January 7, 2009

TO PROSPECTIVE BIDDERS

SUBJECT: REQUEST FOR PROPOSAL (RFP) - No. 44420
Service: Marketing Services
Term: 4/1/2009 through 3/31/2010

The State of California, Employment Training Panel (ETP), invites you to submit a proposal to market its program to targeted industries. This Request for Proposal (RFP) is being processed by the Employment Development Department (EDD).

Contracts will be awarded on the competitiveness of the proposals. Therefore, proposals must be carefully and correctly prepared in accordance with the RFP specifications and requirements.

Bidders wishing to respond to this RFP must submit the required copies of proposal packages, complying with the instructions given in this RFP. Any additions or modifications to the proposal package may result in the rejection of the proposal. ETP reserves the right to reject any or all of the proposals.

Proposals must be received and date stamped by the EDD Contract Services Group no later than **February 9, 2009, 3:00 p.m.** Pacific Standard Time.

To ensure fair and equal competition, **all questions** regarding this RFP must be asked in writing and must be received no later than **January 22, 2009 at 2:30 p.m.** Pacific Standard Time. Questions not submitted in writing by the deadline, shall be deemed waived and may not be raised at a later time. Please see Rules and Conditions of this RFP for further details.

Any questions regarding this proposal may be directed to the undersigned at (916) 653-0774.

SHERI L. COLLINS
Contract Analyst, EDD

cc Kim Smith, MIC 64
ETP

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SECTION 1 – OVERVIEW

A. Introduction

The State of California Employment Training Panel (ETP or Panel) announces this Request for Proposal (RFP) to market the ETP program to targeted priory industries and special populations throughout California in accordance with each of the terms and conditions in this RFP.

Consistent with its Strategic Plan, ETP develops performance-based contracts through an RFP process to market the ETP program to strategic economic development partners such as Local Workforce Investment Boards (LWIBs).

The submission of a proposal in response to this RFP creates neither a contract nor a commitment of any kind. ETP is not obligated to award a contract as a result of this RFP and assumes no liability for costs incurred in the submission of any proposal or for any costs incurred prior to the execution of a formal contract, hereafter referred to as Agreement.

It is understood and agreed that following the award of the Agreement, the successful bidders shall agree to comply with this RFP and all Exhibits attached herein, and provide the required documents requested in order for ETP to complete the execution of a Standard Agreement (STD. 213).

B. Employment Training Panel (ETP)

ETP is a State of California agency that typically approves over $90 million in training contracts for California companies for worker training purposes in an effort to foster the creation and retention of quality jobs in California. Training funds may be disbursed to many employers through a single entity such as a trade association or Workforce Investment Board under a Multiple Employer Contract (MEC).

ETP assists eligible companies in developing training proposals for presentation to its governing board, an eight-member Panel, for consideration. The Panel currently consists of business and labor representatives, and a representative from the State Business Transportation and Housing Agency. The Panel recently completed its Strategic Plan for 2008/09, which targets certain industries as funding priorities.

For more information about ETP visit the Internet site at www.etp.ca.gov. A copy of the Strategic Plan is available upon request; the 2008/2009 Strategic Plan may be viewed as a link from that site.

C. Purpose

The primary goal of this RFP is to increase outreach to ETP's priority and target industries identified in the Strategic Plan. ETP will award a first year marketing contract, with options to renew for a second year. The contract with the successful bidder will be

reviewed every six months to evaluate success in meeting performance goals. ETP reserves the right to terminate the contract that is not meeting performance goals.

This RFP seeks bidders as described in Subsection "D" below. The successful bidder will be those organizations that demonstrate the ability, on a cost-effective basis, to bring in job training applications from ETP-eligible entities that are subsequently approved as final agreements by ETP. In order to support ETP's funding priorities, during the term of the contract, the successful bidders may be requested to direct marketing efforts toward industries or geographical regions from which ETP seeks additional projects.

Bidders under this RFP will be asked to explain how they will market the ETP program to the specified target group. They will also be asked to propose the number of applications they will submit, the number of organizations to which they will provide technical assistance, and the budget detail will indicate the unit/total cost for each. The successful bidder will receive "baseline" compensation, and additional compensation for each approved multiple-employer contract with LWIBs that have not contracted with ETP in the last five years. This additional compensation shall be limited to no more than six (6) approved contracts and shall not exceed a total of $15,000.

D. Award Types and Amounts

Projects shall begin as soon as April 2009, or when the contract is approved and signed, and must end by March 31, 2010.

Under this RFP, ETP will select one successful bidder to provide the services below:

> Up to $120,000 in "baseline" compensation for the successful bidder to market the ETP program to LWIBs, leading to the Panel's approval of a proposal to fund training under a Multiple Employer Contracts (MEC). Also**,** to deliver technical assistance to LWIBs and One-Stop Career Centers relating to the development and administration of the resulting MECs**.** Project activities of bidder will also lead to the Panel's approval of direct contracts between ETP and LWIBs. The successful bidder will receive additional compensation for each approved MEC with a LWIB that has not contracted with ETP in the last five years. This additional compensation shall be limited to no more than six (6) approved contracts and shall not exceed a total of $15,000.
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> . ,

E. Option to Amend

The ETP may exercise the option to amend any resulting contract, by adding funds or by extending the term for an additional year based on successful performance of the contractor if sufficient funds are made available by the State Budget Act of the appropriate State Fiscal Year.

