

MARKETING SERVICES REQUEST FOR PROPOSAL

NOTICE REGARDING DISCLOSURE OF CONTENTS OF DOCUMENT

All responses to this Request for Proposal (RFP) accepted by the City of Pasadena (City) shall become the exclusive property of the City. At such time as the City Manager recommends a contractor to the City Council, and such recommendation, with any recommended contract appears on the Council agenda, all proposals accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal which are defined by the contractor as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary". Each element of a proposal which a contractor desires not to be considered a public record must be clearly marked as set forth above, and any blanket statement (i.e. regarding entire pages, documents or other non-specific designations) shall not be sufficient and shall not bind the City in any way whatsoever. If disclosure is required or permitted under the California Public Records Act or otherwise by law, the City shall not in any way be liable or responsible for the disclosure of any such records or part thereof.

**Foothill Workforce Investment Board
City of Pasadena
REQUEST FOR PROPOSALS
FOR
MARKETING SERVICES**

1. INVITATION FOR PROPOSALS

The Foothill Workforce Investment Board (FWIB) is seeking the services of a qualified vendor to develop marketing materials to more effectively reach a variety of target groups.

Parties interested in responding are asked to submit five (5) copies of the proposal no later than 5 p.m. on Monday, February 8, 2010 to:

Foothill Workforce Investment Board
1207 E. Green St.
Pasadena, CA 91106
(626) 796-5627
Attention: Steve Chase

A pre-bid conference will be held at 10:00 a.m. on Friday, January 22, 2010 to resolve any questions regarding this Request for Proposal and the City of Pasadena's Contracting requirements. The City of Pasadena is the administrative entity for the Foothill WIB. The conference will be held at the Foothill WIB at the above address.

2. BACKGROUND

The Foothill Workforce Investment Board (FWIB) is an organization whose mission is to provide effective and high quality employment and training services to job seekers and local businesses. Services to job seekers include the following:

- Job search
- Career exploration
- Labor market information
- Assistance with interview techniques and résumé preparation
- Case management skills assessment
- Work experience
- Vocational classroom training
- Supportive services

FWIB serves youth, adults, and dislocated workers.

FWIB also provides a variety of services to employers including:

- Assistance with meeting hiring needs
- Rapid response to businesses experiencing layoffs/closures
- Layoff aversion
- Workshops
- Labor market information

The FWIB utilizes federal, state and local grant funds to accomplish its mission. The primary source of funds is the Workforce Investment Act (WIA) of 1998. This RFP is funded with WIA funds made available through the American Recovery and Reinvestment Act (ARRA) of 2009.

FWIB serves the cities of Arcadia, Monrovia, Duarte, Pasadena, Sierra Madre, and South Pasadena. The City of Pasadena is the grant recipient, fiscal agent and administrator for the Workforce Investment Board. The Career Services Division in the Human Services and Recreation Department manages the day-to-day operations of the program.

It is estimated that no more than \$75,000 will be available for this project.

It is suggested that all interested parties review the FWIB website (www.foothilletec.org) for additional information.

3. SCOPE OF WORK

The City is seeking the services of a qualified vendor to provide marketing services to the FWIB. The FWIB is interested in updating its current marketing materials to reach its target audiences more effectively and do so in a way that takes advantage of technology and new media and social networking.

The primary target audiences are:

- Adults, dislocated workers, at-risk youth seeking jobs, training and education
- Employers, businesses and industry associations
- Elected officials
- Education and training providers
- Community and faith based organizations
- General public
- Foothill WIB members
- City governments in FWIB consortium
- Partners and affiliates
- Unions
- Media
- Community-at-large

The specific products and services desired include, but are not limited to:

- Postcards for the purpose of direct mail and general outreach
- Targeted and general brochures with synopsis of services available to job seekers and businesses; there should be separate invoices dedicated to job seekers and businesses
- Newsletter—boilerplate template
- Public service announcements
- Print ads
- Radio ads
- Transit ads
- PowerPoint presentation (Speaker Kit) that can be used by WIB staff, board members, partners, and others to project the message of the FWIB services
- A fact sheet that can be posted on the website
- A general article on FWIB services
- Content for a revamped FWIB website

It is our goal that these materials be developed to direct individuals to our website. The FWIB is asking the vendor to research WIB sites throughout the nation for a point of reference and or ideas.

