

**MOUNTAIN AREA
WORKFORCE DEVELOPMENT BOARD**



**ADVANCED MANUFACTURING OUTREACH IN
TRANSYLVANIA COUNTY
REQUEST FOR PROPOSALS**

RFP Release Date: 10/9/17

**Proposal Deadline: 11/10/17
4:00 PM**

*THE MOUNTAIN AREA WORKFORCE DEVELOPMENT BOARD IS AN EQUAL OPPORTUNITY
EMPLOYER AND PROVIDER OF EMPLOYMENT AND TRAINING PROGRAMS.*

I. INVITATION TO BID

To: All Potential Advanced Manufacturing Career Pathways Outreach Contractors

From: Nathan Ramey, Director, Mountain Area Workforce Development Board

Request for Proposals – Outreach for Advanced Manufacturing Outreach in Transylvania County

The enclosed Request for Proposal (RFP) package contains the application instructions, specifications describing the services sought, budgeting requirements and format criteria for proposal review. While every effort has been made to include all necessary information, specifications and examples, the possible need for clarification, interpretation and other detail is recognized. **Bids must be received by Friday, November 10, 2017 by 4:00 PM** at Mountain Area Workforce Development Board, Land of Sky Regional Council, 339 New Leicester Highway, Suite 140, Asheville, NC 28806. ANY PROPOSALS RECEIVED AFTER THE DUE DATE AND TIME, REGARDLESS OF POSTMARK OR MAILING RECEIPT DATE OR WITHOUT THE SPECIFIED NUMBER OF **3 (three)** COPIES, CLEARLY MARKED, WILL NOT BE CONSIDERED FOR SELECTION. Thank you for your interest in providing career center signage.

II. SOLICITATION PROCESS AND TERMS INSTRUCTIONS FOR SUBMISSION

Proposals are being solicited for Advanced Manufacturing Career Pathways Outreach in Transylvania County. The Advanced Manufacturing sector in Transylvania County has organized to develop a promotional workforce recruitment campaign to inform on Advanced Manufacturing career path opportunities. The campaign will include the development of various marketing assets such as videos and print materials.

All forms should be completed with all information requested and executed properly. Proposals that fail to include all applicable forms and information will not be considered. Proposals for Advanced Manufacturing Career Pathways Outreach must conform to the Advanced Manufacturing Career Pathways for the Local Area which is attached and incorporated by reference into this RFP.

III. Assurances mandated by the bidder(s)

1. The bidder(s) shall provide affirmative action assurance that it (they) will comply fully with the nondiscrimination and equal opportunity provisions of the Workforce Innovation and Opportunity Act, the Non-traditional Employment for Women Act of 1991; Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975 as amended; Title IX of the Education Amendments of 1972, as amended; and with all applicable requirements imposed by or pursuant to regulations implementing those

laws, including but not limited to 29 CFR Part 34.

2. Pursuant to G.S. 143-48.5 and G.S. 147-33.95(g), the bidder shall certify that the bidder and the bidder's subcontractors, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with **more than 25 employees** in North Carolina to verify the work authorization of its employees through the federal E-Verify system." E-Verify System Link: www.uscis.gov
3. The bidder shall conform to the following pursuant to G.S. 147-86.59, any person identified as engaging in investment activities in Iran, determined by appearing on the Final Divestment List created by the State Treasurer pursuant to G.S. 147-86.58, is ineligible to contract with the State of North Carolina or any political subdivision of the State. The Iran Divestment Act of 2015, G.S. 147-86.55 *et seq.** requires that each vendor, prior to contracting with the State certify, and the undersigned on behalf of the Vendor does hereby certify, to the following: 1. that the vendor is not identified on the Final Divestment List of entities that the State Treasurer has determined engages in investment activities in Iran; 2. that the vendor shall not utilize on any contract with the State agency any subcontractor that is identified on the Final Divestment List; and 3. that the undersigned is authorized by the Vendor to make this Certification.
4. The bidder shall comply with the Copeland Anti-kickback Act (40 USC 276c and 18 USC 874) as prescribed by 29 CFR 5.5 (a)(5); the Copeland Act prohibits illegal deductions or kickbacks of wages to which employees are otherwise entitled.
5. That bidder shall certify that there will be full compliance with the nondiscrimination and equal opportunity provisions of the Workforce Innovation and Opportunity Act, the Nontraditional Employment for Women Act of 1991; Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1964, as amended; the Age Discrimination Act of 1975, as amended; Title IX of the Education Amendments of 1972, as amended; and with all applicable requirements imposed by or pursuant to regulations implementing those laws, including but not limited to 29 CFR Part 34. The United States has the right to seek judicial enforcement of this assurance.
6. The bidder shall comply with the Buy American Act (41 USC 10a et seq) by purchasing only American-made equipment and products pursuant to WIOA Section 502.
7. The bidder, if awarded this contract, shall not require a laborer or mechanic employed in the performance of the contract to work in surroundings or under working conditions which are unsanitary, hazardous, or dangerous to health and safety pursuant to CFR 29-70.21613(c)(3).