SECTION 2 – KEY ACTION DATES

DATE	***EVENT***
January 8, 2009	Release of Request for Proposal
January 22, 2009, 2:30 p.m.	Due Date to Receive Written Questions
January 27, 2009	Question and Answer Summary Mailed on or Near
February 9, 2009, 3:00 p.m.	**Proposal Due Date**
February 11 - 17, 2009	Evaluation Team Review Proposals
February 23 - 27, 2009	Post Notice of Proposed Award
March 2, 209	Award Contract
April 2009	Contract Execution and Start of Contract

SECTION 3 – RULES AND CONDITIONS

A. General Information

The competitive bidding process being used for this procurement of services is known as the RFP Primary Method. All proposals submitted in response to this RFP will be reviewed for compliance with SECTION 4, MANDATORY PROPOSAL REQUIREMENTS. Each bidder must establish, in writing, the ability to meet each stated requirement. Those proposals that meet these requirements will be evaluated according to the criteria in SECTION 5, PROPOSAL EVALUATION PROCESS. The Selection Committee will evaluate and score all proposals, passing the Pre-Qualification Evaluation, utilizing the Scoring Criteria identified in the RFP.

Only those proposals that receive a score of at least the minimum requirement identified on the Scoring Sheet will be considered for the Cost Proposal opening.

The use of subcontractor(s) is subject to approval by ETP. Therefore, not all work recommended by the bidder will necessarily be approved, and not all subcontractors listed in the proposal will necessarily be selected. The bidder must make it clear to any subcontractor included in the proposal that even if the bidder is selected, the subcontractors may not be selected.

Bidders should carefully review the requirements of this RFP, which includes a complete explanation of the needs that must be met, and instructions which prescribe the format of proposals as outlined in SECTION 4, MANDATORY PROPOSAL REQUIREMENTS.

Addenda

ETP reserves the right to amend, alter, or change the rules and conditions contained in this RFP prior to the deadline for submission of bids/proposals. Addenda will only be sent to those bidders who submitted bids/proposals before the deadline date.

Bidder's Cost

Costs for developing proposals are entirely the responsibility of the bidder and shall not be reimbursed by the State of California.

B. Written Questions

All questions, suggestions, or objections regarding the content of this RFP, including but not limited to, the SECTION 4, MANDATORY PROPOSAL REQUIREMENTS AND SECTION 5, PROPOSAL EVALUATION PROCESS, may be submitted by mail, e-mail, or fax, and must be received by **January 22, 2009, no later than 2:30 p.m.**, regardless of postmark. If questions are faxed, the time and date on the fax must not exceed the due date and time.

Questions not submitted in writing by the deadline shall be deemed waived and may not be raised at a later time.

Questions may be submitted by fax to the attention of Sheri Collins at (916) 657-4391 or (916) 319-1521; email to scollins@edd.ca.gov or in writing to:

Employment Development Department
Contract Services Group
800 Capitol Mall, MIC 62-C
Sacramento, CA 95814
Attention: Sheri L. Collins

An addendum, including a summary of questions and answers, will be mailed to all bidders on or **before January 27, 2009.**

C. Delivery of Proposals

Proposals are to be delivered as follows**:**

Proposals are to be delivered in **two separate parts:** A sealed technical proposal and a separate sealed cost proposal. Deliver one (1) original and four (4) typed copies of the technical proposal (do not include any costs) in a sealed envelope clearly marked **"RFP 44420 TECHNICAL PROPOSAL,** and (1) original of the cost proposal and required forms (See Section 4, Minimum Proposal Requirements) in a separate, sealed envelope, enclosed and labeled **"COST PROPOSAL.**

The proposal package must be received and time stamped by the Contract Services Group no later than **3:00 p.m. Pacific Time on Monday, February 9, 2009**. Proposals may not be faxed.

An **ORIGINAL SIGNATURE** in ink, of an official authorized to bind the bidder is required on ALL documents requiring a signature in the original of each proposal. Those proposals should be clearly marked "Original Signature Copy." Photocopied signature pages should be clearly marked "Copy." Signature stamps are not acceptable.

The exterior of the envelope is to be clearly marked with the following information:

REQUEST FOR PROPOSAL NO. 44420
DO NOT OPEN IN MAIL ROOM
PROPOSAL DUE DATE: February 9, 2009
3:00 P.M. PACIFIC TIME

Any proposal received after the specified date and time will be disqualified and returned to the sender unopened. Signed copies of the sealed proposal package are to be mailed or delivered to:

Regular mail:

Employment Development Department
Contract Services Group, MIC 62-C
P.O. Box 826880
Sacramento, CA 94280-0001

Overnight and/or Express delivery:

Employment Development Department
Mail Services
800 Capitol Mall, Room 2029
Sacramento, CA 95814
Attn: Contract Services Group, MIC 62-C

Hand delivery:

Employment Development Department
722 Capitol Mall, Room 1100
Sacramento, CA 95814
Attn: Sheri L. Collins, Contract Services Group

D. Antitrust Claims

1. In submitting a bid to a public purchasing body, successful bidders offer and agree to assign ETP all rights, title, and interest in and to all causes of action it may have under Section 4 of the Clayton Act (15 U.S.C. Section 15) or under the Cartwright Act (Chapter 2 [commencing with Section 16700] of Part 2 of Division 7 of the Business and Professions Code), arising from purchases of goods, materials, or services by the bidder/proposer for sale to the purchasing body pursuant to the bid. Such assignment shall be made and become effective at the time the purchasing body tenders final payment to the proposer. (See Government Code Section 4552).

