



Request for Bids: Communication services to support Industry Partnerships & Business Services

Quotes Due:

5:00 PM EST October 30, 2019

Partner4Work
650 Smithfield Street, Suite 2600
Pittsburgh, PA 15222

Date Released:

October 16, 2019

Who We Are and the Role of Industry Partnerships

Partner4Work (P4W) is the workforce development organization that connects funding, expertise, and opportunities to develop a thriving workforce in the Pittsburgh region. With a budget of nearly \$25 million in public and private workforce funds, we deliver a comprehensive portfolio of programs and initiatives for adults and youth to ensure that current and future needs of businesses and job seekers are met.

A fundamental strategy for meeting the needs of regional business includes the development of industry-driven, sector-based partnerships. As the local workforce development board, Partner4Work acts as a strategic convener to promote and broker effective relationships between workforce, business, economic development, supportive services, and education/training partners. These “Industry Partnerships” are led by business or business associations, and empower agencies to work collaboratively to define key challenges, priorities, and goals. As a result, regional talent pipelines in high-demand industries and occupations are built to address employer skill shortages (replacement and new positions) and to create purposeful career pathways for job seekers, workers, and youth. Partner4Work has or will launch Industry Partnerships in Financial Services, Construction, Transportation and Logistics, Healthcare, Information Technology, Manufacturing, Public (public safety, municipal careers), Retail and Hospitality, and Education.

Our Challenge

As strategic Industry Partnerships are an emerging priority, P4W lacks a comprehensive catalog of materials and language to engage and promote these services to the community-at-large. We are in need of visually compelling materials designed to entice and pique the interest of the business community, consistent with our mission and vision, to articulate our value proposition in a digestible format. In addition, we seek expertise in developing a consistent and common language to speak to the region’s business community, regardless of industry. All completed work will remain the property of Partner4Work.

Scope of Work

Partner4Work seeks creative and dynamic proposals from agencies, individuals, or collaboratives (for-profit or not-for-profit) to deliver:

- A snappy tagline that speaks to the business community and positions P4W as the go-to organization for workforce development.
- Collateral Material: Develop the content and design for collateral (print, electronic) such as:
 - A backgrounder on Partner4Work in general and Industry Partnerships in particular
 - Outreach materials including a web banner, factsheets, brochures, print ads, posters, flyers, postcards, and a PowerPoint Presentation template
 - Infographics (digital and/or print) of Industry Partnership successes
- Language: In conjunction with the P4W team, develop a common language to describe Industry Partnerships to the business community
- Social media: A collection of evergreen, visually compelling social media posts for Facebook, Twitter, Instagram, and LinkedIn to increase business engagement and involvement within P4W Industry Partnerships.

All materials should follow P4W style guidelines. Guidelines will be provided to the successful bidder.

Budget

Partner4Work understands that there could be several approaches to this work, and we anticipate varied budgets; however, for the sake of planning, we anticipate the total budget for this project to be around \$20,000 (not to include printing costs).

How to Apply

Bids must be submitted by 5:00 PM EST on October 30, 2019, to industrypartnerships@partner4work.org. Late or incomplete submissions will not be considered. Proposals should contain the following information:

1. Completed Cover Sheet (Attachment A)
2. Executive Summary (2-page maximum)
 - Name of individual(s)/agency
 - Primary Contact information (name, address, phone number, email address, website)
 - Agency history including years in business, awards and accolades, and names and short biographies of the key personnel including creative director, project manager, designer, etc.
 - Two (2) client references
3. Project description (2-page maximum) that describes the strategy and timeline to accomplish the objectives outlined above and:
 - Methodology for tracking and meeting project deadlines
 - Methodology in reporting monthly hours spent on project activities
4. Fee for Services (any out-of-pocket expenses proposer expects to incur should be detailed)
 - The hourly compensation rate for providing required services, broken down by personnel, service type, or provided as a blended rate.
 - The estimated number of hours needed to complete the required services outlined above, broken down by service type.

