

Branding, Graphic Design and Printing Services Request for Proposals:

I. Purpose and Background

Philadelphia Works is accepting competitive proposals for a consultant to provide branding, graphic design and printing services to produce career planning-related informational materials in both print and digital formats for individuals and partners of the public workforce system. This work is expected to be completed by June 29, 2018 with the possibility of an extension beyond that date.

Philadelphia Works is a non-profit organization that manages the public workforce development system in Philadelphia. The organization's mission is to connect businesses and employers to a skilled workforce and help individuals develop the skills needed to thrive in the workplace. Philadelphia Works is supported by federal, state, and privately raised employment and training funds. For more information on the organization visit www.philaworks.org.

II. Deliverables and Scope of Work

Philadelphia Works seeks branding graphic design and printing services to create "career pathway" maps. Career pathways is a framework used by workforce boards to detail the entry and exit points of a particular occupation and the education and training needed to progress to jobs with more pay and responsibility. Both job seekers and staff will use these materials to promote awareness and explore the jobs and training along a particular occupational path. The scope of this project includes:

- Branding, graphic design and printing or the facilitation of printing services following the approval of the final career pathway maps.
- Copywriting and/or copyediting for career pathways materials based on content and expertise provided by Philadelphia Works and stakeholders
- The development of visual materials for digital and print use, that depict these career pathways
- By the end of this project, the consultant will have produced career pathway materials and digital content for two occupations designated by Philadelphia Works

Philadelphia Works anticipates that the consultant will gain an understanding of the organization's and the City of Philadelphia's strategic and operational workforce goals and the career seekers we serve. Philadelphia Works expects the successful respondent to:

- Review Philadelphia Works previous career pathway materials and become familiar with the Philadelphia Works and PA CareerLink® Philadelphia websites
- Review existing career pathways materials and websites which promote and or depict career pathways
- Design user friendly materials suitable for distribution to individuals seeking career and training information

- Design materials for use by workforce partners
- Develop corresponding digital content that can be used on the Philadelphia Works and PA CareerLink® Philadelphia websites
- Develop and present a minimum of two career pathway designs for each occupation mapped. At a minimum, this includes first run /test printing and final draft for review by Philadelphia Works and a group of invested stakeholders.

III. Philadelphia Works will:

- Provide oversight, guidance and technical assistance throughout the duration of the project
- Generate core content for materials unless otherwise specified that will be designed by the successful respondent
- Contract with the successful respondent and pay invoices according to a final executed contract with supporting documentation
- Host and facilitate discussions with invested stakeholders

IV. Payment Terms

This is a cost reimbursement contract and the contractor is asked to provide a proposed payment scheduled based on the deliverables outlined in the scope of work section contained in this RFP.

V. Budget and Timeline

Philadelphia Works requests applicants provide a comprehensive budget based on the scope of work and deliverables above. A narrative should accompany the budget, explaining the cost basis for all line items. Also include whether services are available at some discount or pro bono.

For personnel costs, indicate the hourly rate and an estimate of how many hours you would anticipate billing to create:

- Minimum of two one-page drafts and first/test run printing of 10 copies for each of two career pathway maps for job seekers
- Minimum of two one-page drafts and first/test run printing of 10 copies for each of two career pathway maps for workforce partners
- Digital content for use on the Philadelphia Works and PA CareerLink® Philadelphia websites

Additionally, provide unit pricing costs for printing 500 copies each of the four maps (two occupations for two users). Assume full color printing. A short narrative should accompany

the budget, explaining the cost basis for all line items. Also include whether services are available at some discount or pro bono.

VI. Qualifications and Who May Apply

Organizations with demonstrated experience working in or with the workforce development, education or nonprofit sector in a city, comparable in size to Philadelphia are encouraged to apply:

- Demonstrated experience in graphic design for educational purposes
- Demonstrated success in executing communications collateral, creatives, etc.
- Strong track record of creative visualization tools and digital content
- Demonstrated ability to work with digital and offset printing
- Demonstrated ability to creatively and strategically consider and approach assigned projects
- Demonstrated ability to produce clean, readable copy
- Excellent project management abilities
- In good financial standing with federal agencies, the Commonwealth of Pennsylvania, and the City of Philadelphia
- Agree that all work design and product design are the property of Philadelphia Works and will be submitted at the conclusion of each final milestone.

