



## **Request for Proposals**

### **Marketing Services**

*Workforce Solution of Central Texas, Board Office  
200 N. Main  
P.O. Box 450  
Belton, Texas 76513  
(254) 742-4512*

**ISSUE DATE:** August 7, 2023

**RESPONSE DEADLINE:** September 8, 2023

# **Workforce Solutions of Central Texas Board Request for Proposals Instructions**

The Workforce Solutions of Central Texas Board, Belton, Texas will receive bids for:

## **Marketing Services**

### **General Information**

The Workforce Solutions of Central Texas Board (WSCTB) is soliciting bids for Marketing services. WSCTB serves the Central Texas Area consisting of the following counties: Bell, Coryell, Lampasas, Milam, Mills, Hamilton, and San Saba. WSCTB also plans and oversees workforce programs under Federal and State funding sources.

The attached materials are provided to describe detailed activities which need to be completed for submission of a bid. Questions about the RFP may be sent via e-mail to: Horace Dicks, [wsb@workforcesolutionsctx.com](mailto:wsb@workforcesolutionsctx.com). **Questions regarding the RFP must be received by 5:00 p.m. CDT, August 18, 2023.**

**One original and three copies of the bid** must be submitted as described herein to the WSCTB by **5:00 PM on September 8, 2023.**

WSCTB reserves the right to contract for a period not to exceed 5 years. All contracts are reviewed and renewed/terminated annually. The marketing firm chosen for contract negotiation will have various services requested during the length of the contract period. All work will be submitted for approval to the Executive Director or designee.

## Submission of Bids

Sealed bids shall be submitted to:

By Mail

Workforce Solutions of Central Texas  
Attention: Horace Dicks  
P.O. Box 450  
Belton, Texas 76513

Hand Delivery

Workforce Solutions of Central Texas  
Attention: Horace Dicks  
200 North Main  
Belton, Texas 76513

See "Bid Requirements" for a list of items required to be included in the bid and order of submission.

See Exhibit A for proposal summary.

Bids submitted should be marked "Confidential Sealed Bid – Marketing".

## **Bid Selection Process**

The bid evaluation will be performed by WSCTB staff. The WSCTB reserves the right to select an independent review team for the purpose of RFP evaluation should the need arise. The following considerations apply to the selection process:

1. All bids considered must be received on time and be responsive to the RFP instructions.
2. WSCTB will base their selection on demonstrated competence and qualifications, including: Demonstrated Performance, Reasonableness of Cost, and Schedule Design.
3. Bids must address task(s) stated in Exhibit C.
4. In accordance with the 73rd Texas Legislature, WSCTB will make a good faith effort to award contracts to Historically Under-Utilized Businesses (HUBs). It is the policy of this organization to pursue HUB business. However, the final decision as to the award of this contract will be contingent upon weighted evaluation criteria.
5. All bidders will receive notification of the contract award. A bidder who wishes to protest the decision will be required to notify the WSCTB Complaint Officer, in writing, within fifteen (15) days from the date of the notification letter. The WSCTB Complaint Officer Is:

Linda Angel  
Deputy Executive Director  
Equal Opportunity Officer/Section 504 Coordinator  
200 North Main  
P.O. Box 450  
Belton, Texas 76513  
[Linda.Angel@workforcesolutionsctx.com](mailto:Linda.Angel@workforcesolutionsctx.com)

The complainant letter must specify the nature of the protest and any desired remedies of action. The WSCTB reserves the right to determine whether the protest is valid and merits further consideration.

## Bid Evaluation Criteria

The review and selection process will include the following criteria and value system:

<u>Criteria</u>	<u>Value</u>
Demonstrated Performance	35
Reasonableness of Cost	30
Schedule Design	35

**Demonstrated Performance:**

This criterion examines the demonstrated ability of the bidder to deliver quality products in a timely manner. Three references will be required. (See Exhibit D)

**Reasonableness of Cost:**

This criterion examines the cost of services being purchased. (Exhibit B)

**Schedule Design:**

This criterion examines the ability to perform all duties and responsibilities in a professional manner.

## **Bid Conditions**

1. WSCTB reserves the right to accept or reject any or all bids submitted.
2. WSCTB is exempt by law from payment of Texas Sales Tax and Federal Excise Tax.
3. This RFP does not commit WSCTB to pay for any cost incurred prior to the execution of any contract. All contracts are contingent upon availability of funds from the U.S. Department of Labor and/or Texas Workforce Commission.
4. The intent of this RFP is to identify the various contract alternatives and estimates of costs for the item solicited. WSCTB is under no legal requirement to execute a contract from any bid submitted.
5. The bid must contain a list of three (3) references where like services have been performed within the preceding twelve (12) months unless the responder is the current contractor. Include the name of the business or governmental entity, address, telephone number, and contact person.
6. Bidders shall not make contact with, or make offers of gratuities or favors, to any officer, employee, member of the WSCTB or Board staff, or any subcontractor employees of the WSCTB. Contact for technical assistance is allowed with the RFP contact person (see pg. 2). Violation of this instruction will result in immediate rejection of the bid.
7. WSCTB specifically reserves the right to vary the provisions set herein any time prior to the execution of the contract where such variance is deemed to be in the best interest of the WSCTB.
8. All bids and their accompanying attachments will become property of WSCTB after submission and materials will not be returned.
9. Only new, unused, first quality material shall be supplied under this Request for Bid. Design, strength, and quality of materials and workmanship must conform to the highest standards.
10. The contents of a successful bid may become contractual obligations, if a contract is awarded. Failure of the bidder to accept those obligations may result in the cancellation of the bid for selection. The contents and requirements of this RFP may be incorporated into any legally binding and duly negotiated contract between WSCTB and the selected vendor(s).
11. WSCTB reserves the right to select and/or contract with more than one vendor from the bids submitted.