Review and Selection Process

The review and selection process will be conducted in two phases. During the first phase, a Partner4Work review team will evaluate and score proposals according to the required content described in the How to Apply section with attention to clarity, completeness, and quality. High scoring proposals will demonstrate an ability and likelihood to meet the standards and intended outcomes of these programs. The top-scoring agencies, individuals, or collaboratives (no more than 3) will be asked to produce a one-page mock-up design using the information provided in Attachments B and C. Mock-ups will be due to P4W by 5:00 PM EST on November 8, 2019.

Phase I Scoring

The maximum points any proposal can receive are 100. A review team of Partner4Work staff, board, and other stakeholders will evaluate proposals on the following criteria:

1. Organizational information: The applicant demonstrates the capacity and experience to deliver the proposal. Maximum: 30 points.

2. Proposal: The applicant proposes a creative strategy aligned with P4W's objectives and priorities. Maximum: 50 points.
3. Fee: The applicant provides detailed cost information to support the reasonableness of the project. Maximum: 20 points.

Phase II Scoring

The maximum points a mock-up can receive are 50. A review team of Partner4Work staff, board, and other stakeholders will evaluate proposals based on the following criteria:

1. The clear articulation of the value proposition of P4W Industry Partnerships. Maximum: 25 points.
2. A visually creative and compelling design concept. Maximum: 25 points.

Timeline

Release of Request for Bids:	October 16, 2019
Questions Due:	5:00 PM EST October 23, 2019
Proposals Due:	5:00 PM EST October 30, 2019
Finalist selection and notification:	Nov. 1, 2019
Mock-ups due to P4W:	Nov. 8, 2019
Contractor selection and notification:	Nov. 15, 2019
Contract Start Date:	Nov. 18, 2019

Questions?

Questions or requests for additional information must be made in writing to industrypartnership@partner4work.org by 5 p.m. October 23, 2019. Answers will be posted at www.partner4work.org by 5 p.m. on October 25, 2019, to make them available to the public and ensure a fair and transparent process. No questions will be answered after the deadline.

Disclaimers

- This Request for Quotes does not commit Partner4Work to award a contract.
- Partner4Work reserves the right to reject any or all proposals received and to negotiate with any and all bidders on modifications to proposals.
- Partner4Work may make funding decisions based on the initial proposal received, without discussion of the proposal with the applicant. Accordingly, each proposal should be submitted on the strongest terms that the bidder can submit to Partner4Work.
- Partner4Work retains the right to request additional information from any applicant, before a contract award.
- No costs will be paid to cover the expense of preparing a proposal or procuring a contract for services or supplies.
- All data, material, and documentation originated and prepared by the bidder pursuant to the contract shall belong exclusively to Partner4Work and be subject to disclosure under the Freedom of Information Act, Right to Know Law, or other applicable legislation.
- The contract award will not be final until Partner4Work and the successful applicant have executed a mutually satisfactory contractual agreement. Partner4Work reserves the right to make an award without further discussion of the proposal submitted. No activity may begin prior to final Partner4Work approval of the award and execution of a contractual agreement between the successful applicant and Partner4Work.

- The submission of the proposal warrants that the costs quoted for services in response to the RFQ are not in excess of those that would be charged any other individual for the same services performed by the applicant.
- Applicants are advised that most documents in the possession of Partner4Work are considered public records and subject to disclosure. Partner4Work reserves the right to issue additional RFQs if and when it is in Partner4Work's best interest to do so and, may elect to negotiate and issue multi-year contracts to successful bidders under this or subsequent RFQs. Partner4Work reserves the right to fund portions of a proposal or to reject any and all proposals in whole or in part. Rejection of a portion of a proposal does not necessarily negate the entire proposal.
- All programs and activities are designated as equal opportunity employers/programs. Auxiliary aids and services are available upon request to individuals with disabilities. Contact staff to request assistance with access to this RFQ.
- Please note that requirements contained in this RFQ may change based on revised local, state, and federal rules. Therefore, proposers will be required to make staffing and programmatic modifications to accommodate the changes throughout the life of the agreement.
- Due to the type of funding Partner4Work uses, all proposals must be submitted with evidence of appropriate licenses, insurance, relevant internal procedures, etc., outlined in the proposal cover sheet. Partner4Work reserves the right to require additional items on selected contractors at any time in order to remain compliant with its funders. Partner4Work, in soliciting requests for proposals, shall not discriminate against any person or organization(s) submitting a response pursuant to this Request for Proposal because of race, color, creed, religion, sex, sexual orientation, age, disability, ethnic group, national origin, or other basis prohibited by law.

