



Request for Proposal Outreach and Communication Services

MICHIGAN WORKS! SOUTHEAST CONSORTIUM AND MICHIGAN WORKS! SOUTHEAST

REQUEST FOR PROPOSAL (RFP)

for

**Outreach and Communication Services
1201 E Ellsworth Rd
Ann Arbor, MI 48108**

RELEASE DATE: October 29, 2024

DUE DATE: by 4:00 p.m. local time November 29, 2024

An electronic response should be submitted via e-mail to rfp@mwse.org.
Subject line should read Outreach and Communication Services RFP
Response.





Request for Proposal Outreach and Communication Services

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SECTION I: OVERVIEW

BACKGROUND

In August, 2015, the Counties of Hillsdale, Jackson, Lenawee, Livingston and Washtenaw executed a P.A. 7 agreement to consolidate three Michigan Works! agencies into a single organization. This merger was legally effective on October 1, 2015 and the organizations administratively and programmatically consolidated on July 1, 2016.

The Michigan Works! Southeast Consortium Board (CB) serves as grant recipient for the consortium and consists of ten elected county commissioners — two from each of the five counties. The Consortium Board is responsible for safeguarding Federal/State Workforce Development funds as well as meeting all required administrative and programmatic rules. The Michigan Works! Southeast Consortium Board appoints members to The Michigan Works Southeast Workforce Development Board (WDB). This Board is charged by the Governor with implementing the Michigan Works! “One Stop” system and provides policy guidance and oversight for all federal Workforce Innovation and oversight for all WIOA, Wagner-Peyser, and PATH funded programs and other development programs in the Consortium’s five counties. The WDB is responsible for the day-to-day and strategic oversight of the Workforce Development Services and programs.

The five county Workforce Development organization operates under the name “Michigan Works! Southeast/MWSE.”

PROJECT SCOPE

The purpose of the Request for Proposal (RFP) is to solicit proposals to establish a contract, through competitive negotiations, with a qualified Communications/Outreach individual/agency that can provide results-oriented, efficient, cost-effective, and customized outreach on behalf of Michigan Works! Southeast. The objective of achieving maximum exposure in the five-county area to the target audience of employers and business executives should be kept in mind.

The selected individual/agency must be capable of, but not limited to, providing comprehensive on-going public relations consultancy services, ranging from strategic counsel on issues, to tactical implementation support on special events and ad-hoc communications activities. All Communications/Outreach activities shall produce quantitatively measurable results identified by MWSE! Bidders to this RFP must be able to validate capacity to complete the tasks listed within this document.

The goal of engaging the Outreach/Communications retainer is to increase and sustain the public awareness of the MWSE! brand identity as well as increase the popularity and use of MWSE! and all of its related services. The Outreach/Communications individual or agency is expected to measure, manage, and advise on each marketing program/activity in order to maximize the desired outcomes.

BUDGET AND COMPENSATION

The Budget for this project **shall not exceed \$110,000 per contract year**. It is MWSE's intent to award a three (3) year contract with the option to extend by one year for a maximum (4) year contract based on performance. MWSE reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFP, if it is in the best interest of the organization.

RESPONSE DEADLINES AND INSTRUCTIONS FOR SUBMISSION

- A. Responses must be complete and fully signed by an authorized organization official in order to be accepted. Members of the Michigan Works! Southeast Consortium Board, The Michigan Works! Southeast Workforce Development Board, or others with administrative or oversight responsibilities for the programs administered by the Michigan Works! Southeast may not sign the proposal.
- B. Sign all signature pages attached to this RFP and submit with the electronic proposal package. (**Proposal Certification, Required Proposal Attachments**)

Proposals are due by **4:00 p.m. November 29, 2024**.

An electronic response should be submitted via e-mail to rfp@mwse.org. Subject line should read Outreach and Communications Response.

Bidders may not alter their proposals after the due date. Late proposals will be considered unsolicited proposals outside the procurement process.

QUESTIONS AND TECHNICAL ASSISTANCE

Prospective Bidders may submit written questions concerning this RFP prior to 5 p.m., November 14, 2024 to rfp@mwse.org. All answers to questions submitted will be posted to the Michigan Works! Southeast website www.mwse.org. Answers will also be emailed upon request. No other technical assistance will be provided.

