



Request for Proposal

RFP # 23-046

CAWD Marketing Services – Pathway to Entrepreneurship

Wake County, North Carolina
P.O. Box 550
Raleigh, North Carolina 27602

Proposals are due June 8, 2023, before
2:00 pm local time.



Table of Contents

1.0 Introduction

- 1.1 Introduction
- 1.2 Project Overview
- 1.3 Scope of Services
- 1.4 General Proposal Requirements

2.0 General Submittal Requirements

- 2.1 Proposal Contact
- 2.2 Proposal Submittal Requirements
- 2.3 Proposer Expenses
- 2.4 Interpretations, Discrepancies and Omissions
- 2.5 Tentative Schedule
- 2.6 Pre-proposal Conference
- 2.7 Award
- 2.8 Non-disclosure of County Information
- 2.9 Retention of Proposer Material

3.0 General Terms and Conditions

- 3.1 Certification
- 3.2 Conflict of Interest
- 3.3 Assignment
- 3.4 Indemnification
- 3.5 Independent Contractor
- 3.6 Payment
- 3.7 Insurance
- 3.8 Governing Law
- 3.9 Confidential Information/Public Records Law
- 3.10 Compliance with Laws and Regulations
- 3.11 Acceptance
- 3.12 Additional Services
- 3.13 E-Verify
- 3.14 Iran Divestment Act
- 3.15 Federal Uniform Guidance
- 3.16 Anti-Discrimination

4.0 Detailed Submittal Requirements

- 4.1 Proposal Format
- 4.2 Executive Summary
- 4.3 Scope of Services
- 4.4 Company Background and Relevant Experience
- 4.5 Client References
- 4.6 Cost Proposal

5.0 Evaluation Criteria

- 5.1 Selection Participants
- 5.2 Evaluation of Proposals

1 Introduction

1.1 Introduction

Wake County, North Carolina, and Capital Area Workforce Development (“CAWD”) are seeking proposals from a qualified consulting firm to provide Marketing Services to the CAWD Program, Pathway to Entrepreneurship Program. Throughout this request for proposals (“RFP”), the “Proposer” refers to qualified firms that submit Proposals, and the “Consultant” refers to the Proposer who is selected to provide the services described within this RFP.

1.2 Project Overview

Pathway to Entrepreneurship is further expanding services for participants to include the use of a Marketing Consultant to improve participants’ ability to effectively market their products or service to consumers. The Marketing Consultant will hold weekly office hours to work with participants to refine websites, social media content, and their overall marketing strategy. The consultant will also hold monthly workshops that will be available to all participants and to those interested in joining the program. These workshops will focus on the fundamentals and nuances of marketing.

Project Goals

- Improve Participants’ marketing strategies and assist in the development of marketing strategies for new businesses. Help them to find their target market and ways to most effectively advertise to that target market. Show entrepreneurs which marketing methods bring in the most consumers, and which areas they should focus on.
- Improve Participants’ digital platforms. This includes websites, social media accounts, and any other digital platform they are using to reach consumers. Work to improve Search Engine Optimization of their website and increase their digital presence.
- Educate Participants. Monthly workshops should inform participants about the broad fundamental elements of marketing their businesses such as finding their target market, how to measure marketing performance, and establishing a marketing plan. Workshops should also include deep dives into very specific topics such as Pay Per Click Marketing, Google Analytics, Customer Acquisition Costs, and much more.
- Increase the value of services that Pathway to Entrepreneurship provides and increase participation in the program. Program Staff wants to expand the level of support that program participants receive so that they can have a better chance of starting and growing successful companies. The creation of the Marketing Consultant role will also be used to promote the program and increase the number of participants through having additional services.

1.2.1 County and Capital Area Workforce Development Overview

Wake County: Wake County is the most populous county in North Carolina. The County consists of 12 municipalities and includes Raleigh, the County seat, and the State capitol. The County’s population is estimated at over one million residents. Wake County serves as Fiscal Administrator for Capital Area Workforce Development.

Capital Area Workforce Development: Capital Area Workforce Development is a public-private partnership that focuses on economic development by ensuring the local workforce has the skills, training, and education to meet the needs of local employers. The board oversees workforce solutions in Wake, Johnston, Chatham, and Lee Counties that are designed to serve businesses and individuals of all ages. We believe in economic development through workforce excellence.