ATTACHMENT A

Request for Quotes Cover Sheet

Lead Applicant: Click or tap here to enter text.

A. Contact Information

Organization Name: Click or tap here to enter text.

Address: Click or tap here to enter text.

City: Click or tap here to enter text. State: Click or tap here to enter text. Zip Code: Click or tap here to enter text.

Principal Contact Person: Click or tap here to enter text. Title: Click or tap here to enter text.

Phone: xxx-xxx-xxxx Fax: xxx-xxx-xxxx Email: Click or tap here to enter text.

Fiscal Contact Person: Click or tap here to enter text. Title: Click or tap here to enter text.

Phone: xxx-xxx-xxxx Fax: xxx-xxx-xxxx Email: Click or tap here to enter text.

Executive Director: Click or tap here to enter text.

Phone: xxx-xxx-xxxx Fax: xxx-xxx-xxxx Email: Click or tap here to enter text.

B. Legal Information

Type of organization: For-profit: Non-Profit: Government or School District:

Federal Employer Identification Number (FEIN): Click or tap here to enter text.

Please provide your current [DUNS Number](#): Click or tap here to enter text.

Please provide your current [CAGE Code](#): Click or tap here to enter text.

C. Requirements / Documents *(proposals submitted without these documents will be considered incomplete, please see associated links for more information and instructions as to how to acquire them) Please note that a single copy of all requirements below must be submitted for EACH Partner, in addition to the lead applicant (if applicable).*

- Registration in the [System for Award Management](#) (SAM)
- Certificate of Liability Insurance
- Certificate of Worker's Compensation Insurance
- W9

P4W

Your Workforce Development Partner

Expertise at the Confluence of Labor Supply and Demand

Bringing Efficiency to an Inefficient Market

P4W is your one-stop partner to help you recruit, train, and fund your workforce development needs. For 19 years, we have managed the federal and state workforce development programs and funding in Allegheny County and the City of Pittsburgh. But that is just the beginning of what we can do for your business. Through our expertise and relationships with our partner organizations, we are the go-to source for solutions for any worker shortage issues you may have. We have the expertise and the funding sources to train and develop the talent needed to expand the qualified labor pool for the region. Let us help you grow your business and the region's economic vitality for all who live here.

WHAT CAN WE DO FOR YOU

RECRUITMENT AND SOURCING OF TALENT

- P4W oversees the PA CareerLink organization which works with the under-unemployed to help them get back into or advance in the workforce.
- We have long term and extensive relationships with training providers, human service agencies, schools, and community agencies. This put us in a unique position to have access to the broadest labor pool in the region.
- Through these relationships, we are the most broad-based and effective recruiting source to help meet your specific labor challenges.

TRAINING

- We have the tools to assess job seekers, identify training opportunities, and develop training programs that expand skill sets and improve work readiness.
- We have the experience, expertise, and relationships to evaluate and develop the best training programs that fit your particular needs.
- Our experts consult with your organization in developing customized and effective training programs (pre-employment, pre-apprenticeship, apprenticeship).
- We also provide employer-focused training to help new employee orientation to ensure appropriate and effective communications which lead to a more engaged and productive workforce and increased retention.
- We are in a unique position to address community and industry needs and develop the best programs to solve the supply/demand imbalances.

