



Request for Proposal

**Outreach Campaign to Promote Statewide
Digital Workforce Resources of the
California State Library**

March 14, 2022

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Purpose

The purpose of this Request for Proposal is to hire a consultant or firm (Consultant) to conduct an Outreach Campaign to support services of the California State Library. The Scope of Service outlined further in this document provides additional information. The statewide education and outreach campaign is to communicate activities around one of the California State Library's initiatives for California public libraries: CAREER Pathways. Please see <https://library.ca.gov/grants/career-pathways/> for more information.

The Pacific Library Partnership (PLP), in partnership with the California State Library, is seeking a skilled Consultant to develop a framework and perform the activities for an Outreach Campaign to Promote Statewide Digital Workforce Resources of the California State Library.

Background

This Outreach Campaign is funded through the American Rescue Plan Act (ARPA) via the Institute for Museum and Library Services, implemented in California by the California State Library. Projects funded through ARPA help communities respond directly and immediately to the pandemic and the related economic and community impacts.

The aim of the CAREER Pathways initiative is to support California libraries in implementing digital inclusion efforts, through provision of digital content and related resources, particularly in support of workforce development needs. CAREER Pathways targets Californians seeking entry-level work, those wanting to improve labor-force skills, those looking to change fields, and those seeking jobs, essentially the unemployed and underemployed of California.

The California State Library is providing free access to eight digital platforms via CAREER Pathways, five of which are ARPA-funded and are the focus of this Outreach Campaign: Coursera, LearningExpress Library/Job & Career Accelerator, LinkedIn Learning, Northstar, and Skillshare. These platforms are universally available to public libraries in California with the intent to speed recovery from the pandemic by offering help in returning those unemployed and underemployed to full employment.

About Pacific Library Partnership

The Pacific Library Partnership (PLP) is a cooperative library system that includes the eight counties in the San Francisco Bay Area. Information about PLP is available at <http://www.plpinfo.org/>.

The successful Consultant will be hired through the Workforce Development and Support project, which is a project of the Pacific Library Partnership in partnership with the California State Library.

Overview

The Pacific Library Partnership is seeking a Consultant with demonstrated and extensive experience in outreach campaign planning and monitoring, cohesive campaign branding across mediums, and creation of targeted content, particularly on behalf of public sector projects with the aim of uptake of resources. The Consultant will execute the full outreach workflow, including creation of campaign branding, implementation of targeted setups, and ongoing monitoring and performance reporting.

I. Project Summary

The Consultant will conduct a statewide education and outreach campaign to communicate activities of the ARPA-funded resources of the CAREER Pathways initiative for public libraries. Both digital and traditional methods of engagement will be used to target outreach to unemployed and underemployed Californians that will most benefit from the CAREER Pathways resources.

II. Project Objectives

The goal of CAREER Pathways is to connect communities to the available workforce resources that exist at California public libraries to help communities respond directly and immediately to the pandemic and the related economic and community impacts. The outreach should include creation of a largely digital campaign along with in-person and traditional outreach and quality assets for public library use (see Scope of Service). Consultant shall track each element of the outreach campaign.

CAREER Pathways targets Californians seeking entry-level work, those wanting to improve labor-force skills, those looking to change fields, and those seeking jobs, essentially the unemployed and underemployed of California. Within this group, women out of the workforce are a primary target audience.

III. Expected Outcomes

- A. Increased awareness by Californians of availability of ARPA-funded CAREer Pathways resources at public libraries statewide.
- B. Growth in use of ARPA-funded CAREer Pathways databases.
- C. Collateral is created for public libraries so the libraries can continue outreach to their patrons and local communities.

Scope of Service and Timeline

The successful RFP will address all areas of this Scope of Service and Timeline, and the most qualified Consultant will be awarded.

Below are the anticipated Milestones of the Scope of Service the Consultant must perform and the associated deliverables that must be accepted by the agreed-upon due dates.

It is understood that one Consultant may not possess the required skill set to accomplish the work defined in this Scope of Service; therefore, the option is available for the Consultant to partner with other consultants or subcontractors. It is the responsibility of the Consultant to pay all subcontractors and oversee their work.

The Consultant will work with identified staff from the California State Library and the State Library's Project Lead will approve each deliverable to move the project through the Milestones.

