

Dear [Vendor Contact Name],

The Workforce Investment Board (WIB) of Tulare County is pleased to invite you to submit a response to our Creative Marketing and Media Services Request for Quotes (RFQ) to become a Qualified Vendor for the WIB. By becoming a Qualified Vendor, your company will enjoy an expedited selection process for future projects. We welcome submissions from vendors providing a range of creative marketing and media services, including but not limited to photography, videography, web, and graphic design.

To respond to the RFQ, please include the following items:

- Cover letter
- Company Contact Information
- Experience and Qualifications
- Product(s)/Service Description(s)
- References
- Rate Structure Sheet
- Certifications and Licenses (if applicable)
- Signed W-9 form

Your quote package should be submitted electronically to Nlwissler@tularewib.org.

For further assistance, don't hesitate to contact Nicola Wissler at 559-713-5208. We look forward to reviewing your package and working together to support the community's workforce development needs.

Sincerely,
Nicola Wissler
Communications Coordinator
Workforce Investment Board of Tulare County



**Workforce Investment Board of Tulare County
Creative Marketing and Media Services Request for Quotes (RFQ)**

Workforce Investment Board of Tulare County Creative Marketing and Media Services Request for Quotes (RFQ)

I. Introduction

The Workforce Investment Board of Tulare County (WIB) is seeking prequalified vendors to provide creative marketing and media services on an as-needed basis over a three-year period. Services may include but are not limited to:

- Video production
- Photography
- Printing
- Graphic design
- Website content
- Other related creative services

This RFQ is being issued in compliance with **WIOA Title I and 2 CFR Part 200 Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards** to ensure a fair and competitive procurement process. Small, minority, and women-owned businesses are strongly encouraged to apply. Responders selected through this RFQ process will form a prequalified list from which the WIB may contract for services as needed during the three-year life of the list.

II. Background

The WIB oversees workforce development initiatives and supports economic growth by promoting a skilled workforce. Creative services procured under this RFQ will enhance communication, outreach, and engagement with stakeholders, program participants, and the community at large, supporting the WIB's mission.

See Exhibits A, B, and C for additional background information.

III. Scope of Services

The following creative marketing and media services are being solicited under this RFQ:

1. Video Production: Concept development, scriptwriting, scheduling interviews, filming and audio recording, editing, and production of promotional and informational videos ranging from 90-seconds, three-minutes, and five-minutes.
2. Photography: Professional event, portrait, stock imagery, and program-related photography.
3. Printing: Production of high-quality printed materials such as brochures, flyers, posters, and other collateral.

4. Graphic Design: Development of branded materials, digital and print advertisements, promotional items, infographics, report layout and design, and copy editing.
5. Web Content Development: Writing, editing, and designing engaging web content to support outreach and program visibility.
6. Other Related Services: Additional creative services to be specified on a project-by-project basis.

IV. Past Projects

Below are examples of services and products the WIB has purchased in the last two years. This is not an all-inclusive list and can be used as a reference for your submission.

- Photography at a meeting/event (1-3 hours)
- Headshots for staff and partners
- Filming interviews and b-roll footage for 90-second videos
- Layout & design of an Annual Report
- Printing and installation of window decals
- Printing presentation folders with logo and office contact information
- Printing A-Frame signs (24x36)
- Printing retractable banners
- Development of new content for the Employment Connection website

V. Procurement Compliance

This RFQ is issued in compliance with **WIOA Title I and 2 CFR 200** to ensure:

1. Fair and Open Competition:
 - All qualified vendors are encouraged to apply, and no unfair restrictions will be placed on participation.
2. Non-Conflict of Interest:
 - The procurement process will ensure transparency and prevent conflicts of interest as outlined in 2 CFR 200.318(c).
3. Cost Reasonableness:
 - The WIB will ensure costs are reasonable and necessary for the services procured.
4. Documentation and Record-Keeping:
 - All procurement records, including evaluation and selection criteria, will be maintained as required by WIOA Title I and 2 CFR 200.318(i).
5. Small, Minority-Owned, and Women-Owned Business Inclusion:

- Efforts will be made to include diverse and underrepresented businesses in the procurement process, in compliance with 2 CFR 200.321.

