

Madera County Workforce Investment Corporation

Uniform Guidance Request for Proposal

For

Public Relations Firm

Request for Proposal

Release Date: December 16, 2024 Inquiries

and proposals should be directed to:

Bertha Vega, Program Manager

PO Box 103., Madera CA 93639

bvega@maderaworkforce.org

Table of Contents

Madera County Workforce Investment Corporation.....	1
General Information	3
A. Purpose	3
B. Who May Respond.....	3
C. Instructions on Proposal Submission.....	3
D. Description of Entity	4
E. Contract Term.....	5
Specifications	6
A. Scope of Services Requested to be Performed	6
B. Cost Proposal.....	6
C. Payment.....	6
D. Confidentiality	6
RFP Submission.....	8
A. Understanding Our Needs	8
B. Understanding the Scope of Services	8
C. Understanding Our Industry	8
D. Organization, Size, and Structure	8
Proposal Evaluation.....	9
A. Nonresponsive Proposals.....	9
B. Review Process	9

General Information

A. Purpose

The purpose of this Request for Proposal (RFP) is to obtain the services of a public relations firm, to complete a marketing assessment and analysis, determine and create marketing based on discoveries gathered by community outreach events, develop consistent messaging, redesign logo, refresh website, and update marketing materials.

B. Who May Respond

Only licensed business physically located within the San Joaquin Valley area.

C. Instructions on Proposal Submission

1. Closing Submission Date: Proposals must be **received no later than 4:30 p.m. on January 31, 2025**. Late proposals will not be considered.
2. Inquiries: Questions concerning this RFP should be directed via email to Bertha Vega at bvega@maderaworkforce.org and submitted by close of business 5:00 p.m. on January 10, 2025. Subject line must reflect 'Public Relations RFP'. All question and answers will be posted and responded back by email within 2 business days and also posted on Madera Workforce website at <https://www.maderaworkforce.org/wdb/public-notices-rfps/>. It is the responsibility of the Offer or to check the website for any updated information posted, including questions and answers.
3. Conditions of Proposal: All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by Madera County Workforce Investment Corporation (MCWIC).
4. Proposal Submissions:

Completed proposals may be submitted as follows:

EMAIL:

bvega@maderaworkforce.org

Subject: Public Relations RFP

USPS:

Name: Bertha Vega
Title: Program Manager
Entity: Madera County Workforce Investment Corp.
Address: PO Box 1205
Madera, CA 93639

Overnight Courier:

Name: Bertha Vega
Title: Program Manager
Entity: Madera County Workforce Investment Corp.
Address: 2037 W. Cleveland Ave.
Madera, CA 93637

All proposals submitted must be submitted by the closing date and time noted in RFP and is the responsibility of the Offeror to ensure that the proposal is received by MCWIC by the date and time specified.

Late proposals will not be considered.

5. Right to Reject: MCWIC reserves the right to reject any and all proposals received in response to this RFP. A contract for the accepted proposal will be based on the factors described in this RFP.
6. Small and/or Minority-Owned Businesses: Efforts will be made by MCWIC to utilize small businesses and minority-owned businesses. An Offeror qualifies as a small business firm if it meets the definition of "small business" as established by the Small Business Administration (13 CFR 121.201).
7. Notification of Award:
 - a. It is expected that a decision about selection of the successful firm will be made by February 28, 2025.
 - b. Upon conclusion of final negotiations with the successful Public Relations firm, all Offerors submitting proposals in response to this RFP will be informed, in writing, of the name of the successful firm.

D. Description of Entity

Madera County Workforce Investment Corporation (MCWIC) is a nonprofit organization that serves Madera County in California. MCWIC is a private, nonprofit corporation and has been determined to be exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code, and is registered by the Secretary of State in California.

MCWIC also operates the local Workforce Innovation and Opportunity Act (WIOA) which is a pass-through federal program and designated by the State of CA to be operated within Madera County local area. MCWIC also operates many other local grants and contracts all supporting the mission of the organization.

MCWICs mission is to make investments in job training and skills development to support the economic success of residents, businesses, and communities in Madera County. MCWIC serves as both the WIOA administrative agent and program operator, on behalf of the Workforce Development Board of Madera County. More information about MCWIC and the

E. Contract Term

Contract term will be conducted during a two year period.

Specifications

A. Scope of Services Requested to be Performed

1. Comprehensive Marketing Analysis
 - a. Conduct comprehensive marketing assessments by reviewing and analyzing current marketing strategies, processes and materials
 - b. Conduct assessment of Madera County's demographics and identify target audiences and marketing gaps
 - c. Conduct community outreach engagement events and customer assessments to gather information to understand marketing needs/
2. Marketing Plan Development
 - a. Create marketing plan that highlights economic benefits, success stories and community voices of Madera County.
 - b. Identify and engage trusted community organizations that serve and advance racial undocumented, immigrants, indigenous, rural and mountain communities to assist in marketing strategies.
 - c. Work with Marketing & Outreach Coordinator to develop engagement strategies by prioritizing community-centered solutions.
3. Branding
 - a. Develop a consistent message and unique brand for marketing campaigns to elevate the narrative of Madera County as a place to live and work and raise a family.
 - b. Update marketing materials to align with marketing strategies and branding.
4. Logo Redesign/Refresh
5. Refresh website

B. Cost Proposal

Funding is being provided by a special grant supported by the Amalgamated Foundation. The funding for the contract will be approximately \$45,000. Provide project timeline with budget.

C. Payment

Invoices may be submitted no more than once per month, be in alignment with proposed budget, and must outline details of work completed for reimbursement.

D. Confidentiality

The Offeror agrees to keep any information related to all individuals in strict confidence.

Other than the reports submitted to MCWIC, the Offeror agrees not to publish, reproduce, or otherwise divulge such personal and confidential information in whole or in part, in any manner or form, or authorize or permit others to do so, taking such reasonable measures as are necessary to restrict access to the information, while in the Offeror's possession, to those employees on the Offeror's staff who must have the information on a "need to know" basis.

The Offeror agrees to immediately notify, in writing, MCWIC's authorized representative in the event the Offeror determines or has reason to suspect a breach of this requirement.

RFP Submission

The Offeror, in its proposal, shall, as a minimum, include the following in the proposal::

A. Understanding Our Needs

The Offeror should describe the current challenges and opportunities specific to our organization. Describe how your firm is best suited to assist our organization in facing those challenges and opportunities moving forward.

B. Understanding the Scope of Services

The Offeror should clearly describe the scope of services to be performed in alignment with this RFP.

C. Understanding Our Industry

The Offeror should describe its understanding of our industry by providing specific industry knowledge and expertise as well as prior marketing experience:

1. Prior experience working with nonprofit organizations

D. Organization, Size, and Structure

The Offeror should describe its organization, size and structure. Description should include:

1. Size of the Offeror, including number of employees and physical site locations.
2. Explanation if the Offeror is a small or minority-owned business or women's business enterprise.

E. Cost Proposal

The proposal should include the information on costs outlined in the specification section. The Offeror will provide a breakdown for each service outlined in the scope of services section.

Proposal Evaluation

A. Nonresponsive Proposals

Proposals may be judged nonresponsive and removed from further consideration if any of the following occur:

1. The proposal is not received in a timely manner in accordance with the terms of this RFP.

B. Review Process

The MCWIC may, at its discretion, request presentations by or meetings with any or all Offerors to clarify or negotiate modifications to the Offerors' proposals.

However, MCWIC reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, that the Offeror can propose.

THANK YOU for your RFP!