4. EVALUATION PROCEDURES AND CRITERIA

Evaluation of the proposals will be based on the competitive selection process, in which the evaluation of proposals will not be limited to price alone.

The competitive selection evaluation criteria are as follows:

- A. Quality of response to the Scope of Work – 30 points
- B. The demonstrated experience of the bidder in similar projects – 20 points
- C. Demonstrated experience in provided services for other Workforce Investment Boards or government entities – 20 points
- D. Whether the bidder can provide the contracted services promptly and without delay or interruption – 15 points
- E. Whether the bidder has submitted a budget that is competitive with other bidders in terms of the cost per product and provides the greatest number of deliverables within the budget restrictions– 10 points
- F. State Certified Small and Micro-Businesses (proposer must be certified by the State of

California as a small or micro-business - <http://www.pd.dgs.ca.gov/smbus/sbcert.htm>) – 5 points

5. CONTENTS OF PROPOSAL

Proposals must include but need not be limited to the following information.

- A company profile describing experience and successes in providing services/products requested in this RFP, qualifications of staff, the sufficiency of the company's financial resources and why your organization is best suited to provide the services requested;
- A comprehensive description of how the proposer will meet the conditions outlined in the Scope of Work of this RFP. This shall include a timeline for the completion of all elements of the project;
- A list of other employment and training related organizations or other related agencies that currently utilize or have utilized your services;
- A completed budget. The budget should include costs per product and hourly rates. List a price including the cost of printing and the cost without printing. For the purposes of this proposal, your option with printing should factor 1,000 copies of each physical product.
- Samples of marketing materials designed for organizations similar to FWIB.
- Each proposer must submit a completed Form AA-1. Failure to submit this form will result in automatic disqualification with no exceptions unless proposer has an approved form on file with the City. Form AA-2 is required to be submitted for projects involving labor or services in excess of \$25,000. Form AA-3 is Optional. (Copies attached)
- A completed and signed "Affidavit of Non-Collusion." (Copy attached)
- Evidence of certification by State of California as a small or micro-business, if claiming such preference - <http://www.pd.dgs.ca.gov/smbus/sbcert.htm>
- Disclosure pursuant to the City of Pasadena Taxpayer Protection Amendment of 2000, Pasadena City Charter, Charter, Article XVII
- Certification regarding Debarment and Suspension

If your proposal does not include all of the above items, it may be deemed non-responsive. Five (5) copies of the proposal shall be submitted as described in Section 1 of this RFP.

All proposals received must be typewritten on 8 ½ x 11” paper utilizing not less than a twelve (12)-point font.

6. **PASADENA LIVING WAGE ORDINANCE.** This contract is subject to the City of Pasadena’s Living Wage Ordinance, Pasadena Municipal Code Chapter 4.11. The Ordinance requires that contractors providing labor or services to the City under contracts in excess of \$25,000:

- ◆ Pay no less than ten dollars and fourteen cents (\$10.14) per hour plus medical benefits of no less than one dollar and seventy-four cents (\$1.74) per hour, or eleven dollars and eighty-eight cents (\$11.88) per hour without medical benefits to all employees who spend any of their time providing labor or delivering services to the City of Pasadena. Additionally, in January 2010 and each January thereafter the Living Wage rate shall be adjusted by the change in the Consumer Price Index, for the Los Angeles-Riverside-Orange County area, for the most recently available 12 month period. Accordingly, current City contractors will be required to adjust wage rates no later than July 1st, to remain in compliance.
- ◆ Notify employees who spend any of their time providing labor or delivering services to the City of Pasadena who make less than twelve dollars (\$12) per hour of their possible right to the federal Earned Income Tax Credit (EITC) under § 32 of the Internal Revenue Code of 1954, 26 U.S.C. § 32, and making available to such employees forms required to secure advance EITC payments.