VI. Application Submission Requirements

Responders must submit the following:

1. Cover Letter:
 - A brief introduction to the firm
 - Identify and briefly describe the service(s) identified in the scope of work that the firm is interested in providing to the WIB.
2. Contact Information:
 - Company Name
 - Company Address
 - Primary Contact Name
 - Email
 - Phone
 - Company website
3. Experience and Qualifications:
 - Identify and describe any relevant experience in providing the identified services above.
 - Provide case studies or examples of past projects of a similar size and scope completed within the last five years.
4. Key Personnel:
 - List of key staff, their qualifications, and their roles in service delivery.
5. References:
 - Provide at least three client references, including a description of the scope of work completed on the client's behalf over the last three years.
 - Contact information for the references.
6. Rate Structure Sheet:
 - Hourly or project-based rates for each service described above
 - Required deposits
 - Any additional fees, charges, billing rates
 - Any additional costs which are not explicitly listed above
7. Certifications and Licenses (if applicable):
 - Any applicable certifications or licenses for performing the services.
8. Signed W-9 Form

VII. Evaluation Criteria

Submissions will be evaluated using the following criteria:

Criteria	Maximum Points
Relevant experience	10 points
Quality of past work	8 points
Cost reasonableness	7 points
Key personnel qualifications	5 points
Total Score	30 Points

VIII. Selection Process

- Initial Review:
 - Submissions will be reviewed for completeness and adherence to the RFQ requirements.
- Evaluation:
 - A selection committee will evaluate submissions based on the stated criteria.
- Notification:
 - Responders will be notified of their inclusion on the prequalified vendor list. Inclusion does not guarantee work, as projects will be assigned on an as-needed basis.

The WIB will evaluate the information provided and issue each responder a rating of “Not Prequalified” or “Qualified”. The WIB’s decision will be based on the information provided and such additional outside information as the WIB, at its discretion, deems reasonable and necessary to obtain. The WIB may, but is not obligated to, investigate the truth of any statements or information provided by a prospective vendor in response hereto.

IX. Vendor Participation Period and Rate Adjustments:

The Prequalified Vendor List will be valid for three years. During this period:

- Vendors must honor the rates and terms submitted in their initial application package unless they are formally amended.
- If a vendor needs to amend their rates or service offerings, they must submit an updated rates sheet and a brief justification narrative for review and approval.

Failure to provide updated information per these requirements may result in removal from the Qualified Vendor List.

X. Application Submission

Quote packages for the prequalified vendor list will be accepted twice a year. The quote deadlines are the first Friday of May and the first Friday of November.

All quote packages must be submitted to:

Nicola Wissler, Communications Coordinator
Workforce Investment Board of Tulare County
Email: nlwissler@tularewib.org

XI. Questions and Clarifications

Questions regarding this RFQ must be submitted in writing to nlwissler@tularewib.org. Responses will be posted publicly on the WIB website, www.tularewib.org, to ensure equal access to information.

XII. Terms and Conditions

- Right to Cancel:
 - The WIB reserves the right to cancel or amend this RFQ at any time.
- No Guarantee of Work:
 - Inclusion on the prequalified list does not guarantee a contract for services, task orders, or compensation.
- Record Retention:
 - All procurement records will be retained as required by WIOA Title I and 2 CFR 200.333.
- Non-Exclusive Agreement:
 - Contractors may be engaged by other entities during the term of the contract.
- Equal Opportunity Compliance:
 - All contractors must adhere to Equal Opportunity principles as outlined in WIOA and other applicable laws.

EXHIBIT A:

About the Workforce Investment Board of Tulare County (WIB):

The WIB is the local agency that administers the federal Workforce Innovation and Opportunity Act (WIOA) workforce development funds in Tulare County. At the WIB, we believe that too many people are unemployed or in low-wage jobs that don't sustain their families, and too many businesses have high-quality jobs that go unfilled. The WIB makes critical investments in workforce training and education so businesses can find the skilled workforce they need to succeed, and so Tulare County residents can become that skilled workforce.

