



A proud partner of the American Job Center network.

REQUEST FOR PROPOSAL

for

PUBLIC RELATIONS SERVICES AND MARKETING

PROPOSALS SHOULD BE SUBMITTED TO:

Capital Area Michigan Works!  
2110 S. Cedar St.  
Lansing, MI 48910

This RFP will be made available in alternative format (audio tape or large print) upon request. Requests for alternative formats shall be made in writing within three (3) business days of release of the RFP, to the attention of Carrie Rosingana via email to [crosingana@camw.net](mailto:crosingana@camw.net).

Equal Employment Employer/Program  
Auxiliary Aids and Services Available upon Request to Individuals with Disabilities  
Michigan Relay Center Callers Use 711 or 1-(844)-578-6563

## I. General Information

### A. DESCRIPTION OF ENTITY

Capital Area Michigan Works! (CAMW!) is a local unit of government formed under Michigan Public Acts 7 & 8 of 1967 (Ex.Sess.) through an Urban Cooperation Act Agreement. CAMW! is the administrative entity for delivering state/federally-funded programs to strengthen workforce development in Clinton, Eaton, and Ingham Counties in Michigan.

The primary purpose of the CAMW! American Job Centers are to provide labor exchange and workforce development services for employers and job/career seekers. Connecting with Business. Strengthening our Workforce.

**A major focus of CAMW! is to strengthen the regional economy by assisting employers in finding and retaining qualified employees, and by assuring the labor force meets the needs of the employers.**

### B. PURPOSE

The purpose of the Request for Proposal (RFP) is to solicit proposals to establish a contract, through competitive negotiations, with a qualified Marketing/PR individual/agency that can provide results-oriented, efficient, cost-effective, and customized public relations. Keeping in mind the objective of achieving maximum exposure in the capital area to the target audience of employers and business executives.

The selected individual/agency must be capable of, but not limited to, providing comprehensive on-going public relations consultancy services, ranging from strategic counsel on issues, to tactical implementation support on special event or ad-hoc communications activities. All Marketing/PR activities shall produce quantitatively measurable results identified by CAMW! Respondents to this RFP must be able to validate capacity to complete the tasks listed within this document.

The goal of engaging the Marketing/PR retainer is to increase and sustain the public awareness of the CAMW! brand identity as well as increase the popularity and use of CAMW! and all of its related services. The Marketing/PR individual or agency is expected to measure, manage, and advise on each marketing program/activity in order to maximize the desired outcomes.

### C. RFP STIPULATIONS

As a recipient of Federal and State funds, CAMW! must procure on an open, competitive basis. A proposal must clearly set forth all responses in the format required by the RFP

in order to be considered. Any proposals may be rejected in whole or in part. CAMW! reserves the right to rescind this RFP in whole or part. CAMW! shall not be responsible to any bidder or potential bidder for any costs incurred or opportunities lost in responding to this RFP or in deciding not to respond.

To ensure the integrity of this procurement, bidders shall make special efforts to prevent fraud and other abuses. Fraud includes deceitful practices and intentional misconduct such as willful misrepresentation. "Abuse" is a general term that encompasses improper conduct that may or may not be fraudulent in nature. While federal legislation is not specific, possible problem areas could include the following: conflict of interest, kickbacks, bribes, nepotism, political patronage, political activities, and sectarian activities. Bidders that are found to violate the abuse standards will be disqualified. Bidders are required to report immediately any violations in these areas or in problem areas that may later be defined.

Information provided by a proposer that is willingly, knowingly and purposely false, inaccurate or misleading, will be grounds for not considering a proposal for funding, for not awarding a contract, or for canceling a contract if awarded.

Any bidder that attempts to exchange information with any other potential bidder for gaining competitive advantage shall be subject to disqualification. In addition, any bidder who attempts to discuss the proposal with, or offer anything of value to any CAMW! officer, director, staff person, agent or representative during this procurement process shall be subject to disqualification.

CAMW! operates an equal opportunity procurement process. Upon request, CAMW! can make this RFP available in large print or alternative format. Auxiliary aids and services are also available upon request to individuals with disabilities. TDD Service available through the Michigan Relay Center at 1-844-578-6563 or 7-1-1.

Neither the proposer nor anyone, with whom the proposer shall contract, shall discriminate against any person employed or applying for employment concerning the performance of the proposers' responsibilities under this agreement.

