

**Request for Qualifications**  
**Santa Barbara County Workforce Development Board**  
**CAREER NDWG**  
**Marketing and Outreach Services**

**Purpose and Project Description**

The Santa Barbara County Workforce Development Board (SBCWDB) is soliciting informal quotes from qualified Consultants, Organizations/Agencies to provide Marketing and Outreach services for the Department of Labor (DOL) Comprehensive and Accessible Reemployment through Equitable Employment Recovery National Dislocated Worker Grant (CAREER).

The goal of the DOL CAREER project is to create partnerships between local community organizations that support undeserved community members who have been disproportionately impacted by the COVID-19 pandemic with an emphasis on serving English Language Learners (ELL). This project will provide career and training services at Santa Barbara County's Americas Job Center of California (AJCC) and satellite locations that will be developed through this grant.

The professionals and/or organizations will work with the SBCWDB staff to create and execute a focused outreach campaign designed to reach historically marginalized communities, with an emphasis on ELL and those who have been unemployed due to the COVID19 pandemic. The intent of this outreach campaign is to ensure that eligible participants are aware of the employment and training opportunities provided by this project. The marketing and outreach professionals or organizations will provide the following support, but not limited to: develop outreach graphics and materials; provide targeted outreach through various platforms to include digital, radio, social media etc.; assist with identifying organizations that serve the targeted population of this project; work with project partners to engage them in outreach campaign; and have the ability to produce services in English and Spanish.

**Contract Term and Funding Availability**

The term for these grant activities will vary but anticipated to begin February 2022 and end no later than March 2023.

The amount of funding available for these services is \$50,000 which will cover the both digital/radio marketing and social media marketing. In the event additional funding is available, additional services may be requested within the scope of this request.

The current interpretation of DOL's Consultant Pay and Services policy reads that the consultant fee limitation is set at \$710 per day. This policy is currently under negotiation with the Employment Development Department and California Workforce Association and is subject to change through the duration of this project. This policy does not apply to agencies or organizations.

**Duties and responsibilities** will vary and must be able to be produced in English and Spanish. Some examples include:

1. Work in coordination with SBCWDB to develop outreach and marketing graphics and materials
2. Develop marketing and outreach campaigns based on population that this project intends to serve
3. Provide targeted outreach through various platforms to include digital, internet, radio, various social media platforms including Facebook, Twitter, Instagram, LinkedIn etc..
4. Have the ability to identify if marketing and outreach are effective and reaching the intended population served through this project
5. Have the ability to provide statistics and can modify campaign to ensure effectiveness
6. Connect with and work with project partners to engage and support this this marketing campaign

### **Requirements**

The selected professionals must have strong background in marketing and outreach, experience in social media and experience in working on similar campaigns/projects. Experience in working with federal workforce projects, knowledge of the Santa Barbara county workforce system goals, and experience in providing services to English Language Learners is preferred.

This RFQ seeks to hire 1 or more professionals or organizations, that can provide the services requested above. Professionals or organizations must clearly identify what services they can provide and submit their budgets accordingly.

Qualifications and salary history/requirements are to be submitted via e-mail to: [jmedle@countyofsb.org](mailto:jmedle@countyofsb.org) no later than close of business Friday January 28<sup>th</sup>, 2022. The e-mail subject line should read: **Marketing and Outreach Response.**

### **Please submit a cover letter and the following:**

- Qualifications (i.e., resume) and description of your experience and expertise in marketing and outreach campaigns and any experience in supporting workforce development programs or social service programs, projects, and/activities
- Include in your resume any examples of working in a multi-agency collaborative way or coordination of programs across multiple locations (cities, counties, regions).
- Budget estimates

### **Compensation**

For purposes of this Request for Qualifications, the SBCWDB will negotiate compensation and a contract amount, with the best qualified candidate.

SBCWDB reserves the right to negotiate the final funding amount which may be lower than the amount submitted by the selected applicant. Funding for this contract shall be contingent upon availability of grant funding.

The SBCWDB is using the small purchase method for procurement permissible for the transactions of less than the simplified acquisition threshold of \$250,000 pursuant to 2 Code of Federal Regulations Sec. 200.

**Contractual Requirements** The following information will be needed to establish purchase orders with the County of Santa Barbara and may be provided simultaneously (if you have not already done so) with the informal quote:

- Proof of Insurance-In order to execute a contract with the County of Santa Barbara, the County requires General Liability (\$1,000,000 per occurrence, \$2,000,000 in the aggregate. All General liability policies should add the County of Santa Barbara (including its board of departments, officers, officials, employees, agents and volunteers) as an additional insured with a policy endorsement form (such as form CG 20 26 11 85), and/or Professional Liability Insurance. If vehicles are involved, proof of Auto Liability is also required. Proof of Workers' Compensation is also required, if you have any employees. The Certificate Holder shall read as follows:

County of Santa Barbara  
Department of Social Services  
2125 S. Centerpointe Pkwy  
Santa Maria, CA. 93455

- Substitute W9, which allows a vendor to be set- up for direct deposit
- CA 590 required by the State of California

*Selected contractor might be subject to audit requirements pursuant to Uniform Guidance 2 CFR part 200 and DOL Exceptions 2 CFR § 2900.2. Accordingly, contractor is required to, and shall have, a single audit conducted in accordance with 2 CFR § 200.514 if contractor expends \$750,000 or more in federal awards (this includes federal subawards) during contractors' fiscal year. If selected, contractor shall submit such required single audit reports to COUNTY before contract execution.*