

Request for Qualifications

Creative Services

Worksystems is seeking qualified and experienced vendors to provide a variety of communication and creative services on a project-by-project basis.

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Part I: Overview

Worksystems is a non-profit agency that supports economic growth in the City of Portland, Multnomah and Washington counties by pursuing and investing resources to improve the quality of the workforce. We design and coordinate workforce development programs and services delivered through a network of partners to help people get the skills, training and education they need to go to work or to advance in their careers. Our partners include employers, labor groups, government, community colleges, high schools, community-based and economic development organizations. Since 1998, Worksystems has invested over \$300 million in our community.

Worksystems is seeking qualified vendors to provide a variety of communication and creative services in support of three existing brands:

- Worksystems
- WorkSource Portland Metro
- Columbia-Willamette Workforce Collaborative

Worksystems has a style guide with branding guidelines for each brand; the appropriate brand guide is to be followed when developing products. Vendors selected for projects are expected to familiarize themselves with existing materials and maintain a consistent look and feel, tone, and voice.

Worksystems will select vendors for future projects from an approved vendor list curated from the qualified respondents to this Request for Qualifications (RFQ).

Part II: Independent Contractor

As part of the contracting process with Worksystems, contractors are required to represent and warrant to Worksystems that they are customarily engaged in an independently established business providing the same or similar services to the services they will provide to Worksystems; that contractor holds themselves out to the public as being engaged in an independently established business; and that the contractor is responsible for maintaining all state and federally-required licenses for the operation of such business.

An independent contractor is not an agent or employee of Worksystems and in performing their duties and fulfilling their obligations shall be free from direction and control over the means and manner of providing such services, subject only to the right of Worksystems to specify the desired results.

An independent contractor must meet three or more of the following criteria and otherwise qualify as an independent contractor under all applicable federal and state laws:

- The contractor must maintain a business location that: (A) Is separate from the business or work location of Worksystems; or (B) is in a portion of their residence that is primarily used for the business.
- The contractor must bear the risk of loss related to the business as shown by factors such as: (A) Entering into fixed-price contracts; (B) correction of defective work is required; (C) warrants the services provided; or (D) has purchased liability insurance.
- The contractor must provide contracted services for two or more different persons, organizations and/or companies within a 12-month period, or routinely engage in business advertising, solicitation or other marketing efforts reasonably calculated to obtain new contracts to provide similar services.
- The contractor must make a significant investment in the business, through means such as: (A) purchasing tools or equipment necessary to provide the services; (B) paying for the premises or facilities where the services are provided; or (C) paying for licenses, certificates or specialized training required to provide the services; or (e) having the authority to hire other persons to provide or to assist in providing the services and have the authority to fire those persons.

AND

- The contractor must otherwise qualify as an independent contractor under all applicable federal and state laws.

Please note these are the minimum requirements and that this list is not comprehensive. All relevant factors are considered in determining independent contractor qualifications.

Part III: Responding to this RFQ

To be placed on Worksystems' Creative Services approved vendor list, respondents must submit qualifications, respond to narrative questions and, where required, provide samples of work product (refer to RFQ Response Content section below). Submissions will be reviewed by an internal panel and respondents placed on the Creative Services Qualified Vendor list where the response meets Worksystems requirements.

Respondents to this initial RFQ must submit qualification packages by January 7, 2019 – refer to Section VI for submission detail. After the initial review is conducted and the initial list established, the RFQ process will be ongoing for new firms or individuals to qualify for future project consideration, and for organizations and/or individuals on the list to annually update their price structure.

Approved organizations and/or individuals will be maintained on the approved vendor list and are eligible to submit proposals for specific projects based on Worksystems' needs and the respondent's areas of expertise and qualifications. One or more qualified vendors may be asked to provide further detail and price information based on the needs of specific projects. Selection for projects will be based on experience, quality of previous work, and hourly rate(s) on file. Where project price quotes fall outside the rates on file, respondent will be asked to justify the difference as part of the selection process for the project.

Part IV: Response Content

Section A: Description

Provide a summary of your company or business (no longer than one page) that minimally includes focus and expertise, length of time in business, project experience.

Section B: Category of Communication Services

On the submission cover page, indicate which categories of service for which you are applying. Check all that apply:

- Event Planning
- Graphic design/Layout
- Meeting Facilitation
- Photography
- Printing/Production
- Public/Media Relations
- Social Media
- Videography
- Web Design
- Writing/Editing
- Other – Please describe

Section C: Experience

For each category selected in Section B, please provide three work samples of similar projects you have completed in the last three years. Indicate whether you/your firm performed the work or managed an outsourced contract for it.