Our strategic priorities include:

- **Funding:** We bring money to the region from federal, state, and local government, private businesses and philanthropy.
- **Broker:** We broker solutions with education and training partners that increase support for in-demand industries and jobs.
- **Convene:** We convene industry through boards and sector partnerships to identify local skills gaps.
- **Invest:** We make investments in high-quality job skills training for workers and workforce solutions for businesses.
- **Guide:** We provide workers with guidance, training, and resources.
- **Measure:** We utilize data to set clear goals, measure progress, and drive decisions to meet the needs of our community.

For additional WIB priorities, strategies, and values see exhibit B.

For more information about the WIB, go to www.tularewib.org

About the Workforce Development System in Tulare County:

The WIB subcontracts with local service providers to manage the Employment Connection Centers of Tulare County, and provide a comprehensive system of training, placement, and career planning (career services) for job seekers throughout Tulare County. Businesses look to the WIB and its system of Employment Connection Centers for qualified employees, expertise in job training and supportive services, and for leadership to mobilize public and private organizations to address workforce needs.

Service Providers manage and operate two comprehensive Employment Connection One-Stop Centers (Visalia & Porterville) and two smaller affiliate Employment Connection Centers (Dinuba & Tulare). In addition to the contracted service providers, multiple workforce partner agencies are housed at the comprehensive Employment Connect Centers (i.e., Employment Development Department, Department of Rehabilitation, and others) and provide customers with additional employment and training services. The collective Employment Connection System (20+ partner agencies) serves a diverse group of job seekers, including unemployed adults, dislocated workers (recently unemployed), individuals who are justice-involved, individuals with disabilities, individuals receiving public assistance, and others.

Employment Connection mission:

- At Employment Connection, we understand that having a good job is key to having a good life.
- We provide services so that Job Seekers in Tulare County can get the guidance, training, resources, and confidence they need to realize their career potential.
- We connect Job Seekers to employers, so Tulare County businesses prosper, and our communities thrive.

You will find the complete Employment Connection Brand Guide in Exhibit C.

For more information about the Employment Connection and its workforce development partners, go to www.employmentconnect.org.

In addition to the career services offered at the Employment Connection Centers, the WIB subcontracts with service providers to manage a comprehensive program for young adults ages 16-24 who face barriers to participating in education, training, and employment called youth@work. The youth@work Out-of-School Youth (OSY) program is designed to help young adults successfully transition to self-sufficient adulthood. The OSY program is dedicated to improving the quality of the emerging workforce by providing opportunities for eligible young adults to acquire the education and skills competencies necessary for a successful transition into adulthood, careers, and further education and training.

The Issue

Too many people are unemployed or in low-wage jobs that don't sustain their families, and too many businesses have high-quality jobs that go unfilled.

THEORY OF CHANGE

Our Values

Human-Centered

We believe in putting the needs and well-being of individuals, families, and businesses at the forefront of our work.

Agile

We adapt quickly to the dynamic needs of our workforce to foster a diverse and resilient local economy.

Inclusive

We believe all community members are essential to our collective prosperity and deserve access to opportunities and resources.

Collaborative

We believe that facilitated collaboration between partners, community leaders, and businesses builds trust and leads to action and innovation.

Skills-Focused

We believe that skills training leads to high-quality jobs that empower workers to support a family and contribute to the success of a thriving community.

Evidence-Based

We use data, research, and customer experience to make informed decisions when designing and implementing policies and programs that serve the diverse needs of our community.

Our Focus

Workers & Businesses

Education

Community & Civic Leaders

Our Strategies



Fund

We bring money to the region from federal, state, and local government, private businesses, and philanthropy.



Convene

We convene industry through boards and sector partnerships to identify local skills gaps.



Broker

We broker solutions with education and training partners that increase support for in-demand industries and jobs.



Invest

We make investments in high-quality job skills training for workers and workforce solutions for businesses.



Guide

We provide workers with guidance, training, and resources.



Measure

We utilize data to set clear goals, measure progress, and drive decisions to meet the needs of our community.