SECTION II: BIDDER REQUIREMENTS

REQUIREMENTS FOR BIDDERS

- A. No proposal will be accepted from, or contract awarded to any person, firm, or corporation that is in arrearage on business taxes, payroll taxes etc. to either the state, federal areas or upon any debt or contract, or that is in default as surety or otherwise, or failed to perform faithfully any previous contract with the Counties in the Michigan Works! Southeast. Upon any debt or contract, or that is in default as surety or otherwise, or failed to perform faithfully any previous contract with the Counties.
- B. All costs incurred in the preparation, submission, and presentation of this proposal, in any way whatsoever, will be wholly absorbed by the prospective bidder. All supporting documentation will become the property of the Michigan Works! Southeast unless requested otherwise at the time of submission. Michigan FOIA requires the disclosure, upon request, of all public records that are not exempt from disclosure under section 13 of the Act, which are subject to disclosure under the Act. Therefore, confidentiality of information submitted in response to this Request for Proposals is not assured.
- C. MWSE reserves the right to modify the scope of services during the course of the contract. Such modification may include adding or deleting any tasks this project will encompass and/or any other modifications deemed necessary. Any changes in pricing or payment terms proposed by the consultant resulting from the requested changes are subject to acceptance by the Michigan Works! Southeast. Changes may be increases or decreases.
- D. Proposer shall note that this Request for Proposal is considered to be under evaluation from the opening date until contract award. MWSE and Review committee are restricted from giving any information relative to the progress of the evaluation during this time, except as required to administer the evaluation process.
- E. This RFP does not commit the Michigan Works! Southeast to award a contract, or to procure or contract for services or supplies. The Michigan Works! Southeast reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFP, if it is in the best interest of the Michigan Works! Southeast to do so. Further, all requested amounts are subject to reduction based upon final award selections and availability of funds.
- F. To ensure fairness in the review process, prospective bidders should not discuss their proposal or this Request for Proposals with individuals who sit on the Workforce Development Board, Consortium Board or staff prior to the completion of the procurement process.

BID RESPONSE REQUIREMENTS

The Bidder will provide the following required information in order to demonstrate that the bidder has the experience and knowledge needed to successfully complete the project. Please limit your total narrative response to 5 pages:

- A. Cover Letter: Provide a brief cover letter introducing your organization. This is not included in the 5-page total.
- B. Experience providing software and similar services as described under the Project Scope. Confirm that you will be able to meet the minimum requirements listed under the Work of Scope -Attachment A.
- C. Fees: Provide a detailed budget (and budget narrative, if necessary) detailing costs, per Attachment B.

Attach any additional pages necessary to respond fully to the questions. Each additional page should be numbered and sequenced, so that readers can easily discern how the addition ties to your proposal.

SECTION III: REVIEW INFORMATION

REVIEW PROCESS

Proposals will undergo the following review:

- *Michigan Works! Team* – A team of Michigan Works! Southeast representatives will review proposals for technical compliance with the RFP. Staff will confirm that all required signature pages and sections of RFP are completed. After passing review for technical compliance, all proposals will be reviewed and graded by the team. Michigan Works! Southeast reserves the right to contact any bidder to ask clarifying questions regarding the RFP.

REVIEW CRITERIA

A. Experience (30 points)

The successful bidder must show experience providing the requested services including expertise in marketing and public relations. Experience in the workforce development, non-profit or public sector is preferred. The provided references shall be strong, with a proven capacity to staff in accordance with the RFP's specifications.

B. Project scope (40 points)

The successful bidder must describe how they will meet or exceed the minimal requirements under Project scope & Attachment- A, Scope of Work. Describe the marketing and public relations implementation strategy.

C. Proposed fees (20 points)

The successful bidder will provide a budget and total proposed cost. Top bidder based on fees gets 15-20 points, the 2nd best fee bidder gets 10-15 points, the 3rd best fee bidder gets 5-10 points, and the 4th best fee bidder gets 0-5, and all other bidders based on fees get 0 points.

D. References (10 points)

The successful bidder will provide three references verifying ability to provide excellent services as outlined in RFP Project Scope- Attachment A.

For a proposal to advance, bidders must be awarded no less than 75 points. The top three scored proposals will be invited for an interview/presentation, if applicable. MWSE reserves the right to award a contract without an interview.

Rating Scales

- Below 55 - Bidder has serious deficiencies in one or more areas which would make it unlikely that they could successfully implement the project.
- 55 - 65 - Bidder's response is adequate in most categories. Bidder's response in some categories may be strong. However, there may be deficiencies in one or more areas which could cause serious concerns.
- 65 - 74 - Bidder's response is adequate in most categories. Response in some categories is likely to be strong. There may be relatively minor deficiencies in one or more categories.
- 75 -85 - Bidder's response is strong in most categories, and no significant deficiencies are apparent.
- 85 - 100 - Bidder's response is exceptional.

E. Interview/Presentation (40 points)

The successful bidder may be asked to meet with MWSE representatives and provide a presentation on the proposal and/or answer questions regarding the proposal.

REVIEW AND APPEALS PROCESS

In accordance with applicable regulations, proposers who are denied funding have the right to appeal. The following steps must be taken for organizations to appeal funding decisions.

1. Submit a letter within three business days from the date of the contract award to the Executive Director of Michigan Works! Southeast stating that an appeal to the contract award is being filed and the specific reasons for that appeal based on the four criteria below:
 - a. Clear and substantial error or misstated facts upon which the decision was made by the WDB. An appeal will not be accepted if it attempts to modify or include additional information to the original proposal.
 - b. Unfair competition or conflict of interest in decision making process.
 - c. Any illegal or improper act or violation of law. The basis shall be explicitly stated and make specific reference to appropriate sections of law, regulations and/or contracts.
 - d. Other legal basis on grounds that may substantially alter the WDB decision.

The Executive Director will review the appeal and respond within 10 business days. In the event the Executive Director's response is not satisfactory to the proposer, an appeal to the appropriate Michigan Works! Southeast Executive Committee may be requested. The request must be addressed in writing within 10 business days from receipt of response from the Executive Director. The appeal will be heard by members of the Executive Committee at a time set by the Chair. The decision of the Executive Committee will be issued within five business days. This decision is final. No additional appeal process is available.

