

LOS ANGELES AND VENTURA COUNTIES REGIONAL SLINGSHOT PROJECT

Care Coordination Initiative

Request for Quote for Project Marketing Services

The Southeast Los Angeles County Workforce Development Board (SELACO WDB) is seeking quotes from qualified individuals and organizations to provide marketing services to support the implementation of the “Care Coordination Initiative,” which is being funded by the California Workforce Development Board (CWDB) under its SlingShot Program. The source of funding for the project is the federal Workforce Innovation and Opportunity Act (WIOA) program.

Background

CWDB’s SlingShot seeks to seed collaborative efforts by employers and industry, government, workforce and economic development, and education stakeholders within a region to identify and then work to solve employment challenges that slow California’s economic engine — with regionally-selected solutions to regionally-defined problems. The motto for the statewide SlingShot initiative is “accelerating income mobility through regional collaboration.”

The Los Angeles-Ventura Counties Regional SlingShot project has been implemented as “the Los Angeles and Ventura Counties Regional Care Coordination Initiative.” Under the project, seven local workforce development boards (6 in L.A. County and one in Ventura) work collaboratively with industry leaders to develop career pathway training solutions to meet the growing demand of regional employers for case management and care coordination in the healthcare industry throughout the counties of Los Angeles and Ventura. Project strategies include:

- Developing training solutions and certifications, in collaboration with industry leaders, for new and current workers to gain the skills needed for employment and career advancement in care coordination.
- Integrating and streamlining systems to improve and make managed care services more efficient.
- Identifying exemplary programs and best practices for the development of curricula based on employer needs leading to certification/credentials.
- Increasing the scope of practice of nurses and other healthcare and social work professionals.
- Providing unemployed job-seekers with training and employment opportunities in the healthcare industry.
- Increasing employment opportunities and income mobility for unemployed veterans who have served as medics.

Services To Be Provided

As the project moves from the development stage to implementation, the partners have identified the need for professional services in developing marketing materials to promote and provide common understanding of the project and related training and services. The organization/individual that will provide these services is referred to herein as the Marketing Consultant.

Deliverables

The following four (4) deliverables are sought from the Marketing Consultant:

One-Page Project Fact Sheet: The project is potentially of interest to many stakeholders from businesses that employ workers in healthcare positions involving care coordination to workers seeking career opportunities, along with many others. Using text provided by the Care Coordination Project team, the Marketing Consultant will develop a one-page project fact sheet. The fact sheet should be broad enough to be suitable for various audiences. It should incorporate strong visual elements, such as photos and graphics. The fact sheet should be formatted to allow for customization for target audiences at a later date. The deliverable is one-page fact sheet in electronic format.

PowerPoint Presentation/Deck: Again, using text provided by the Care Coordination Project team, the Marketing Consultant will prepare a Power Presentation that is rich in visual content and helps “sell” the project. Similar to the fact sheet, the product should be broad enough for use with various stakeholders, but formatted so that it can be customized to key target groups. The deliverable is a PowerPoint Presentation deck of “slides” in electronic format.

Newsletter Template: To keep project stakeholders informed about the project, the team intends to publish a monthly newsletter in electronic format. The Marketing Consultant will prepare a “sample newsletter,” the format of which will be used as a template for future newsletters. The deliverable is the sample newsletter/template in electronic format.

Branding: The initiative has been operating under and is alternatively referred to by two monikers: the “LA/Ventura Counties Regional SlingShot Project” and “the Los Angeles and Ventura Counties Regional Care Coordination Initiative.” Those leading the initiative are in agreement that the project must be re-branded in order to appeal to and be understood by key audiences, including: industry, education, the workforce community and potential users of services, such as those who will participate in training identified or developed throughout the initiative. The deliverable is a simple, clear brand name for the initiative, which effectively communicates messages about career pathways and training in care coordination.

Project Team Support for Developing Marketing Materials and Approaches

The individual or firm selected as the Marketing Consultant under this RFQ will work closely with one or more members of the project team. The consultants comprising the project team will provide reference materials, text and other information necessary for the Marketing Consultant to complete all project deliverables. The Project Team will also function as a technical assistance resource for the selected marketing consultant.

Timeframe for Completing Services

Upon selection of the marketing consultant, SELACO WDB will request an entrance conference with the individual or firm that will serve as the marketing consultant. During this discussion, a timeline for completion of all four deliverables will be established.

It is contemplated that completion of deliverables will occur in the sequence that follows, with the first deliverable being finalized no later than October 15, 2017 and the last reaching completion by December 15, 2017.

- Branding
- PowerPoint
- Fact Sheet
- Newsletter Template

Eligible Bidders

The RFQ is being directed exclusively to organizations approved for procurement by the California Workforce Association (CWA) with regard to providing marketing services/support. If an acceptable response/quote is not received as the result of this RFQ process, SELACO WDB reserves the option of re-releasing the RFQ and extending the bid opportunity to other experienced organizations and individuals that are qualified to provide the desired marketing services.

Funding Availability

On behalf of the local WDBs participating in the project, SELACO WDB serves as both the administrator and fiscal agent. In this capacity, SELACO WDB has oversight of the project budget and has allocated a total of \$30,000 for the marketing services.

It should be noted that additional marketing services may be desired. In such a case, SELACO WDB would issue a supplemental RFQ.

Responding to the RFQ

Responses the RFQ must adhere to the content and format requirements that follow:

Content and Format

All respondents must submit the essential information requested in Part 1 (Description of Bidder Qualifications, Proposed Approach and Fees). Respondents may also submit supplemental information in Part 2 (Brief Description of Similar Projects and References for this Work).

Part 1: Description of Bidder Qualifications, Proposed Approach and Fees (Mandatory)

The bidder must briefly describe its qualifications to provide the requested marketing-related services, its approach to doing so and proposed fees. Within this description, the bidder must provide:

- Identifying and contact information (Business name, address, email, phone, etc.)
- Qualifications to perform project work, which may include a summary of work-related experience of the overall firm or individual(s) that will perform the work.
- Proposed fee for each of the four project deliverables.

Limit: One page of single-spaced text, using 1-inch margins and 12 pt. font.

Part 2: Brief Description of Similar Projects and References for this Work (Optional)

The bidder may include additional information regarding similar projects that the firm or individuals has successfully completed, along with names and contact information for project references.

Limit: One page of single-spaced text, using 1-inch margins and 12 pt. font.

Questions Regarding the RFQ

All questions regarding the RFQ should be directed via email to Sandra Michel at sandram@selaco.com. Responses to questions about the RFP will be sent via email to all eligible bidders.

Submitting Your Response

Proposals must be submitted in electronic format via email. Please email proposals to Sandra Michel at sandram@selaco.com. Please include the following in the "Subject" line: "Response to LA/Ventura Counties SlingShot Marketing RFQ"

Submission Deadline

All proposals submitted in response to this RFQ must be received no later than 5:00 p.m., Wednesday, September 13, 2017.