8. The bidder shall comply with Contract Work Hours and Safety Standards Act (40 USC 327-332) specifically (c)(3)(iii).

IV. Timeline

Action Item	Date	Location
RFP Notice of Release Date	October 9, 2017	
RFP Advertisement	October 9, - 19, 2017	Transylvania Times, Mountain Xpress, Land of Sky Regional Council website, Mountain Area Workforce Development Board website, Transylvania Alliance website
RFP Release Date, Notice Date of Intent to Bid, Bidders Conference/Pre-Award Technical Assistance	Monday, October 23, 2017 9:30 a.m.	Land of Sky Regional Council Office 339 New Leicester Highway, Suite 104 Asheville, NC 28806
Due Date for Proposals	No later than 4:00 pm, Friday, November 10, 2017	Nathan Ramsey Mountain Area WDB Director 339 New Leicester Highway, Suite 104 Asheville, NC 28806
Contract Award Date	No later than Friday, December 1, 2017	
Projected Completion Date	Monday, April 30, 2018	

Any questions regarding this RFP shall be sent via electronic mail to nathan@landofsky.org. The bidders conference on Monday, October 23, 2017 at 9:30 am at the Land of Sky Regional Council office will provide bidders the opportunity to ask any questions regarding this RFP.

V. Scope

To create a series of informational videos and print materials to highlight the vibrant manufacturing sector in Transylvania County and to give prospective workers a realistic view of the expectations and requirements to obtain employment in this industry. These videos will be used by the public-school system, Community College and other groups/events to give job seekers some perspective on what is expected to be successful in the manufacturing environment. Content gathered in this process will allow for the creation of a Transylvania Manufacturing "Highlight" clip as well as short clips for partnering businesses to use to recruit employees. Content will also be created for new business recruitment efforts, print publications etc.

VI. Project Deliverables

1. Create 8-10 "Did You Know" business profile videos (of approximately three minutes in length) where the CEO and others involved in the business are interviewed and cover some or all the following:

- * The unique story of their business / Who they are / why they are here
- * How Transylvania County's unique characteristics supports their business
- * What specific skills and characteristics they look for in employees

2. Interview employees from partner companies and create an employee profile video that covers:

- * Types of employment opportunities available
- * Why I love working in Transylvania County
- * Skills, trainings, etc. that help workers succeed in the workplace
- * Why would someone want to seek employment in the manufacturing sector

3. Produce a short "Highlight" piece promoting the manufacturing sector in Transylvania County

4. Produce at least 5 short video segments (15 second "teaser") for partnering businesses

Nothing in this RFP shall be considered as an offer to effect a contractual agreement. The Mountain Area Workforce Development Board reserves the right to reject all proposals. Proposals will be evaluated based on the following criteria: Effectiveness of messaging, quality of outreach materials, cost, quantity of outreach materials, innovative brand messaging based on data and job seeker feedback, including but not limited to focus groups and scientifically based surveys, ability of messaging to reach a broad audience of different demographic groups in the Local Area who could become job seekers, and targeted messaging to job seekers based on generational values.

The bid can select from or serve all of the deliverables listed above and must incorporate a description of the process of creative development and the asset collection. Costs to obtain assets, travel and other ancillary expenses must be included in the final bid proposal. A contingency expense line item will not be accepted.

The Mountain Area Workforce Development Board projects an approximately \$75,000.00 budget for Advanced Manufacturing Outreach in Transylvania County. The projected budget is based on available funding and Board priorities to effectively engage in outreach to job seekers. This RFP does not commit the Board for any financial obligation and for any proposal that is selected, the amount of funding is not fixed and is within the entire and solely unreviewable discretion of the Board.