SECTION IV: ASSURANCES AND PROPOSAL CERTIFICATION

GENERAL ASSURANCES

The following Assurances, Certifications and Stipulation are required by the Department of Labor and Economic Opportunity to be incorporated into the Michigan Works! Southeast System Plan and all subcontracts that may be awarded by the Michigan Works! Agency.

NON-DISCRIMINATION AND EQUAL OPPORTUNITY

The Workforce Innovation and Opportunity Act (WIOA) requires for all programs receiving financial assistance under Title I the following assurance:

As a condition to the award of financial assistance from the Michigan Department of Labor and Economic Opportunity, Workforce Development (LEO-WD) under the WIOA Title I, the CONTRACTOR assures that throughout the term of this Agreement, it complies with and will continue to comply with the non-discrimination and equal opportunity provisions of the following laws:

- Section 188 of the WIOA of 2014, which prohibits discrimination against all individuals in the United States on the basis of race, color, religion, sex, national origin, age, disability, political affiliation or belief, and against beneficiaries on the basis of either citizenship/status as a lawfully admitted immigrant authorized to work in the United States or participation in any WIOA Title I financially-assisted program or activity;
- Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the basis of race, color, and national origin;
- Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities;
- The Age Discrimination Act of 1975, as amended, which prohibits discrimination on the basis of age; and
- Title IX of the Education Amendments of 1972, as amended, which prohibits discrimination on the basis of sex in educational programs.

The CONTRACTOR also assures that it complied and will continue to comply with all regulations implementing the laws listed above. This assurance applies to the CONTRACTOR'S operation of WIOA Title I financially assisted program or activity, and to all agreements the CONTRACTOR makes to carry out the WIOA Title I financially assisted program or activity. The CONTRACTOR understands that the U.S.DOL has the right to seek judicial enforcement of this assurance.

1. In connection with the performance of work, the CONTRACTOR further agrees or certifies that they will comply with the following:
 - a. Executive Order 11246, as amended by 11375. (41 Code of Federal Regulation [CFR]Parts 60-64).
 - b. Rehabilitation Act of 1973, as amended, Section 503 (29 United States Code [USC] 793), Public Law (PL) 93-112. Americans with Disabilities

- c. Act of 1990 (42 USC 12101 et seq.), PL 101-336.
 - d. Pregnancy Discrimination Act of 1975 (92 Statute 2076), PL 95-555.
 - e. Civil Rights Act of 1964, Title VII (42 (USC 2000 et seq.), PL 88-352.
 - f. Civil Rights Act of 1968, Title VIII (42 (USC 300 et seq.), PL 90-284.
 - g. Civil Rights Restoration Act of 1991 (20 USC 1686-1688, 29 USC 706 and 709, 42 USC
 - h. 2000[d]-4[a] and 6107), PL 100-259. Civil Rights Restoration Act of 1991 (20 USC 1686-1688, 29 USC 706 and 709, 42 USC 2000[d]-4[a] and 6107), PL 100-259.
 - i. Affirmative Action Provisions of the Vietnam Era Veterans' Readjustment Assistance Act, as amended (38 USC 4218), PL 72-74
 - j. Equal Pay Act of 1963, as amended (29 USC 206[d]), PL 88-38.
 - k. Elliott Larsen-Civil Rights Act, as amended (Michigan Compiled Laws Annotated [MCLA] 37.2101 et seq.), Public Act (PA) 453 of 1976.
 - l. Persons with Disabilities Civil Rights Act (MCLA 37.1101 et seq.), PA 220 of 1976.
2. The CONTRACTOR complies with all applicable federal and state laws including, but not limited to the following:
- a. Immigration Act of 1986 (8 USC 1324[a]) PL 99-603. Immigration Reform and Control Act of 1986 (8 USC 1324[a]), PL 99-603.
 - b. Family and Medical Leave Act of 1993 (29 USC 2601), PL 103-3.
 - c. Older Americans Act of 1965, as amended (47 USC 3001 and 3056 et seq.), PL 89- 73.
 - d. Military Selective Service Act, Title I, Section 3, as amended (50 USC 453), PL 97-86.
 - e. Privacy Act of 1974, (5 USC 522[a][e][3]), PL 93-579.
 - f. Whistleblower's Protection Act (MCLA 15.361 et seq.), PA 469 of 1980.
 - g. Federal Hatch Act (5 USC 1501-1508).
 - h. Jobs for Veterans Act, PL 107-288, as amended by PL 112-56 (Reference: Employment and Training Administration [ETA] Training and Employment Guidance Letter No. 10-09, issued November 10, 2009).
 - i. Emergency Supplemental Appropriations Act for Defense, the Global

