



WORKFORCE
DEVELOPMENT

REQUEST FOR QUOTE

Workforce Innovation & Opportunity Act Mobile Engagement Services

FUNDING PERIOD: July 1, 2017 through June 30, 2018

DATE RFQ ISSUED: June 12, 2017

CONTACT PERSON: Jeanette Langdell
Program Manager
jlangdell@novaworks.org

QUALIFICATIONS DUE: June 23, 2017 3:00 p.m.

SUBMIT TO: Jeanette Langdell
jlangdell@novaworks.org

This RFQ is posted on NOVA's website at: link.novaworks.org/proposal

REQUEST FOR QUOTE

Workforce Innovation & Opportunity Act Mobile Engagement Services

1.0 INTRODUCTION

The Workforce Board of the North Valley Job Training Consortium (NOVA) is issuing this Request for Quote (RFQ) for a company or individual offering products and services that will allow NOVA to engage with its customers through a mobile platform. It is the intent of NOVA to enter into a vendor relationship with a qualified individual or organization capable of providing the services described within this RFQ. Included in this RFQ are a scope of services and tasks and other information describing this opportunity. The funding period is July 1, 2017 through June 30, 2018. NOVA and the selected vendor will mutually agree upon a timeline for completion of project deliverables.

2.0 BACKGROUND

NOVA is a nonprofit, federally funded employment and training agency that provides customer-focused workforce development services. We work closely with local businesses, educators and job seekers to ensure that our programs provide opportunities that build the knowledge, skills and attitudes necessary to address the workforce needs of Silicon Valley. NOVA is primarily funded through the Workforce Innovation and Opportunity Act (WIOA).

NOVA currently offers the majority of its resources for job seekers in a physical location and primarily contacts its customers through email and direct mail. NOVA seeks to enhance its communications and resources by offering mobile services to its customers. The ultimate goal of this mobile engagement project is to help our job seeker customers more quickly find work and improve their skills.

3.0 SCOPE OF WORK

The selected company will offer a robust text messaging solution that offers inbound and outbound messaging at an affordable cost. Additionally, the provider must offer a mobile web authoring and content management platform to allow NOVA staff to build web pages that can store content and provide engagement.

The requirements for this project include:

Text Message Platform

- A short code is provided to us.
- A primary keyword is provided.
- We can set up an unlimited number of secondary keywords.
- We can set up an unlimited number of text message lists.
- People can enroll in any list by texting certain primary and secondary keyword combinations.
- People can instantly opt out by texting the word “stop.”

- We can upload lists of name and cell phone numbers into specific lists.
- We can schedule text messages to be sent to various lists by both calendar date and by a sequence of when they opted into the list.
- API access to recipient lists, keywords, and text message at a minimum, preferably in PHP.
- Every interaction is captured in reports that we can view, manipulate, sort and download into Excel.

Smartphone Mobile Web Platform

- We can create mobile pages instantly by dragging and dropping icons that represent either content or engagement.
- The pages can include:
 - Videos
 - Photos
 - Text
 - Audio clips
 - PDFs
 - Word documents
 - PowerPoints
 - Excel
- Each page is assigned a bit.ly URL that we can send out in a text message.
- Each page can also include these forms of engagement:
 - Polls (also poll results can be displayed real-time on a screen)
 - Surveys
 - Quizzes
 - Forms
 - Comment boards
- All reports can be downloaded into Excel.

4.0 CONFIDENTIALITY

The nature of this project means that some personally identifiable information (PII) will be collected from customers opting in to the text messaging service. It is expected that the selected vendor will have a means to safeguard the PII and agrees not to share such PII with any other party.

5.0 QUALIFICATIONS

A potential consultant or organization responding to this RFQ should have the following qualifications:

- Demonstrated experience in accomplishing similar deliverables.
- Familiarity with hosting environments to be able to define hosting provider requirements.
- Ability to be flexible and collaborative in working with NOVA to achieve project goals.

6.0 BUDGETARY CONSIDERATIONS

This RFQ solicits services for a term of July 1, 2017 through June 30, 2018. Funding for this project will be up to \$4,999 dependent on organization experience and rates.

7.0 RFQ SUBMITTAL AND REQUESTED INFORMATION

Submittals should include:

- a) *Introduction*: Provide a brief letter of introduction on letterhead transmitting all RFQ information and including an electronic signature.
- b) *Experience*: Provide a profile of experience that the proposer has had with related projects.
- c) *References*: Provide references from organizations where the proposer has performed similar work, and include information about the work that was performed.
- d) *Proposed fees and costs*: Provide proposed total cost along with a brief breakout of costs included.
- e) *Included text messages and charge for overage*: Provide the number of text messages included in the proposed solution, along with the charge for each message over the limit.
- f) *Hosting provider requirements*: Describe your preferred criteria for selection of a hosting provider.
- g) *Conflict of interest*: Disclose any potential conflicts of interest arising from the consultant's relationship with WIOA service providers. If none, provide a statement to that effect.

8.0 RECEIPT OF QUALIFICATIONS

Responses must be received electronically by 3:00 p.m. on Friday, June 23, 2017. Please e-mail proposals to Jeanette Langdell at klangdell@novaworks.org. Proposals not received by the due date and time will be rejected.

