



LANE WORKFORCE PARTNERSHIP

300 Country Club Road - Suite 120

Eugene, Oregon 97401

March 2, 2010

REQUEST FOR PROPOSAL

PROFESSIONAL PUBLIC RELATIONS SERVICES

Formal written proposals will be accepted by the Lane Workforce Partnership for a Professional Services Contract to conduct public relations services to promote program services/activities overseen by the Lane Workforce Partnership. Upon evaluation and analysis, a contract(s) may be awarded. The contract(s) may be extended annually for up to four years depending on successful performance within the first year.

Proposals are due by 5:00 p.m., March 12, 2010

All prospective Offerors are notified that a condition of selection will be the execution of a specific and thorough contract issued by Lane Workforce Partnership. No agreement shall exist between Lane Workforce Partnership and any prospective Offeror until such a contract is formally executed by Lane Workforce Partnership. The contents of the proposal of the successful Offeror, along with this request for proposal with all enclosures, will become the basis for the contractual obligations to be contained in the contract awarded as a result of this bid invitation.

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**LANE WORKFORCE PARTNERSHIP
300 County Club Road, Suite 120
Eugene, Oregon 97401**

REQUEST FOR PROPOSAL (RFP)

for

PUBLIC RELATIONS PROFESSIONAL SERVICES

I. INTRODUCTION

The purpose of this Request for Proposal (RFP) is to obtain the services of a qualified individual or firm whose principal officers are independent contractors, certified or licensed by the State of Oregon and authorized to conduct business in the State of Oregon, hereinafter referred to as the "Offeror," to perform the consulting or professional services listed below on behalf of the Lane Workforce Partnership, hereinafter referred to as the "LWP".

- A. This solicitation is for a retained provider who will have a year-to-year relationship with Lane Workforce Partnership for the provision of services described below. That relationship will be by annual contractual arrangement subject to satisfactory performance by the provider.
- B. The Offeror will be contracted to conduct public relations services to promote program services/activities overseen by the Lane Workforce Partnership board of directors. The following services are requested:
 - 1. Provide high level media relations pertaining to activities or services overseen by the Lane Workforce Partnership board of directors.
 - 2. Develop strategies and materials [brochures, fliers, articles for print media (newspapers, magazines, etc.), white papers, etc.] to promote the Lane Workforce Partnership board of directors' initiatives, as well as program services for adults and youth.
 - 3. Assist with activities, sponsorships and development of materials pertaining to special events, i.e., Annual Business Awards, workforce summit, etc.
 - 4. Develop and maintain media connections/relations.
 - 5. Provides assistance in the application of new media (web, twitter, etc.) to promote outreach to targeted populations.

II. AGENCY BACKGROUND

Lane Workforce Partnership (LWP) is an ORS 190 organization formed by intergovernmental agreement between Lane County and the cities of Eugene and Springfield to administer and operate employment and training programs in these respective areas. LWP is a designated Local Workforce Investment Board

Area (LWIB) for the operation of programs funded by the Workforce Investment Act (WIA), and receives funds from the State of Oregon for this purpose. LWP is also the designated Local Workforce Investment Board and Administrative Entity for purposes defined under Public Law 105-220 (Workforce Investment Act).

The Board of Directors of Lane Workforce Partnership is comprised of a 39 member Local Workforce Investment Board (LWIB) which retains full fiduciary responsibility regarding program design and development, including operations as required under the WIA.

III. DESCRIPTION OF SERVICES TO BE PURCHASED

- A. The Offerer will be contracted to conduct public relations services to promote program services/activities overseen by the Lane Workforce Partnership board of directors. The following services are requested:
1. Provide high level media relations pertaining to activities or services overseen by the Lane Workforce Partnership board of directors.
 2. Develop strategies and materials [brochures, fliers, articles for print media (newspapers, magazines, etc.), white papers, letters to the editor, press releases, etc.] to promote the Lane Workforce Partnership board of directors' initiatives, as well as program services for adults and youth.
 3. Assist with activities, sponsorships and development of materials pertaining to special events, i.e., Annual Business Awards, workforce summit, etc.
 4. Develop and maintain media connections/relations.
 5. Provides assistance in the application of new media (web, twitter, etc.) to promote outreach to targeted populations.