1.3 Scope of Services

It is expected that the Proposer will provide a comprehensive set of services including but not limited to: providing CAWD with weekly office hours for 2 hours a week, providing monthly group workshops for 2 hours, and providing a monthly report of the work done with entrepreneurs.

1.4 General Proposal Requirements

When responding to this RFP, please follow all instructions carefully. Please submit proposal contents according to the outline specified and submit documents according to the instructions. Failure to follow these instructions will be considered a non-responsive proposal and may result in immediate elimination from further consideration.

By submitting a proposal, Proposers acknowledge that:

- 1.4.1 CAWD reserves the right to reject any or all proposals if it determines that select proposals are not responsive to the RFP. CAWD reserves the right to reconsider any proposal submitted at any phase of the procurement. It also reserves the right to meet with select Proposers at any time to gather additional information.
- 1.4.2 Proposals will be received by CAWD at the time noted on the cover page of this document. At that point, CAWD will close the receipt of proposals and begin the evaluation process. The only information that will be released will be the names of the respondent(s). No other information will be disclosed, except as required by the evaluation process, until a contract is awarded.

CAWD, solely at its option, may disclose the name(s) of any firms or companies being considered or elevated during the process. Proposers are not to contact any county staff or elected official in reference to the process due to the nature of a competitive environment and to protect the integrity of the RFP process. As information becomes available and is relevant for release, that information will be shared with respondents.

2 General Submittal Requirements

2.1 Proposal Contact

This RFP and any subsequent action taken as a result thereof is issued by the Wake County Procurement Services in accordance with North Carolina General Statutes on behalf of CAWD. Proposal responses should be directed to Procurement Services, specifically to the Purchasing Manager, as outlined below. In regards to this RFP and subsequent procurement process, vendors shall make NO CONTACTS, either written or verbal, with any Wake County employee, staff member, or Board of Commissioner members during the period beginning with the issuance of this document through approval of award unless authorized by the proposal contact. ***Any attempt by a Proposer to contact or influence a member or members of the aforementioned will result in the immediate disqualification of the Proposer from award for items or services on this RFP.***

Proposal Contact:

Ty Stephens
Wake County Finance / Procurement Services
Wake County Justice Center, Suite 2900
300 S. McDowell St., Raleigh NC 27601
Ty.Stephens@wake.gov

2.2 Proposal Submittal Requirements

Proposers are required to prepare their proposals in accordance with the instructions outlined in this part and elsewhere in this RFP. Each Proposer is required to submit its proposal in a sealed package.

One (1) hard copy and (1) electronic USB shall be submitted to the address shown below.

Mailing Address:

Attention: Ty Stephens
Wake County Finance / Procurement Services
Wake County Justice Center, Suite 2900
300 S. McDowell St., Raleigh NC 27601
Ty.Stephens@wake.gov

Wake County Finance / Procurement Services must receive proposals no later than 2:00 PM on June 8th, 2023. *The Proposer's name, RFP number, and proposal closing time and date must be marked clearly on the proposal submission.* The time of receipt shall be determined by the time clock in the Procurement Services Conference Room, Suite 2902. CAWD will not be held responsible for the failure of any mail or delivery service to deliver a proposal response prior to the stated proposal due date and time. It is solely the Proposer's responsibility to: (1) Ascertain that they have all required and necessary information, documents and addenda, prior to submitting a response; (2) Ensure that the response is received at the correct location and time. Late responses, regardless of delivery means, will not be accepted. Fax or email responses will not be accepted.

2.3 Proposer Expenses

CAWD will not be responsible for any expenses incurred by any Proposer in the development of a response to this Request for Proposal or any other activities associated with this procurement including but not limited to any onsite (or otherwise) interviews and/or presentations, and/or supplemental information provided, submitted, or given to Wake County and/or its representatives. Further, CAWD shall reserve the right to cancel the work described herein prior to issuance and acceptance of any contractual agreement/purchase order by the recommended Proposer even if the Board of Commissioners has formally accepted a recommendation.

