reserves the right to waive any informalities or irregularities in received submittals.

Thank you for your interest.

REQUEST FOR PROPOSALS FOR MARKETING SERVICES

I. INTRODUCTION

The Butte County Office of Education (“BCOE”) is a California public office of education located in Northern California and provides education services for children, young adults, as well as adults. BCOE has programs throughout Butte County, as well as several that stretch throughout the State of California. With more than 1,800 permanent full and part-time employees, the BCOE provides cost-effective, centralized services, including migrant education, tutoring services, alternative and correctional education, outdoor science, career technical education, special education, child care services and student programs. BCOE’s Back 2 Work Program (“B2W”) provides temporary paid transitional employment to adults who have barriers to employment causing them to be unemployed or underemployed. These programs primarily serve populations who are justice involved, unsheltered, veterans and long-term unemployed. The focus is to assist participating clients to close gaps of employment, overcome employment barriers, and prepare participants to transition back into the workforce. B2W is currently located in twelve counties throughout California including Butte, Sacramento, Solano, Marin, Santa Clara, San Joaquin, Fresno, Tulare, Kern, Los Angeles, Orange and San Diego.

II. SCOPE OF WORK

BCOE is requesting proposals from experienced and qualified firms (“Proposers”) to provide marketing services for the B2W program at all service sites throughout California. BCOE seeks to strengthen the B2W program’s marketing practices to highlight the great work that the program is doing through transforming lives and communities. BCOE is looking for a marketing firm to identify and implement the best marketing strategies to increase program awareness, engage prospective funders, display program impact to stakeholders and overall highlight the great work happening in these programs.

BCOE is looking for comprehensive marketing strategies (both digital marketing and traditional), redesigning website, reinvigorating a social media presence, data and information sheets to produce videos and strong public relations throughout the State.

III. DETAILED RFP DESCRIPTIONS

1. Marketing Strategy - Overall services are to include but not be limited to:

- Development of digital and traditional marketing strategy to market, promote and educate the public about the benefits and impacts of the Back 2 Work programs;
- Create and advise on an e-mail, social media, strategy (e.g. frequency of postings, suggested topics) with newsletters as appropriate to maximize outreach and connect with the widest possible audience;
- Work with B2W staff to redesign the Back 2 Work website within the parameters of BCOE’s existing user interface;
- Infographics, data and information sheets;
- Train B2W staff on continued marketing strategies.

2. Video Production - Overall services are to include but not be limited to:

- BCOE seeks a vendor capable of producing short videos to be used as digital ads, on websites, in social media posts, short documentaries and integrated into other aspects of the marketing campaign;
- Short videos will include but not be limited to work being performed, success stories, training cohorts, environmental and community impacts throughout the State;
- Train B2W staff on continued video production strategies.

3. Public Relations - Overall services are to include but not be limited to:

- A strong public relations component is key to successful execution of this strategy and which would ideally tell the B2W program's story to improve BCOE-B2W public relations;
- Train B2W staff on continued public relations strategies.

4. QUESTIONS

Interested proposers may direct substantive questions via email only to b2w@bcoe.org until August 4, 2021. Answers to questions and any addenda, as needed, will be posted on the BCOE website at: <https://www.bcoe.org/Request-for-Proposals--Bid-Information/index.html>. It is the responsibility of the interested Proposer to check the BCOE website for updates and/or addenda.

5. PROPOSAL SUBMITTAL REQUIREMENTS

Requirements for contents of submittals are:

1. The Proposer shall submit its response in one (1) electronic copy on permanent media in write-protected PDF format. The BCOE may reproduce additional copies as required.
2. The BCOE will not accept any proposals or proposal modifications submitted by fax, hand-delivery, post mail or couriered delivery.
3. Responses to this RFP must be emailed to b2w@bcoe.org with the subject "Proposal for Marketing Services (RFP No. 2021-22-RFP-B2W-002)" and submitted by **5:00 p.m. on August 13, 2021**. A singled PDF document containing all required components of the proposal must be emailed. No separate emails with pieces of the proposal will be accepted. Proposals emailed to any address other than the email address listed above will not be accepted. Late submittals will not be accepted or considered.
 - a. Within two (2) business days after receiving a proposal via email, BCOE will send an email acknowledging receipt of the Proposer's proposal. If the Proposer does not receive an email acknowledgement, Proposer should email b2w@bcoe.org to confirm receipt of their submitted proposal.
4. Proposals submitted in response to this RFP shall become the property of the BCOE and be considered public documents under applicable state law.
5. Any Proposer failing to submit information in accordance with the procedures set forth herein may be considered non-responsive.