The deliverables below represent the Scope of Service and products to be received at the conclusion of each specific Milestone. During the project work, any change in Scope of Service, Timeline, and deliverables must be approved by the designated Project Lead from the California State Library. It is the expectation that the deliverables shall be worked on concurrently, not sequentially.

Equity, Diversity, Inclusion, and Belonging

The principles of equity, diversity, inclusion, and belonging must guide the planning and implementation process, and must be embedded in and integral to the plan and Milestones and deliverables.

Additional Information

The State Library will provide information on all library jurisdictions, their locations, and related information for market segmentation (service population, adult cardholders, California Poverty Measure, Library Income Per Capita, area unemployment, etc.).

Attribution

The following attribution will be included throughout the campaign: “*This project was supported in whole or in part by the U.S. Institute of Museum and Library Services under the provisions of the American Rescue Plan Act, administered in California by the State Librarian.*”

Deliverable Approval

All Deliverables shall be submitted to the Project Lead at the State Library for approval.

- I. **Milestone 1 (M1)** – Project Management: Develop and deliver Project Management artifacts related to this campaign. (Reports and Schedules must be submitted in both pdf and in an editable document (Microsoft Word preferred).)
 - A. **Deliverable 1 (M1D1)** – High-level Contract Deliverable Schedule: Provide a high-level schedule/timeline of events that includes all contract deliverables with estimated delivery date of each. Due within two (2) weeks of the contract start date.
 - B. **Deliverable 2 (M1D2)** - Monthly Status Reports: The Consultant shall submit an approved monthly status report that is not limited to, but shall include the items below at a minimum:
 - Accomplishments
 - Planned Accomplishments
 - Risk/IssuesThe Monthly Status Reports are due by the 10th of each month.
 - C. **Deliverable 3 (M1D3)** – Monthly Project Schedule: The Consultant shall develop, maintain, and submit a detailed Project Schedule on a monthly basis. This should include a minimum of bi-weekly meetings with the State Library. The Monthly Project Schedules are due by the 10th of each month.
- II. **Milestone 2 (M2)** – Develop Program Branding and Statewide Outreach Strategy
 - A. **Deliverable 1 (M2D1)** – Program Branding: Create branding and marketing for the program’s messaging and visual identity.
 1. The Program Branding shall include assets and setups in both English and Spanish. Proportion / number in Spanish shall be determined in the Statewide Outreach Strategy.
 2. The Program Branding shall include at minimum the following types of communications: print assets, digital, and social media.
 - i. Materials for education and outreach use by public libraries
 - Editable/customizable flyers

- Editable/customizable social media posts
 - Editable/customizable website banners
 - Other materials identified
 - ii. Digital (one or more of these)
 - Google ads
 - Mobile app ads
 - Pay-per-Click (PPC) ads
 - Streaming ads
 - Other
 - iii. Social media (one or more of these)
 - Facebook ads
 - Instagram ads
 - TikTok ads
 - YouTube ads
 - Other
3. Taking into consideration outreach impact and timeline, the following setups may also be considered:
- i. Billboards
 - ii. Bus stop and bus ads
 - iii. Convenience store ads
 - iv. DMV ads
 - v. Gas station ads
 - vi. Grocery store ads
 - vii. Movie theater ads
 - viii. Radio ads
 - ix. TV ads
 - x. Other

B. Deliverable 2 (M2D2) – Develop Statewide Outreach Strategy (Reports must be submitted in both pdf and in an editable document (Microsoft Word preferred).)

1. The Consultant shall provide a Statewide Outreach Strategy to include recommendations on immediate and near-term communications and media activities that may be considered.
2. The Consultant shall include in the Statewide Outreach Strategy detailed descriptions and explanations on the types and topics of products that need to be produced and disseminated and the timeframes for greatest impact.
3. The Consultant shall provide a cost-benefit analysis of the recommended communications and media-relations activities. The analysis shall include the science behind optimum reach and frequency required in order to change behavior and perceptions.
4. The Consultant shall include in the Statewide Outreach Strategy recommendations for customization/adaptation of strategy for each state region and targeted population to facilitate maximum awareness. Spanish-language to be considered.