IV. AUTHORIZED CONTRACT PERIOD

The following time period applies to work to be performed under this request for proposal:

The authorized period of work to be performed for this RFP is from April 5, 2010 through June 30, 2011.

V. CONTRACTOR'S RESPONSIBILITIES

The Offeror agrees that the services performed under contract shall be rendered by Offeror performed with due care and diligence. The Offeror agrees to have all necessary certifications and licenses prior to entering into any subsequent contractual arrangement with Lane Workforce Partnership.

The Offeror agrees to assign work team members and any work team supervisor that have direct knowledge, training and experience in the work described herein. The Offeror must notify LWP In writing within 15 calendar days following execution of the contract of the names and qualifications of all staff members to be assigned to this project, if those staff members named in the proposal are different

than those who will actually perform the work. Additionally, following contract execution, any substitution or replacement of any member of the team must be approved by Lane Workforce Partnership.

The Offeror shall be responsible for the following functions in addition to any other requirements stated in this Request for Proposal:

- A. Become familiar with all applicable regulations and general government regulations prior to implementation of any work activities.
- B. Coordinate performance of these professional services through LWP's contract manager who has been appointed as the lead staff person.
- C. Meet with the LWP designated staff person on a regular basis to discuss ongoing progress of the project(s) or services and to identify any areas that need clarification. A brief written summary may be required for areas of significant concern. It is expected that the Offeror will work closely with the staff of LWP to ensure the successful completion of the work to be performed under this RFP or any subsequent contract.
- D. Provide all clerical, secretarial and copying services during the conduct of this contract.

VI. LANE WORKFORCE PARTNERSHIP RESPONSIBILITIES

Lane Workforce Partnership will be responsible for the following functions in addition to any other requirements stated in this request for proposal:

- A. Have staff available for consultation as needed
- B. Provide background material/information as needed for project(s)
- C. Insure timely payment of Offeror's approved invoices

VII. ADDITIONAL WORK

Contractor shall be available, at no additional cost to the contract, to answer any questions pertaining to any phase of this project(s) or service, as determined by Lane Workforce Partnership.

VIII. PRICE AND PAYMENT CONDITIONS

- A. In the conduct for successful performance under the terms and conditions of this request for proposal and subsequent contract, the Offeror shall be paid monthly.

IX. PROPOSAL INSTRUCTIONS

- A. All proposals shall be submitted to LWP and contain the following items:
 - 1. Information as to the Offeror's background and experience in performing similar or like professional project work or services. This should include a description of the planning process for projects and method used to measure results.

2. Offeror must provide the names of at least 3 organizations for whom similar project work or services have been performed. A contact person should be named for each organization along with an address and phone number in order that LWP can contact the organization to secure further information regarding their satisfaction with the work performed.
3. Information as to the size and organizational structure of the Offeror's firm. Include here an assurance that the firm has the capacity to perform the professional services or work described in this Request for Proposal.
4. Resumes indicating names and qualifications of staff members to be assigned to perform the professional work or services, indicating at a minimum, their position in the firm; total years and types of experience. A description of the team makeup and the contemplated overall supervision of the projects specified in Section III above.

If the Offeror anticipates assigning individuals to this engagement other than those indicated in the proposal then the Offeror should explain how substitutions will be made. This explanation should also address how the Offeror will guarantee the required experience necessary for these individuals to accomplish the project or work.

If the Offeror substitute's staff for those listed in this proposal response without the expressed consent of the LWP, any subsequent contractual arrangement may be terminated by Lane Workforce Partnership without notice and with cause.

5. A statement of the Offeror's understanding of the work to be performed, including:
 - a. An example of the work developed or services provided to similar organizations. Specific names or identities or businesses may be redacted.
- B. A fixed hourly rate for services as described in this RFP.
- C. Proposals submitted to LWP shall contain five (5) copies of the above technical proposal, one (1) copy of the Certifications with blanks filled in.
- D. The Offeror must provide an affirmative assurance, in its proposal, that it will comply with the Federal Equal Opportunity Regulations.
- E. **Proposal must be received no later than 5 p.m., March 12, 2010 local time**, in the offices of Lane Workforce Partnership, 300 Country Club Road - Suite 120, Eugene, Oregon 97401, Attention: Lonnie Bivins, Professional Public Relations Services Proposal.