The selected contractor will be required to evidence compliance with the Living Wage Ordinance by submitting payroll records as requested by the City. Each record shall include the full name of each employee performing labor or providing services under the contract; job classification; rate of pay and benefit rate.

On August 4, 2008, the Pasadena City Council amended the Living Wage Ordinance such that the provisions of the Living Wage Ordinance may be waived in a bona fide collective bargaining agreement, but only if the waiver is explicitly set forth in clear and unambiguous terms. If this provision applies, you must provide a copy of the collective bargaining agreement to the City.

Failure to comply with the provisions of the Pasadena Living Wage Ordinance is grounds for termination of the Contract and a basis for penalties stated in Pasadena Municipal Code Chapter 4.11. Questions concerning the Pasadena Living Wage Ordinance should be directed to the Purchasing Division 626.744.6755.

7. **CERTIFICATE OF INSURANCE**

Proof of insurance is not required to be submitted with your proposal, but will be

required prior to the City's award of the contract.

8. STANDARD TERMS AND CONDITIONS

Prior to the award of any work hereunder, the City/WIB and contractor shall enter into the written contract in a format approved by the Foothill WIB.

9. EQUAL OPPORTUNITY CONTRACTING

Policy - The City of Pasadena is committed to a policy of Equal Opportunity Contracting. Qualified firms including small businesses and businesses owned by women, minorities, and disabled persons are encouraged to submit bids or proposals. Contractors expressly agree to comply with the City's ordinances and regulations regarding Equal Opportunity Employment as well as regulations that may be mandated by the source of the funds supporting this contract.

Compliance – To the extent permitted by law, Contractor expressly agrees to establish compliance with the Equal Employment Opportunity Practices Provisions of Chapter 4.08 of the Pasadena Municipal Code, and the Rules and Regulations adopted pursuant to said ordinance.

The successful bidder may be required to submit documentation during the term of the contract to evidence on-going compliance with the City's Contracting Ordinance. Such documentation may include, but not be limited to certified payroll records and Current Permanent Workforce Utilization reports.

Questions regarding the City of Pasadena's Contracting Ordinance and policy should be directed to the Department of Finance, Purchasing & Payables Division 626.744.6755.

10. DEFINITIONS

The words (A) "City", (B) "Department", (C) "Director", or (D) "Contractor", as used in this RFP, shall be understood to refer respectively to (A) the City of Pasadena, California; (B) the several departments therein; (C) the directors of the several City departments; or any of their properly authorized assistants; and (D) the person, firm or corporation with whom the contract is made by said City or the agent or legal representative who may be appointed to represent such person, firm or corporation in the signing and performance of said contract.

11. INSTRUCTIONS AND QUESTIONS

Questions regarding this Request for Proposals should be directed only to the person designated below. Do not contact any other City employee or official regarding this RFP.

Joumana Barakat
jbarakat@foothilletec.org

12. ADDENDA

If any person contemplating submitting a proposal of the items or services listed herein is in doubt as to the true meaning of any part of this Request for Proposals, he/she may submit to the City representative(s) identified in Section 2, above, a written request for an interpretation or correction thereof.

Any interpretation or correction of City specifications will be made only by addendum, duly issued by the City representative(s) identified in Section 2, above. Copies of such addenda will be mailed or delivered to those persons who have received a set of specifications.

13. PROOF OF AUTHORITY

If the proposer is a corporation, formal proof of the authority of the officer signing the bidder's proposal to bind the corporation must be submitted with said proposal. A copy of the corporate resolution or minutes can be adequate proof. A simple letter is not sufficient.