Expected Impact

Our local workforce board and system are agile and responsive to the needs of the community.

Our collaborative partnerships develop essential talent pipelines for Tulare County businesses.

Our workers gain the skills and confidence to find high-quality jobs and make good wages.

Our industries advance and generate pathways for high-quality jobs.

Our businesses prosper, the community thrives, and the economy flourishes.

Our data insights inform business and community leaders on economic and demographic shifts that impact decisions and investments.



Employment Connection

Brand Guide

Workforce Investment Board of Tulare County | 2021

Employment Connection

QUICK REFERENCE BRAND SHEET

Workforce Investment Board of Tulare County



Workforce Investment Board
OF TULARE COUNTY
Driving Economic Success

Logo

Primary lockup



Colors



PMS 286
CMYK 100.66.0.2
RGB 0.93.170
HEX #005DAA



PMS 363
CMYK 78.5.98.39
RGB 19.118.50
HEX #137632

Colors pull from the American Job Center blue and the WIB green.



Typography

The font for headlines is **Montserrat Bold**.

The font family for body copy is Besley Medium.

Both font families are used throughout this guide.

Headlines are Bold, Round and Friendly in Montserrat Bold.

Besley Medium for body copy looks fresh and approachable but carries a degree of authority.

The taglines are set in Montserrat Medium.

These font families are available at no cost through fonts.google.com

Our Voice is...

Welcoming

EXAMPLE: It's great to meet you. We're looking forward to helping you put your skills to work.

Hopeful

EXAMPLE: I'm here to provide you with the resources and support you need to put you on a positive career path.

Empathetic

EXAMPLE: I understand that you feel [stuck, panicked, excited, lost].

I understand how [frustrating, anxious, challenging] it is, looking for work.

Messaging should be: Simple. Friendly. Direct. Encouraging. Professional.

Customers should feel: Equipped. Supported. Skilled. Hopeful. Confident. Empowered.

Taglines

For Youth

Your journey to a job starts here

For Adults/Public

Let's Get to Work

For Businesses

Your Workforce Resource

Employment Connection



OUR MISSION AND OUR PROMISE

Our Mission and Promise statements build on our Brand Stories (pages 11 and 12).

Our Mission Statement identifies the conflict faced by Job Seekers and Business Customers, and provides a solution to the challenges they face. Job Seekers and Business Customers (managers) are the heroes in our story.

Career Coaches are the Job Seeker's guide. Business Resource Specialists are the Business Customer's guide.

The last point of our mission statement addresses our role with Job Seekers and Business Customers.

Our Promise reminds us of our commitment to the heroes in our Brand Story.

Mission Statement

- At Employment Connection, we understand that having a good job is key to having a good life.
 - We provide services so that Job Seekers in Tulare County can get the guidance, training, resources, and confidence they need to realize their career potential.
 - We connect Job Seekers to employers so that Tulare County businesses prosper, and our communities thrive.
-

We Promise to:

- Empower every person and business who reaches out to us for help.
- Create a welcoming and inclusive space.
- Be a dependable resource.

Employment Connection

GRAPHIC STANDARDS



For marketing assets contact Nicola Wissler: nlwissler@tularewib.org · 559-713-5208

Logo Formats

Horizontal (preferred)



The horizontal version with tagline is the preferred lockup. Vertically centered and vertical flush left are also acceptable.

Maintain proportions as shown using the letter E, and the E logomark as standard units of measure.

Vertical



Taglines are interchangeable depending on audience. Let's Get to Work is for Job Seekers and general audience. Taglines are set in Montserrat Medium with -20 letter spacing.

See bottom of pg.1 for more information on taglines.

Logotype flush left

The logotype is Arboria Bold modified with rounded corners.



Logotype centered



Logomark

The mark may be used in rare instances as a standalone, such as an icon for an App.



Primary Colors



PMS 363
CMYK 78.5.98.39
RGB 19.118.50
HEX #137632



PMS 286
CMYK:100.66.0.2
RGB: 0.93.170
HEX: #005DAA

Primary colors pull from the WIB green and Job Centers of America blue.