2. If ETP receives, either through judgment or settlement, a monetary recovery for a cause of action assigned under this chapter, the ETP shall be entitled to receive reimbursement for actual legal costs incurred and may, upon demand, recover from the public body any portion of the recovery, including treble damages, attributable to overcharges that were paid by the assignor but were not paid by the public body as part of the bid price, less the expenses incurred in obtaining that portion of the recovery (See Government Code Section 4553).

3. Upon demand in writing by ETP, the bidder shall, within one year from such demand, reassign the cause of action assigned under this part if the assignor has been or may have been injured by the violation of law for which the cause of action arose and (a) the assignee has not been injured thereby, or (b) the assignee declines to file a court action for the cause of action (See Government Code Section 4554).

E. Definitions and Terms

1. ETP has established certain requirements with respect to bids to be submitted by prospective Contractors. The use of “shall”, “must”, or “will” (except to indicate future tense) in the RFP indicates a requirement or condition from which a deviation, if not material, may be waived by EDD.

2. The words “should” or “may” in the RFP indicate desirable attributes of conditions, but are non-mandatory in nature. Deviation from, or omission of, such a desirable feature, even if material will not in itself cause rejection of the proposal.

3. The use of the terms ETP refers to the Employment Training Panel and EDD refers to the Employment Development Department, unless indicated otherwise.

4. The use of the terms “proposer(s)” and “bidder(s)” refers to entities responding to this RFP.

F. Grounds for Rejection

ETP reserves the right to waive any immaterial deviation in a proposal; however, the waiver of an immaterial deviation in a proposal shall in no way modify the document or excuse the proposer from full compliance with the proposal requirements after the bidder is awarded the contract.

A proposal shall be rejected if:

1. The proposal is received at any time after the exact time and date set for receipt of proposals.

2. The proposal is not completed in ink or typewritten.

3. The Cover Sheet (Attachment 1) is unsigned.

4. The proposal does not meet the requirements of SECTION 3, RULES AND CONDITIONS.

5. The proposal is not prepared as required in SECTION 4, MANDATORY PROPOSAL REQUIREMENTS.

6. The bidder has been decertified from contracting with ETP by the Department of Fair Employment and Housing.

7. The bidder has received substantive negative contract evaluation from the State of California.

8. The proposal contains false or misleading statements or references which do not support an attribute or condition contended by the bidder, if in the opinion of ETP such statements or references were intended to erroneously mislead ETP in its evaluation of the proposal.

9. The proposal is conditional or incomplete, or contains any alterations of form or other irregularities of any kind. ETP may reject any or all proposals and may waive any immaterial deviation in a proposal. ETP's waiver of immaterial deviation shall in no way modify the RFP document or excuse the bidder from full compliance with all requirements, if awarded the agreement.

10. The bidder has had a contract with the State of California canceled due to failure to comply with the Drug-Free Workplace Act of 1990.

11. The bidder is not responsible (i.e., has not paid taxes; has no business license; has submitted a bid when license is subject to suspension on the date of the bid opening and/or award of the contract, or during the proposed term of the agreement; submitted a bid without an authorized signature; falsified any information in the proposal package; or has provided poor performance on a previous contract with ETP.).

G. Notice of Intent to Award/Protest Procedures

1. Contracts shall be awarded to bidders meeting SECTION 3 – RULES AND CONDITIONS, SECTION 4 – MADATORY PROPOSAL REQUIREMENTS; SECTION 5 – PROPOSAL EVALUATION PROCESS; SECTION 6 – PERFORMANCE AND DELIVERABLES; and based on the evaluation criteria as outlined in SECTION 8 – EVALUATION CRITERIA. ETP reserves the right not to award a contract.

2. Upon selection of a proposed contract, a Notice of Intent to Award will be posted for five (5) working days (starting the day after posting) at ETP, 1100 J Street, 4th Floor, Sacramento CA 95814.

3. If a bidder chooses to protest the Notice of Intent to Award:

   a. Protests must be filed with ETP and the Department of General Services (DGS), Office of Legal Services (OLS), Attention Protest Coordinator, 707 Third Street, 7th Floor, West Sacramento, CA 95605 FAX: (916) 376-5088 within five (5) working days of the date on the Notice to Intent to Award was posted; and,

   b. A written statement outlining the grounds for the protest (Public Contract Code 10343 and 10376) must be filed within five (5) working days of protest filing. The contract may not be awarded until all protests are withdrawn or DGS has rendered a decision.

   c. The DGS/OLS assigns an attorney to review the protest to determine whether DGS has jurisdiction.

d. OLS sends a protesting bidder an acknowledgment letter within 24 hours of receiving the protest and notifies ETP of the receipt of the protest. The letter either:

- Notifies the protesting bidder of the five (5) working-day limit for filing the required written statement concerning all the grounds of the protest; or,

- Informs the protesting bidder that DGS has no jurisdiction over the protest.

e. OLS requests information from ETP about the intended award. If ETP is aware of some reason that the protest should not go forward this information would be communicated to OLS at this time.