14. WITHDRAWAL OF PROPOSAL

Any bidder may withdraw its proposal, either personally or by telegraphic or written request at any time prior to the time set for the opening of proposals.

15. FIRM COMMITMENT OF AVAILABILITY OF SERVICE

Once a proposal is opened, a proposer is expected to maintain an availability of service as set forth in its proposal for at least four months after date for opening proposals.

16. RESERVATIONS

The City reserves the right to reject any or all bids and any item or items therein, and to waive any non-conformity of proposals with this RFP, whether of a technical or substantive nature, as the interest of the City may require.

17. AFFIDAVIT OF NON-COLLUSION

Each proposer shall submit a single copy of the Affidavit of Non-collusion included herein (Exhibit B, hereto, entitled "Affidavit of Non-Collusion by Contractor").

18. DOCUMENTS TO BE CONSTRUED TOGETHER

The Request for Proposals, the Proposal, the Non-Collusion Affidavit, and all documents referred to in the complete specifications and the Contract to be entered into between the Contractor and the City, and all modifications of said documents, shall be construed together as one document.

19. ERRORS AND OMISSIONS

Proposer and/or the Contractor shall not be allowed to take advantage of any errors in or omissions from in the Request For Proposals. Full instructions will be given if such error

or omission is discovered and timely called to the attention of the City.

20. RFP NOT CONTRACTUAL

Nothing contained in this Request for Proposals shall create any contractual relationship between the proposer and the City. The City accepts no financial responsibility for costs incurred by any proposer regarding this RFP.

Before final vendor selection and contract development and before work can begin, a mutually agreed upon detailed work plan (which will include cost, payment schedule and project timelines) will be developed. Vendor shall not be reimbursed for the time spent during the development of the work plan.

21. PATENT FEES; PATENT, COPYRIGHT, TRADE SECRET AND TRADEMARK FEES

Each proposer shall include in the price bid any patent fees, royalties and charges on any patented article or process to be furnished or used in the prosecution of the Work.

22. TAXES

Price bid shall include all federal, state, local and other taxes.

23. TAXPAYER PROTECTION AMENDMENT

Under the provisions of the City of Pasadena Taxpayer Protection Amendment of 2000 ("Taxpayer Protection Act"), the Contractor will be considered a "recipient of a public benefit." The full provisions of the Taxpayer Protection Act are set forth in Pasadena City Charter, Article XVII. Under the Taxpayer Protection Act, City public officials who approve this Contract are prohibited from receiving gifts, campaign contributions or employment from Contractor for a specified time. This prohibition extends to individuals and entities that are specified and identified in the Taxpayer Protection Act and includes Contractor and its trustees, directors, partners, corporate officers and those with more than a 10% equity, participation, or revenue interest in Contractor. Contractor understands and agrees that: (A) Contractor is aware of the Taxpayer Protection Act; (B) Contractor will complete and return the forms provided by the City in order to identify all of the recipients of a public benefit specified in the Taxpayer Protection Act; and (C) Contractor will not make any prohibited gift, campaign contribution or offer of employment to any public official who approved this Contract.

24. OTHER PROPOSAL CONDITIONS

- The WIB reserves the right to determine that the RFP is a "failed competition"; that none of the proposals submitted are satisfactory to award the funds. In that case, the FWIB may reissue the RFP to get additional proposals.
- The WIB will not accept a proposal from an entity that is on a government suspension or debarment list.

25. CONTRACT/FISCAL POLICIES

Method of Contracting

All contracts will be on a fee for service basis. That is to say, the successful bidder will be reimbursed for completion of agreed upon deliverables. Contractor shall not be paid on an hourly rate. Contractor

Cost/Price Reasonableness

The FWIB will do a cost analysis of the proposed budget to determine that the costs are reasonable and competitive.