2.4 Interpretations, Discrepancies, and Omissions

Should any Proposer find discrepancies, omissions, or ambiguities in this RFP, the Proposer must at once request in writing an interpretation from the proposal contact listed in Section 2.1. The deadline for submitting questions is May 25, 2023, by 5:00 PM EST. All questions will be answered to the extent possible in the form of addenda to the specifications. The addenda will be available by May 31, 2023. All written requests for clarification should be addressed to the attention of Ty Stephens and will be added to the addendum.

Failure to request an interpretation will be considered evidence that the Proposer understands the provision of the RFP.

The issuance of a written addendum is the only official method by which interpretation, clarification or additional information will be given by CAWD. Only questions answered by formal written addenda will be binding. Oral and other interpretations or clarifications will be without legal effect. It is CAWD's intent not to issue any addenda after May 31, 2023.

2.5 Tentative Schedule

| Date | Event |
|-------------------|--|
| 05-17-2023 | RFP Issued |
| 05-25-2023 | Questions Due by 5:00 pm |
| 05-31-2023 | Addenda Issued – Response to Questions |
| 06-08-2023 | Responses Due by 2:00 pm |
| 06-15-2023 | Vendor Notification & Selection |
| 07-01-2023 | Contract Begins |

2.6 Pre-Proposal Questions

CAWD will also make a good-faith effort to provide other data or attachments if the request will further clarify the project's scope. All requests for further information shall be received by Procurement Services by May 25, 2023, before 5:00 PM EST. A copy of all answers and further clarifications provided by CAWD to those making inquiries will be posted as an addendum to the RFP on the Wake County website by May 31, 2023.

2.7 Award

Wake County reserves the right to award a contract, based on initial offers received from Proposers, without discussion and without conducting further negotiations. Under such circumstances, the acceptance of a proposal by CAWD shall be deemed to be an acceptance of an offer, and such acceptance will be binding upon both parties. At its sole discretion, CAWD may also have discussions with those Proposers that it deems to fall within a competitive range. CAWD may enter into negotiations separately with such Proposers. Negotiations with a Proposer may continue with a Proposer that CAWD has tentatively selected to award a contract. CAWD shall not be deemed to have finally selected a Proposer until a contract has been successfully negotiated and signed by both parties.

2.8 Non-disclosure of County Information

The Proposer and its agents shall treat all data and information gathered by the Proposer and its agents, including this RFP, and all reports, recommendations, specifications, and data as confidential. The Proposer and its agents shall not disclose or communicate the aforesaid matters to a third party or use them in advertising, propaganda, and/or in another job or jobs unless written consent is obtained from CAWD.

2.9 Retention of Proposer Material

Any and all information submitted in conjunction with this RFP and the evaluation process will not be returned to the respondent.

3 General Terms and Conditions

3.1 Certification

The Proposer hereby certifies that it has carefully examined this Request for Proposal and the Proposer certifies that it understands the scope of the work to be done and that the Proposer has knowledge and expertise to provide the scope of the work. By signature on the response to the RFP, the Proposer certifies that its proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, or equipment, and is in all respects fair and without collusion or fraud, so that all proposals for the purchase will result from free, open and competitive proposing among all vendors. Further, the Proposer certifies that it understands that collusive bidding/proposing is a violation of Federal law and can result in fines, prison sentences, and civil damage awards.

3.2 Conflict of Interest

By submission of a response, the Proposer agrees that at the time of submittal, it: (1) has no interest (including financial benefit, commission, finder's fee, or any other remuneration) and shall not acquire any interest, either direct or indirect, that would conflict in any manner or degree with the performance of Proposer's services, or (2) will not benefit from an award resulting in a "Conflict of Interest." A "Conflict of Interest" shall include holding or retaining membership, or employment, on a board, elected office, department, division or bureau, or committee sanctioned by and/or governed by Wake County. Proposers shall identify any

interests, and the individuals involved, on separate paper with the response and shall understand that CAWD, in consultation with legal counsel, may reject their proposal.

3.3 Assignment

No assignment of the Proposer's obligations or the Proposer's right to receive payment hereunder shall be permitted without prior consent of CAWD. The Proposer may not sell, assign, transfer or convey the contract resulting from this RFP, in whole or in part, without the prior written approval from CAWD.