- War on Terror, and Hurricane Recovery, PL 109-234, which contains salary and bonus limitation requirements for the U.S. Department of Labor/ETA funded programs.
- j. Michigan Youth Employment Standards Act, as amended (MCLA 409.101-124), PA 90 of 1978; or the Federal Child Labor Regulations, Part 570, as amended, whichever is more stringent.
 - k. Improved Workforce Opportunity Wage Act, PA 337 of 2018.
 - l. Michigan Payment of Wages and Fringe Benefits, as amended (MCLA 408.471- 583), PA 390 of 1978; and Overtime Protection (MCLA 408.477), PA 390 of 1978.
 - m. Michigan Worker's Disability Compensation Act, as amended (MCLA 418.101-941), and Administrative Rules, PA 317 of 1969.
 - n. Michigan Open Meetings Act, as amended (MCLA 15.261 et seq.), PA 267 of 1976.
 - o. Michigan Contracts with Employers Engaging in Unfair Practices, as amended (MCLA 423.321 et seq.), PA 278 of 1980.
 - p. Michigan Occupational Safety and Health Act, as amended (MCLA 408.1001- 1094), PA 154 of 1974.
 - q. Michigan Right to Know Act (MCLA 408.1014[a]-1014[n], PA 80 of 1986.
 - r. Veteran Right to Employment Services Act (MCLA 35.1093), PA 39 of 1994.
 - s. Social Welfare Act, as amended (MCLA 400.55[a], and 400.56[f]), PA 280 of 1939.
 - t. Title IV-F of the Social Security Act, as amended, PL 74-271.
 - u. Michigan Welfare Policy Provisions, PA 223 of 1995.
 - v. Title IV-A of the Social Security Act, as amended, PL 74-271.
 - w. 45 CFR 201 through 257, and 260 through 265, Temporary Assistance for Needy Families.
 - x. Food Stamp Act of 1977, as amended, PL 105-33.
 - y. 7 CFR 271, 272, and 273, Required Elements of the Combined State Plan and Plan Modifications.
 - z. WIOA of 2014, PL 113-128.
 - aa. The WIOA Joint Final Rule at 81 CFR 55791 and WIOA Final Rule at 81 CFR 56072.

- bb. Reed Act Provisions of Title IX of the Social Security Act.
- cc. Trade Adjustment Assistance Reform Act of 1974, as amended.
- dd. The Wagner-Peyser Act of 1933, as amended under WIOA Title III.
- ee. The Michigan Employment Security Act of 1936, as amended.
- ff. 20 CFR Part 653, with respect to equitable services to migrant and seasonal farm workers and other requirements, as amended.
- gg. Uniform Budgeting and Accounting Act, as amended, PA 2 of 1968
- hh. Uniform Unclaimed Property Act, PA 29 of 1995.
- ii. Office of Management and Budget (OMB) Circular A-102; Grants and Cooperative Agreements with State and Local Governments.
- jj. Common Rule (29 CFR Part 97 and 45 CFR Part 92); Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments.
- kk. PL 104-154, July 5, 1996, 104th Congress; Single Audit Amendments of 1996.
- ll. Section 5 of Appendix A of 29 CFR 97.36(i)(8), 45 CFR Part 74, 45 CFR Part 92; Notice of Awarding Agency Requirements and Regulations Pertaining to Patent Rights.
- mm. 2 CFR Part 200 et al.; Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards.

The Michigan Department of Labor and Economic Opportunity – Workforce Development, or any of its authorized representatives, and/or Michigan Works! Southeast, or any of its authorized representatives, shall have the right of access to any and all pertinent documents, papers, or other records of grantees and sub-grantees which are pertinent to grant operations. This applies to all financial and programmatic records, supporting documents, and statistical records of the CONTRACTOR, which are required to be maintained by the Uniform Guidance 2CFR, the grant agreement, federal regulations, or state policy for the purpose of conducting discrimination complaint investigations, Equal Opportunity compliance/monitoring reviews, and for inspecting and/or copying policies, records, and other materials, as may be pertinent, to determine compliance with and ensure enforcement of the non-discrimination and Equal Opportunity provisions of federal grant programs.

Further, the bidder assures that:

- A. Programs funded under will be administered in full compliance with

safeguards against fraud and abuse as set forth in WIOA and WIOA Regulations.

- B. Full compliance with the Michigan Works! Southeast Equal Employment Opportunity (EEO) and Affirmative Action (AA) policy is assured

ADMINISTRATIVE ENTITY/ WDB HELD HARMLESS

If awarded a contract, the bidder shall defend, indemnify and hold harmless the Administrative Entity/WDB, its officers, agents and employees from any and all claims and losses incurred by or resulting to any person, firm, or corporation who may be damaged or injured by the bidder in the performance of said contract.

The bidder, if awarded a contract, shall maintain at its expense during the term of the contract the following insurance:

- a. Workers' Compensation Insurance with the Michigan statutory limits an employer's liability insurance with a minimum limit of \$500,000 each accident.
- b. Comprehensive General Liability Insurance with a combined single limit of \$1,000,000 each occurrence for bodily injury and property damage. Policy shall include contractual liability coverage, and personal injury coverage.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

This certification is required by the regulations implementing Executive Orders 12549 and 12689, 2 CFR part 180. The regulations in 2 CFR part 180 restrict awards, subawards, and contracts with certain parties that are debarred, suspended, or otherwise excluded from or ineligible for participation in Federal assistance programs or activities. 2 CFR 200 214. Prospective recipients are required to certify with an official signature on the Debarment and Suspension form that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in a transaction with any federal department or agency.

CERTIFICATION REGARDING LOBBYING

Prospective recipients of federal assistance funds must certify with an official signature on the Certification Regarding Lobbying form that no Federally appropriated funds have been used or will be used by the prospective recipient for the purpose of lobbying.

PROJECT PARAMETERS

- a. Project services will be provided at the Michigan Works! American Job Center located in the County noted in their bid proposal.
- b. Project bidders should be aware that available funds for contract services are limited. Any costs incurred over the negotiated contract limits must be paid by the contractor. Organizations with demonstrated ability to match all or part of their budget, and/or with the ability to supplement contract funds with other resources will have priority in the review process.

