

## REQUEST FOR QUOTES Publicity and Public Relations Services

### PURPOSE:

The purpose of this RFQ is to solicit quotes from prospective marketing firms to work with the Sacramento Employment and Training Agency (SETA) and the Sacramento Works, Inc., Employer Outreach Committee (EOC) on an as-needed basis in managing the development and implementation of marketing, advertising, graphic design, and related services. For more information about SETA/Sacramento Works Programs and services visit:

[www.seta.net](http://www.seta.net)  
[www.sacramentoworks.org](http://www.sacramentoworks.org)

### Deadline And Submittal Procedure:

**SETA must receive all quotes no later than 4:00 p.m. PST, Thursday, February 1, 2024.**

### Quotes must be delivered or emailed to:

**Sacramento Employment and Training Agency  
925 Del Paso Blvd., Suite 100  
Sacramento, CA 95815  
Attention: William Walker, Workforce Development Manager  
Email: [William.Walker@seta.net](mailto:William.Walker@seta.net)**

All quotes must be received by SETA no later than 4:00 p.m., PST, Thursday, February 1, 2024. In accordance with SETA's procurement policies and procedures, quotes received after 4:00 p.m., PST, Thursday, February 1, 2024 will not be considered—**NO EXCEPTIONS.**

To be considered for funding, submit ONE (1) reproducible copy of a quote developed in response to this RFQ.

This quote must be signed by a principal of the company (officer, director, manager or owner) who is authorized to submit the quote for the responding agency. The quote must also include documentation indicating by what authority the person(s) is/are authorized to negotiate and contractually bind the responding agency, if selected.

### TERM OF CONTRACT:

The contract will be awarded for an initial term beginning May 1, 2024 and ending June 30, 2025. Subject to fund availability, SETA/Sacramento Works shall have the exclusive option to extend the contract for up to four additional one-year terms.

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**SCOPE OF SERVICES:**

Work with the SETA/Sacramento Works and SETA’s Workforce Development Department Management as needed, for:

- Marketing, Advertising and Graphic Design Counsel
- Broadcast Commercial Production
- Media Buys
- Graphic Design
- Video Production
- Effective outreach campaign that includes emailing employers and collecting contact data

Specific examples of expected deliverables include:

Service Category	Deliverable	Estimated Support Hours
Marketing, Advertising and Graphic Design Counsel – e-Newsletter and Employer Meetings	10 to 12 monthly e-Newsletters ( <i>Emailed</i> ) with limited interest-generating content.  Copywriting support for 6 employer meetings/stories (previous samples available <a href="#">here</a> ).	4 to 5 hours for the initial e-Newsletter and 2 hours for subsequent monthly e-Newsletters.  1.5 to 2 hours for each employer meeting/story.
Broadcast Commercial Production	<i>To be determined.</i>	
Media Buying	To support priorities for ‘Promoting SETA/SWI Employer Services.	<i>We will request a detailed quote as priorities are finalized.</i>
Video Production	<i>To be determined.</i>	
Graphic Design - Seminars	4-5 different unique and topical seminars throughout the year.  4-5 SETA/SWI seminars alternating between two specific and well-defined topics ( <i>PowerPoint slides are available to assist design</i> ).	2 hours for each seminar flyer.  2 hours for the initial flyer and up to 0.5 hours for subsequent flyers with alternate dates and times.
Seminar/Event Registration	Assist SETA/SWI in selecting and implementing a registration management system that can be used by SETA/SWI staff ( <b>***See details below***</b> )	Back-office services to assist SETA/SWI in managing signups and sending pre-defined Email follow-ups.  Hours to be determined.
Contact management via a web-based Email tool ( <i>Constant Contact, Mail Chip, etc.</i> ).	Use an Email management tool on SETA/SWIs behalf that can automate monthly Email blasts.	Back-office services to manage contact data and send Email blasts after SETA/SWI approval.  Hours to be determined.

Service Category	Deliverable	Estimated Support Hours
	Maintain and accumulate contact data owned by SETA/SWI and potentially managed in future years by SETA/SWI.	

**\*\*Seminar Registration\*\***

SETA/SWI would initially like to have a system selected and used on its behalf and may in the future transition this support activity to SETA/SWI staff. A satisfactory tool should include at least the following features:


- Contact data including name, phone, cell, Email, company, position, and the seminar/event being responded to.
- An immediate confirmation response and subsequent reminders and/or surveys as appropriate. (e.g. 1=Confirmation, 2=Next week, 3=Tomorrow, 4-Later today, 5-Survey follow-up to attendees).
- The ability to integrate data into a system for ongoing contacts, newsletters, seminars, etc.

**EOC Publicity & PR Guidelines**

The SETA/SWI EOC has also approved the following guidelines which provide additional clarification on expected deliverables.

Item-by-item here are current expectations for collateral materials for each seminar, event, newsletter, company listing, etc.