INDUSTRY PARTNERSHIPS

We presently are engaged in several nationally recognized, industry-driven, training programs. We coordinate the convening of industry members, development of the curriculum, recruiting of candidates and the funding of the programs. The collaboration and engagement of industry partners ensure appropriate screening of applicants, cost-effective training and real job opportunities for graduates of the programs. The potential for a job at the conclusion of the program is a powerful recruiting tool to attract the best prospective job applicants.

FUNDING

As the workforce development board in the City of Pittsburgh and Allegheny County, our access to funding from other Federal Programs, our relationships with local and national funding collaboratives and Foundation support we have the resources to invest in employee training and provide them with the skills that lead to a fulfilling career. In addition to our role in investing in the industry partnership programs we can also provide funds for on-the-job training, individual training accounts, incumbent worker training, transitional jobs funding and dislocated worker training programs.

Give us a call to discuss your workforce development needs and let us assist you in not only more efficiently and cost-effectively recruiting and growing your future workforce, but also improving the economic vitality of the region for all.

ATTACHMENT C

Snapshot of Partner4Work's Industry Partnership Initiatives

In 2018, Partner4Work launched a bold plan to respond to the region's growing worker shortage, a gap impacting businesses in all sectors across the Greater Pittsburgh region. Workforce development programs are critical for filling these gaps; yet too often, employers are involved too late in the process, after individuals have already received training – training that may not hold enough value to those in the position to hire. As the leading investor and driver of Pittsburgh/Allegheny County's public workforce system, Partner4Work recognizes the need to engage employers at all stages of workforce development, from industry needs assessment and program design to job placement and continuous improvement.

Thus, in 2018, Partner4Work quickly mobilized to implement a business-centered model, raising more than \$1.5 million in public and private funds to launch Industry Partnerships in nine high-growth sectors: Construction, Manufacturing, Healthcare, Financial Services, Information Technology, Education, Transportation and Logistics, Public Sector, and Retail and Hospitality. Through each Industry Partnership, Partner4Work collaborates with employers to create **signature programs** designed in response to industry needs. These programs include negotiations upfront to secure guarantees from employers for placement or interviews after the successful completion of these programs. This summary provides a snapshot of Partner4Work's signature initiatives in Construction, Education, and Financial Services.

What is an Industry Partnership? An Industry Partnership convenes businesses from the same region and sector, empowering them to work collaboratively to define key challenges, priorities, and goals. Industry Partnerships provide workforce development boards with the insight and expertise to make informed decisions, enabling them to make strategic investments, advocate for policy changes, and improve the quality of local training programs. At the same time, Industry Partnerships provide employers with greater insight into the needs of workers and jobseekers. This feedback loop means that Industry Partnerships can become powerful catalysts of systems change; for example, by helping workforce agencies produce stronger results and helping employers improve the quality of jobs.

Construction Industry Partnership

Partner4Work's Construction Industry Partnership, governed by leaders of the region's construction and building trades industry, launched several initiatives over the last year:

Intro to the Trades (I2TT) Pre-Apprenticeship: Partner4Work has developed a partnership with the Builder's Guild of Western Pennsylvania, a labor-management partnership that represents 16 regional building trades and their respective Joint Apprenticeship Training Committees (JATC's) as well as business associations. Utilizing its unique industry insights, the Builder's Guild has developed a nationally recognized pre-apprenticeship program called Intro to the Trades Program (I2TT). I2TT guarantees successful participants' placement into trade apprenticeships or employment as a laborer – one of the only construction training programs in the country that offers **guaranteed placement**. As a result, each participant gains access to a career pathway that could lead to lifelong success, and the construction

industry is able to build a strong, diverse pipeline of skilled workers. In the first two cohorts, 100 percent of participants completed the program and 92 percent were placed in apprenticeships or full-time employment.