3.4 Indemnification

The Consultant will indemnify and hold CAWD harmless from any and all liability, expense, judgment, suit, or cause of action for personal injury, death, or direct damage to tangible property which may accrue against CAWD to the extent it is caused by the negligence of Consultant, its sub-consultants, or their employees or agents, while performing duties under this Agreement, provided that CAWD gives the Consultant prompt, written notice of any such claim or suit. CAWD shall cooperate with Consultant in its defense or settlement of such claim or suit. This section sets forth the full extent of the Consultant's general indemnification of CAWD from liabilities that are in any way related to Consultant's performance under this Agreement.

3.5 Independent Contractor

It is understood that in the performance of any services herein provided, the Proposer shall be, and is, an independent contractor, and is not an agent or employee of CAWD and shall furnish such services in its own manner and method, except as required by this contract. Further, the Proposer has, and shall retain the right to exercise full control over the employment, direction, compensation, and discharge of all persons employed by the Proposer in the performance of the services hereunder. The Proposer shall be solely responsible for, and shall indemnify, defend, and save CAWD harmless, from all matters relating to the payment of its employees, including compliance with Social Security, withholding, and all other wages, salaries, benefits, taxes, exactions, and regulations of any nature whatsoever.

3.6 Payment

Payment for the services rendered pursuant to the Agreement resulting from this RFP shall be made in amounts and at times set forth in the Agreement and shall be made upon receipt of original invoice(s) in accordance and in conformity with payment dates for bills and claims as established by CAWD. Prior to payment, the Consultant must submit an original dated itemized invoice of services rendered. (Photographs or facsimiles of invoices will not be accepted.) Any reimbursement for expenses as allowed in the Agreement that are included in the invoice(s) must be supported with attached original billings for such expenses.

3.7 Insurance

Proposers shall obtain, at their sole expense, all insurance required in the following paragraphs and shall not commence work until such insurance is in effect and certification thereof has been received by Wake County's Finance Department.

Workers' Compensation Insurance, with limits for Coverage A: Statutory for State of North Carolina, and Coverage B - Employers Liability: \$500,000 each accident/disease each employee/disease policy limit.

Commercial General Liability, with limits not less than \$1,000,000 per occurrence and \$2,000,000 aggregate.

Commercial Automobile Liability, with limits not less than \$1,000,000 per accident for bodily injury and property damage applicable to any vehicle used during performance of services, including coverage for owned, hired, and non-owned vehicles. Evidence of commercial automobile coverage is only required if vehicles are used in the provision of services under this Agreement.

Professional Liability (Errors and Omissions), with limits not less than \$1,000,000 per claim and \$2,000,000 aggregate.

All insurance companies must be authorized to do business in North Carolina and have an AM Best rating of "A-/VII" or better; or have reasonable equivalent financial strength to the satisfaction of Wake County's Finance Department. If any required insurance policy expires during the term of this Agreement, Proposer must provide a certificate of insurance to the Wake County Finance Department as evidence of policy renewal prior to such policy expiration. Proposer shall be responsible for providing the Wake County Finance Department with 30-day notice of insurance policy cancellation or non-renewal during the term of this Agreement and for three years subsequent for any claims made coverage.

Response to this RFP indicates the ability to procure the coverages specified above. If Provider does not meet the insurance requirements specified above, alternate insurance coverage satisfactory to Wake County may be considered. Any request for consideration of alternate coverage must be presented within Proposer's response to this RFP.

3.8 Governing Law

This RFP and any contract resulting therefrom shall be governed by and construed according to the laws of the State of North Carolina. Should any portion of any contract be in conflict with the laws of the State of North Carolina, the State laws shall invalidate only that portion. The remaining portion of the contract(s) shall remain in effect.