4. If no protests are filed within five (5) working days of the date of the Notice of Intent to Award, the contracts shall be awarded to the proposed bidders. Final awards are the dates the contracts are signed by DGS.

H. Debriefings

Written debriefings of the evaluation results will not be provided to unsuccessful bidders. Oral debriefings may be provided at ETP's discretion.

I. Disposition of Proposals

1. All materials submitted in response to this RFP will become the property of the ETP/EDD, and as such, are subject to the Public Records Act (Government Code, Section 6250, et seq.). ETP and EDD will disregard any language purporting to render all or portions of any proposal confidential.

2. After proposals are evaluated and the notices of intent to award have been posted, all proposals shall be available for public inspection. However, the contents of all proposals, draft RFP's, correspondence, agenda, memoranda, working papers, or any other medium which discloses any aspect of a proposer's proposal shall be held in the strictest confidence until the award is made. ETP and EDD shall hold the content of all working papers and discussions relating to a proposal confidential indefinitely, unless the public's interest is best served by disclosure because of pertinence to a decision, agreement, or the evaluation of a proposal. A bidder's disclosure of this subject is a basis for rejecting a proposal and ruling the bidder ineligible to participate further in the bidding process.

3. ETP/EDD may return a proposal to a bidder upon written request after **conclusion of** the bid process.

J. State Contract Requirements

This RFP and any resulting contracts shall be subject to all requirements set forth in amended Public Contract Code, Section 6611 (AB 1756 amended PC 6611). DGS may perform contract negotiations relative to contracts for goods, services, and information technology and telecommunications, if it is determined to be in the state's best interest based on meeting the criteria identified within the PCC 6611.

K. California Taxpayer and Shareholder Protection Act of 2003

This RFP and any resulting contract are subject to all requirements as set forth in Part 2 of Division 2 of the Public Contract Code, Section 10286 which includes, but is not limited to, providing written submission of a declaration stating that the supplier is eligible to contract with the State of California pursuant to statutory requirements. Failure of the supplier to comply with and provide information, when requested by the awarding department within the time indicated, will cause the supplier's bid response to be considered non-responsive and their bid will be rejected.

L. Public Contract Code

The bidder is advised of certain duties, obligations, and rights under the Public Contract Code, Article 5, Sections 10335.5 - 10412, with which the bidder should be familiar. A copy of these Public Contract Code sections is attached hereto as Attachment 4.

SECTION 4 – MANDATORY PROPOSAL REQUIREMENTS

These instructions prescribe the proposal format to be used and mandatory content included for the presentation of technical proposal data.

PROPOSALS SHOULD BE PREPARED AND SUBMITTED IN THE FOLLOWING FORMAT TO ENSURE ACCURATE EVALUATION.

FAILURE TO DEMONSTRATE OR EVIDENCE FULFILLMENT OF ALL MANDATORY REQUIREMENTS MAY RESULT IN DISQUALIFICATION (see SECTION 3, RULES AND CONDITIONS).

A. Delivery of Proposal Package

Deliver or mail one (1) original and four (4) typed copies of the TECHNICAL PROPOSAL in a sealed envelope clearly marked "RFP 44420, with a separate sealed envelope marked COST PROPOSAL, no later than **February 9, 2009, 3:00 p.m.** (regardless of the postmark) to EDD, Contract Services Group at the address listed in SECTION 3, RULES AND CONDITIONS, Subsection C).

PER STATE LAW, PROPOSALS CANNOT BE ACCEPTED AFTER THE PUBLISHED TIME AND DATE, AND WILL BE RETURNED UPOPENED.

B. Forms Required

(Complete these forms if applicable and return them with your proposal.)

1. Payee Data Record

The State Revenue and Taxation Code, Section 18646 requires State agencies to file information tax returns (Form 1099) for certain types of payments made to vendors. The successful bidder will be required to complete and submit a STD 204, Payee Data Record, which can be found at http://www.documents.dgs.ca.gov/osp/pdf/std204.pdf to EDD before processing payment for services.

2. Disabled Veterans Business Enterprise (DVBE) Program Participation

DVBE participation for this RFP has been waived.

C. Proposal Format and Document Order

Documents must be completed in ink or typewritten, and signed by an authorized representative of the bidder. Errors must be crossed out and initialed, with corrections printed in ink or typewritten adjacent to the errors. The individuals signing the bid forms must initial all corrections in ink.

The following chart lists the order of documents that must be included in the proposal package. Items which are noted as “optional” are not required, but will earn bidder extra points if included. This chart may also be used as a checklist to help ensure submission of a complete proposal package:

FOR OFFICE USE ONLY – The following list will also serve as the checklist to verify the inclusion of minimum requirements. If any single item receives a negative response, the proposal may be eliminated from further review and considered non-responsive.