## **Bid Requirements**

All bids submitted must have the following information and in the following order:

**Exhibit A.** Proposal Summary Form

**Exhibit B.** Budget Sheet

**Exhibit C.** Task Instructions

**Exhibit D.** Reference Sheet

**Exhibit E.** Certification

**Exhibit F.** Equal Opportunity and Non-Discrimination Provision

**Exhibit A**

**CENTRAL TEXAS WORKFORCE DEVELOPMENT BOARD**

**PROPOSAL SUMMARY FORM  
FOR**

**Marketing Services**

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**Company Name**

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**Contact Name**

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**Address**

**City**

**State**

**Zip**

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**Phone**

**Fax**

**Email address**

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**Authorized Signature**

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**Date**

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**Proposal Offer is Valid Until**



## Exhibit B

### Budget Sheet

Exhibit	Description	Cost	Estimate	Total
	Hourly Rate			
	Agency Rate			
	Creative Work Rate			
	Production Rate			
<b>Total</b>				

## **Exhibit C**

### **Task Instructions**

There are a number of marketing tasks that this RFP could support (i.e. save the date card, invitations, awards, targeted outreach and marketing, annual reports (print/digital), branding designs and products, etc.). However, for the purposes of evaluation, only one specific task is required to be detailed, the WSCTB Annual Report.

Describe the process associated with the creation and production of the annual report. Please provide a sample of a similar product.

**Exhibit D**

**References Sheet**

<b>1. Company/Business:</b>	_____	
	<b>Name</b>	
<b>Contact Person:</b>	_____	
	<b>Name</b>	
	_____	_____
	<b>Phone</b>	<b>E-mail address</b>
<b>Address:</b>	_____	
	<b>No. &amp; Street</b>	<b>City</b>
	_____	_____
	<b>State</b>	<b>Zip</b>
<b>2. Company/Business:</b>	_____	
	<b>Name</b>	
<b>Contact Person:</b>	_____	
	<b>Name</b>	
	_____	_____
	<b>Phone</b>	<b>E-mail address</b>
<b>Address:</b>	_____	
	<b>No. &amp; Street</b>	<b>City</b>
	_____	_____
	<b>State</b>	<b>Zip</b>
<b>3. Company/Business:</b>	_____	
	<b>Name</b>	
<b>Contact Person:</b>	_____	
	<b>Name</b>	
	_____	_____
	<b>Phone</b>	<b>E-mail address</b>
<b>Address:</b>	_____	
	<b>No. &amp; Street</b>	<b>City</b>
	_____	_____
	<b>State</b>	<b>Zip</b>

**Exhibit E**

**CERTIFICATION  
REGARDING DEBARMENT, SUSPENSION,  
INELIGIBILITY AND VOLUNTARY EXCLUSION**

**LOWER TIER COVERED TRANSACTION**

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510, Participant's Responsibilities. The regulations were published as Part Vii of the May 26, 1988, Federal Register (pages 19160-19211).

- (1) The prospective recipient of Federal assistance funds certifies, by submission of this proposal, 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 statements in this certification, such prospective participants shall attach an explanation to this proposal.

\_\_\_\_\_  
Name of Authorized Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Exhibit F**

**Equal Opportunity and Non- Discrimination Provision**

As a condition to the award of financial assistance from the Department of Labor under Title I of WIOA, the grant applicant assures that it has the ability to comply with the nondiscrimination and equal opportunity provisions of the following laws and will remain in compliance for the duration of the award of federal financial assistance:

- Section 188 of the Workforce Innovation and Opportunity Act (WIOA), which prohibits discrimination against all individuals in the United States on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, transgender status, and gender identity), national origin (including limited English proficiency), age, disability, or political affiliation or belief, or against beneficiaries on the basis of either citizenship status or participation in any WIOA Title I- financially assisted program or activity;
- Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the basis of race, color, and national origin.
- Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities;
- The Age Discrimination Act of 1975, as amended, which prohibits discrimination on the basis of age; and
- Title IX of the Education Amendments of 1972, as amended, which prohibits discrimination on the basis of sex in educational programs.

The grant applicant also assures that, as a recipient of WIOA Title I funding, it will comply with 29 CFR part 38 and all other regulations implementing the laws listed above. This assurance applies to the grant applicant's operation of the WIOA Title I financially assisted program or activity, and to all agreements the grant applicant makes to carry out the WIOA Title I- financially assisted program or activity. The grant applicant understands that the United States has the right to seek judicial enforcement of this assurance.

\_\_\_\_\_  
Name of Authorized Representative

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date