

**WEBSITE AND SOCIAL MEDIA MAINTENANCE AND UPDATE FOR
WORKSOURCE COASTAL
EVENT NO. 6876**

**SECTION II
SCOPE OF WORK**

2.0 Broad Description of Project: The Coastal Workforce Development Board (CWDB) is seeking to contract with a professional marketing and community relations agency with demonstrated experience in brand strategy, digital outreach, and website design and maintenance. The awarded vendor shall provide professional services to the CWDB and shall update and maintain WorkSource Coastal's digital presence through our website and social media sites growing the new workforce system local identifier, WorkSource Coastal, in order to increase the number of adult, dislocated worker, and youth services provided to jobseekers and businesses in WorkSource Coastal's seven American Job Centers. Electronic submissions will not be accepted for this proposal.

The successful proposer shall perform all the necessary services provided under this contract within the Coastal Region, Georgia Workforce Development Region 12. This planning region includes ten counties in the local workforce development area: Bryan, Bulloch, Camden, Chatham, Effingham, Glynn, Liberty, Long, McIntosh, and Screven.

The specific scope of service for the work is shown in Section 2.1.1 and provides information regarding the level of effort required, as well as detailed tasks to be accomplished.

In August 2016, the Georgia Department of Economic Development-Workforce Division completed the development of the WorkSource Georgia unified brand, resulting in a single, statewide universal brand with aligned identities, represented by common names and logos for Local Workforce Development Areas (LWDAs) and the state's one-stop system. The establishment of a unified brand for the state workforce system will leverage the collective strength of the system and enhance customer awareness and use of vital employment and training services, providing greater clarity and consistency about the Georgia workforce system's mission and role. Additionally, the use of a statewide brand across all 19 LWDAs will further assist Georgia in achieving the one-stop system vision set forth in the Workforce Innovation Opportunity Act.

Interested agencies should submit a proposal that addresses the factors listed below and the scope of services in Section 2.1.1. The agency must provide a detailed breakdown of the proposed budget in the format of Section 2.1.2, and a proposed budget narrative as specified in Section 2.1.3. CWDB is the lead agency for this RFP and the selected agency will enter into a contract with the CWDB through its fiscal agent, the City of Savannah.

The contract term of performance will be one year. The successful firm or team of firms should be prepared to begin work immediately. CWDB reserves the right to award all, part,

or none of this project.

2.1 Scope of Services

WorkSource Coastal is responsible for the delivery of workforce development services throughout the ten county Coastal Region. A variety of workforce services are provided to meet the needs of employers, job seekers, adults, dislocated workers, veterans, and youth. The goal of the agency is to provide reliable and valid information so customers can make informed decisions about training and employment; connect customers to other service providers in the system and the community; help customers access diverse funding sources for training; and provides quality job matching services for employers and job seekers.

The successful proposer shall provide the following services:

2.2 Work Tasks

Specific deliverables which must be provided are identified, but agencies may propose additional deliverables that contribute to the successful completion of the project and meet overall project objectives. Proposals from qualified firms will need to identify how they will achieve the following goals and objectives:

- Provide webmaster services by creating and posting content to all appropriate media distribution outlets.
- Provide all writing, digital design integration, and daily monitoring and maintenance of WSC website(s).
- Provide on-going website and social media maintenance.
- Provide a project manager to work with WorkSource Coastal staff on streamlining messaging internally and externally, including website and social media.
- Create protocols that will enable maximum impact whenever WorkSource Coastal staff interacts with the public.
- Create a series of ongoing trainings for staff to align messaging and implement protocols in order to align contracted services under the WorkSource Coastal system.
- Establish actionable, measurable outreach goals for the WorkSource Coastal administrative team.
- Create media campaigns to promote the WorkSource Coastal One Stop and Job Centers system and offerings, specific programs across the ten (10) county region and individual events/opportunities that will fit the target audience.
- Provide a digital outreach campaign that will inform the public on the fundamentals of the WorkSource Coastal Workforce System and provide consistent messaging across the ten county region.
- Creative elements should include:
 1. Website updates.
 2. Website and social media content development and maintenance.
- Provide follow up and ongoing evaluation as needed.

The successful proposer shall have demonstrated successful experience in brand strategy and internal communications.

2.3 Proposal Format

Proposals shall be submitted in the following format and include the following information.