6. Proposers must comply with the following format requirements:
 - a. Proposal narratives and attachments must be in 8-1/2 x 11-inch format, with 1-inch margins on all sides.
 - b. All text, including charts and tables, must be double spaced.
 - c. Standard 12-point font must be used.
 - d. All pages in the proposal narrative must have the following headers:
 - (i) Name of the Proposer/RFP Number (placed in the top left)
 - (ii) Page 1 of (placed in the top right)
7. Proposers must execute and submit the Non-Collusion Declaration attached to this RFP.

VI. CONTENT REQUIREMENTS

The following describes the required format and content for the proposal. Proposals must contain **all** sections described below, in the order shown. Only the requested elements will be reviewed; please do not submit additional attachments as they will not be considered. Failure to adhere to this outline may eliminate the proposal from further consideration.

1. Contact Page

Complete the Contact Page ("Attachment 'A'"). Attachment "A" must be signed by an authorized officer of the Proposer to obligate your firm to perform the commitments contained in the proposal. If Proposer is a joint venture, duplicate the signature block and have a principal or officer also sign on behalf of each party to the joint venture.

2. Statement of Work Letter (maximum of 2 pages)

- a. Submission of the "Statement of Work" engagement letter will constitute a representation by your firm that your firm is willing and able to perform the commitments contained in the proposal.
- b. Include a brief description of why your firm is well suited for, and can meet, the BCOE's needs and requirements.
- c. Clearly identify the individual(s) who are authorized to speak for the Proposer during the evaluation process.
- d. The letter **must** also include one (1) of the following statements that your firm is able to comply with the contract requirements:

*"[INSERT PROPOSER'S NAME] received a copy of the BCOE's form of Agreement ("Agreement") attached as **Attachment "B"** to the RFP. [INSERT PROPOSER'S NAME] has reviewed the terms, including the indemnification and liability insurance provisions contained in the Agreement. If given the opportunity to contract with the BCOE, [INSERT PROPOSER'S NAME] has no objections to the use of the Agreement."*

OR

*"[INSERT PROPOSER'S NAME] received a copy of the BCOE's form of Agreement ("Agreement") attached as **Attachment "B"** to the RFP. [INSERT PROPOSER'S NAME] has reviewed the terms, including the indemnification and liability insurance*

provisions contained in the Agreement. If given the opportunity to contract with the BCOE, [INSERT PROPOSER'S NAME] has objections to the use of the Agreement, listed as follows: [IDENTIFY ALL OBJECTIONS]."

- e. Proposer shall certify that no official or employee of the BCOE, nor any business entity in which an official of the BCOE has an interest, has been employed or retained to solicit or assist in the procuring of the resulting contract(s), nor that any such person will be employed in the performance of any/all contract(s) without immediate divulgence of this fact to the BCOE.
- f. Proposer shall certify that no official or employee of the proposer has ever been convicted of an ethics violation.
- g. Proposer shall sign and add the following language: *"By virtue of submission of this proposal, [INSERT PROPOSER'S NAME] declares that all information provided is true and correct."*
- h. The letter must be signed by an authorized officer of the Proposer to obligate your firm to perform the commitments contained in the proposal.

3. Organization Identification (not to exceed 2 pages)

- Company name.
- Address.
- Telephone.
- Fax.
- Website.
- Name and email of main contact.
- Federal Tax I.D. Number.
- License or Registration Number.
- Type of organization (i.e. corporation, partnership, etc.). If a joint venture, describe the division of responsibilities between participating companies, offices (location) that would be the primary participants, and percentage interest of each firm.
- A brief description and history of the firm, including number of years the firm has been in business and date firm was established under its given name.
- Number of employees (licensed professionals, technical support).
- Location of office where the bulk of services solicited will be performed.

4. Qualifications and Experience of Project Team (not to exceed 4 pages)

- Identify the key personnel, including sub-consultants, to be assigned to the project, including their key responsibilities.
- Include a brief summary of each individual's qualifications and relevant experience.

- Identify the proposed Project Manager who will be responsible for the day-to-day execution of the project and their relevant experience in leading similar efforts.

