



Request for Quotes (RFQ)

Procurement ID: 2023 RFQ- Targeted Outreach Materials- WIOA Programs

Procurement Type: Small Purchase/Cost Quote

Payment Type: Fee-for-Service/Fixed Price

**Update 1: 5/24/2023 – dates**

**Update 2: added questions posed during the proposer’s conference**

**Update 3: 6/2/2024 – added questions posed after the proposer’s conference**

**Question 6/2/2023**

1. If we were to generate separate campaigns for each program, so that we could more accurately target the desired audience, what age ranges would you suggest?
  - Dislocated Worker audience – could be any age, but estimated age range is late 20’s to late 50’s.
  - Adult audience – underemployed and unemployed adults over eighteen. Estimated age range 18 to 34
  - Incumbent worker – employed adults. Audience is employer.
  - Youth audience – youth with barriers to employment. 14 to 18 and their parents. And 18 to 25.
2. A digital campaign proposal should include all six of Grant, Green, Iowa, Lafayette, Richland, and Rock Counties, correct?
  - Yes
3. As a digital media campaign delivers impressions over the course of the time selected, was there consideration to the desired end date?
  - The end has not been determined. SWWDB recommends providing a tiered quote schedule, i.e. for x number of months, the cost z. For xx number of months, the would be zz.

**Questions 6/1/2023**

1. Do you have a quantity for the print materials or would it be based on the mailing lists(s)?
  - Mailing List(s)
2. Are you looking for a template for social media?
  - Yes, and digital marketing geared toward target audiences. Please see the SWWDB Facebook page (<https://www.facebook.com/swwdb>) and the Rock County Job Center Facebook page (<https://www.facebook.com/RockCountyJobCenter/>) for social media examples.
3. Do you have a budget/price?
  - \$60,000 to \$100,000.

I also referenced our Incumbent Worker Training flyer. It is attached.

Other samples of internally developed materials can be provided if requested.

SWWDB will consider additional proposer questions, but all answers will be posted to our website at: <http://www.swwdb.org/rfp.html>.



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1. RFQ Schedule (all times in Central Standard Time)

- A. RFQ Release Date: **5/15/2023**
- B. Letter of Intent (requested, not required): **May 17, 2023**
- C. Virtual Proposers Conference: ~~May 19, 2023, 12:00 p.m.~~, Microsoft Teams: [Click here to join the meeting](#): **June 1, 2023 11:00 a.m.** [Click here to join the meeting](#). Meeting ID: 298 727 206 553, Passcode: iLprXt
- D. Quote Due Date: ~~May 26, 2023, 12:00 p.m.~~ **June 7, 2023, 4:00 p.m.**
- E. Intent to Award Decision: ~~May 31, 2023~~ **June 9, 2023**
- F. Services Begin Date: ~~June 2, 2023~~ **June 12, 2023**
- G. Product Delivery Priority Date: **June 30, 2023**  
RFQ Letter of Intent: Submit letters to [r.suda@swwdb.org](mailto:r.suda@swwdb.org)  
RFQ Reply Instructions: Submit quotes to [r.suda@swwdb.org](mailto:r.suda@swwdb.org)  
Questions related to the RFQ can be submitted to: [r.suda@swwdb.org](mailto:r.suda@swwdb.org)

2. Purpose/Intent

The purpose of this RFQ is to develop media related to Workforce Innovation & Opportunity Act (WIOA) programs. Target populations are those defined as eligible under the WIOA Youth, Adult, and Dislocated Worker. A greater explanation of these programs and eligible participants can be found here:

**Youth Program:**

- [https://irp-cdn.multiscreensite.com/dc0a626e/files/uploaded/WIOA\\_YouthProgram\\_FactSheet.pdf](https://irp-cdn.multiscreensite.com/dc0a626e/files/uploaded/WIOA_YouthProgram_FactSheet.pdf)
- [WorkforceGPS](#) – Youth
- [WorkforceGPS](#) – Program elements

**Adult & Dislocated Program:**

- [WorkforceGPS](#) - Adult
- [WorkforceGPS](#) – Dislocated Worker
- [WorkforceGPS](#) – Incumbent Worker

3. General Information

The Southwest Wisconsin Workforce Development Board, Inc. (SWWDB) is issuing this request for quotes to comply with SWWDB's Procurement Policy, Section C2. SWWDB manages and oversees multiple workforce development programs that assist individuals in developing skills relevant to local employers. This is the first step in developing targeted outreach/marketing materials to the people we serve. For the purposes of this RFQ, a "target" could be a population cohort, service or one of the aforementioned programs. Our primary goal is cohesive messaging that connects people in need to the services we provide, and/or a certain service provided under one of the aforementioned programs. Because of the quick turnaround, our expectation is that some print materials will be developed by June 30, 2023. **SWWDB has prioritized the Dislocated Worker Program and Incumbent Worker Training Program**, and proposers can submit a proposal for these programs alone, or a proposal that includes the Adult and Youth Programs also.