REPORTING

Upon approval of any project or activity for funding under this RFP, the agency or organization administering that project will be subject to reporting requirements as developed by the Department of Labor and Economic Opportunity (LEO) and Michigan Works! Southeast. These

reports will be submitted as necessary to carry out the required schedule of reporting to the State of Michigan and to carry out monitoring and evaluation of programs as mandated by LEO and its policies and regulations. Failure to submit required reports on timely basis could result in cancellation or non-renewal of the contract.

If awarded funding, the bidder shall:

- a. Accept and implement all management, fiscal, participant and special reporting requirements established by the Michigan Works! and shall maintain such records and accounts, including property, personnel and financial records, as deemed necessary by the MWSE office to assure a proper accounting of all funds.
- b. Record all costs incurred, and report these costs in the manner and format prescribed by MWSE and in conformance with applicable Federal/State requirements. Submit relevant documentation with invoices.
- c. Retain all records pertinent to the program, including financial,

participant and statistical records and supporting documents, for at least five (5) years from the date of expiration of any contract awarded as a result of this proposal. If, prior to the end of the retention period of any contract awarded as a result of this proposal, any litigation or audit is begun, retention of records shall be extended until the litigation or audit is resolved.

- d. Provide Michigan Works! Southeast with all relevant documentation related to projects associated with the contract.

SECTION V: PROPOSAL RESPONSE FORMS

(Proposal Review Criteria, work statement, written narrative, and required forms will be included in this section).

GENERAL INFORMATION

MWSE encourages, whenever possible, the utilization of small businesses, minority-owned firms, women-owned business enterprises and labor surplus area firms.

1. General Information
<p>A. ORGANIZATION INFORMATION</p> <p>ORGANIZATION'S NAME & ADDRESS: _____ _____ _____</p> <p>CONTACT PERSON: _____ TITLE: _____ PHONE #: _____ E-MAIL: _____ FAX: _____</p> <p>FISCAL CONTACT: _____ TITLE: _____ PHONE #: _____ E-MAIL: _____ FAX: _____</p>
<p>B. Organization Structure</p> <p> <input type="checkbox"/> Private Nonprofit <input type="checkbox"/> Public or Nonprofit Educational Institution <input type="checkbox"/> Public Nonprofit <input type="checkbox"/> Community-Based Organization <input type="checkbox"/> Private for Profit <input type="checkbox"/> Female-Owned Business <input type="checkbox"/> Unit of Local Government <input type="checkbox"/> Minority-Owned Business <input type="checkbox"/> Government Agency <input type="checkbox"/> Other _____ </p>
<p>C. Authorship</p> <p>AUTHORED BY: _____</p> <p>TITLE: _____</p> <p>ORGANIZATION: _____</p> <p>PROFESSIONAL PROPOSAL WRITER*: Y N (Circle One)</p> <p>*The agency agrees that this person has not been (and will not be) paid a proposal writing fee from current or future Workforce Development funds.</p>

D. Required Documents

Read, complete, sign, and attach the following documents, which appear on the following pages:

- “Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion”;
- “EQUAL OPPORTUNITY (EO) POLICY STATEMENT”; and
- “CERTIFICATION REGARDING LOBBYING”; and
- “GRIEVANCE/COMPLAINT POLICY STATEMENT”; and
- “Proposal Certifications”

E. Funds Requested

Total Price: \$_____

This figure should equal the total amount requested and supported in your budget.

F. Service Area

PLEASE SELECT ALL COUNTIES THAT YOU ARE WILLING TO PROVIDE SERVICES IN:

_____Hillsdale

_____Jackson

_____Lenawee

_____Livingston

_____Washtenaw

Instructions for Certification Regarding Debarment and Suspension

1. By signing and submitting this proposal, the prospective recipient of Federal assistance funds is providing the certification as set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective recipient of Federal assistance funds knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the Department of Labor (DOL) may pursue available remedies, including suspension and/or debarment.
3. The prospective recipient of Federal assistance funds shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective recipient of Federal assistance funds learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the person to which this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective recipient of Federal assistance funds agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the DOL.
6. The prospective recipient of Federal assistance funds further agrees by submitting this proposal, that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that is not debarred, suspended, ineligible, or voluntarily excluded for the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Procurement or No procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntary excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the DOL may pursue available remedies, including suspension and/or debarment.

Debarment Form

**Certification Regarding Debarment,
Suspension, Ineligibility and Voluntary Exclusion
Lower Tier Covered Transactions**

This certification is required by the regulations implementing Executive Orders 12549 and 12689, 2 CFR part 180. The regulations in 2 CFR part 180 restrict awards, subawards, and contracts with certain parties that are debarred, suspended, or otherwise excluded from or ineligible for participation in Federal assistance programs or activities. 2 CFR 200 214.

- (1) The prospective recipient of federal assistance funds certifies, by submission of this certification, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.

- (2) Where the prospective recipient of Federal assistance funds is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this certification.