- A. Cover letter stating the intent of the Proposer for this event. Cover letter must include acknowledgement of all addenda issued for this proposal. If addenda are not acknowledged in the cover letter, proposals will not be considered further.
- B. Organizational background, qualifications, and experience
 - 1. Name of lead firm and any sub-contractors.
 - 2. Geographic location of the consultant's office performing the work. Provide a point of contact (name, title, phone number, mailing address, and email address) at lead firm.
 - 3. Provide a description of your organizational background including the number of years the organization has been in business and qualifications in providing brand strategy development/digital outreach campaigns.
 - 4. Identify all staff that would be assigned to WorkSource Coastal account. Briefly describe the role/contribution of each person and their qualifications and technical competence in the type of work required. Include resumes for lead staff.
 - 5. Provide any additional information that would further explain/support your firm's qualifications.
 - 6. Description of experience on similar projects including a list of at least three references within the past five years, with current contact information.
- C. Technical Capabilities
 - 1. A detailed description of the technical approach proposed for accomplishment of the work described in Section 2.2.
 - 2. A proposed schedule and work plan for the accomplishment of the work described in Section 2.2.
- D. Budget/Fees
Fee Proposals per instructions in Section III signed by responsible party.
- E. The City of Savannah actively encourages minority employment and disadvantaged business participation in all its capital improvement projects. The Bidder shall comply with Section 01310, Local Disadvantaged Business Employment Provisions, which requires the Bidder to submit documentation of compliance with these provisions in a separate sealed envelope with their bid. Further attention is called to contract conditions contained herein pertaining to non-discrimination, equal employment opportunity, subcontract and opportunities for project area residents.

2.4 Basis of Award

Proposals will be evaluated according to the following criteria and weight:

- a) Proposer's qualifications and experience in the outreach and website design field, including staff experience and support capabilities. (30 points)
- b) Technical capabilities (30 points)
- c) Fees (25 points)
- d) References (10 points)
- e) Local vendor (Within the city limits of Savannah and has a City of Savannah Business Tax Certificate) participation (5 points)

Proposals shall be evaluated by a selection committee. A short list may be developed and interviews conducted with those proposers deemed to be most qualified. The City reserves the right to conduct interviews of any or all proposers at the City's discretion. The City also reserves the right to request a best and final offer (BFO) and to re-score evaluations based on the best and final offer. Proposers may be required to provide clarification of their proposal as part of the BFO response.

2.5 Copies

One unbound, printed and signed original, two identical, printed copies of the proposal and supporting documents, and a flash drive must be submitted in response to the RFP. All responses must relate to the specifications as outlined.

Proposals shall not exceed a total of ten pages (8.5 x 11), inclusive of firm experience. Covers, end sheets, and an introductory letter will not count against this page maximum. Font size shall be a minimum of eleven point in all cases.

2.6 Contacts

All questions regarding this request for proposal should be submitted in writing and emailed to the person listed on the summary event page

2.7 Local Vendor Definition

A bidder or business shall be considered a local vendor if it meets all of the following requirements:

- a) The bidder or business must operate and maintain a regular place of business with a physical address within the corporate limits of the City, and
- b) The bidder or business must at the time of bid or quotation submission, have a current city business tax certificate issued by the City for at least one year prior to the issuance of the requested competitive quote, bid, or proposal by the City (a post office box or temporary office shall not be considered a place of business), and
- c) The bidder or business performs quantifiable services in the ordinary course and scope of its business with the skills, qualifications, and expertise necessary to execute its contractual obligations to the City.

2.8 Qualifications

The proposer shall demonstrate their knowledge and experience in providing financial monitoring as listed above in the response. Relevant (i.e. local government applications) and recent projects are preferred.

- 2.8.1 State the specific individuals who will be assigned to the engagement and for each:
- a. State staff classification of each individual.
 - b. Describe the experience in government monitoring for each individual.
 - c. Describe relevant educational background. Particularly note governmental accounting seminars and courses attended during the past two years.
 - d. Describe experience in monitoring relevant governmental organizations, programs, activities, or functions (e.g., utilities, solid waste, transit, airports, or motor pool operations).
 - e. Describe any specialized skills, training, or background in public finance which include participation in state or national professional organizations, speaker or instructor roles in conferences or seminars, or authorship of articles and books.
- 2.8.2 Profile of the Proposing Firm
- a. State whether the firm is local, regional, national, or international, the number of years in business, and the number of employees in the local office.
 - b. State whether the local office will be assigned responsibility for the monitoring. If not, state which office will be assigned responsibility for the monitoring and give its address.
 - c. Give the number of partners, managers, supervisors, seniors, and other professional staff employed at the local office. If the local office will not be assigned responsibility for the monitoring services, also describe the number of partners, manager, supervisors, seniors, and other professional staff employed at the responsible office.
 - d. Provide a list of the firm's current and prior government monitoring clients indicating the type(s) of services performed and the number of years served for each. For the firm's office that would be assigned responsibility for the Coastal Workforce's account, list the most significant monitoring engagements (maximum of five) performed in the last three years that are similar to the engagement described in the request for proposals.
 - e. Describe the local office's experience in providing additional services to government clients by listing the name of each government, the type(s) of service performed and the year(s) of engagement.

