



Poconos Counties Workforce Development Board

Request for Proposals:

Northeast PA Manufacturing Resource Guide

Issue Date: March 13, 2020

Submission Deadline: April 3, 2020

The enclosed specifications may be modified as required by the Pocono Counties Workforce Development Board without prior notice to Proposers.

Background

In partnership with the Northeast PA Advanced Manufacturing Partnership and with support from the Pennsylvania Department of Labor & Industry, the Poconos Counties Workforce Development Board (PCWDB) is seeking a professional advertising agency to create a resource guide highlighting the programs and services available to manufacturers through Northeast PA regional partners from higher education, workforce and economic development.

The Northeast PA Advanced Manufacturing Partnership was initially started in 2005, and transitioned into a Next Generation employer-led model in June 2018 with a goal to address a broad range of industry needs in collaboration with community partners. Membership includes employers spread across the Pocono Counties, Lackawanna, Luzerne/Schuylkill and Northern Tier Workforce Development Boards (WDBs). More than 30 training providers and industry associations have participated in Partnership activities since its inception.

Supported by the PA Department of Labor & Industry, the Partnership has identified the following areas for shared action, including:

- 1) Establish and grow a sustainable partnership
- 2) Promote business-to-business networking
- 3) Develop and market career pathways
- 4) Support incumbent worker training

Project Summary

The Northeast PA Advanced Manufacturing Partnership has helped to bring together and coordinate the efforts of the many community partners that provide knowledge and resources to the manufacturing industry in Northeast PA. These includes economic development agencies, Chambers of Commerce, industry associations, workforce agencies, secondary & post-secondary training programs, and other community partners. Though the support for manufacturers is significant, many regional companies remain unaware of what is available.

The goal of this project is to create a resource guide that makes it easy for manufacturing companies to find organizations that can offer them the support they need. Information will be organized in a visually compelling way, and organized into sections based on type of organization (e.g. industry associations, Chambers of Commerce, etc.). Each organization will include a brief description of resources offered, areas served, logo, URL, and contact information for the person that companies should get in touch with to learn more. Images will include both local pictures and stock photography. The final product will be printed and distributed through the Northeast PA Advanced Manufacturing Partnership, and available online as a downloadable PDF.

Purpose of Request for Proposal

Through this RFP, PCWDB competitively seeks a company with a track record of creating compelling knowledge products. The selected vendor will develop the resource guide's content, and design the guide in a format that is both easy to print and distribute online.

Scope of Work

All aspects of work involved in creating and delivering the resource guide, including:

1. Content Creation

In coordination with the Northeast PA Manufacturing Industry Partnership, the selected vendor will research, identify and compile associated content on the community partners that work with the manufacturing industry in the 12-county region of Northeast PA.

2. Resource Guide Design

Resource guide will be visually compelling and easy to navigate. PCWDB feedback will be sought during the design process and any required changes will be incorporated to ensure the end result aligns with our vision.

3. Delivery of Finalized Product

Vendor will provide all raw files to the Northeast PA Manufacturing Partnership, including InDesign, IDML and image/font files, that will allow it to be professionally printed and bound. For website and email purposes, the PDF of the resource guide should include no marks, no bleeds and repaginated in no spreads under 2Mb.

Use

The vendor must provide all permissions to allow PCWDB and additional organizations to employ the resource guide with all rights to reproduce and distribute.

Budget & Project Reimbursement

The budget available for this project is \$5,000-\$8,000. PCWDB will approve invoices aligned with an approved budget and compensate vendor as deliverables are met on a cost-reimbursement basis.

Timeline

March 13, 2020: RFP issued

March 27, 2020: Technical Assistance

April 3, 2020: RFP due

April 17, 2020: Selected vendor notified

June 15, 2020: Final products delivered to PCWDB

Eligible Applications

Professional marketing companies or other agencies with capabilities to produce and deliver high-quality resource guide within the parameters of the RFP are eligible. Applicants must have experience producing knowledge products.

Proposal Requirements

The proposal is limited to five (5) pages in length and must include the following elements and be delivered in Microsoft Word or PDF to: Garry Wentz, Executive Director, Pocono Counties Workforce Development Board, gawentz@ptd.net

1. Contact Information/Agreements

Include organization name, address, contact information for person responsible for proposal, identification of any proposed sub-contracts, and signature, title and date indicating certification that to the best of its knowledge and belief, the data supplied in this application/proposal is true and accurate and that the organization agrees to comply with all local, state and federal regulations if a contract is awarded and maintain applicable insurances.

2. Expertise

Include evidence of expertise relevant to the needs outlined in this RFP, including:

- References related to knowledge product development.
- Links to at least three examples of previous knowledge products.

3. Project Process and Timeline

Outline process and timeline for development of the resource guide.

4. Approach

Describe your principles and specific approach to and vision for successfully completing this project from start to finish along with the reasons your company is the best one to work on this project.

5. Final Product

Describe the deliverables you will be able to provide.

6. Comprehensive Budget

Submit a complete budget with detail for each stage of production including all anticipated costs including but not limited to:

- Hourly or daily rate for developing the resource guide
- Travel
- Materials and supplies

Technical Assistance

Technical assistance will be provided through a written question and answer format. Applicants will be given an opportunity to identify specific questions and submit them in writing to PCWDB via email only. Questions may be emailed on an on-going basis but must be submitted by 4:00 p.m. on March 27, 2020 to: John Paul, Program Manager at Keystone Development Partnership, jpaul@kdpworks.org

Selection Criteria

The selection committee will evaluate proposals based on the following criteria:

- Quality and approach to proposed deliverables
- Budget
- Creativity
- Prior experience

Disclaimer

PCWDB reserves the right to cancel or modify this request for proposal or the scope or funding of an approved service provider to any extent necessary to ensure compliance with state and/or federal guidelines regarding funding or if available funding is impacted due to the federal and/or state budget appropriations. All successful proposers must demonstrate the capability to modify the product in order to comply with new regulations and/or changes to available funds, and by submitting a proposal, agree to do so.

PCWDB may, at its discretion, request presentations by, or meetings with, any or all respondents, to clarify or negotiate modifications to the respondent's proposal. However, PCWDB reserves the right to make an award without further discussion of the proposals submitted.

PCWDB reserves the right to accept or reject any or all proposals, in whole or in part, to negotiate any offer made, and/or to cancel or amend any part of this application package for whatever reason.

A contract for the accepted proposal will be based upon the factors described in this RFP.

PCWDB is not responsible for any costs incurred by respondents prior to the selection. The cost to develop and submit a proposal in response to this RFP is not reimbursable.

This RFP is being solicited based on available funds. The submission of a proposal to the PCWDB does not assure or imply an award of a contract to the firm submitting the proposal.

Materials submitted with the proposal, and the proposal itself, become the property of the PCWDB and will not be returned.

PCWDB must comply with Pennsylvania's Right-To-Know Law, Act 3 of 2008, effective January 1, 2009, and may be requested and required to release information from proposals received in response to this RFP.

All proposals submitted will receive a response as to the action taken by the PCWDB.