Agency/Organization Authorized Signature

Date





EO Form

EQUAL OPPORTUNITY (EO) POLICY STATEMENT EQUAL OPPORTUNITY IS THE LAW

It is against the law for this recipient of Federal financial assistance to discriminate on the following bases: against any individual in the United States, on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, sex stereotyping, transgender status, and gender identity), national origin (including limited English proficiency), age, disability, or political affiliation or belief, or, against any beneficiary of, applicant to, or participant in programs financially assisted under Title I of the Workforce Innovation and Opportunity Act, on the basis of the individual's citizenship status or participation in any WIOA Title I-financially assisted program or activity.

The recipient must not discriminate in any of the following areas: deciding who will be admitted, or have access, to any WIOA Title I-financially assisted program or activity; providing opportunities in, or treating any person with regard to, such a program or activity; or making employment decisions in the administration of, or in connection with, such a program or activity.

Recipients of federal financial assistance must take reasonable steps to ensure that communications with individuals with disabilities are as effective as communications with others. This means that, upon request and at no cost to the individual, recipients are required to provide appropriate auxiliary aids and services to qualified individuals with disabilities.

WHAT TO DO IF YOU BELIEVE YOU HAVE EXPERIENCED DISCRIMINATION

If you think that you have been subjected to discrimination under a WIOA Title I-financially assisted program or activity, you may file a complaint within 180 days from the date of the alleged violation with either: the recipient's Equal Opportunity Officer (or the person whom the recipient has designated for this purpose);

Mr. Matthew Shilling, Equal Opportunity Officer

Michigan Department of Labor and Economic Opportunity
LEO-WD-EO-Discrimination-Complaints@michigan.gov

or

Director, Civil Rights Center (CRC)

U.S. Department of Labor
200 Constitution Avenue, NW, Room N-4123
Washington, D.C. 20210

If you file your complaint with the recipient, you must wait either until the recipient issues a written Notice of Final Action, or until 90 days have passed (whichever is sooner), before filing with the Civil Rights Center (see address above). If the recipient does not give you a written Notice of Final Action within 90 days of the day on which you filed your complaint, you may file a complaint with CRC before receiving that Notice. However, you must file your CRC complaint within 30 days of the 90-day deadline (in other words, within 120 days after the day on which you filed your complaint with the recipient). If the recipient does give you a written Notice of Final Action on your complaint, but you are dissatisfied with the decision or resolution, you may file a complaint with CRC. You must file your CRC complaint within 30 days of the date on which you received the Notice of Final Action.

If you have any questions regarding the EO Policy Statement, please discuss them with your assigned staff person.

I have received the EO Policy Statement on (date) _____

Name (Printed)

Agency/Organization Authorized Signature



Instructions for Completion of Sf-LLL, Disclosure of Lobbying Activities

Federal Register / Vol. 55. No. 38 / Monday,

February 28, 1990 Rules and Regulations

This disclosure form shall be completed by the reporting entity, whether sub-awardee or prime Federal recipient, at the initiation or receipt of a covered Federal action, or a material change to a previous filing, pursuant to title 31 U.S.C. Section 1352. The filing of a form is required for each payment or agreement to make payment to any lobbying entity for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with a covered federal action. Use the SF-LLL-A Continuation Sheet for additional information if the space on the form is inadequate. Complete all items that apply for both the initial filing and material change report. Refer to the implementing guidance published by the Office of Management and Budget for additional information.

1. Identify the type of covered Federal action for which lobbying activity is and or has been secured to influence the outcome of a covered Federal action.
2. Identify the status of the covered federal action.
3. Identify the appropriate classification of this report. If this is a follow-up report caused by a material change to the information previously reported, enter the year and quarter in which the change occurred. Enter the date of the last previously submitted report by this reporting entity for this covered Federal action.
4. Enter the full name, address, city, state and zip code of the reporting entity. Include Congressional District if known. Check the appropriate classification of the reporting entity that designates if it is, or expects to be, a prime or subaward recipient. Identify the tier of the sub-awardee, e.g., the first awardee of the prime is the first tier.
5. If the organization filing the report in item 4 checks "Sub-awardee", then enter the full name, address, city, State and zip code of the prime Federal recipient. Include Congressional District, if known
6. Enter the name of the Federal agency making the award or loan commitment. Include at least one organizational level below agency name, if known. For example, Department of Transportation, United States Coast Guard.
7. Enter the Federal program name or description for the covered Federal action (item !). If known, enter the full Catalog of Federal Domestic Assistance (CFDA) number for grants, cooperative agreements, loans, and loan commitments.
8. Enter the most appropriate Federal identifying number available for the Federal action identified in item I (e.g., Request for Proposal (RFP) number; Invitation for Bid (IFB) number; grant announcement number; the contract, grant or loan award number; the application proposal control number assigned by the Federal agency). Include pre-fixes., e.g., "RFP- DE-90-001."

9. For a covered Federal action where there has been an award or loan commitment by the Federal agency, enter the Federal amount of the award loan commitment for the prime entity identified in item 4 or 5.
10. (a) Enter the full name, address, city, state and zip code of the lobbying entity engaged by the reporting entity identified in item 4 to influence the covered Federal action.