DUNS and CCR Numbers

All recipients of American Recovery and Reinvestment Act (ARRA) funds must obtain a Dun & Bradstreet (D&B) Data Universal Numbering System (DUNS) number at www.dnb.com. All recipients of ARRA funding must also establish and maintain active and current profiles in the Central Contractor Registration (CCR) at www.ccr.gov.

EXHIBIT A

Equal Opportunity Contracting Forms

EXHIBIT B

Affidavit of Non-Collusion by Contractor

EXHIBIT C

Living Wage Certification

EXHIBIT D

Certificate Regarding Debarment and Suspension

EXHIBIT E

Taxpayer Disclosure Form



Purchasing & Payables Division

100 N. Garfield Ave., Room 328
Pasadena, CA 91101
(626) 744-6755
(626) 744-6757 Fax
Internet: www.ci.pasadena.ca.us/purchasing

Vendor List Questionnaire (Form AA-1)

Affidavit of Equal Opportunity Employment & Non-segregation

In order to be placed to the City's vendor list and be eligible to receive City business, you must provide the following information except where indicated as "optional". By submitting this form you are declaring under penalty of perjury under the laws of the State of California and the laws of the United States that the information is true and correct. Furthermore, you are certifying that your firm will adhere to equal opportunity employment practices to assure that applicants and employees are not discriminated against because of their race, religion, color, national origin, ancestry, disability, sex or age. And, your firm does not and will not maintain or provide for its employees any segregated facilities at any of its establishments, and that it does not and will not permit its employees to perform their services at any location, under its control, where segregated facilities are maintained.

Name of Company _____ Business Telephone _____

Address _____ Fax number _____
(Optional)

City _____ State _____ Zip _____

Contact Person _____ E-mail Address _____
(Optional)

Tax ID Number (or Social Security Number) _____

Remit Address (if different) _____

Please state clearly and concisely the type(s) of goods and services your company provides:

The following section is **OPTIONAL** and is for statistical reporting purposes only. Ownership (please check all that apply):

African-American _____ Asian _____ Armenian _____ Hispanic _____
Native American _____ Disabled _____ Female _____

Current Permanent Workforce Utilization (Form AA-3)

OPTIONAL

Name of Company: _____ Project: _____

Completion of this form is OPTIONAL. Any information supplied by bidders is for reporting purposes only and will not be factored into the award of any contract.

Instructions: Please indicate the number of employees in each Job Classification belonging to the following groups.

	White (not of Hispanic origin)	African- American (not of Hispanic origin)	Hispanic	Asian/Pacific Islander	Native American	Armenian	Male	Female
CLASSIFICATION								
Officials/ Managers								
Professionals								
Technicians								
Office/Clerical								
Skilled Craft Workers								
Operators (semi-skilled)								
Laborers								
Service Workers								
TOTAL								

AFFIDAVIT OF NON-COLLUSION BY CONTRACTOR

STATE OF CALIFORNIA)SS
COUNTY OF LOS ANGELES}

_____,being first duly sworn deposes

and says that he/she is _____
(Insert "Sole Owner", "Partner", "President", "Secretary", or other proper title)

of _____
(Insert name of bidder)

who submits herewith to the City of Pasadena a proposal;

That all statements of fact in such proposal are true;

That such proposal was not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation;

That such proposal is genuine and not collusive or sham;

That said bidder has not, directly or indirectly by agreement, communication or conference with anyone attempted to induce action prejudicial to the interest of the City of Pasadena, or of any other bidder or anyone else interested in the proposed contract; and further

That prior to the public opening and reading of proposals, said bidder:

- a. Did not directly or indirectly, induce or solicit anyone else to submit a false or sham proposal;
b. Did not directly or indirectly, collude, conspire, connive or agree with anyone else that said bidder or anyone else would submit a false or sham proposal, or that anyone should refrain from bidding or withdraw his proposal;
c. Did not, in any manner, directly or indirectly seek by agreement, communication or conference with anyone to raise or fix the proposal price of said bidder or of anyone else, or to raise or fix any overhead, profit or cost element of his proposal price, or of that of anyone else;
d. Did not, directly or indirectly, submit his proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof, or to any individual or group of individuals, except the City of Pasadena, or to any person or persons who have a partnership or other financial interest with said bidder in his business.