Name of Proposer: _____

Name of Reviewer: _____

DATE: _____

MANDATORY REQUIREMENTS
Meets Requirements

	YES	NO
a. Cover Letter		
b. Table of Contents, with information organized as presented here, and this format following (SECTION IV, MANDATORY PROPOSAL REQUIREMENTS, Subsection C) and with corresponding page references.		
c. Description of Organization Services and Activities. Provide description of the nature of the organization's services and activities. Note when the business was established, brief history, and location. List location(s) of the office(s) from which the primary work on this contract will be performed.		
d. Personnel/Management *Project Manager*. Bidder must identify one (1) individual on the account team who will manage the contract work, and who will be available to ETP for a sufficient amount of time to manage the account. *Account Team/Resumes*. Bidder must specify the account team and key personnel who will manage/conduct the work. Identify the role each team member will serve, title, where the individual is headquartered and the percentage of the firm's total effort that will be provided by the individual. Key personnel are defined as those people who will exercise a major management and/or administrative role on behalf of the proposer. Current resumes/biographies must be attached for each person. Do not exceed two (2) pages per person. *Organization Chart*. Bidder may submit an organization chart, showing the hierarchy of key personnel to be working on the project. Chart must show the relationship between project manager and key personnel of the bidder's organization and all other parties (subcontractors) to the proposal.		
e. Proposal Contents 1. Organization, Experience, and Expertise 2. Scope of Work		

f. Required Forms: 1. STD 204, Payee Data Record, 1 original signature which can be found at: http://www.documents.dgs.ca.gov/osp/pdf/std204.pdf 2. Darfur Contracting Act, Attachment 9, must be completed and returned with proposal. Proposals will be disqualified if this form is not completed and returned. g. Optional required documentation: 1. Target Area Contract Preference Act (TACPA) (STD 830S) (2 points), which can be found at http://www.pd.dgs.ca.gov/edip/default.htm 1 original signature, if applicable 2. Enterprise Zone Preference Request: Economic Zone Act (EZA) (STD 831S) (2 points), which can be found at: http://www.pd.dgs.ca.gov/edip/default.htm 1 original signature, if applicable 3. Local Agency Military Base Recovery Area (LAMBRA) (STD 832), which can be found at http://www.pd.dgs.ca.gov/edip.default.htm 1 original signature, if applicable		
h. Small Business Certification Preference Programs Submit one (1) copy of your Small Business (SB)/Microbusiness certification is applicable Submit one (1) copy of your non-small business claiming a minimum of 25% California Certified Small Business Subcontractor Preference (Page 4 of the Cost Proposal)		
i. Business License Business License or Receipt for Business Tax. Copy of current California business license or receipt for business tax in accordance with the city or county in which the business is located.		

ETP reserves the right to reject all proposals. ETP also reserves the right to amend, alter, or change the rules and conditions contained in this RFP prior to the deadline for submission of proposals. Written instruction(s) regarding the submission of proposals shall take precedence over any verbal instruction(s).

Individuals requiring special accommodations for disabilities are requested to contact Sheri Collins, EDD Contract Analyst at (916) 653-0774.

SECTION 5 – PROPOSAL EVALUATION PROCESS

A. OVERVIEW

This RFP is a competitive process. A committee established by ETP will evaluate the proposals. The committee will examine each proposal for compliance with RFP requirements, and shall first determine whether the bidder meets the minimum proposal requirements. Proposals that do not meet those criteria will be immediately rejected.

The committee will, individually or as a team, review, evaluate, and numerically score proposals based on proposal adequacy, thoroughness, and the degree to which it addresses the RFP requirements. If individual evaluations are conducted, the committee will meet as a whole to establish a consensus score for each evaluated element of each bidder proposal.

The Evaluation Criteria have been developed to determine responsiveness to ETP's needs as described in this RFP, and to assess the skills, knowledge, talents and methods needed to conduct program marketing and prepare the deliverables. Presentations may be requested from potential contractors during final consideration of proposals. ETP reserves the right at any time to reject any or all proposals. All proposals that have met the mandatory proposal requirements will be rated against the criteria listed in Evaluation Criteria.

The Selection Committee will evaluate and score all proposals, passing the Pre-Qualification Evaluation, utilizing the Scoring Criteria identified in this RFP.

Only those proposals that receive a score of at least the minimum requirement identified on the Scoring Sheet will be considered for the Cost Proposal opening.

The ETP reserves the right to reject any or all proposals and may waive any immaterial deviation or defect. The ETP's waiver of any immaterial deviation or defect shall in no way modify the solicitation documents or excuse the proposer from full compliance with the solicitation specification if awarded the contract. The ETP is not required to award a contract.

B. GENERAL INFORMATION

ETP is seeking marketing partners with experience and expertise to market its program to California Local Workforce Investment Boards and One-Stop Career Centers as identified in its 2008/2009 Strategic Plan.

ETP is seeking marketing partners who will market to entities that have not previously received ETP funds. Reimbursement will not be provided to marketing partners who bring in applicants that have accessed ETP funds within the previous five (5) years.

ETP is seeking marketing partners who will locate and secure appropriate targeted applicants for funding. These services shall include providing assistance to targeted applicants in the application process, creating program awareness and interest in the appropriate communities. As part of the marketing effort to promote ETP funding, bidder is encouraged to use a variety of communication tools, including website use, promotional meetings, orientation presentations and print media.