5. Previous Experience and References (not to exceed 3 pages)

Provide information about prior services furnished by your firm in the last five (5) years, and list the following for each project (minimum of 3 projects):

- Business name and name of contact person, title, telephone number, and email address to be contacted for a reference.
- Beginning and end dates of contract.
- Main program elements that include a brief summary of the nature of the work and the outcomes of the engagement (preferably of a similar scope and size).
- Original budget, proposal amount & final amount at contract signing.
- Briefly state relevance of projects included for consideration in this RFP.

6. Schedule and Budget

Respondents should clearly demonstrate how they intend to perform the work on schedule and within budget. Describe the intended method of task planning and budget control, including a table showing each task, the proposed schedule, and the anticipated level of effort for each task.

7. Litigation History

Provide a comprehensive five (5)-year summary of the firm's litigation, arbitration and negotiated/settled history with previous clients. State the issues in the litigation, the status of the litigation, names of parties, and outcome. A proposal failing to provide the requested information on lawsuits or litigation, and responses that assert attorney-client privilege and fail to provide the information requested, will be considered non-responsive, disqualified from the selection process, and will not be evaluated.

8. Portfolio

Proposer to provide three (3) samples from their firm's portfolio of prior projects. The samples should preferably be of projects of similar scope and size.

VII. SELECTION PROCESS

Proposals will be subjected to an evaluation and selection process. The BCOE retains the sole discretion to determine issues of compliance and to determine whether a proposer is responsive, responsible, and qualified. The BCOE realizes that the proposals for the administration of the program may differ considerably in concept, design, structure, methods, and materials. Virtual interviews may be held with the most qualified respondents as determined by BCOE. The BCOE reserves the right to reject any and all proposals or to waive any irregularities or informalities in any proposal or in the RFP process. The award will be made to the proposer whose proposal represents, in the BCOE's evaluation and sole judgment, the most advantageous combination of value to be delivered per dollar proposed and responsiveness to the evaluation criteria.

1. Proposals not meeting mandatory requirements or found to be incomplete will not be considered. The BCOE may disqualify any proposer for any reason without explanation.
2. The BCOE may choose to ask clarification questions in writing and include the additional information gathered in this process.

3. Evaluation and rating of the responses will be based on:
 - a. Information provided by the Proposer in their response;
 - b. Information provided by the Proposer in response to BCOE clarification questions;
 - c. Qualifications and experience of the proposed project team;
 - d. Demonstrated understanding of scope of work and suggested approach to project;
 - e. Experience and performance history of the firm with similar services;
 - f. Experience providing similar services to government entities;
 - g. Artistry based on portfolio submitted with three (3) samples of prior projects;
 - h. Capacity to perform work within schedule and budget;
 - i. Capacity to provide requested services Statewide;
 - j. Value of services under proposed fees;
 - k. Information from references;
 - l. Time frame to begin providing services;
 - m. Overall responsiveness of the proposal; and
 - n. Proposer having a primary business office in the State of California.
4. The quality of the response(s) will be evaluated using the following criteria:
 - a. Completeness
 - b. Thoroughness
 - c. Accuracy
 - d. Compliance with proposal instructions
 - e. Organization and conciseness of descriptive text material
5. RFP proposals will be rated on the following:
 - a. Overall Pricing
 - b. Experience, Qualifications, and Knowledge
 - c. Proposed Products and Related Pricing
 - d. References
 - e. Office presence within the State of California

6. The BCOE may perform investigations of responding parties that extend beyond contacting the references identified in the submittals. The BCOE may request a proposer submit additional information pertinent to the review process. The BCOE also reserves the right to investigate and rely upon information from other available sources in addition to any documents or information submitted.

The BCOE reserves the right to reject any or all submittals and to negotiate contract terms with one or more proposers. The BCOE reserves the right to award all, part, or none of the scope described in this RFP. The BCOE reserves the right to contract with any entity responding to this RFP for all or any portion of the scope described herein, to reject any proposal as non-responsive, and/or not to contract with any proposer for the services described herein. The BCOE makes no representation that participation in the RFP process will lead to an award of contract or any consideration whatsoever. The BCOE reserves the right to contract with any firm not participating in this process. The BCOE shall in no event be responsible for the cost of preparing any proposal in response to this RFP, including any supporting materials.

VIII. LIMITATIONS AND BCOE RIGHT TO REJECT

The selection of a Proposer, if at all, is at the sole discretion of the BCOE. The BCOE shall in no event be responsible for the cost of preparing a response to this RFP. The awarding of the contract(s), if at all, is at the sole discretion of the BCOE.