3.9 Confidential Information/Public Records Law

INFORMATION SUBMITTED IN RESPONSE TO REQUESTS FOR BIDS, PROPOSALS, AND OTHER PROCUREMENT METHODS SUBJECT TO PUBLIC RECORDS LAW

Wake County is subject to North Carolina's Public Records Act located in Chapter 132 of the North Carolina General Statutes. As a result, information submitted to and received by Wake County in response to a Request for Proposal/Request For Bid/Request For Quote/Request for Qualifications, or any other procurement method (collectively "Procurement Process"), is considered public record and may be released for public inspection after the contract award, or as otherwise permitted under NCGS § 143, without further notice to the proposer. CAWD does not intend to elicit confidential or trade secret information in response to a Procurement Process and assumes no responsibility for the submission of such information. Wake County reserves the right to share any information submitted in response to a Procurement Process with any person(s) or firm(s) involved in the review and evaluation phase of the Procurement Process.

CONFIDENTIAL OR TRADE SECRET INFORMATION

If a proposer nonetheless submits information in a bid proposal or other response to a Procurement Process and it considers such information to be confidential, then all four requirements of [NCGS 132-1.2](#) "Confidential Information" must be met for CAWD to consider withholding the information from public inspection in response to a public records request.

Among other legal requirements, information deemed to be "confidential" or "trade secret" by proposer must be clearly marked as such on the face of the document(s) at the time of the initial disclosure/submittal of RFP. In addition, although not required by law, Wake County requests that any proposer who submits a proposal or response containing any such designation of confidentiality also submit a second copy of the proposal or response with the respective page(s) or section(s) redacted. CAWD will not agree to withhold an entire proposal or response from public inspection, thus proposers should refrain from including blanket restrictions on disclosure or all-encompassing claims of confidentiality.

When a public records request is made for information contained in or attached to a proposal or response that has been clearly marked as "trade secret" or "confidential" upon its submission, Wake County may, in its discretion and without further notice, release the redacted copy of the proposal or response to the requester if one has been previously submitted. Otherwise, the proposer will be notified of the request and given an opportunity to provide within a reasonable period a written explanation of the basis for claiming protection under N.C.G.S. 66-152 and N.C.G.S. 132-1 and/or a redacted proposal or response. CAWD shall make the final determination on release of the information. Should any civil action be brought against CAWD in an effort to compel or prevent the disclosure of information contained in a proposal or response that is deemed confidential by a proposer, the proposer may participate at its own expense; and by deeming any information in a proposal or response confidential, proposer further agrees to indemnify and hold harmless CAWD for and against any costs incurred by CAWD as a result of such litigation, including but not limited to fees or expenses arising out of N.C.G.S. 66-153 and N.C.G.S. 132-9.

3.10 Compliance with Laws and Regulations

Proposer must comply with all applicable State and Federal Laws. In the event any Governmental restrictions may be imposed which would necessitate alteration of the material, quality, workmanship or performance of the items offered on this proposal prior to their delivery, it shall be the responsibility of the successful Proposer to notify Wake County at once, indicating in their letter the specific regulation which required such alterations. CAWD reserves the right to accept any such alterations, including any price adjustments occasioned thereby, or to cancel the contract.

3.11 Acceptance

Submission of any proposal indicates a Proposer's acceptance of the conditions contained in this RFP unless clearly and specifically noted otherwise in the proposal.

Furthermore, CAWD is not bound to accept a proposal on the basis of lowest price, and further, CAWD has the sole discretion and reserves the right to cancel this RFP, and to reject any and all proposals, to waive any and all informalities and/or irregularities, or to re-advertise with either the identical or revised specifications, if it is deemed to be in CAWD's best interests to do so. CAWD reserves the right to accept or reject any or all of the items in the proposal, and to award the contract in whole or in part and/or negotiate any or all items with individual Proposers if it is deemed in CAWD's best interest. Moreover, CAWD reserves the right to

make no selection if proposals are deemed to be outside the fiscal constraint or not in the best interest of CAWD.

3.12 Additional Services

CAWD reserves the right to negotiate additional services with the Vendor at any time after initial contract award.

3.13 E-Verify

To ensure compliance with the E-Verify requirements of the General Statutes of North Carolina, all contractors, including any subcontractors employed by the contractor(s), by submitting a bid, proposal or any other response, or by providing any material, equipment, supplies, services, etc, attest and affirm that they are aware and in full compliance with Article 2 of Chapter 64, (NCGS64-26(a)) relating to the E-Verify requirements.