All bidders must describe their resources to market ETP, including strategies and quality controls to be used. Sufficient details must be given and must include a demonstrated ability to meet deadlines, and proof of project management experience.

Bidders shall demonstrate ability, or the ability of its intended marketing representatives, to market the ETP program, conduct ETP orientation meetings, and assist applicants through the ETP application process. Bidders shall provide examples of past successful efforts of marketing ETP, or other similar programs, describing how success was measured. Bidders shall demonstrate the ability, or the ability of its intended representatives, to disseminate ETP program information, identify ETP-eligible employers and groups, and encourage eligible entities to apply for ETP job training funds. Other marketing strategies and applicant services are encouraged.

The successful bidders shall not perform any other compensated services for the companies they bring to ETP. Such compensated services include, but are not limited to, training and administration services.

C. PROPOSAL CONTENTS

1. Organization's Experience and Expertise

   Bidders will be rated on the length and breadth of applicable experience and expertise relating to the following criteria:

   Marketing and technical assistance to LWIBs and One-Stop Career Centers.

   Proposals should describe how the proposing organization is a statewide membership organization or partnering with an organization with statewide membership: 1) with a membership that has multiple members, including ETP-eligible employers, 2) that has been in existence a minimum of five years in the State of California, and, 3) can demonstrate sufficient technical knowledge of the ETP program and experience with promotional marketing of services to their membership. The proposal should include a role for ETP in any statewide events or conferences hosted, and specify the role ETP staff will play in those events.

2. Scope of Work

Marketing Plan & Tasks

a) Proposals must contain marketing plans detailing proposed marketing tasks, based on a start date of April 2009. The objective of the marketing plan is to demonstrate to ETP the methods the bidder intends to use to market the ETP program according to the targets established in this Statement of Work and ETP's Strategic Plan. Under the direction of the Economic Development Director of the Employment Training Panel, the successful bidder will target marketing to LWIBs and One-Stop Centers.

b) Additional Payments: $15,000 ($2,500 per unit) will be available for payment to successful bidder for a maximum of six (6) units (MECs between ETP and LWIB) resulting from the successful bidder's efforts.

Meeting Goals and Objectives

Specifically, the bidder must demonstrate how it anticipates assisting ETP to meet the following goals and objectives from the Strategic Plan:

a. Promote the importance of training for California employers to LWIBS and One-Stop Career Centers through a variety of marketing activities, including newsletters, email, the internet, workshops, and/or other methods. A minimum of 2 to 3 sessions should be held to provide an overview focused on ETP and WIB contractor best practices.

b. Hold on-site meetings with LWIB executive staff.

c. Assist LWIBs in approaching ETP for funds.

d. Provide technical assistance to LWIBs during the pre-application process, and the application process; and ongoing technical assistance during the term of training agreements.

e. Assist ETP in meeting its goals as outlined in its Strategic Plan.

f. Specify what role ETP will be expected to play in any statewide events or conferences hosted, including, but not limited to, exhibit space, if applicable.

3. Budget

Bidders must prepare budgets tied to the tasks performed, including an estimate of travel, communication, and postage/shipping expenses bidder expects to incur during the term of this marketing contract, and any additional reserve funds to be held for marketing contingencies. Funds shall only be used for actual expenses related to marketing ETP to potential applicants and assisting them through the application process.

SECTION 6 – PERFORMANCE AND DELIVERABLES

1. **Training**. Prior to the commencement of any contract work the successful bidder and/or their representatives shall receive training from ETP staff pertaining to the ETP program. The Economic Development Director must verify that the successful bidders and/or their representatives can demonstrate ETP program knowledge and contractor eligibility knowledge before authorizing the successful bidders in each Award Category to commence ETP orientations and/or technical assistance programs. ETP's Economic Development Director may remove this authorization should any successful bidder in any Award Category fail to demonstrate sufficient knowledge of the ETP program.

2. **Marketing.** The successful bidder will coordinate marketing activities with ETP to ensure that it markets toward specific needs identified in each region. A description of the methodology the bidder will use to market the ETP programs and disseminate information to target applicants and entities is required. To prove capability to provide these services, the bidder must describe methods, strategies, and approaches for completing the marketing plan. Sufficient detail must be given, which may include examples of past projects indicating creativity, competency, familiarity with ETP program issues, successes, challenges, activities, and events, reflecting a broad outreach to California's employer population.

3. **Applications**. Although the successful bidder is not required to specify a number of training projects they will produce, to receive the "baseline" compensation for the marketing services rendered under this contract, the successful bidder must assist LWIBs in approaching ETP for funds. The successful bidder will receive additional compensation for each approved multiple-employer contract with LWIBs that have not contracted with ETP in the last five years. This additional compensation shall be limited to no more than six (6) approved contracts and shall not exceed **a total of** $15,000.

4. **Reports**. Monthly reports must be submitted to ETP that detail all marketing efforts and activities, contacts, distribution of orientations and applications, and a list of completed projects/approved contracts. Payments to contractor may be made monthly, upon evidence of satisfactory deliverables, including Panel-approved training projects.

5. **Approvals**. The selected bidders' proposal must be approved by the ETP Executive Director before marketing activities may begin.