The proposals, and any other supporting materials submitted to the BCOE in response to this RFP, will not be returned and will become the property of the BCOE unless portions of the material are designated as proprietary at the time of submittal and are specifically requested to be returned. Vague designations and/or blanket statements regarding entire pages or documents are insufficient and will not bind the BCOE to protect the designated matter from disclosure. Pursuant to *Michaelis, Montanari, & Johnson v. Superior Court* (2006) 38 Cal.4th 1065, proposals shall be held confidential by the BCOE and shall not be subject to disclosure under the California Public Records Act until after either: (1) the BCOE and the successful Proposer have completed negotiations and entered into an agreement, or (2) the BCOE has rejected all proposals. Furthermore, the BCOE will have no liability to the Proposer or any other party as a result of any public disclosure of any proposal.

IX. FULL OPPORTUNITY

The BCOE hereby affirmatively ensures that Disadvantaged Business Enterprises ("DBE"), Small Local Business Enterprises ("SLBE"), Small Emerging Local Business Enterprises ("SELBE"), and Disabled Veterans Business Enterprises ("DVBE") shall be afforded full opportunity to submit proposals in response to this RFP. No proposer will be discriminated against on the basis of race, color, gender, sexual orientation, political affiliation, age, ancestry, religion, marital status, national origin, medical condition or disability in any consideration leading to the award of the contract. No qualified disabled person shall, on the basis of disability, be excluded from participating in, be denied the benefits of, or otherwise be subjected to discrimination in any consideration leading to the award of contract.

X. RESTRICTIONS ON LOBBYING AND CONTACTS

From the period beginning on the date of the issuance of this RFP and ending on the date of the award of the contract, no person or entity submitting in response to this RFP, nor any officer, employee, representative, agent, or consultant representing such a person or entity, shall contact any member of the BCOE's Governing Board, Superintendent, selection/evaluation committee members (if applicable) to discuss this RFP, the evaluation/selection process, or the award of the contract. Any such contact shall be grounds for the disqualification of the proposer.

XI. MODIFICATIONS

Changes in or additions to the proposal, recapitulations of the work proposed upon, alternative proposals, or any other modification of the proposal which is not specifically called for in the contract documents may result in the BCOE's rejection of the proposal as not being responsive to the invitation to propose. No oral or telephonic modification of any proposal submitted will be considered.

XII. EXAMINATION OF RFP DOCUMENTS

Proposers shall thoroughly examine and be familiar with this entire RFP packet. The failure or omission of any proposer to receive or examine any contract documents, form, instrument, addendum, or other document shall in no way relieve any proposer from obligations with respect to its proposal or to the contract.

Each proposer, by submitting a proposal, represents that proposer has read and understands the RFP requirements, the Agreement, and any and all related reports and information. After executing the Agreement, no consideration will be given to any claim of misunderstanding of the documents.

XIII. BCOE REQUIREMENTS

The successful Proposer to whom a contract is awarded shall execute and submit the following documents by 5:00 p.m. of the seventh (7th) day following the date of the award of contract. Failure to properly timely submit these documents may entitle the BCOE to reject the proposal as being non-responsive.

Required Documentation:

- 1. Agreement** (Form is attached as **Attachment "B"** to this RFP.)
- 2. Insurance Certificates and Endorsements** (Minimum requirements are set forth in the form of Agreement.)
- 3. Workers' Compensation Certification** (Form is attached to the Agreement.)
- 4. Tuberculosis Clearance** (Form is attached to the Agreement.)
- 5. Fingerprinting/Criminal Background Investigation Certification.** (Form is attached to the Agreement.)
- 6. Drug-Free Workplace Certification** (Form is attached to the Agreement.)
- 7. Tobacco-Free Environment Certification** (Form is attached to the Agreement.) In order to create a clean healthy environment for students and employees, the BCOE has prohibited the use of tobacco or cannabis products on BCOE sites. All BCOE consultants, contractors and vendors shall inform their employees and agents that are performing services for the BCOE, of the BCOE's objectives of a smoke free environment (Education Code 48901).

XIV. RFP SCHEDULE

The BCOE reserves the right to change the dates on the schedule without prior notice.

EVENT	DATE
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WE THANK YOU FOR YOUR INTEREST.