9.0 SELECTION PROCESS

NOVA will conduct a selection process to determine the best and most appropriate vendor to meet its needs, as follows:

- a) NOVA shall call for an RFQ response from interested and qualified individuals/organizations.
- b) NOVA staff shall screen all responses. Screening criteria may include, without limitation:
 - Experience on projects of similar size and scope
 - Capability to deliver timely and high quality services
 - Reference checks on previous projects
 - Proposed costs
- c) NOVA may interview RFQ responders and shall enter into contract negotiations with the responder(s) deemed best and most appropriate. The parties will seek agreement on services and fees. If negotiations are not successful, NOVA may enter into negotiations with other organizations—in its sole discretion—and seek to reach agreement. This RFQ does not commit NOVA to pay for any direct and/or indirect costs incurred in the preparation and presentation of a response. All finalists shall pay their own costs incurred in preparing for, traveling to, and attending interviews.

10.0 PRINCIPALS AND REJECTION STATEMENT

RFQ respondents are advised that NOVA will only deal with principals or their designated agents with regard to this RFQ. Furthermore, it is to be understood by principals and their agents that NOVA is not obligated to accept any RFQ response or to negotiate with any respondents and NOVA reserves the right to accept the response that will best serve its interests. Additionally, NOVA reserves the right to negotiate simultaneously with more than one respondent if, in NOVA's sole opinion, it believes that simultaneously negotiating with more than one respondent is in the best interests of NOVA.

11.0 OWNERSHIP OF SUBMITTED MATERIALS

All responses and related materials received by NOVA become its property and may be returned only at NOVA's option. This clause also pertains to all documents and other materials generated or produced during the evaluation process.

12.0 INSPECTION

As part of the review process, NOVA reserves the right to obtain any and all information associated with this RFQ, including, but not limited to: inspecting service sites and/or equipment; contacting any individuals, agencies or employers listed in a proposal; or contacting other sources who are knowledgeable of the bidder's performance, qualifications and or financial solvency.

13.0 ACCEPTANCE OF QUALIFICATIONS

This RFQ does not commit NOVA to award a contract, to pay any costs incurred in the preparation of a proposal to this request, or to procure or contract for services or supplies. NOVA reserves the right to accept or reject any or all responses received as a result of this request, 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 NOVA to do so. NOVA may require the offerors selected to participate in negotiations, and to submit such price, technical, or other revisions of their proposals as may result from negotiations.

14.0 TYPE OF CONTRACT

NOVA reserves the right to utilize the most appropriate contract methodology, including performance-based and/or cost reimbursement. As NOVA's fiscal agent is the City of Sunnyvale, the contract will be issued in the name of the City of Sunnyvale. Contracts pursuant to this RFQ process will be subject to contracting requirements of the City of Sunnyvale.

15.0 CONTRACT AWARD

NOVA may award a contract based upon offers received without discussion of such offers with the offeror. Each offer should be submitted in the most favorable terms from a price and technical standpoint. However, NOVA reserves the right to request additional data or oral discussion/presentation in support of submitted qualifications.

Prior to any contract negotiations, the applicant/agency must be prepared to submit the following as applicable:

- State and federal ID numbers
- Proof of insurance
- Signatory authorization

16.0 INSURANCE AND INDEMNIFICATION REQUIREMENTS

If awarded the contract, the Contractor must comply with the City of Sunnyvale's requirements, as follows:

Insurance

The Contractor shall procure and maintain during the term of an agreement, insurance, in compliance with the sections below unless expressly waived, in writing, by the City. On or before commencement of the contract, Contractor shall furnish City with certificates showing the type, amount, class of operations covered, effective dates and dates of expiration of insurance coverage. Endorsements naming City as Additional Insured shall be submitted with the insurance certificates.

1. **Commercial General Liability**: \$1,000,000 per occurrence for bodily injury, personal injury and property damage and \$2,000,000 aggregate. ISO Occurrence Form CG 0001 is required.
2. **Automobile Liability**: \$1,000,000 per accident for bodily injury and property damage. ISO Form CA 0001 is required.
3. **Workers' Compensation** Statutory Limits and **Employer's Liability**: \$1,000,000 per accident for bodily injury or disease.

The liability and automobile insurance policies shall name the City as an additional insured only to the extent of the indemnification contained herein and shall provide at least thirty (30) days prior written notice to City of cancellation of the policy or reduction in the coverage.

The City will accept evidence of self-insurance from the Contractor that meets the above requirements.

Indemnification

Subcontractor shall defend, indemnify, and hold harmless Contractor, its officers, employees, agents and volunteers from and against any claims, losses, injuries, suits, actions or judgments and from any and all liability for any and all claims, losses, injuries, suits, actions or judgments filed or brought by any and all persons because of or arising or resulting from, or in connection with any negligent act, omission or willful misconduct by Subcontractor, or its officers, employees, agents or representatives. Subcontractor further agrees to reimburse Contractor for all costs, reasonable attorneys' fees, expenses and liabilities incurred in any legal action arising out of any obligation of Subcontractor to be performed under this Agreement or arising from any negligence or willful misconduct of Subcontractor, its officers, employees, agents or representatives. Nothing in this section shall be construed to prohibit apportionment of liability, damages and related defense costs as between Subcontractor and Contractor for third-party claims in accordance with applicable provisions of California law. Contractor shall notify Subcontractor of any third-party claims related to this Agreement within thirty (30) days of receipt, however, failure to provide such notice shall not operate to waive Subcontractor's obligations under this Section.