1. Event-focused materials that do not appear to be a format (e.g., template) that is to be filled in repeatedly for different events.
2. Using graphics to build interest and that are carefully selected to be topic relevant.
3. Honoring and promoting our speakers who we believe are worthy of our best efforts to represent them well.
4. Displaying artistic talent and creativity in the layout and format.
5. Becoming more-and-more consistent with the SETA/Sacramento Works look-and-feel
6. Including notations (An ad block if you will) that directly advertises SETA/Sacramento Works services. (The reason we do all this, sample at right)
7. Including a registration procedure that captures relevant participant data including contract info, company, position, and the solicitation they are responding to. The process should also allow for an immediate response/reminder as well as subsequent reminders, and finally a process that flows participant data into a database of contacts that is owned by SETA/Sacramento Works and available for future use.



[Ready for Workforce Resources Now?](#)  
[For help with any of ...](#)

**Job Posting • Candidate Recruitment • Applicant Screening Services • Employee Outplacement Skill Assessment • Employee Training • Information Resources • Starting an OJT program.**

**Contact us: SETA/Sacramento Works • 925 Del Paso Blvd. Suite 100**

**• Sacramento, CA 95815**  
[www.SETA.Net](http://www.SETA.Net) and [www.SacramentoWorks.Org](http://www.SacramentoWorks.Org)  
**Phone (916) 263-3800**

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8. Implementing a process that gives us collateral 60 to 75 days in advance to subsequently unfold plans for thorough and repetitive promotional efforts. (See our document 'EOC Seminar Planning' dated 9-16-2022 and including a detailed timeline as suggested by the 60 to 75 days above)

**SETA/SWI is seeking a flat hourly rate for the scope of services listed above to be performed on a monthly basis as needed. The maximum hours per month required for these services should not exceed 40 hours.**

### **SELECTION CRITERIA:**

The criteria to be utilized in the selection of service providers shall be:

2. The effectiveness of the agency or organization in delivering marketing, advertising graphic design, and website maintenance services based on demonstrated performance.
3. The agency or organization responses to the **Response Section** of this RFQ.

### **PROTEST PROCEDURES TO RESOLVE PROCUREMENT DISPUTES:**

All protests to resolve disputes concerning this RFQ shall be submitted in writing, must specify in detail the grounds of the protest, the facts and evidence in support thereof, and the remedy sought. The written protest must be delivered to SETA's Executive Director within the time outlined below. In the absence of a timely and properly submitted written protest, no party responding to this RFQ shall be eligible for any remedy.

Any applicant desiring to protest a determination concerning this RFQ must file a protest, in writing, with SETA's Executive Director no later than five (5) calendar days following the determination of contract award. The resolution of SETA's Executive Director shall be deemed final.

### **LIMITATIONS:**

SETA/SWI shall not pay for any costs incurred by the responding agency in the completion of the response to this RFQ. Submission of a response to this RFQ does not, in any way, obligate SETA to award a contract.

SETA/SWI reserves the right to accept or reject any response, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFQ, if it is in the best interest of SETA to do so.

SETA/SWI may require the successful respondent to participate in contract negotiations and to submit additional programmatic or financial information as a result of negotiations prior to contract finalization. SETA shall reserve the right to terminate, with or without cause, any contract entered into as a result of this RFQ process.

### **MODIFICATION OF THE CONTRACT:**

Any contract awarded pursuant to this RFQ may be unilaterally modified by SETA/SWI upon written notice to the contractor under the following circumstances:

1. Contractor fails to meet performance and service expectations set forth in the contract, or
2. The Federal or State government increases, reduces or withdraws funds allocated to SETA/SWI, which impact services solicited under this RFQ, or
3. There is a change in Federal or State legislation and/or regulations, local laws, or applicable SETA/SWI policies or procedures.

## **RESPONSE SECTION:**

### **Quote for Services to Be Provided**

SETA/Sacramento Works, Inc. invites your agency to submit a quote to provide the services outlined above under Scope of Services.

The quote must contain the following information:

Fees:

1. Flat Hourly Rate for Scope of Services
2. Other costs which would not be included in hourly rate for Scope of Services
3. General Overview, including:
  - Company name, address, phone number, email address, and contact person
  - Agency history
  - Principals/Bios
  - Size of agency by billings and staff
4. Experience, including:
  - Current client list
  - Specific areas of expertise
  - In-house vs. outsourcing capabilities
  - Provide background on staff including an overview of requisite experience assigned to provide scope of services for identified projects.
5. Account Management System, including:
  - Staff Assignment - Methodology for meeting project deadlines
  - Process and Reporting practices - Methodology in reporting monthly hours on project activity
6. Agency's Approach, including:
  - Creative strategy
  - Media strategy
7. Creative Samples
  - Brief case study samples from at least three successful marketing/advertising and website development campaign.  
*(Ideally on no more than 3 to 5 pages)*

Questions regarding this RFQ should be addressed to:  
William Walker at (916) 263-4639 or email [William.Walker@seta.net](mailto:William.Walker@seta.net)

### **Selection of Finalists:**

All proposals will be evaluated for:

- Firm capabilities
- Cost effectiveness
- Proposed management team
- Reporting system used to document monthly project activity