3.14 Iran Divestment Act

By signing this agreement; accepting this contract/purchase order; or submitting any bid, proposal, etc., vendors and contractors certify that as of the date of execution, receipt, or submission they are not listed on the Final Divestment List created by the NC Office of State Treasurer pursuant to [NCGS 147 Article 6E, Iran Divestment Act](#), Iran Divestment Act Certification. Vendors and contractors shall not utilize any subcontractor that is identified on the Final Divestment List. In addition, any organization defined under NCGS 147-86.80(2), Divestment from Companies Boycotting Israel, shall not engage in business totaling more than \$1,000 with any company/business, etc. that boycotts Israel. A list of companies that boycott Israel is maintained by the NC Office of State Treasurer, pursuant to NCGS 147-86.81(a)(1). Any company listed as boycotting Israel is not eligible to do business with any State agency or political subdivision of the State.

3.15 Federal Uniform Guidance

If the source of funds for this contract is federal funds, the following federal provisions apply pursuant to 2 C.F.R. § 200.326 and 2 C.F.R. Part 200, Appendix II (as applicable):

Equal Employment Opportunity (41 C.F.R. Part 60); Davis-Bacon Act (40 U.S.C. 3141-3148); Copeland "Anti-Kickback" Act (40 U.S.C. 3145); Contract Work Hours and Safety Standards Act (40 U.S.C. 3701-3708); Clean Air Act (42 U.S.C. 7401-7671q.) and the Federal Water Pollution Control Act (33 U.S.C. 1251-1387); Debarment and Suspension (Executive Orders 12549 and 12689); Byrd Anti-Lobbying Amendment (31 U.S.C. 1352); Procurement of Recovered Materials (2 C.F.R. § 200.322); and Record Retention Requirements (2 CFR § 200.324)

3.16 Anti-Discrimination

In consideration of signing this Agreement, the Parties hereby agree not to discriminate in any manner on the basis of race, natural hair or hairstyles, ethnicity, creed, color, sex, pregnancy, marital or familial status, sexual orientation, gender identity or expression, national origin or ancestry, National Guard or veteran status, religious belief or non-belief, age, or disability with reference to the subject matter of this Contract. The Parties agree to comply with the provisions and intent of Wake County Ordinance SL 2017-4. This anti-discrimination provision shall be binding on the successors and assigns of the Parties with reference to the subject matter of this Contract.

4 Detailed Submittal Requirements

4.1 Proposal Format

Proposers shall prepare their proposals in accordance with the instructions outlined in this section. Each Proposer is required to submit the proposal in a sealed package. Proposals should be prepared as simply as possible and provide a straightforward, concise description of the Proposer's capabilities to satisfy the requirements of the RFP. Utmost attention should be given to accuracy, completeness, and clarity of content. All parts, pages, figures, and tables should be numbered and clearly labeled. The proposal should be organized into the following major sections with tabs for each section:

PROPOSAL SECTION TITLE

| | |
|-----|--|
| | Title Page |
| | Letter of Transmittal |
| | Table of Contents |
| 1.0 | Executive Summary |
| 2.0 | Scope of Services |
| 3.0 | Company Background and Relevant Experience |
| 4.0 | Client References for Similar Assignments |
| 5.0 | Cost Proposal |

Instructions relative to each part of the response to this RFP are defined in the remainder of this section. Response information should be limited to pertinent information only. Marketing and sales-type information are not to be included.

4.2 Executive Summary

(Proposal Section 1.0) This section of the response should be limited to a brief narrative summarizing the Proposer's proposal. The executive summary shall, at a minimum, include an identification of the proposed project team, the responsibilities of the project team, and a summary of the proposed services. This section should highlight aspects of the proposal that make it superior or unique in addressing the needs of CAWD. Please note that the executive summary should identify the primary engagement contact. Contact information should include a valid e-mail address and a telephone number.

4.3 Scope of Services

(Proposal Section 2.0) This section of the response should include a general discussion of the Proposer's overall understanding of the project and the scope of work proposed as outlined in Sections 1.3.1 to 1.3.9.

As CAWD is seeking a Consultant that brings substantial expertise in marketing services, the Proposer should outline a recommended approach, critical tasks, and timeline for achieving CAWD's objectives based on the Proposer's experience with organizations similar to CAWD.

