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LAND OF SKY REGIONAL COUNCIL



LAND OF SKY EDUCATION AND WORKFORCE COLLABORATIVE OUTREACH REQUEST FOR PROPOSALS

RFP Release Date: 1/25/21

**Proposal Deadline: 2/28/21
4:00 PM**

LAND OF SKY REGIONAL COUNCIL AND MOUNTAIN AREA WORKFORCE DEVELOPMENT BOARD ARE AN EQUAL OPPORTUNITY EMPLOYER AND PROVIDER OF EMPLOYMENT AND TRAINING PROGRAMS.

I. INVITATION TO BID

To: All Potential Land of Sky Education and Workforce Collaborative Website and Brand Contractors

From: Nathan Ramey, Executive Director, Land of Sky Regional Council

Request for Proposals – Website and Brand for Land of Sky Education and Workforce Collaborative

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 Thursday, February 28, 2021 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 WILL NOT BE CONSIDERED FOR SELECTION.

II. SOLICITATION PROCESS AND TERMS INSTRUCTIONS FOR SUBMISSION

Proposals are being solicited for Outreach for the Land of Sky Education and Workforce Collaborative, hereinafter referred to as “the Collaborative.” The focus of the Land of Sky Education and Workforce Collaborative is to align educational achievements with employable skill needs of local employers. The overall myFutureNC state goal is to increase the total number of North Carolinians with a postsecondary credential or degree by 2 million by the year 2030. Forecasts indicate that if the current level of attainment rates remains constant over the 10-year period, there will be a state shortfall of 400,000 individuals with credentials or degrees needed to fulfill the attainment goal. To minimize that shortfall, the Collaborative’s four-county goal is to increase the number of North Carolinians with postsecondary credentials or degrees in these counties by 10,070 by the year 2030.

The Land of Sky region includes Buncombe, Henderson, Madison, and Transylvania Counties. The Land of Sky Education and Workforce Collaborative has organized to develop a promotional campaign to inform the region about the Collaborative’s efforts to increase postsecondary credential attainment in the region. The campaign will include the development of a brand and a website. Photography and video content will feature local educators, employers, job seekers and youth in real world workplace environments and

individual's own attainment stories. **The Land of Sky Education and Workforce Collaborative's strategic plan is attached and incorporated by reference into this RFP. This RFP is limited to website and brand development. It is anticipated that the Collaborative will release another RFP for outreach materials including photography, videos, brochures, and other content that will be included in the website.**

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.

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	January 25, 2021	
RFP Advertisement	February 1, 2021	Mountain Xpress, Land of Sky Regional Council website
Virtual Bidders Conference/Pre-Award Technical Assistance	Monday, February 8, 2020 10:00 a.m.	Virtual Meeting – Contact Nathan@landofsky.org for the meeting link
Due Date for Proposals	No later than 4:00 pm, Thursday, February 28, 2021	Nathan Ramsey Land of Sky Regional Council Executive Director 339 New Leicester Highway, Suite 104 Asheville, NC 28806
Contract Award Date	No later than Friday, March 19, 2021	
Projected Completion Date	Friday, May 7, 2021	

Any questions regarding this RFP shall be sent via electronic mail to nathan@landofsky.org. The virtual bidders conference will be on Monday, February 8, 2021 at 10:00 am via zoom. Contact nathan@landofsky.org for the meeting link. This

virtual meeting will provide bidders the opportunity to ask any questions regarding this RFP.

V. Specifications

The Land of Sky Education and Workforce Collaborative Website shall be targeted towards students, parents, employers and others who can support the effort to increase postsecondary credential attainment in the region.

The website considered in proposals shall include the following:

1. Website: Development of content and Land of Sky Education and Workforce Collaborative website. Said website should be consistent with the statewide www.myfuturenc.org website which represents the statewide effort. The website will be integrated into the existing myFutureNC website. The website should be capable of being integrated with the myFutureNC website and local resources for postsecondary credential attainment.
2. Website should be capable of integrating videos and social media platforms. The development of videos is not part of this RFP.
3. Land of Sky Education and Workforce Collaborative brand – proposals shall include development of a brand which shall be consistent with the myFutureNC brand.
4. Key Messaging components include:
 - Increasing postsecondary credential attainment in the region is critical for our region’s economic prosperity and to increase economic mobility.
 - Upward mobility is available and attainable for those who earn a postsecondary credential.
 - Individuals with a postsecondary credential earn higher wages and have more opportunities for advancement.
 - Diversity, equity and inclusion should be embedded in all messages and the outreach shall make specific efforts to reach people of color, under-represented populations and under-represented communities.
 - Strategies to increase FASFA completion.
 - Strategies to increase dual enrollment.
 - Strategies to reduce the gap between high school and postsecondary enrollment..
5. Deliverables:
 - Website for Land of Sky Education and Workforce Collaborative which shall be integrated with the my Future NC website. The website shall include a means to monitor local postsecondary credential attainment based on county profiles and available data.
 - Land of Sky Education and Workforce Collaborative brand that is consistent with the my Future NC brand.

Nothing in this RFP shall be considered as an offer to effect a contractual agreement. Land of Sky Regional Council reserves the right to reject all proposals. Proposals will be evaluated based on the following criteria: Effectiveness of messaging, quality of outreach materials, cost, innovative brand messaging based on data and community 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 region, specifically people of color and under-represented populations and under-represented communities.

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.

Land of Sky Regional Council Education and Workforce Collaborative projects an approximately \$7,500.00 budget for website and brand development. The projected budget is based on available funding and Collaborative priorities to effectively engage in outreach to the region to increase postsecondary credential attainment. This RFP does not commit the Collaborative 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 Collaborative.