5. The Consultant shall work with the State Library to collectively identify and provide recommendations on the measurable goals and objectives of the Statewide Outreach Strategy. See Expected Outcomes above, and some examples of possible goals and objectives are as follows:
 - i. Increase in awareness of technology services available at public libraries
 - ii. Increase in usage of ARPA-funded CAreer Pathways platforms
6. The Consultant shall recommend methods of measuring success, qualitatively and quantitatively, using analytics and other means.

III. Milestone 3 (M3) – Implement Outreach and Provide Reporting

A. **Deliverable 1 (M3D1)** – Outreach Implementation: Carry out immediate and near-term communications and media activities based on approved Program Branding and Statewide Outreach Strategy.

1. Outreach should begin implementation no later than July 1, 2022.
2. Bi-weekly status reports on distribution of possible setups.
3. Completion of outreach campaign by August 31, 2022.

B. **Deliverable 2 (M3D2)** – Reporting: A summary report of the Outreach Implementation

1. The report shall include at a minimum:
 - i. Reach of the outreach
 - ii. Outcomes of customization/adaptation strategies for each state region and targeted population
 - iii. The measurable goals and objectives agreed upon in the Statewide Outreach Strategy
 - iv. Analysis of the measures of success agreed upon in the Statewide Outreach Strategy
 - v. Completion of summary report of implementation and outcomes by September 30, 2022. (Reports must be submitted in both pdf and in an editable document (Microsoft Word preferred))

Timeline for the Plan Development Process

- May 4, 2022: Project work to commence.
- Planning process conducted with State Library staff.
- May 18, 2022: High-level Contract Deliverable Schedule submitted to the State Library no later than this date.
- Develop Program Branding and Statewide Outreach Strategy.
- July 1, 2022: Approved Statewide Outreach Strategy should begin implementation no later than this date.
- August 31, 2022: Completion of outreach campaign by August 31, 2022.
- September 30, 2022: Completion of summary report of implementation and outcomes no later than this date.

Instructions to Submit a Proposal

Please include the following elements in your response:

- **Identification:** Legal name, mailing address, and website of the Consultant submitting the proposal.
- **Contact:** Name, title, email address and telephone number of the person to be contacted to discuss questions regarding the proposal.
- **Introduction:** Brief description of the individual or organization submitting this proposal.
- **Personnel:** A list of key personnel, their qualifications and expertise, resume, and justification for each person who will be working on this assignment. If sub-contractors will be used, include names, qualifications and expertise, resume, and justification for each sub-contractor.
- **Qualifications:** Relevant skills, background, and experiences that make Consultant a good fit for this project (years in business, past projects, prior client roster – particularly public agencies, nonprofits, and government, etc.). Please include a list of similar or related projects that demonstrate expert-level knowledge and experience developing, delivering, and evaluating outreach campaigns to underserved and diverse populations, particularly with the aim of uptake of resources.
- **Work Plan and Cost:** A detailed outline of the project management strategy for this project that includes a timeline for activities, number of focus groups and/or meetings, person(s) responsible for activities, deliverable dates, and specific cost information tied back to activities. Please include an itemized quote for all costs, including labor, travel, lodging, office expenses, communications, and all other expenses. Cost not to exceed \$600,000.
- **References:** Contact information for up to three individuals who can speak to Consultant's qualifications and working relationships.
- **Questions:** All questions about this RFP must be submitted via email to Wendy Cao: caow@plsinfo.org. Refer to the Time Schedule below for final day to submit questions. Answers will be posted on the PLP website (www.plpinfo.org) along with the bid document.

Evaluation Criteria

All proposals received in accordance with these RFP instructions will be evaluated to determine if they are complete and meet the requirements specified in this RFP. An award will be made to the Consultant whose offer is judged to be the most advantageous to PLP, though PLP expressly reserves the right to reject all proposals and make no award under this RFP.