I certify under penalty of perjury that the above information is correct

By: _____ Title: _____

Date: _____

Living Wage Compliance Certification

This contract is subject to the City of Pasadena’s Living Wage Ordinance, Pasadena Municipal Code Chapter 4.11. The Ordinance requires that contractors providing labor or services to the City under contracts in excess of \$25,000:

- ◆ Pay no less than ten dollars and fourteen cents (\$10.14) per hour plus medical benefits of no less than one dollar and seventy-four cents (\$1.74) per hour, or eleven dollars and eighty-eight cents (\$11.88) per hour without medical benefits to all employees who spend any of their time providing labor or delivering services to the City of Pasadena. Additionally, in January 2010 and each January thereafter the Living Wage rate shall be adjusted by the change in the Consumer Price Index, for the Los Angeles-Riverside-Orange County area, for the most recently available 12 month period. Accordingly, current City contractors will be required to adjust wage rates no later than July 1st, to remain in compliance.
- ◆ Notify employees who spend any of their time providing labor or delivering services to the City of Pasadena who make less than twelve dollars (\$12) per hour of their possible right to the federal Earned Income Tax Credit (EITC) under § 32 of the Internal Revenue Code of 1954, 26 U.S.C. § 32, and making available to such employees forms required to secure advance EITC payments.

The selected contractor will be required to evidence compliance with the Living Wage Ordinance by submitting payroll records as requested by the City. Each record shall include the full name of each employee performing labor or providing services under the contract; job classification; rate of pay and benefit rate.

I, _____
(Name, Title) (Signature)

do hereby certify and declare under penalty of perjury that if awarded the contract for which this bid/proposal is made _____ will comply with the
(Name of Company)

requirements of the Pasadena Living Wage Ordinance, Pasadena Municipal Code Chapter 4.11 and the rules and regulations promulgated thereunder. I understand that failure to comply with the provisions of the Pasadena Living Wage Ordinance may result in termination of the contract as well as other penalties as stated in Pasadena Municipal Code Chapter 4.11.

On August 4, 2008, the Pasadena City Council amended the Living Wage Ordinance such that the provisions of the Living Wage Ordinance may be waived in a bona fide collective bargaining agreement, but only if the waiver is explicitly set forth in clear and unambiguous terms. If this provision applies, you must provide a copy of the collective bargaining agreement to the City.

Please return this form with your bid/proposal. Questions concerning the Living Wage Ordinance should be directed to the Department of Finance – Purchasing Division 626.744.6755.

Certification Regarding
Debarment and Suspension

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510. CONTRACTOR certifies to the best of its knowledge that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntary excluded from covered transactions by any federal department or agency;
2. Have not within a three year period preceding this Contract been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) contract, violation of federal or state antitrust statutes, or commission of embezzlement, theft, forgery, bribery, falsification, or destruction of records, making false statements, or receiving stolen property
3. Are not presently indicted for or otherwise criminally or civilly charged by a government entity with commission of any of the offenses enumerated in paragraph 2 above;
4. Have not within a three year period preceding this Contract had one or more public transactions terminated for cause of default.

Where the CONTRACTOR is unable to certify to any of the statements in this certification, authorized representative shall attach an explanation to this Contract.

Name and Title of Authorized Representative

Signature

Date

**Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment
Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name:

2. Type of Entity: <input type="checkbox"/> non-government <input type="checkbox"/> nonprofit 501(c)(3), (4), or (6) <input type="checkbox"/> Government entity

3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:

4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:

Prepared by: _____
Title: _____
Phone: _____
Date: _____