The successful bidder shall be required to comply with all applicable federal and state laws prohibiting discrimination on the basis of race, color, religion, sex (including pregnancy, childbirth and related medical conditions, sex stereotyping, transgender status, and gender identity), national origin (including limited English proficiency), age, disability, genetics, familial status, veteran status, height, weight, arrest without conviction political affiliation or belief, or any characteristic or activity protected by Federal or State laws and regulations.

## **1. Disclaimer/Right to Reject/Cancel/Terminate**

This RFP does not commit CAMW! to award a contract, to pay any cost incurred in the preparation of a proposal to this request, or to procure or contract for services. CAMW! reserves the right to accept or reject any or all proposals received as a result of this request. CAMW! can cancel this RFP, in part or in its entirety, if it is in its best interest to do so.

CAMW! may require selected offerors to participate in negotiations, and to submit such costs or other revisions to their proposals as a result of negotiations. CAMW! is not liable for costs incurred by the offerors prior to the signing of a contract and/or written authorization from CAMW! to proceed with the services.

### **a) Termination Prior to Completion:**

CAMW! reserves the right to terminate its commitment if the successful bidder fails to make sufficient progress toward completion of the project or if CAMW! receives funding reductions which make the proposed project unfeasible. The determination of the sufficiency of grounds for termination under this clause shall be within the sole discretion of CAMW!.

## **2. Small and Minority Owned Businesses, Women's Business Enterprises**

CAMW! will make an effort to utilize small and minority owned businesses, women's business enterprises and Labor surplus area firms when possible.

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), by having average annual receipts for the last three fiscal years of less than six million dollars.

## **3. Award**

Upon conclusion of final negotiations with the successful bidder, CAMW! may award a contract, based on offers received, without discussion of such offers. Accordingly, each offer should be submitted on the most favorable terms from a price and technical standpoint. CAMW! reserves the right to request additional data or to request an oral presentation in support of written proposals.

**Please do not contact Capital Area Michigan Works! to check the status of proposals.**

#### **4. RFP Appeal Process**

A bidder wishing to appeal the decision of the Administrative Board must adhere to the following procedure:

A bidder can request a copy of the proposal rankings. The rankings will be mailed to the bidder if requested in writing within five (5) working days after a decision is reached.

A bidder may appeal action taken on the proposal by requesting a review. The appeal for the review shall state the basis of the appeal founded on violation of the law and regulations and/or existing contracts. The basis shall be explicitly stated and make specific reference to appropriate sections of law, regulations and/or contracts.

An appeal will not be accepted if it attempts to modify or include additional information to the original proposal. However, in the event incomplete, inaccurate or other than current data and information was entered into the evaluation process by CAMW!, CAMW! may rectify such errors prior to initiation of Step #2. Current is defined as data and information in the possession of CAMW! at the time of the submission of the original proposal.

##### **a. Review and Appeal Process**

Step #1 - Within five (5) working days after a decision has been rendered by the Administrative Board to accept a proposal; the applicant must submit a request in writing that the appellant's proposal receive a second review. The request for the second review must be received by CAMW! no later than the close of business on the fifth working day after the decision has been rendered.

Step #2 - Within fifteen (15) working days of receipt of the request for the second review, the Chief Executive Officer of CAMW! (or designee) will convene:

- (1) Chair of the Administrative Board;
- (2) CAMW! staff member(s) who reviewed the original proposal; and
- (3) Representative(s) of the bidder's organization.

The Chief Executive Officer of CAMW! (or designee) will chair the meeting. The purpose of this meeting is to provide a second review of the appellant's proposal based on information presented in conformance with paragraphs above.

Step #3 - Within five (5) working days after the meeting in Step #2, the chair of the Administrative Board and the staff member(s) who reviewed the appellant's proposal will prepare a recommendation for the Administrative Board.

Step #4 - At the next regularly scheduled Administrative Board meeting following the action in Step #3, the Administrative Board will take action on the recommendation developed in Step #3. If the appellant receives support from the Administrative Board, the staff will enter into negotiations with the appellant to develop a satisfactory outcome. If the appellant does not receive support from the Administrative Board, the appeal is denied. The appellant will be notified in writing, within five (5) working days following the Administrative Board meeting, of the disposition of the appeal. The Administrative Board's decision in Step #4 is final.