The following criteria will be considered in evaluating the proposals:

CRITERIA TYPE	POINTS
Qualifications and Experience	
General qualifications and experience, including years in business, prior client roster, prior projects.	10
Experience and background in executing past public outreach and education campaigns of similar size and scope.	10
Experience and background in executing past outreach and education campaigns via digital setups.	10
Experience and background in evaluation of outcomes and impact of public outreach and education campaigns.	10
Previous demonstrated successful experience with public sector projects, including unique knowledge of key members related to the project, or team experience on similar public sector projects.	10
Expert-level knowledge and experience developing, delivering, and evaluating outreach campaigns to underserved and diverse populations, particularly with the aim of uptake of resources.	10
Personnel Capabilities	
Appropriate and justified number of staff assigned to the project. Resumes, experience, roles, expertise of project staff match required relevant skills, background and experiences required for completion.	10
Proposed Project Work Plan, Methodologies, Cost, Timeline and Reference	
Project plan includes a detailed approach that demonstrates understanding of the scope and scale of the project, project activities, project timeline, and project cost.	15
Demonstrated commitment to Equity, Diversity, Inclusion, and Belonging evidenced throughout the proposal.	10
References support the Consultant performed contractually, met obligations, and completed work with satisfaction.	10
Total Points Available	105

Time Schedule

Shown below are the dates and times by which actions related to this Request for Proposal must be completed. In the event that the Pacific Library Partnership finds it necessary to change any of these, it will do so by issuing an Addendum to this Request for Proposal.

- Request for bid proposals released March 14, 2022.
- Proposal questions due by noon on March 28, 2022 and should be sent to Wendy Cao at caow@plsinfo.org. Responses to any submitted questions will be shared by noon on April 1, 2022 and can be found on the PLP website (www.plpinfo.org).
- Proposal due date is 4:00 p.m. on April 14, 2022. Proposals should be sent as a pdf and be sent to Wendy Cao at caow@plsinfo.org.
- Consultant Selection: Thursday, April 28, 2022.
- Contract Award Date: Monday, May 2, 2022.
- Work begins: Wednesday, May 4, 2022.
- Planning process conducted with State Library staff.
- High-level Contract Deliverable Schedule submitted to the State Library by May 18, 2022.
- Develop Program Branding and Statewide Outreach Strategy.
- Approved Statewide Outreach Strategy should begin implementation no later than July 1, 2022.
- Completion of outreach campaign by August 31, 2022.
- Completion of summary report of implementation and outcomes by September 30, 2022.

Pricing Eligibility and Proposal Retraction

All Consultant proposals and offers are to remain open and subject to PLP's acceptance for a term of not less than 90 calendar days in duration following the last day for submission. A proposal may not be modified by Consultant during the 90-day time period following the date designated for the receipt of proposals.

Presentations

Presentations may be required of proposal finalists as part of the evaluation process. PLP will notify one or more of the responsive Consultants to make arrangements for the date, time, and place for such a presentation. Consultants should expect to spend adequate time on their demos in order to provide PLP with a detailed description of the Consultant, processes, equipment, etc.

Disposition of Proposals

All proposals submitted in response to this RFP become the property of PLP once they are opened.

Cost Incurred in Responding

PLP will not pay any costs incurred in the preparation and submission of proposals or in making necessary studies or designs, nor is PLP obligated to enter into a contract.

Content of Proposal

Any addenda to these documents will be sent to Consultants and will become part of this RFP. No oral statements, explanations, or communications by anyone shall be of any effect unless incorporated into the addenda.

Disqualification of Consultants

More than one proposal from an individual, a firm or partnership, a corporation, or an association under the same or different names shall not be considered. Any or all proposals shall be rejected if there is reason for believing that collusion exists among the Consultants, and all participants in such collusion shall not be considered in future proposals for the same work. No contract shall be awarded except to competent Consultants capable of performing work.

Acceptance/Rejection

PLS reserves the right to reject any or all proposals; to negotiate any elements of a proposal; to conduct interviews at its sole discretion; and to solicit and/or select contractors for the program outside the scope of this RFP.

Payment Schedule

Payments will be tied to the acceptance of each deliverable. Final payment will be made after Pacific Library Partnership accepts the final report.

- 10% payment: Upon signing of contract
- 40% payment: Upon completion and acceptance of a Program Branding and Statewide Outreach Strategy
- 50% payment: Upon completion and acceptance of summary report of implementation and outcomes by September 30, 2022

Contact

Questions or other communications about this RFP may be submitted via email to Wendy Cao at caow@plsinfo.org.