X. PROPOSAL EVALUATION AND AWARD

Each proposal will be independently evaluated by two or more qualified individuals designated by the Executive Director of Lane Workforce Partnership. Based upon this evaluation, a formal recommendation will be made to the members of the of the Lane Workforce Partnership Board of Directors Communications Committee. The Offerors may, at the discretion of the Committee be

interviewed individually. Offerors will be notified of the time and place for such interviews. The Offeror(s) with the highest score(s), providing that score meets at least the minimum requirements of this RFP, may be offered a contract, subject to satisfactory negotiation of the contract by Lane Workforce Partnership and the Offeror. Should that Offeror be unable to accept the contract, the Offeror with the next highest score may be offered the contract, subject to satisfactory negotiation, or the bidding process may be reopened, depending on the decision of the evaluation team and Lane Workforce Partnership.

Proposals will be rated on the following criteria:

1. Demonstrated effective working relationship with local media
2. Reference from three organizations attesting to the type of work performed, quality of responsiveness and timeliness of work. Provide examples of work (can be links to websites).
3. Budget: Expenses are reasonable, necessary and reflect current cost trends
4. Overall quality of proposal

Lane Workforce Partnership reserves the right to reject any or all bids, to postpone award, to waive formalities, or to accept the proposal that appears to be most advantageous to Lane Workforce Partnership.

In addition, the right is reserved by Lane Workforce Partnership to waive specific terms and conditions in this request for proposal. Any such waiver shall be uniformly applied to all applicant Offerors. It shall be understood by the Offeror that any proposal is predicated upon the acceptance of all terms and conditions in this RFP. Any waivers to these provisions must be obtained in writing from LWP prior to submission of the proposal. The recipient of this award may be offered an extension of the contract to perform project or services for up to four (4) additional years following contract award.

All prospective Offerors are notified that a condition of selection will be the execution of a specific and thorough Professional Public Relations Services Contract issued by Lane Workforce Partnership. No agreement shall exist between Lane Workforce Partnership and any prospective Offeror until such a contract is formally executed by Lane Workforce Partnership. The contents of the proposal of the successful Offeror, along with this request for proposal with all enclosures, will become the basis for the contractual obligations to be contained in the contract awarded as a result of this bid invitation.

XI. PROPOSAL CONFERENCE

Should LWP receive inquiries from interested Offerors to clarify or interpret provisions of this request for proposal, a proposal conference may be scheduled. In that event, prospective Offerors who have been sent this RFP will be notified of the date and time of the conference. General information regarding this proposal can be obtained as outlined in Section XV, Questions.

XII. QUESTIONS

Any questions, technical or otherwise, concerning this request for proposal should be addressed to Lonnie Bivins, at the address shown in **XI. D** above. Telephone inquiries may be made by calling (541) 682-3800. A response letter is not to be construed as a contract or commitment of any kind.

XIII. ADDENDA

In the event it becomes necessary to revise any part of this RFP, Addenda will be provided to all prospective Offerors who receive the initial RFP.

XIV. RESTRICTIONS AGAINST DISCLOSURE

The Offeror agrees to keep the information related to all LWP grants, operations and subrecipients in strict confidence. Other than the reports submitted to Lane Workforce Partnership, the U.S. Department of Labor, and the State of Oregon, the Offeror agrees not to publish, reproduce or otherwise disclose such information in whole or in part, in any manner or form or authorize or permit others to do so. The Offeror agrees to take such reasonable measures as are necessary to restrict access to the information, while in Offeror's possession, to those employees on staff and the Lane Workforce Partnership's staff who must have the information on a "need-to-know" basis. The Offeror further agrees to immediately notify, in writing, the Lane Workforce Partnership Executive Director in the event Offeror determines or has reason to suspect a breach of this requirement.

XVI. EXTRANEOUS ACTIVITIES

It is understood that the Offeror's personnel will not be required to engage in any extraneous activities and, to the degree that the Offeror's personnel are required to give advice, testimony or engage in any other activity not within the strict purview of rendering, confirming or justifying project or services work, arrangements shall be made beyond the scope of the contract to reimburse the Offeror for the professional time consumed and other related costs.

