



Request for Proposal

Annual Report Design

INQUIRIES SHOULD BE DIRECTED TO:

Becky Powers, Chief Financial Officer
Capital Area Michigan Works!
bpowers@camw.net

I. GENERAL INFORMATION

A. DESCRIPTION OF ENTITY

Capital Area Michigan Works! (CAMW!) is the local agent for delivering state/federally-funded programs to strengthen workforce development in Clinton, Eaton, and Ingham Counties in Michigan. As one of 16 Michigan Works! agencies in the state, CAMW! is an administrative entity which oversees sub-recipients who, through a bid process, obtain funding to operate the Workforce Innovation and Opportunity Act (WIOA), formerly the Workforce Investment Act (WIA); Wagner-Peyser Employment Service and Reemployment Service; Partnership. Accountability. Training. Hope. (PATH); and Food Assistance Employment & Training (FAE&T) programs.

B. PURPOSE

This request for proposal is for the purpose of entering into a contract with a design agency or freelance designer for the Capital Area Michigan Works! Annual Report and Annual Dinner materials, created to captivate the success of the 2015-2016 year for Capital Area Michigan Works!

This year's materials will continue to focus on telling a holistic story of Capital Area Michigan Works! and how it serves employers and individuals, profiling five to six stories and incorporating other successes from throughout the year.

C. INSTRUCTIONS ON PROPOSAL SUBMISSION

1. Closing Submission Date

Friday, September 23, 2016

Late proposals will not be considered.

2. Inquiries

Inquiries concerning this RFP should be directed to Becky Powers, Chief Financial Officer, Capital Area Michigan Works!, bpowers@camw.net. **Inquires must be submitted by 5:00 p.m. on Wednesday, September 14, 2016. Answers to inquires will be posted at www.camw.org by 5:00 p.m. on Friday, September 16, 2016.**

3. Proposals Instructions to Prospective Contractor

Proposals must include two sample design pieces.

Proposals must be received at CAMW! by **5:00 p.m. on Friday, September 23, 2016**, by U.S. mail or hand-delivered. Please label package and submit proposals with the following information:

Annual Report/Annual Dinner Design

To the Attention of:

Becky Powers, CFO

Capital Area Michigan Works!

2110 S. Cedar Street

Lansing, MI 48910

One (1) original and three (3) copies must be submitted by the deadline date and time. **Late proposals will not be considered. Please sign in upon hand-delivery of proposal to ensure a record of receipt.**

Attachment 1 must accompany all proposals.

4. Disclaimer/Right to Reject

This RFP does not commit Capital Area Michigan Works! to award a contract, to pay any cost incurred in the preparation of a proposal to this request, or to procure or contract for services. CAMW! reserves the right to accept or reject any or all proposals received as a result of this request. CAMW! may require selected offerors to participate in negotiations, and to submit such costs or other revisions to their proposals as a result of negotiations. CAMW! is not liable for costs incurred by the offerors prior to the signing of a contract and/or written authorization from CAMW! to proceed with the services.

5. Small, Minority, and Women's Businesses

Capital Area Michigan Works will make effort to utilize small, minority and/or women's businesses.

An Offeror qualifies as a small business firm if it meets the definition of "small business" as established by the Small Business Administration (13 CFR 121.201), by having average annual receipts for the last three fiscal years of less than six million dollars.

6. Notification of Award

Upon conclusion of final negotiations with the successful bidder, Capital Area Michigan Works! may award a contract, based on offers received, without discussion of such offers. Accordingly, each offer should be submitted on the most favorable terms from a price and technical standpoint. CAMW! reserves the right to request additional data or to request an oral presentation in support of written proposals. **Please do not contact Capital Area Michigan Works! to check the status of proposals.**

It is **anticipated** that a decision selecting the successful contractor will be made by **Wednesday, September 28, 2016.**

7. Demonstrated Effectiveness

Describe your experience in providing this service to other companies. Provide the contact information (name, company, telephone number and email address) of two (2) references.

D. PERFORMANCE

CAMW! reserves the right to exercise the option to renew the services for up to two additional periods (September 1, 2017 – December 31, 2017 and September 1, 2018 – December 31, 2018) based on contractor performance and funding availability.

CAMW! reserves the right, with no penalty, to change the budget and services may be added or deleted as necessary. Upon certification of proposal, both parties will have the option to terminate the contract upon 30 days written notice to the other party.

E. DELIVERABLES

The purpose of Capital area Michigan Works!' annual report is to share the story of Capital Area Michigan Works! in 2016, and demonstrate the future. The design element will include the annual report.

Please provide price quotes for each of the following options:

Option One:

- At least two visual themes/concepts to choose from for materials
- 20 page annual report, including several rounds of edits
- Refinement of a single visual theme/concept for materials

Option Two:

- At least two visual themes/concepts to choose from for materials
- 16 page annual report, including several rounds of edits
- Refinement of a single visual theme/concept for materials

Option Three:

- At least two visual themes/concepts to choose from for materials
- 12 page annual report, including several rounds of edits
- Refinement of a single visual theme/concept for materials

Quote does NOT need to include print/photography budget. Print and other costs will be determined with the design vendor based on publication specifications.

Delivery Schedule (Flexible with agreement by both parties)

- October 3: Presentation and selection of a visual theme/concept
- October 21: Full report copy provided to design vendor
- November 16: Completion of annual report

Price

The total cost of the project will be taken into consideration during evaluation.

F. Payment

Capital Area Michigan Works! will negotiate a payment schedule with the vendor awarded the proposal. The award will go to the responsible firm whose proposal is most advantageous to the CAMW! and programs based on price and other evaluation factors.

II. PROPOSAL EVALUATION

The Offeror, in its proposal, shall, at a minimum, include the following:

A. SUBMISSION OF PROPOSALS

All proposals shall include a copy of the bidder's proposal and any additional requested materials. These documents will become part of the contract.

B. NONRESPONSIVE PROPOSALS

Proposals may be judged nonresponsive and removed from further consideration if any of the following occur:

1. The proposal is not received timely in accordance with the terms of this RFP.
2. The proposal is not adequate to form a judgment by the reviewers.
3. The proposal does not follow the specified format.

C. EVALUATION

Evaluation of each proposal will be based on the following criteria:

<u>Factors</u>	<u>Maximum Points</u>
1. Timing of proposed design / completion	20
2. Evaluation of sample designs	20
3. Ability to address target audiences	20
4. Overall cost	15
5. Unique ideas and value added	25

Maximum Points: 100

D. REVIEW PROCESS

Capital Area Michigan Works! reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standouts, which the Offeror can propose.

ANNUAL REPORT DESIGN
TO CAPITAL AREA MICHIGAN WORKS!
COVER SHEET

Agency Name: _____

Agency Address: _____

Contact Person: _____

Phone #: _____ Fax #: _____

Email address: _____

Employer Tax ID: _____ DUNS# _____

SIGNATURE OF PERSON ABLE TO BIND THE ORGANIZATION

DATE

PRINT NAME AND TITLE