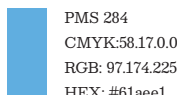
The Secondary Red is pulled from Job Centers of America red.

CAUTION: Secondary colors are to be used sparingly as accents. Too much prominence can give the pieces a juvenile or play school look.

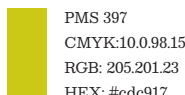
Secondary Colors (use only as accents)



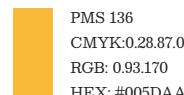
PMS 360
CMYK 62.0.78.0
RGB 19.118.50
HEX #66bf6b



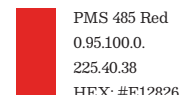
PMS 284
CMYK:58.17.0.0
RGB: 97.174.225
HEX: #61aee1



PMS 397
CMYK:10.0.98.15
RGB: 205.201.23
HEX: #cdc917



PMS 136
CMYK:0.28.87.0
RGB: 0.93.170
HEX: #005DAA



PMS 485 Red
0.95.100.0.
225.40.38
HEX: #E12826

Employment Connection

GRAPHIC STANDARDS



For marketing assets contact Nicola Wissler: nlwissler@tularewib.org · 559-713-5208

Typography

Fonts

The font for the logo and headlines is **Montserrat Bold** (Google font)

The taglines are set in Montserrat Medium

The font family for body text is Besley Regular. This contemporary serif is friendly while conveying a degree of authority.

Main Header. (H1) 34pt.

SUBHEAD UNDER HEADER (all caps) (H2) 16pt.

Introductory Text. Use for brief intro paragraphs that let the reader know where you're headed. (H5) 12.5pt.

Section Heads in Title Case (H3) 16pt.

Body text. Min 8.5 pt. type on 11 pt. leading. Whether in a printed communication or in person, voice has the power to motivate or discourage, to inspire or ignore. For someone in the midst of struggle, it can be the difference between success and defeat.

Body Subheads in Title Case (H4) 13pt. Body Text. Whether in a printed communication or in person, voice has the power to discourage or motivate, to judge or inspire.

NOTE: Text elements may be set in 80% black to soften the look. This is especially useful in Web content when the high contrast between solid black type and the whiteness of a backlit screen can appear harsh.

80% BLACK



CMYK 0.0.0.80.
88.89.91
HEX: #58595b

Main Header. (H1) 34pt.

SUBHEAD UNDER HEADER (all caps) (H2) 16pt.

Introductory Text. Use for brief intro paragraphs that let the reader know where you're headed. (H5) 12.5pt.

Section Heads in Title Case (H3) 16pt.

Body text. Min 8.5 pt. type on 11 pt. leading. Whether in a printed communication or in person, voice has the power to motivate or discourage, to inspire or ignore. For someone in the midst of struggle, it can be the difference between success and defeat.

Body Subheads in Title Case (H4) 13pt. Body Text. Whether in a printed communication or in person, voice has the power to discourage or motivate, to judge or inspire.

Employment Connection

AJCC CO-BRANDING



For marketing assets contact Nicola Wissler: nlwissler@tularewib.org · 559-713-5208

As a partner of America's Job Center of California (AJCC), the AJCC logo is to be used in conjunction with the Employment Connection logo.

When the America's Job Center of California logo is used in a co-branding situation, the logo must print at least one-third the size (or larger) than the Employment Connection logo, but never smaller than the one inch (1") minimum size required by AJCC guidelines.



America's **JobCenter**
of CaliforniaSM



PMS 286
CMYK:100.66.0.2
RGB: 0.93.170
HEX: #005DAA



PMS 485 Red
0.95.100.0.
225.40.38
HEX: #E12826

Another option is to use this tagline in conjunction with the EC logo, as shown here:



Shown here at minimum font size of 8 pt
This lockup can't be used any smaller than shown. The logo can go smaller, but the type must remain the same size.

The slogan, which is to be printed in Arial typeface, shall appear immediately adjacent to the logo and can be proportional to the size of the logo; however, in no case shall the text be smaller than 8 points.

NOTE: It is also permissible to use the slogan "A proud partner of America's Job Center of CaliforniaSM network." without the logo.