#### **D. OBJECTIVES**

1. Attached are tasks and events that are currently done by CAMW!, not all inclusive. This information should be used to assist you in developing costs to provide these services to CAMW!
2. The objective of this RFP is to contract with an individual/agency that will provide the tasks as noted in the document referenced in #1 above. Bidders are asked to assign an estimated time to each task/event as noted and propose a cost associated with the task/event. This should result in a monthly cost and ultimately a budget document. Budgets should be submitted for each of the periods of performance as noted in C. above.
3. Bidders must have a basic knowledge of the Michigan Works! system and of CAMW! Knowledge of the Workforce Investment and Opportunity Act (WIOA), Wagner-Peyser Employment Service, Partnership, Accountability, Training, Hope (PATH), and the Food Assistance Employment and Training (FAE&T) programs will be considered in the evaluation process as well as knowledge of the Capital Area IT Council, and the CAMW! Business Services Team.
4. Bidders must have experience working with the various media outlets in the tri-county region and must be able to provide examples and references to validate this experience. Bidders must also provide written samples of articles that have been published in newspapers, magazines, or other media outlets. Bidders must agree to work together with CAMW!'s Chief Executive Officer or her designee to ensure messaging associated with CAMW! is consistent.
5. Emphasis on each objective should be addressed in the bidder's proposal.
  - a. To strengthen brand awareness of CAMW! and generate long-term interest and understanding of CAMW! and its services among target audiences.
  - b. To increase total awareness of CAMW! across the target groups with the general public and business sectors.
  - c. To generate continuous, quality media coverage in target media.

- d. To use an overall fresh and creative approach to promote CAMW! and it's services.
  - e. To achieve a-d through traditional outreach channels such as printed media, radio and TV as well as new channels such as website, mobile Internet and social media.
6. CAMW! reserves the right to contact bidders to obtain additional information or clarification. Proposals submitted without the required elements may be considered non-responsive.

#### **E. SPECIFICATIONS**

**Respondents should provide responses for each question or action requested below. Failure to do so may result in the application being considered non-responsive. The Specification responses should be placed directly behind the Cover Page, which will be considered the first page of your proposal document.**

1. Provide general information about you/your company. State the mission and purpose of your agency. Describe your financial situation, organizational structure, management team and achievements in marketing and public relations. Also declare any conflict of interests that may result if awarded a contract with CAMW! (5 points)
2. Describe your experience providing marketing and public relations to other companies? Provide the contact information (name, company, telephone number and email address) for 2-3 references. (10 points)
3. What does the concept of "branding" mean to you/your agency? In addition, explain #5 a-e under D. Objectives starting on page 6. (8 points)
4. Explain your knowledge of CAMW! (15 points)
5. Have you ever done business with CAMW! before? If yes, explain the nature of business done. (5 points)
6. State what you know about the following (7 points):
  - a. WIOA
  - b. PATH
  - c. Wagner-Peyser
  - d. FAE&T
  - e. Capital Area IT Council
  - f. Capital Area Business Services Team
  - g. Teach. Talent. Thrive. (T3)

7. The Workforce Development Board (WDB) meets the first Wednesday of scheduled months at 7:30 a.m. at the Lansing American Job Center and the Administrative Board meets at 3:30 p.m. the fourth Wednesday of scheduled months at the same location. Both Boards meet approximately 6 times per year. A Communications report is presented during each of these meetings. Will you have a person available to present during these times at each meeting? If yes, name the person. (5 points)
8. How many people will work on this project? Provide the name (if known) and describe the role that each will perform. Provide any marketing/public relations certifications held by staff assigned to this project. Name the person who will be the primary contact if awarded the contract. (10 points)
9. Describe any contacts/relationships you currently have with media outlets in the tri-county region. If you currently have none, how will you develop them? (10 points)
10. How will you ensure that established deadlines are met? (5 points)
11. Fee Arrangements (20 points): Describe the method used to track time associated to this contract? Is time tracked by project or another factor?

CAMW! reserves the right to exercise the option to renew the contract for up to two additional one-year periods (July 1, 2020 – June 30, 2021 and July 1, 2021 – June 30, 2022) based on contractor performance and funding availability.

CAMW! reserves the right, with no penalty, to change the budget and services may be added or deleted as necessary. Upon issuance of a contract, both parties will have the option to terminate the contract upon 30 days written notice to the other party.

Based upon information provided in this request for proposal, bidders should prepare a budget to assist you in quoting a flat monthly rate and total fee per period for each period.

To ensure that this mutual relationship starts well, the method of billing and hourly rates for additional services (if any) should be fully detailed in the bidding proposal. (Project/Time reports will need to be included in monthly billings.)