Enclosure I: Certifications

Enclosure II: Equal Opportunity Regulations

March 2, 2010

ENCLOSURE I

CERTIFICATIONS

Any subsequent contract which the offeror may be required to enter into will contain the following provisions as certification and assurances:

Compliance with Applicable Law

Notwithstanding any other provision of this contract, subcontractor will comply with all federal, state and local laws, regulations, executive orders and ordinances applicable to the work under this subcontract. Without limiting the generality of the foregoing, subcontractor expressly agrees to comply with: (i) Title IV of the Civil Rights Act of 1964; (ii) section V of the Rehabilitation Act of 1973' (iii) the Americans with Disabilities Act of 1990 and ORS 659.425; (iv) all regulations and administrative rules established pursuant to the foregoing laws; and (v) all other applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations.

Subcontractor's performance under this contract is conditioned upon compliance with the provisions of ORS 279.312, 279.314, 279.316, 279.320, and 279.555, which are incorporated by reference herein. Subcontractor will ensure that the language "**equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities**" appears on each work product. Subcontractor will ensure that it does not discriminate on the basis of any of the protections covered by the Workforce Investment Act and described at 29 CFR part 37.

Additionally the following special terms apply to this contract promulgated by the funding source and cited Federal Code:

- a. 20 CFR 667.200(g) *Nepotism*. No individual may be placed in a WIA employment activity if a member of that person's immediate family is directly supervised by or directly supervises that individual.
- b. 20 CFR 667.260 *Construction, purchase and renovation of real property*: Notwithstanding the exceptions listed in subsection 260 (b-d), WIA title I funds provided under this contract must not be spent for construction or purchase of facilities without prior approval from the agency.
- c. 20 CFR 667.264 *Prohibited activities*: WIA title I funds must not be spent on: (1) The wages of incumbent employees during their participation in economic development activities provided through a Statewide workforce investment system, (WIA sec. 181(b)(1).); (2) Public service employment, except to provide disaster relief employment, as specifically authorized in section 173(d) of WIA, (WIA sec. 195(10)); (3) Expenses prohibited under any other Federal, State or local law or regulation. WIA funds must not be used for foreign travel. (WIA sec. 181(e).)
- d. 20 CFR 667.266 *Limitations on sectarian activities*: WIA title I financial assistance may not be spent on the employment or training of participants in sectarian activities.
- e. 20 CFR 667.268 *Business relocation service prohibitions*: (1) WIA funds may not be used or proposed to be used for: the encouragement or inducement of a business, or part of a business, to relocate from any location in the United States, if the relocation results in any employee losing his or her job at the original location; (2) no customized training, skill training, or on-the-job training or company specific assessments of job applicants or employees of a business or a part of a business that has relocated from any location in the United States, may be provided until the company has operated at that location for 120 days, if the relocation has resulted in any employee losing his or her jobs at the original location

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

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510, Participant's responsibilities. The regulations were published as Part VII of the May 26, 1988 Federal Register (pages 19160-19211).

**BEFORE COMPLETING CERTIFICATION
READ ATTACHED INSTRUCTIONS WHICH ARE AN INTEGRAL
PART OF THE CERTIFICATION**

1. The prospective recipient of Federal assistance funds certifies, by submission of this document, 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 proposal.

Name and Title of Authorized Representative

Signature

Date

(Instructions on following page)

INSTRUCTIONS FOR DEBARMENT CERTIFICATION

1. By signing and submitting this document, 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 document 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 document 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 it is not debarred, suspended, ineligible, or voluntarily excluded from 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 and Nonprocurement 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 voluntarily 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.

LANE WORKFORCE PARTNERSHIP - Professional Services RFP
February 19, 2010

CERTIFICATION REGARDING LOBBYING

Lower Tier Covered Transactions

This certification is required by the regulations implementing The Department of the Interior and Related Agencies Appropriations Act for Fiscal Year 90, Section 319 of which amended Title 31, United States Code by adding a new section 1352, entitled "Limitation on use of appropriated funds to influence certain Federal contracting and financial transactions." The regulations were published as Part III of the February 26, 1990 Federal Register (pages 6736-6756).

The undersigned certifies, to the 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, an 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 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 an employee of a Member of Congress in connection with the Federal grant, contract, loan, or cooperative agreement funding this contract, 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 to 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 1352, 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 each such failure.

Name and Title of Authorized Representative

Signature

ENCLOSURE II

EQUAL OPPORTUNITY REGULATIONS

Equal Opportunity Regulations can be downloaded over the internet from this URL:

<http://www.eeoc.gov/policy/>