(b) Enter the full names of the individual(s) performing services, and include full address if different from IO(a). Enter Last Name, First Name, and Middle Initial (MI).
11. Enter the amount of compensation paid or reasonably expected to be paid by the reporting entity (item 4) to the lobbying entity (item 10). Indicate whether the payment has been made (actual) or will be made (planned). Check all boxes that apply. If this is a material change report, enter the cumulative amount of payment made or planned to be made.
12. Check the appropriate box(es). Check all boxes that apply. If payment is made through an in-kind contribution, specify the nature and value of the in-kind payment.
13. Check the appropriate box(es). Check all boxes that apply. If other, specify nature.
14. Provide a specific and detailed description of the services that the lobbyist has performed, or will be expected to perform, and the date(s) of any services rendered. Include all preparatory and related activity, not just time spent in actual contact with Federal officials. Identify the Federal official(s) or employee(s) contacted or the officer(s), employee(s), or Members of Congress that were contacted.
15. Check whether or not a SF-LLL-A Continuation Sheet(s) is attached.
16. The certifying official shall sign and date the form, print his/her name, title, and telephone number.



Request for Proposal Outreach and Communication Services

Lobbying Form

DISCLOSURE OF LOBBYING ACTIVITIES

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352

1. Type of Federal Action: <input type="checkbox"/> a. contract <input type="checkbox"/> b. grant <input type="checkbox"/> c. cooperative agreement <input type="checkbox"/> d. loan <input type="checkbox"/> e. loan guarantee	2. Status of Federal Action: <input type="checkbox"/> a. bid/offer/application <input type="checkbox"/> b. initial award <input type="checkbox"/> c. post-award	3. Report Type: <input type="checkbox"/> a. initial filing <input type="checkbox"/> b. material change For Material Change Only: year__ quarter__ date of last report _____
5. Name and Address of Reporting Entity: <input type="checkbox"/> Prime <input type="checkbox"/> Sub-awardee Tier ____, if known: Congressional District, if known:	5. If Reporting Entity in No. 4 is Sub-awardee Enter Name and Address of Prime: Congressional District, if known:	
6. Federal Department/ Agency:	7. Federal Program Name/Description CFDA Number, if applicable:	
8. Federal Action Number, if known:	9. Award Amount, if know: \$ _____	
10. a. Name and Address of Lobbying Entity	b. Individuals Performing Services (including address if different from N. 10a) (Last name, first name, MI):	
5. Amount of Payment (check all that apply): \$ _____ actual __planned	12. Type of Payment (check all that apply): <input type="checkbox"/> a. retainer <input type="checkbox"/> b. one-time fee <input type="checkbox"/> c. commission <input type="checkbox"/> d. contingent fee <input type="checkbox"/> e. deferred <input type="checkbox"/> f. other specify	
13. Brief Description of Services Performed or to be Performed and Date(s) of Service, including officer(s), employee(s), or Member(s) contacted, for Payment Indicated in Item 11: <div style="text-align: center;">(Attach Continuation Sheet(s) SF-LLL-A if necessary).</div>		
14. Continuation Sheet(s) SF-LLL-A attached: <input type="checkbox"/> Yes <input type="checkbox"/> No		
<small>5. Information required through this form exauthorized authorized by Title 31 U.S.C. Section 1352. 111e disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when this transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to the Congress semiannually and will be available for public inspection. Any person who fails to file the required disclosure will be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.</small>	Signature: _____ Print Name: _____ Title: _____ Telephone No: _____ Date: _____	

DISCLOSURE OF LOBBYING ACTIVITIES

CONTINUATION SHEET

Reporting Entity: _____ Page _____ of _____



Lobbying Certification Form

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans and Cooperative Agreements

The undersigned certifies, to be best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, any officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or any employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying, in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1325, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for such failure.

Agency/Organization Authorized Signature

Date



Complaint Form

MICHIGAN WORKS! SOUTHEAST GRIEVANCE/COMPLAINT POLICY STATEMENT

It is the policy of the Michigan Works! Southeast Consortium and Workforce Development Board that all program staff, applicants, participants and employers have the right to file a formal complaint or grievance. This policy covers all programs which we administer, including the Workforce Innovation and Opportunity Act (WIOA), Temporary Assistance for Needy Families (TANF), Food Assistance Employment and Training (FAE&T), Trade Act (except requests for redeterminations), and State of Michigan General Fund/General Purpose (GF/GP) Funded Programs Administered by the Department of Labor and Economic Opportunity (LEO-WD). You are entitled to file a complaint or grievance if you believe that we have not adhered to applicable laws, regulations and policies in our administration of these programs, or if you believe you have been mistreated or faced discrimination. All grievances and complaints must be in writing and must be filed within one year of the alleged incident. Before filing a complaint or grievance, you should obtain a copy of our local grievance procedures, which describe in full the process for filing complaints and grievances, and the entire complaint resolution process, including procedures for informal resolution of complaints, formal hearings, and appeals. Copies of the procedure are posted in the Michigan Works! Service Center, and are available upon request from the Grievance/Equal Opportunity Complaint Officer, whose contact information is listed below. This is a summary of the steps in our complaint/grievance procedure:

- STEP 1 Informal discussion of your concerns to your immediate Michigan Works! Southeast contact.
- STEP 2 If Step 1 does not resolve the problem to your satisfaction, a formal written complaint may then be filed with the Complaint Officer of Michigan Works! Southeast for resolution through informal discussion. Please contact the Complaint Officer below for instructions on how to file a formal written complaint.
- STEP 3 If Step 2 does not resolve the problem to your satisfaction, you are entitled to request that a hearing be scheduled within 30 days of filing the complaint with a decision within 60 days. Please contact the Complaint Officer below for instructions on how to request a hearing.
- STEP 4 If Step 3 does not resolve the problem to your satisfaction, a formal complaint may be submitted to LEO-WD. Please contact the Complaint Officer below for instructions on how to file a complaint with LEO-WD
- STEP 5 If Step 4 does not resolve the problem to your satisfaction, a formal complaint may be submitted to the Secretary of the U.S. Department of Labor for determination.