2.9 Schedule

Each proposer shall submit a proposed time schedule for the project.

2.10 Fees

Proposer shall submit fees based on the detailed listing in Section 3 of the RFP. Fee proposals shall be in a separate, sealed envelope. Fee proposals or references to fees shall not be included in the body of the proposal. Inclusion of fees in the body of the proposal may be grounds for rejection of a proposal.

2.11 Acknowledgement of Addenda

Vendor is responsible for determining and acknowledging any addenda issued in connection with this RFP. Addenda must be acknowledged in order for proposals to be considered.

**SECTION III
FEE PROPOSAL**

ALL PROPOSERS MUST BE REGISTERED SUPPLIERS ON THE CITY'S WEBSITE TO BE AWARDED AN EVENT. PLEASE REGISTER AT WWW.SAVANNAHGA.GOV. ELECTRONIC SUBMISSIONS WILL NOT BE ACCEPTED. PROPOSALS MUST BE SUBMITTED ON THIS FORM.

Fee proposals shall be submitted on this form in a separate sealed envelope clearly marked *Fee Proposal for Website and Social Media Maintenance and Update for WorkSource Coastal, Event No. 6876* and include the name of the proposer. Fee proposals will only be opened if, after the initial evaluation, proposer is deemed to be qualified. Fee proposals will then be considered in relation to the qualification points awarded to determine the overall best proposal in terms of fees and qualifications. If a proposer fails to submit fees separately from the proposal, or submits pricing anywhere else in the proposal, that proposal may be deemed non-responsive.

All addenda must be acknowledged in the cover letter according to the terms set forth in Section 2.3 of this RFP.

Element	Est. Hours*	Amount
Website update	240	
Website and social media content development	30	
Website and social media maintenance	30	
Branding training for staff	8	
Project management	40	
Other elements (i.e. video)	52	
<u>TOTAL</u>	400	

*Estimated hours shown above are for comparison purposes only. Actual hours required may be more or less than what is presented.

SUBMITTED BY: _____

PROPOSER: _____

SIGNED: _____

NAME (PRINT): _____

ADDRESS: _____

CITY/STATE: _____ **ZIP** _____

TELEPHONE: (_____) _____
Area Code

FAX: (_____) _____
Area Code

EMAIL: _____

I certify this proposal complies with the General and Specific Specifications and Conditions issued by the City except as clearly marked in the attached copy.

Please Print Name

Authorization Signature

Date

SECTION 01310
DISADVANTAGED BUSINESS EMPLOYMENT PROVISIONS

The City of Savannah actively encourages employment and participation of small and disadvantaged businesses in all City contracts. Attention of the bidders is called to contract conditions contained herein pertaining to non-discrimination, equal employment opportunity, subcontracts, and opportunities for project area residents.

It is the policy of the City of Savannah that disadvantaged business enterprises (DBEs) be given fair opportunity to participate in the performance of services for the City, and that prime contractors utilize DBE subcontractors and suppliers to the fullest extent possible consistent with the efficient performance of the contract. The City of Savannah has not established a DBE goal for this project.

In order to determine compliance, bidders shall **submit the following completed documents in a separate sealed envelope** clearly marked with the bid number, project name and number and **marked (Section 1310 Disadvantaged Business Employment Provisions)** with their bid:

1. Non-discrimination statement (Sec. 01310-3) and;
2. Proposed schedule of disadvantaged business enterprise participation (Sec. 01310-4) and;
3. Documentation of Good Faith Efforts [**Submit only if the goals are not met.**]

Failure to submit the required documents shall result in the bid not being read or considered.

Suggestions to help meet the goal:

- ✓ Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation of DBEs.
- ✓ Advertising in general circulation media, trade association publications, or disadvantaged business enterprise media to solicit bids from DBE subcontractors or suppliers. [**Advertisement should appear at least 10 days prior to bid due date, unless the City's solicitation period is shortened.**]
- ✓ Designating portions of the work for DBE subcontracting in trades with established availability of DBE subcontractors.
- ✓ Providing a minimum of 10 days notice prior to the Bid due date to DBEs when requesting bids or proposals for furnishing material or services as a subcontractor or supplier.