12. Based on information provided in the documents included in this Request for Proposal, what is one idea that you feel could strengthen CAMW!'s presence in the region? (Optional)
13. What other information do you want CAMW! to know about you/your agency? (Optional)



## **F. INSTRUCTIONS ON PROPOSAL SUBMISSION**

### **1. Closing Submission Date**

Proposals must be **received** no later than **5:00 p.m. on Tuesday, June 18, 2019** by U.S. mail or hand-delivered.

### **2. Inquiries**

All questions must be submitted, in writing, no later than **5:00 p.m. on Tuesday, June 11, 2019** to [crosingana@camw.net](mailto:crosingana@camw.net). All questions and answers will be posted in the RFP section of our website at [www.camw.org](http://www.camw.org) no later than **5:00 p.m. on Wednesday, June 12, 2019**.

### **3. Proposals Instructions to Prospective Bidder**

**Proposals are limited to ten (10) 8 1/2" x 11" pages, excluding Part I & II, and can be submitted via U.S. mail or hand-delivery. One original and three (3) copies must be submitted by the deadline date and time. An electronic copy must also be submitted via flash drive**

Label package with the following information:

**Public Relations/Marketing RFP  
Capital Area Michigan Works!  
2110 South Cedar Street  
Lansing, MI 48910**

**Late proposals will not be considered. Please sign in upon hand-delivery of proposal to ensure a record of receipt.**

- a. Bidders must respond completely and accurately to all questions and other items calling for information. Failure to do so will subject the proposal to disqualification.
- b. Bidders must adhere strictly to the proposal instructions and format. Failure to do so will subject the proposal to disqualification.
- c. Potential bidders will be able to download the RFP from the CAMW! website ([www.camw.org](http://www.camw.org))
- d. The following parts specifically require responses and/or signatures from the bidder:

<b>Part I</b>	<b>Cover Sheet and Proposal Offeror Information (Signature Required)</b>
<b>Part II</b>	<b>Contract Requirements (Signature Required)</b>
<b>Part III</b>	<b>Proposal Narrative Instructions</b>

**4. Payment**

CAMW! may negotiate a payment schedule with the contractor awarded a bid. The award will go to the responsible firm whose proposal is most advantageous to the CAMW! and programs based on price and other evaluation factors.



**CAMW!'s monthly basic needs during the first month. It is anticipated hours will primarily be focused on onboarding activities such as:**

- Getting to know the CAMW! team and stakeholders.
- Defining short-term roles and responsibilities with CEO.
- Triaging any immediate communications needs.
- Reviewing any existing communications plans and crisis communications/disaster plans.
- Reviewing existing communications measurement tools and systems.
- Determining appropriate and effective measurement systems for communications efforts.
- Conducting a brand audit and strategic needs analysis.
- Developing target audience profiles.
- Reviewing and recommending key messages and strategic needs for moving forward.

**Projects anticipated to fall in the subsequent monthly basic needs category include:**

- Attending WDB and Administrative Board Meetings, as well as T3: Teach. Talent. Thrive. Council meetings quarterly. Meetings may be canceled due to lack of agenda items. Planned hours should be moved to other projects.
- Delivering measurement reports for communications efforts.
- Managing and maintaining daily social media for CAMW! and T3.
- Drafting weekly LSJ columns.
- Drafting Greater Lansing Business Monthly columns (3-4 annually).
- Providing CEO with needed information for interviews with media.
- Drafting and distributing press releases.
- Tracking media clips.
- Generating board reports, CAMW! in the News emails, etc.
- Handling media inquiries.
- Managing on-going events such as Legislative Breakfasts.
- Managing the co-operative advertising program.
- Special events, projects and programs that require communications support.

**Projects we anticipate falling into the special projects category include:**

- Coordination and development of Annual report.
- May play a role in planning and coordination of the December Board meeting, whereas an Open House may occur after the meeting.
- Planning Special Events (Example: Impact Awards, MiCareerQuest Capital Area).
- Ad-hoc council or special grant program communications.
- PACE/ADDY award submissions.
- Any unknown media requests, from WDA, etc.

If a special project is received by CAMW!, discussions with management and contracted vendor will be done to determine a negotiated price.