If you ever have questions or need assistance with the complaint process, please do not hesitate to contact your assigned staff person or the Complaint Officer of Michigan Works! Southeast.

Grievance/Complaint Officer Vicki Enriquez 517-207-3253 venriquez@mwse.org

Name (Printed or Typed): _____

Signature: _____ Date: _____



Request for Proposal Outreach and Communication Services

Proposal Certifications Form

Proposal Certifications

These certifications must be signed by a representative of the applicant organization who is authorized to do so. Persons in an administrative, monitoring or oversight policy-making capacity with WIOA/PATH programs should not appear as signatory to this RFP.

I hereby certify:

- a. that the applicant organization understands and assures compliance with specific assurances and certifications contained in Section B if awarded funding on the basis of this proposal; and
- b. that all information contained in this proposal in response to questions concerning the applicant organization, its operation, and its proposed program, is true and accurate; and
- c. that completion of this proposal is an application for funding and does not ensure that the proposed program will be funded; and
- d. that if selected for funding, the applicant organization will be bound by the information contained herein as well as by the terms and conditions of the resultant contract or agreement.
- e. that to the best of its knowledge and belief, the cost data are accurate, complete, and current at the time of agreement on price. This price shall be valid for a minimum of six months after submission.

Signature: _____

Date: _____

Name: _____

Title: _____



SECTION VII: SCOPE OF WORK

Requirements of the Outreach and Communications Services:

Scope of Services	YES	NO
<p>Partners and coordinates region wide communications projects such as MWSE Newsletters, social media and other avenues to promote the organization’s image and effectively communicate MWSE issues, actions, and services</p> <p>Meet weekly with MWSE representative to coordinate marketing requests and ensure alignment with MWSE’s strategic plan and marketing plan.</p>		
<p>Oversee and implement all website and social media development, special studies and research</p> <p>Maintains website by writing new stories or blogs, creating new pages, and soliciting updates from other departments for website content to ensure consistent messaging that aligns with MWSE strategic plan.</p> <p>Ensure website and plug-ins are up to date and functioning properly.</p>		
<p>Produce content for digital platforms including website and social media to ensure consistent messaging aligns with MWSE strategic plan and marketing plan. As well as mine/research for partner content along with Michigan Works Mentions</p>		
<p>Coordinate and develop content for all agency publications by coordinating, managing and develop e-news system and mailing lists including: Produces, edits and markets videos approved by MWSE Staff.</p> <p>Develops and maintains print and digital ads, flyers, banners, brochures, fact sheets, event signage, invitations, presentation templates, etc., as needed.</p> <p>Analyzes information and develops appropriate content for the target audience including media materials, press releases, annual report, website, articles, talking points, company</p>		

Promote the activities of the Workforce Development Board/Service Centers to the business community, economic development organizations, educators, and the general public		
Produce Interactive Annual Report		
Design and plan regular tours and informational overview(s) of the Service Centers, programs and initiatives for local, state and federal officials, and attending meetings, conferences, and seminars as requested by the Executive Director		
Partner and strategize with MWSE to enhance relationships with employers, educators, economic developers, local elected officials, and representatives from other community-based organizations		
Oversee special research on outreach best practices for the region; including market research		
Project Manage several major events per year (both in person and/or virtual) [Number of events is up for negotiation]		
Analyzes the effectiveness of campaigns and develops lead generation Analyze the effectiveness of content messaging, digital marketing and website engagement, and develops action plan to maintain SEO (search engine optimization).		
Create and maintain a Legislator and Media Contact List by county		
Manage internal communications calendar – supporting outreach events when needed, marketing the event, working to ensure maximization of sponsorship (comms related aspects), social media follow up		

Produce an MWSE recruiting video (Staff and Customers)		
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Delivery of Services

Throughout the contracted time with MWSE the winning bidder project activities and periodically as the project progress, the organization will review the results of the project work with Michigan Works! Southeast and provide any observations related to the organization's services that the they believe warrant attention.

Performance Indicators

Bidders should propose performance goals in their proposal that are related to their proposed service.

Budget and Costs

- A. Provide the date of establishment/incorporation: _____
- B. Provide your federal Employer ID number: _____



REQUEST FOR PROPOSAL

Outreach and Communications Services

Outreach and Communications Services Budget

Budget Detail
Dec 01, 2024 – Nov 30, 2027

Outreach and Communications Services

COMPANY NAME:	
ADDRESS:	
CONTACT PERSON:	PHONE:

Individual's Name and Title	Hourly Billing Rate	Estimated Hours Per Day	Estimated Cost	Daily Billing Rate	Estimated Days	Estimated Cost

Attach a budget narrative or other background information to provide details or explanations of the proposed charges.

If desired, the budget template will be forwarded in Excel format upon request.

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