Any attempt to submit false information, will result in a recommendation that the bidder be debarred from participating in future City contracts.

The contractor is required to fulfill any DBE utilization commitments made unless good cause is demonstrated for any failure to fulfill such commitment. **Written approval is required prior to**

any substitution.

The contractor will maintain records and information necessary to document compliance with Good Faith Effort requirements, and the City shall have the right to inspect such records.

Any DBE listed in the completed form entitled "Proposed Schedule of DBE Participation" (Section 01310-4) must be certified by an approved agency such as USDOT, GDOT, or SBA 8(a) prior to the due date of this bid. Proof of DBE certification such as a certificate or letter from the certifying agency is required to accompany the bid. A firm that has submitted an application for DBE certification or an application for DBE certification under review but has not been certified is not qualified as a certified DBE and will not be recognized as such during the City's evaluation process.

No bidder shall enter into an agreement with any DBE that would in any way limit the DBE's opportunities to sell to, or act as subcontractor for, any other party. Violation of this requirement would be grounds to deem the bidder non-responsive to this bid solicitation.

The following resources are available to aid bidders in complying with this section:

The State of Georgia Department of Transportation maintains a website listing of Disadvantaged Business Enterprises located at www.dot.ga.gov/PS/Business/DBE

Chatham County Purchasing Department maintains a listing of Disadvantaged Business Enterprises to include Contractors, Consultants and Suppliers. Contact (912) 652-7860.

GA Tech Procurement Assistance Center maintains a listing of Disadvantaged Business Enterprises to include Contractors, Consultants and Suppliers. Contact (912) 963-2524.

Savannah/Hilton Head International Airport Commission maintains a listing of Disadvantaged Business Enterprises to include Contractors, Consultants and Suppliers. Contact (912) 964-0514 or visit the website at www.savannahairport.com

Small Business Assistance Corporation maintains a listing of Disadvantaged Business Enterprises to include Contractors, Consultants and Suppliers. Contact (912) 232-4700 or visit the website at www.sbacsav.com.

NON-DISCRIMINATION STATEMENT

The prime contractor / bidder certifies that:

- (1) No person shall be excluded from participation in, denied the benefit of, or otherwise discriminated against on the basis of race, color, national origin, or gender in connection with any bid submitted to the City of Savannah or the performance of any contract resulting therefrom;
- (2) That it is and shall be the policy of this Company to provide equal opportunity to all business persons seeking to contract or otherwise interested in contracting with this Company, including those companies owned and controlled by racial minorities, cultural minorities, women, and individuals belonging to other socially and economically disadvantaged groups;
- (3) In connection herewith, we acknowledge and warrant that this Company has been made aware of, understands and agrees to take affirmative action to provide such companies with the maximum practicable opportunities to do business with this Company;
- (4) That this promise of non-discrimination as made and set forth herein shall be continuing in nature and shall remain in full force and effect without interruption;
- (5) That the promises of non-discrimination as made and set forth herein shall be and are hereby deemed to be made as part of and incorporated by reference into any contract or portion thereof which this Company may hereafter obtain and;
- (6) That the failure of this Company to satisfactorily discharge any of the promises of non-discrimination as made and set forth herein shall constitute a material breach of contract entitling the City of Savannah to declare the contract in default and to exercise any and all applicable rights and remedies including but not limited to cancellation of the contract, termination of the contract, suspension and debarment from future contracting opportunities, and withholding and or forfeiture of compensation due and owing on a contract.

Signature

Title

PROPOSED SCHEDULE OF DBE PARTICIPATION

Any DBE listed in this completed form must be certified by an approved agency such as USDOT, GDOT, or SBA 8(a) prior to the due date of this bid. Proof of DBE certification such as a certificate or letter from the certifying agency is required to accompany the bid. A firm that has submitted an application for DBE certification or an application for DBE certification under review but has not been certified is not qualified as a certified DBE and will not be recognized as such during the City's evaluation process.

Name of Bidder/Proposer: _____ Bid No. _____

Project Title: _____.

NOTE: Proof of DBE certification must be attached to this completed form for all firms listed in the table below.

Name of DBE Participant	Telephone	Email	Address (City, State)	DBE? (Y/N)	Type of Work Sub-Contracted	Sub-contract Value (%)	Sub-contract Value (\$)
						%	
						%	
						%	
						%	
						%	
						%	
Total Base Bid							\$
Total Proposed DBE Subcontracts							\$
Bidder's Proposed DBE Participation							%

The undersigned will enter into a formal agreement with the DBE Subcontractors/Proposers identified herein for work listed in this schedule conditioned upon executing of a contract with the Mayor and Aldermen of the City of Savannah. The Prime's subcontractors' subcontractors must enter into a formal agreement with the tier subcontractor identified herein for work listed in this schedule. It is the responsibility of the Prime contractor to ensure compliance by all subcontractors.