Proposers are encouraged to provide examples of services provided to their clients and the impact of those services.

4.4 Company Background and Consultant Team Relevant Experience

(Proposal Section 3.0) Each proposal must provide the following information about the submitting Proposer's company so that CAWD can evaluate the Proposer's stability and ability to support the commitments set forth in response to the RFP. CAWD, at its option, may require a Proposer to provide additional support or clarify requested information.

4.3.1 Company Background

- How long the company has been in business. In what state(s) has the company worked?
- A brief description of the company size and organizational structure.
- How long the company has been providing services to clients similar to CAWD.
- Any material (including letters of support or endorsement from clients) is indicative of the Proposer's capabilities.
- Identify any litigation or governmental or regulatory action pending against your organization that might have a bearing on your ability to provide services to CAWD.
- Describe your contractual relationships, if any, with other organizations that will provide the services described in your proposal.

4.3.2 Consultant Team Experience

- Identify your proposed team indicating who is responsible for the key roles; provide an organizational chart showing lines of communication and levels of authority;
- Include the résumés of staff who will work on the engagement. If they are working on only certain portions of the project, please indicate this on their résumé;
- Given that CAWD will be evaluating several proposals, describe why you feel that your services, from a professional and technical perspective, are the best fit for CAWD environment. Describe the distinguishing features CAWD should know about your services and company.

4.5 Client References

(Proposal Section 4.0) CAWD considers references to be important in its decision to award a contract. Failure to provide this information will result in the proposal being considered non-responsive.

Please provide a detailed explanation of the work your firm provided to three clients. Also, provide at least three current clients who we may contact. References would ideally be clients similar in size to CAWD. Please give the company name, telephone, and email of the contact person.

4.6 Cost Proposal

(Proposal Section 5.0) Proposers should submit an itemization of costs.

CAWD reserves the right to contact Proposers on cost and scope clarification at any time throughout the selection process and negotiation process. CAWD is asking Proposers to itemize costs for all categories with the understanding that they may have to make assumptions. Such assumptions should be stated. Items that should be included in this cost section include:

- Cost of Services. Please state your fees for the key areas outlined in the Scope of Services. Include any indirect costs and fees.
- Provide your procedures for billing and collection of your fees. How do you reconcile the fee to the services received? Specify whether this is on a monthly, quarterly, or as-performed basis.
- Provide a listing of hourly rates by consultant team members which could be used as a basis for additional services.

5 Evaluation Criteria

5.1 Selection Participants

CAWD has established a team of staff to evaluate vendor responses. This team of employees will be responsible for the evaluation and rating of the proposals and conducting interviews.

5.2 Evaluation of Proposals

Selection and Evaluation

CAWD will review and evaluate proposals based on, but not exclusive to, the below criteria:

- Adherence to the RFP Instructions- Providing a complete and professional proposal that addresses all of the concerns outlined in this RFP. (10%)
- Company Information, Capacity, and Expertise- Demonstrating a capacity to manage a grant of this size, providing subject matter expertise to the proposal, detailing the organizational structure of those involved with the program, providing examples of work with similar companies/organizations, references of past work, and examples of past partnerships (40%)
- Project Approach and Understanding- Providing a clear overall comprehension of project objectives, an outline of the respondent's approach to fulfilling the RFP, a clear understanding of Pathway to Entrepreneurship's requirements and vision for the Marketing role, the competitiveness of the bid, and an explanation of the vendor's ability to meet requirements. (50%)

CAWD's evaluation process includes: review, scoring, and recommendations by a review panel comprised of Capital Area Workforce Development Board members, and staff which may include CAWD partners; and final approval by the full Capital Area Workforce Development Board.

Scoring:

Bidders will be graded by a rubric in various categories pertaining to the evaluation. Proposals will be graded by the following point values:

Point Values

Very Good = 4- 5 Points (*Answered the question, above & beyond expected with pertinent info applicable to question*)

Good = 3 Points (*Answered the question thoroughly and completely*)

Adequate = 1-2 Points (*Answered the question but needed to provide more detail*)

Less than Adequate = 0 Points (*Did not answer the question*)

Note: Responses that are considered less than adequate are rated "0" points.