## **PART I**

### **PROPOSAL FOR PUBLIC RELATIONS AND MARKETING TO CAPITAL AREA MICHIGAN WORKS! PROPOSAL OFFEROR COVER SHEET AND SUMMARY INFORMATION**

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email address: \_\_\_\_\_

Employer Tax ID: \_\_\_\_\_ DUNS# \_\_\_\_\_  
(If applicable)

Type of Organization:      ☐ Private for Profit      ☐ Private Non-Profit  
   ☐ Public Government      ☐ Other (specify)

The Certification Statement below must be signed by an official authorized to bind the Offeror in a sublease/contract.

\_\_\_\_\_  
Signature

The above signed does hereby accept all the terms and conditions of the Request for Proposal (RFP), including RFP stipulations and specifications. The bidder also certifies that the information in this proposal is correct to the best of its knowledge and belief and the filing of this proposal has been fully authorized by the organization submitting the proposal and that the submitting agency is an Equal Opportunity Employer (if applicable).

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

## **PART II**

### **CERTIFICATIONS**

On behalf of the Offeror:

The individual signing certifies that he/she is authorized to contract on behalf of the Offeror.

- A. The individual signing certifies that the Offeror is not involved in any agreement to pay money or other consideration for the execution of this agreement, other than to any employee of the Offeror.
- B. The individual signing certifies that the prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for restricting competition.
- C. The individual signing certifies that the prices quoted in this proposal have not been knowingly disclosed by the Offeror prior to an award to any other Offeror or potential Offeror.
- D. The individual signing certifies that there has been no attempt by the Offeror to discourage any potential Offeror from submitting a proposal.
- E. The individual signing certifies that he/she has read and understands all of the information in this Request for Proposal.
- F. The individual signing certifies that the Offeror, and any individuals to be assigned to the organization does not have a record of substandard work and has not been debarred or suspended from doing work with any federal, state or local government.

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Organization Authorized Signature

Date

## **CERTIFICATION REGARDING LOBBYING**

### Certification for Contracts, Grants, Loans and Cooperative Agreements

The undersigned certifies, to be best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, any officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or any employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying, in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1325, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for such failure.

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Organization Authorized Signature

Date

**Certification Regarding Debarment , Suspension, Ineligibility and Voluntary Exclusion  
Lower Tier Covered Transactions**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510, participants' responsibilities. The regulations were published as Part VII of the May 26, 1988, Federal Register (pages 19160-19222).

- (1) The prospective recipient of federal assistance funds certifies, by submission of this certification, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.
- (2) Where the prospective recipient of Federal assistance funds is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this certification.

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Organization Authorized Signature

Date



**CERTIFICATE OF COMPLIANCE WITH PUBLIC ACT 517 OF 2012**

I certify that neither \_\_\_\_\_ (Company), nor any of its successors, parent companies, subsidiaries, or companies under common control, are an "Iran Linked Business" engaged in investment activities of \$20,000,000.00 or more with the energy sector of Iran, within the meaning of Michigan Public Act 517 of 2012. In the event it is awarded a Contract as a result of this Request for Proposals, Company will not become an "Iran Linked Business" during the course of performing the work under the Contract.

NOTE: IF A PERSON OR ENTITY FALSELY CERTIFIES THAT IT IS NOT AN IRAN LINKED BUSINESS AS DEFINED BY PUBLIC ACT 517 OF 2012, IT WILL BE RESPONSIBLE FOR CIVIL PENALTIES OF NOT MORE THAN \$250,000.00 OR TWO TIMES THE AMOUNT OF THE CONTRACT FOR WHICH THE FALSE CERTIFICATION WAS MADE, WHICHEVER IS GREATER, PLUS COSTS AND REASONABLE ATTORNEY FEES INCURRED, AS MORE FULLY SET FORTH IN SECTION 5 OF ACT NO. 517, PUBLIC ACTS OF 2012.

\_\_\_\_\_  
(Name of Company)

By: \_\_\_\_\_

Date: \_\_\_\_\_

Title: \_\_\_\_\_

Subscribed to and sworn before me,  
a Notary Public, on this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_, Notary Public

\_\_\_\_\_ County, State of Michigan Acting in \_\_\_\_\_ County,  
Michigan

My Commission Expires: \_\_\_\_\_

### **PART III**

#### **A. SUMMARY INFORMATION**

<b>Fee Period</b>	<b>Monthly Fee</b>	<b>Total Fee Per Period</b>
July 1, 2019 - June 30, 2020		
July 1, 2020 – June 30, 2021		
July 1, 2021 – June 30, 2022		

#### **B. PROPOSAL NARRATIVE INSTRUCTIONS (SEE PAGE 7 & 8: E: SPECIFICATIONS)**