Joint Venture Disclosure

If the prime bidder is a joint venture, please describe below the nature of the joint venture and level of work and financial participation to be provided by the disadvantaged joint venture firm.

Joint Venture Firms	Level of Work	Financial Participation

Printed name (company officer or representative): _____

Signature: _____

Title: _____ Email: _____

Telephone: _____ Fax: _____

CONTRACTOR AFFIDAVIT AND AGREEMENT
Employment Eligibility Verification

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. 13-10-91, stating affirmatively that the individual, firm, or corporation which is contracting with the City of Savannah has registered with and is participating in a federal work authorization program* [any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603], in accordance with the applicability provisions and deadlines established in O.C.G.A. 13-10-91.

The undersigned further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to this contract with the City of Savannah, contractor will secure from such subcontractor(s) similar verification of compliance with O.C.G.A. 13-10-91 on the Subcontractor Affidavit provided in Rule 300-10-01-.08 or a substantially similar form. Contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the City of Savannah at the time the subcontractor(s) is retained to perform such service.

EEV / Basic Pilot Program* User Identification Number

BY:

Contractor Name

Date

Signature of Authorized Officer or Agent

Printed Name of Authorized Officer or Agent

Title of Authorized Officer or Agent of Contractor

*As of the effective date of O.C.G.A. 13-10-91, the applicable federal work authorization program is the "EEV / Basic Pilot Program" operated by the U. S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA).

* * * * *

Instructions for Completing Contractor Affidavit and Agreement Form

As required under Senate Bill 529 – “Georgia Security and Immigration Compliance Act” of 2006, O.C.G.A. Section 2, Article 3 13-10-91, public employers, their contractors and subcontractors are required to verify the work eligibility of all newly hired employees through an electronic federal work authorization program. The Georgia Department of Labor has added a new Chapter 300-10-1, entitled "Public Employers, Their Contractors and Subcontractors Required to Verify New Employee Work Eligibility Through a Federal Work Authorization Program," to the Rules and Regulations of the State of Georgia. (See website: http://www.dol.state.ga.us/pdf/rules/300_10_1.pdf.) The new rules designate the “Employment Eligibility Verification (EEV) Basic Pilot Program” operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security as the electronic federal work authorization program to be utilized for these purposes. The EEV/Basic Pilot Program can be accessed at: <https://verify.uscis.gov/enroll/StartPage.aspx?JS=YES>. Bidders shall comply with this new rule and submit with your bid the attached “Contractor Affidavit and Agreement.”

Affidavit Verifying Status for City of Savannah Benefit Application

By executing this affidavit under oath, as an applicant for a City of Savannah, Georgia Business License or Occupation Tax Certificate, Alcohol License, Taxi Permit, Contract or other public benefit as reference in O.C.G.A. Section 50-36-1, I am stating the following with respect to my bid for a City of Savannah contract for _____. [Name of natural person applying on behalf of individual, business, corporation, partnership, or other private entity]

1.) _____ I am a citizen of the United States.

OR

2.) _____ I am a legal permanent resident 18 years of age or older.

OR

3.) _____ I am an otherwise qualified alien (8 § USC 1641) or nonimmigrant under the Federal Immigration and Nationality Act (8 USC 1101 *et seq.*) 18 years of age or older and lawfully present in the United States.*

In making the above representation under oath, I understand that any person who knowingly and willfully makes a false, fictitious, or fraudulent statement or representation in an affidavit shall be guilty of a violation of Code Section 16-10-20 of the Official Code of Georgia.

Signature of Applicant: Date

Printed Name:

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE
____ DAY OF _____, 20____

* _____
Alien Registration number for non-citizens.

Notary Public
My Commission Expires:

***Instruction for Completing Systematic Alien Verification
for Entitlement (SAVE) Form***

O.C.G.A. § 50-36-1, requires Georgia's cities to comply with the federal **Systematic Alien Verification for Entitlements (SAVE) Program**. SAVE is a federal program used to verify that applicants for certain "public benefits" are legally present in the United States. Contracts with the City are considered "public benefits." Therefore, the successful bidder will be required to provide the Affidavit Verifying Status for City of Savannah Benefit Application prior to receiving any City contract. The affidavit is included as part of this bid package but is only required of the successful bidder.