SECTION 7 – MISCELLANEOUS

1. The successful bidders' marketing representatives shall attend mandatory meetings as requested by ETP and its Economic Development Director to assist in updating, planning, and evaluating the applications and marketing services provided. The marketing representatives are expected to work cooperatively with ETP's staff and other marketing partners in an effort to make a seamless transition from marketing to the development process.

2. The successful bidders' marketing representatives will coordinate with ETP's Economic Development Director to ensure there is no overlap with other marketing efforts. Failure to do so may lead to the termination of the contract. The successful bidders' marketing representatives must be pre-approved by ETP. Also, ETP has the right to terminate the contract should the marketing representatives fail to attend training, or fail to remain cognizant of current Panel rules, statutes, regulations, policies, and operational directives. ETP also reserves the right to terminate contracts with contractors who are not meeting performance goals, or when ETP marketing goals have been met, or when funding constraints preclude awarding additional training agreements.

3. Multiple applications from a single corporate entity with multiple facilities in California may not qualify as full and complete applications unless ETP determines that each site operates independently.

4. Training project applications submitted to ETP must be obtained through the marketing efforts of the successful bidder and may not originate from external sources, such as independent consultants for the ETP program.

SECTION 8 – EVALUATION CRITERIA

A. Criteria – (Total Points Possible: 100. Bidders must receive a minimum of **70** points in order to be eligible for the Cost Proposal opening).

CRITERIA	POINTS POSSIBLE	POINTS GIVEN
1. Bidder Experience and Expertise **(30 points)**		
a) The bidder has adequate experience with ETP programs and knowledge to assist them in marketing the ETP program to potential applicants.	10 points	_____
b) The bidder provides information supporting its program expertise and ability to market the ETP program to the proposed target groups successfully and to meet the contract deliverables.	10 points	_____
c) The bidder allocates staff with skills and abilities needed to market the ETP program, and can describe the background, qualifications and experience of these staff. The proposal provides an organization chart showing effective lines of authority and performance accountability mechanisms.	10 points	_____
A minimum of 21 points is required for this section		
2. Technical Quality of the Proposal **(60 points)**		
a) The proposal presents a complete marketing plan that describes the actions, activities and tasks needed to accomplish the deliverables by marketing to LWIBs and One-stop Centers as discussed in the ETP Strategic Plan.	15 points	_____
b) The proposal demonstrates that the bidder will provide the deliverables described in SECTION 6, PERFORMANCE AND DELIVERABLES, of the RFP.	15 points	_____
c) The bidder provides a comprehensive schedule that shows activities and a timeline for submission of project status updates and deliverables to ETP. In addition, the proposal explains how the schedule will be met by March 31, 2010.	15 points	_____
d) The proposal indicates how the customer base meets the priorities established in ETP's Strategic Plan, and includes a statement about the organization's statewide activities and how ETP will be integrated into those activities.	15 points	
A minimum of 42 points is required for this section		

3. Quality and Communication **(10 points**) a) The bidder establishes communication and quality control mechanisms, reasonable to assure the project deliverables are complete, communicated, accurate, on-time and within budget. **A minimum of 7 points is required for this section**	10 points	_____

B. Basis for Points

ETP will use the following scoring system to assign points. Following this chart is a list of the considerations that raters may take into account when assigning individual points to a proposal.

POINTS	INTERPRETATION	GENERAL BASIS FOR POINT ASSIGNMENT
0	Inadequate	Proposal response (i.e., content and/or explanation offered is inadequate or does not meet ETP needs/requirements or expectations. The omission(s), flaw(s) or defect(s) are significant and unacceptable.
If possible points are: 5 = 1 pt. max. 10 = 3 pts. max. 15 = 5 pts. max. 20 = 6 pts. max. 25 = 7 pts. max. 30 = 10 pts. max.	Barely Adequate	Proposal response (i.e., content and/or explanation offered) is barely adequate or barely meets ETP's needs/requirements or expectations. The omission(s), flaw(s), or defect(s) are inconsequential and acceptable.
If possible points are: 5 = 3 pts. Max. 10 = 7 pts. max. 15 = 10 pts. max. 20 = 13 pts. max. 25 = 16 pts. max. 30 = 20 pts. max.	Fully Adequate	Proposal response (i.e., content and/or explanation offered) is fully adequate or fully meets ETP's needs/requirements or expectations. The omission(s), flaw(s), or defect(s), if any, are inconsequential and acceptable.
If possible points are: 5 = 5 pts. Max. 10 = 10 pts. max. 15 = 15 pts. max. 20 = 20 pts. max. 25 = 25 pts. max. 30 = 30 pts. max.	Excellent or Outstanding	Proposal response (i.e., content and/or explanation offered) is above average or exceeds ETP's needs/requirements or expectations. Minimal weaknesses are acceptable. Proposer offers one or more enhancing feature, method, or approach that will enable performance to exceed our basic expectations.