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At a minimum, SWWDB is seeking:

- Cohesive style for all print media and social media
- ½ or ¼ sheets info-cards describing the program and/or services within the program
- Targeted mailings and mailing lists that include unemployed and/or under-employed.

4. Submittal Requirements:

- a. Describe the content/services you will be able to deliver by June 30, 2023, that will establish *cohesive messaging that connects people in need to the services SWWDB provides* under the WIOA Dislocated Worker and Incumbent Worker Training Programs.
  - i. Please provide a sample(s) of similar work.
  - ii. Provide an itemized cost estimate for the content/services.
    - Include estimated professional printing costs.
  - iii. Please provide a timeline for delivery of services.
- b. [Optional] Please provide the same as described in 4.a for the Adult and Youth programs.

5. Contract Determination and Award Details

SWWDB reserves the right to accept or reject any and all quotes, or any portion thereof; waive any defects found in quotations submitted; and to award a contract in such a manner as may be deemed right and proper, and in the best interest of SWWDB. SWWDB is not obligated to necessarily accept the lowest price quotation, but will accept the quote most advantageous to SWWDB.

This is a fee-for-service project, and SWWDB expects the products produced allow for content edits in-house.

When all other factors are equal, SWWDB will patronize Wisconsin businesses, small and minority businesses, women-owned business enterprises, and businesses in labor surplus areas. However, the contractor must be licensed to do business in the United States of America.

Every effort has been made to make this quote specification complete and accurate; however, mistakes, errors or omissions in necessary equipment may have occurred. It is the responsibility of the vendor to bring mistakes, errors, or omissions to the attention of SWWDB staff listed in this bid document immediately so corrections can be made. By submitting a quote, the bidder agrees to work cooperatively with SWWDB to address/comply with any needed changes.

No costs will be paid to cover the expense of preparing a quote or negotiating a contract for services.

SWWDB is a private 501(c)(3) Not-For-Profit (NFP) corporation and is thereby exempt from payment of all federal excise, state, and local sales taxes. Such taxes shall not be factored in as part of the quote. However, due to SWWDB's tax-exempt and 501(c)(3) status, any price breaks and or discounted rates for NFP entities should be denoted in the quote.



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6. Equal Opportunity Statement

SWWDB does not discriminate on the basis of race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability, genetic information, retaliation (against a person who files a complaint of discrimination), military or veteran status, sexual orientation, gender identity or expression, national origin, marital or familial status, pregnancy, genetic information, arrest or conviction record, use or non-use of lawful products outside the workplace or political affiliation. and any other category protected by applicable law.

Additionally, in compliance with Wisconsin Fair Employment Laws, SWWDB shall provide equal employment opportunity to all employees and applicants without regard to military or veteran status, sexual orientation, gender identity or expression, national origin, marital or familial status, pregnancy, genetic information, arrest or conviction record, use or non-use of lawful products outside the workplace or political affiliation. By submitting a quote, respondents are providing an assurance that they will comply with the nondiscrimination and equal opportunity provisions.

7. Equal Opportunity Assurances

*(Each contract, agreement, or application for financial assistance under Title I of WIOA will include, in its entirety without changes, the following EO/nondiscrimination assurance language found at 29 CFR § 38.25(a)(1)(i) and (ii):)*

(i) 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:

(A) 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;

(B) Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the bases of race, color and national origin;

(C) Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities;

(D) The Age Discrimination Act of 1975, as amended, which prohibits discrimination on the basis of age; and

(E) Title IX of the Education Amendments of 1972, as amended, which prohibits discrimination on the basis of sex in educational programs.

(ii) The grant applicant also assures that, as a recipient of WIOA Title I financial assistance, 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

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program or activity. The grant applicant understands that the United States has the right to seek judicial enforcement of this assurance.

Southwest Wisconsin Workforce Development Board is an Equal Opportunity Employer/Service Provider.  
Auxiliary Aids and services are available upon request to individuals with disabilities at no cost.

If you need this printed material interpreted to a language you understand or in a different format, or need assistance in using this service at no cost, please contact:

Contact: Ryan Schomber  
1717 Center Ave. Ste. 900 – Janesville, WI 53546 - Phone: (608) 314-3300 (#303)  
Wisconsin Relay Service: #7-1-1