VII. Selection and Evaluation

Submissions will be evaluated by a team consisting of fair and impartial Philadelphia Works' staff who will provide a final recommendation for selection. The evaluation team reserves the right to:

- Contact any applicant to clarify responses
- Contact current or past customers of the applicant
- Reject any submission that the evaluation team believes is not in the best interests of Philadelphia Works
- Waive any defects in an applicant's proposal that it is in the best interests of Philadelphia Works to do so, and that action will not cause any material unfairness to other applicants
- Accept or reject all or any part of any response, waive minor technicalities, and select an applicant that best serves the goals of the project
- Ask selected finalists to make presentations to staff

The team will initially evaluate submissions to determine compliance with the RFP requirements. Submissions may be judged nonresponsive and removed from further consideration if any of the following occur:

- The application is not received by the deadline;
- The application does not follow the specified format; and/or
- The application does not include all required information

All accepted submissions will be evaluated based on the quality of the applicant's response according to the criteria listed below. The range of points for each category is listed below as well as the maximum number of points available. The applicant with the highest average score will receive top consideration for selection (barring any unforeseen circumstances).

VIII. Business Preferences

Small and/or Minority-Owned Businesses - Efforts will be made by Philadelphia Works to utilize small businesses and minority-owned businesses. A Business 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 years of less than six million dollars.

Preference for Businesses located in Philadelphia

Businesses located in Philadelphia with a permanent city address will receive preference given a tie in scoring.

Criteria	Maximum Points
Cost	20
Organizational Mission & Staff Expertise	25
History & Experience, including with non-profit organizations	30
Examples of Deliverables	25
Maximum Points:	100

IX. How to Apply

Applicants must submit a narrative no more than 5 (five) pages long, not including the budget, budget narrative, biographies/resumes and portfolio. The narrative must include the following components:

1. General Information

- Organizational mission, a description of the firm's expertise, and how these mesh with
- the mission of Philadelphia Works and goals of this career pathways design project
- A listing of some of the applicant's clients, along with three references and contact information from Local Workforce Areas or other non-profit organizations with whom similar work has been completed
- A brief description of major project staff along with their biographies and/or resumes

- e. Contact name, phone number, email address and mailing address of the lead staff
- f. responsible for submitting the application
- g. Portfolio (can be link to e-portfolio or cloud storage) of deliverables from similar projects, with examples in digital and print formats

2. Scope of Work

In addition to supplying the general information listed above, provide a detailed narrative demonstrating a clear understanding of the work requested and an explanation of the firm's suggested approach. The narrative should include:

- a. An initial request for information needed from Philadelphia Works to start the project if not otherwise specified in this RFP
- b. Detailed approach to completing activities outlined in Scope of Work
- c. A proposed timeline indicating start and end dates, initial meetings, delivery of draft and final materials for staff and career seekers in all formats

3. Inquiries

Questions concerning this RFP can be submitted to jjoyner@philaworks.org indicating "BDP Proposal" in the subject line. Questions will be accepted until **5:00 p.m. EST on April 26, 2018**. A finalized list of questions and responses will be posted on the agency's website by 5 p.m. EST on **April 27, 2018**.

4. Proposal Submission

Proposals must be submitted no later than **4 p.m. EST on May 3, 2018**. All application packages must be submitted electronically to EAvery@philaworks.org with "BDP Proposal" in the subject line. Proposals may also be hand delivered or by mail addressed as listed below:

Attention: Branding, Graphic Design and Printing Services Proposal
Eleanor Avery
Philadelphia Works
1617 JFK Blvd., Suite 1300
Philadelphia, PA 19103