In assigning points for individual rating factors, raters may consider factors including, but not limited to the:

1. Extent to which a proposal response is lacking information, lacking depth or breadth, or lacking significant facts and details; and/or,

2. Extent to which a proposal response is fully developed, comprehensive, and has few, if any weaknesses, defects or deficiencies' and/or,

3. Extent to which a proposal response demonstrates that the bidder understands ETP's needs, the service sought, and the contractor's responsibilities; and/or,

4. Extent to which a proposal response illustrates the bidder's capacity to perform all services and meet all scope of work requirements; and/or,

5. Extent to which a proposal response, if implemented, will contribute to the achievement of ETP's goals and objectives; and/or,

6. Extent to which a proposal response demonstrates the bidder's capacity, capability, and commitment to exceed regular service needs (i.e., enhanced features, approaches, or methods; creative or innovative business solutions).

C. Award of Contract

Proposals received as a result of this RFP will be evaluated and the contract will be awarded in the following manner:

All eligible proposals (i.e., those filed on time and in the manner prescribed) will be reviewed to determine which ones meet the format requirements and the standards specified in the RFP. Proposals meeting the minimum standards and format requirements will then be scored.

The sealed envelopes containing the cost proposal for those proposals that meet the format requirements and standards will be publicly opened and read. The contract will be awarded to the lowest cost responsible proposer.

SECTION 9 – GLOSSARY

Full and Complete Application: An ETP application that includes all items requested by the ETP Development Analyst at the first Site Visit, as indicated on ETP's Application checklist.

Group of Employers:

a) Two or more employers which combine efforts to form a consortium in order to meet the common training needs of specific occupations, or to address common training needs based on industrial trends; or

b) Two or more employers which combine efforts whereby the primary employer assumes liability for the ETP contract, with secondary agreements between the primary employer and the supplier employers (or both the primary employer and the secondary suppliers contract with the ETP), and trains the employees of one or more of its suppliers due to the special and unique needs of the primary employers; and/or

c) A professional association, trade association, or joint apprenticeship training committee; and/or

d) Any economic development corporation which has been in existence for more than one year and whose Board of Directors in the majority is composed of representatives of employers that are eligible to participate in the ETP program. The Board of Directors must approve the ETP agreement.

High Unemployment Areas: Counties, portions of counties or other distinct geographic regions with unemployment rates at least 25 percent higher than the state average unemployment rate, based on the most recent Employment Development Department (EDD) unemployment statistics from its Labor Market Information Division (LMID).

High Wage Jobs: Employment that provides earnings equal to 50 percent (in the case of new hire training), or 60 percent (in the case of retraining) of the State or regional average hourly wage. This definition is further defined in the ETP legislation (Unemployment Insurance Code Section 10201(f)).

Job Training Contracts: Fully executed training agreements resulting from the applications and proposals approved by ETP. These are ultimately the 'deliverables' for Categories "1" and "2" under the marketing contracts created by this RFP.

Labor Market Information: Economic, occupational, geographic and demographic characteristics of the labor market. This should include population and labor force composition, industry and occupational trends and outlook, job opportunities, hiring and training practices, skill requirements and trends, wages, labor force estimates, career ladders, and occupational supply and demand.

Panel: ETP as an administrative agency, inclusive of Panel members and civil service staff. The term usually refers to the Panel members, but, in this case, may also include staff.

Performance-Based Marketing Contract: A contract for which remuneration is earned only after the successful bidder has performed the duties and deliverables described in the marketing agreement that results from this RFP.

Proposal: Presentation of project to the Panel.

Site Visit: The initial visit by an ETP Development Analyst to a training project applicant's place of business; at which time the ETP Application is provided. The applicant also describes its training plan to the analyst, who provides technical assistance in the application process.

Special Employment Training (SET): Special ETP funding categories for applicants that do not meet the regular funding categories; such as businesses that do not have out-of-state competition, as defined by ETP. These special categories are further defined in regulation, specifically Title 22, California Code of Regulations, Section 4409.

Training Agency: Any public or private training entity, state or local school, or education agency that has been in existence for a minimum of two years preceding the application to ETP, and has an established history of providing training and placement services. Furthermore, the Panel reserves the right to designate a certification entity for training agencies that operate as private post-secondary vocational schools.

Training Plan: A written purpose and scope of training for which funding is requested.

Subcontractors. Any party which the bidder wishes ETP to include in evaluating its qualifications and capability must be labeled as a "partner" or "major subcontractor" (terms of similar nature are acceptable).

a. Major subcontractors are businesses owned at least 51 percent by interests other than the bidder, and which will carry out major, critical portions of SECTION 5, PROPOSAL EVALUATION PROCESS., in terms of responsibility, involvement, and in some instances, portions of the budget. These may be firms providing services or supplies. Major subcontractors operate under the direction of the bidder.

b. Minor subcontractors are s businesses executing less critical, less sensitive portions of SECTION 5, PROPOSAL EVALUATION PROCESS.

Unit: Panel approved training contract(s) such as a MEC.

In the event of ambiguity, the definitions set forth in this Glossary shall be interpreted in accordance with the Panel's regulations at Title 22, California Code of Regulations, Section 4400 et seq.

“Material Deviations.” Deviation from a requirement is material if it is not in substantial accord with the RFP requirements**:** provides an advantage to one bidder over another; or has a potentially significant effect on the delivery, quantity, or quality of items proposed, amount awarded, or on the overall cost to ETP. Material deviations cannot be waived**.** Material deviations will cause the bid to be disqualified.