First Source Hiring: Partner4Work leads the design and implementation of workforce development strategies related to major construction projects in the region. Partner4Work's approach simultaneously attends to the needs of cities, economic development agencies, developers, employers, and local residents. Partner4Work coordinates with developers, contractors, and sub-contractors to determine the construction workforce needs, timelines, and workforce participation goals of each development project. As specific construction workforce needs are identified, Partner4Work partners with the Builder's Guild to develop and implement responsive workforce strategies to meet the project goals. Partner4Work serves as the clearinghouse, or First Source Hiring Center, for training and employment opportunities associated with the construction phase of projects as well as end-use jobs after the development is completed.

Build On: Career Exploration in the Building and Construction Trades: This initiative provides both broad exposure to the construction industry for the region's middle and high schools, as well as offering more intensive skill development for a select group of interested students. *Build On* began with a career expo that exposed roughly 4,500 7th-12th grade students in the region to 16 different building trades, with each trade organization hosting a hands-on activity for students. Throughout the school year, high school students gained additional experience through shadowing employees in the building trades, visiting union apprenticeship training sites, and receiving support in applying for building trades apprenticeship programs.

Early Childhood Education Industry Partnership The Early Childhood Education Industry (ECE) Partnership, which includes eight local businesses and industry associations, has identified the local early childcare industry's most pressing needs as building a diverse pipeline and more accessible career pathways. In response, Partner4Work has worked with local businesses and training providers to establish a regional hub for Early Childhood Education Registered Apprenticeships (ECE RA) that will serve the needs of businesses and workers across the Pittsburgh Metro Area by replicating an existing ECE RA model in the state of Pennsylvania, piloted in Philadelphia by the 1199c Training & Upgrading Fund and optimizing it to fit the specific needs of Pittsburgh's labor market. Partner4Work is working in collaboration with Community College of Allegheny County, Trying Together, and Literacy Pittsburgh to develop this CDA and Associate Degree apprenticeship track. The ECE RA Program offers workers and businesses a mutually beneficial solution that can increase retention by expanding skills and credentials,

raising wages, and improving overall job and workplace satisfaction.

Financial Services Industry Partnership The Financial Services Industry Partnership includes major employers in our region such as PNC Bank, Citizens Bank, and Dollar Bank. Key activities during its initial year include the establishment of a BankWork\$ program in the Pittsburgh region to train young adults from low- income and minority communities for lasting careers in the financial services industry. The BankWork\$ program provides participants with free training in the skills needed for jobs as tellers, customer service representatives, and personal bankers. BankWork\$ also offers job interview practice, job placement assistance, and ongoing coaching and mentoring to help with career advancement. Partnering financial institutions are actively engaged throughout the 8-week training program through hands-on activities such as job shadowing, classroom presentations, and mock interviews. The training culminates in a graduation event and job fair during which graduates can apply for jobs and network with representatives of each partnering employer. All graduates are encouraged to join the BankWork\$ Pittsburgh Alumni Network to receive peer support as they launch their careers, as well as to mentor and recruit talent from future cohorts. BankWork\$ Pittsburgh staff, participants, and employers have access to BankWork\$ network of affiliate cities across the county, with frequent opportunities to meet and share best practices. The Financial Services Industry Partnership has also identified the need to expand and diversify career pathways in other high priority occupations within the banking sector. To that end, Partner4Work seeks to replicate an apprenticeship program developed by Principal Financial that creates opportunities for individuals interested in becoming financial advisors.

Blended Funding Model Each of the above initiatives is sustained by a mixture of public and private funds, allowing Partner4Work to innovate in ways not possible through reliance on public resources alone. Employers contribute time, expertise, and financial sponsorship to ensure the success and sustainability of Industry Partnerships and signature programs. In addition, Partner4Work recently established a local Funder's Collaborative which brings together several of the region's most prominent philanthropic institutions to maximize the impact of their investments through a collective giving strategy. Participating foundations include the Richard King Mellon Foundation, The Benedum Foundation, The Hillman Family Foundation, The Heinz Endowments, and The Pittsburgh Foundation. Partner4Work's Funder's Collaborative is a local affiliate of the National Fund for Workforce Solutions and is a 2019 recipient of one of its competitive Innovation Fund grants.