Section D: Compensation

For each category selected in Section B, please outline your hourly rate or compensation structure. Please include your schedule for rate increases.

Section E: References

Please provide three references (name, email, telephone) of clients for whom you have done comparable work within the past three years. By submitting these references, you authorize Worksystems to contact them and discuss your work.

Part V: Qualification Submission

To be considered on the Qualified Vendor list, Worksystems must receive the submission package marked “(Name of Applicant) Creative Services” **by noon on January 7, 2019**. The Creative Services Submission Cover Page and PY18 Independent Contractor Requirements form must be completed and signed by an individual authorized to represent the company, to act on its behalf and to legally bind it in all matters related to the RFQ.

Worksystems
1618 SW First, Ave, Suite 450
Portland, OR 97201.

Additionally, please send an electronic copy of the proposal (electronic work samples are not required) to RFP@worksystems.org. Worksystems will send an email confirmation to the address on the cover page, acknowledging receipt.

Part VI: Inquiries, Notification & Resource Documents

Inquiries

All questions related to this RFQ are to be submitted electronically via email with the subject “Creative Services RFP Inquiry” and sent to: RFP@worksystems.org. Questions received after the solicitation has been published and before close of business January 2, 2019, will be responded to within two business days by posting in the “Questions and Answers” section for this RFQ at www.worksystems.org News and Events section. Questions received after January 2, 2019 will not be answered. RFP staff will be unavailable from **December 25, 2018 through January 1, 2019**. The Questions and Answers document for inquiries received between December 20, 2018 and January 1, 2019 will be posted on January 3, 2019.

Notification

Results will be sent via e-mail by January 28, 2019.

Resource Documents

- Creative Services Submission Cover Page
- PY18 Independent Contractor Requirements
- Professional Services Agreement template

Part VII: Additional Provisions and Disclaimers

- Worksystems will own all products, including native files, created by contractors selected through this RFQ and subsequently contracted with for project work.
- Worksystems reserves the right to waive informalities and minor irregularities in offers received.
- This RFQ does not commit Worksystems to award a contract.
- Worksystems may accept any item or group of items of any offer, unless the bidder qualified its offer by specific limitations.
- Worksystems reserves the right to request additional data or oral discussion or documentation in support of written offers.
- No costs will be paid to cover the expense of preparing a proposal.
- All data, material, and documentation originated and prepared by the bidder pursuant to the contract shall belong exclusively to Worksystems and be subject to disclosure under the Freedom of Information Act. Applicants are advised that most documents in the possession of Worksystems are considered public records and subject to disclosure under the State of Oregon's Public Records Law.
- Formal notification to award a contract and the actual execution of a contract are subject to the following: Receipt of anticipated funding, results of negotiations between selected bidders and Worksystems staff, and continued availability of funds.
- Proposals submitted for funding consideration must be consistent with – and if funded, operated according to – relevant federal legislation, all applicable federal regulations, State of Oregon policies, and Worksystems policies and procedures.
- Additional funds received by Worksystems may be contracted by expanding existing programs. These decisions shall be at the discretion of Worksystems.
- Worksystems may decide not to fund part or all of a proposal even though it is found to be in the competitive range if, in the opinion of Worksystems, the services proposed are not needed, or the costs are higher than Worksystems finds reasonable in relation to the overall funds available, or if past management concerns lead Worksystems to believe that the bidder has undertaken more services than it can successfully provide.
- Worksystems has a right to fund a lower-ranked proposal over a higher ranked proposal because of valid policy considerations, including but not limited to, geographical considerations, leveraging of outside resources, and target populations.
- All bidders must ensure equal opportunity to all individuals. No individual shall be excluded from participation in, denied the benefits of, or subjected to discrimination under any WIA-funded program or activity because of race, color, religion, sex, national origin, age, disability, or political affiliation or belief.
- All bidders must ensure access to individuals with disabilities pursuant to the Americans with Disabilities Act.
- Worksystems reserves the right to determine both the number and the funding levels of contracts finally awarded. Such determination will depend upon overall fund availability and other factors arising during the proposal review process. The proposal warrants that the costs quoted for services in response to the RFQ are not in excess of those that would be charged any other individual for the same services performed by the bidder.