

**MOUNTAIN AREA  
WORKFORCE DEVELOPMENT BOARD**



**NCWORKS DISLOCATED WORKER OUTREACH  
REQUEST FOR PROPOSALS**

**RFP Release Date: 1/20/21**

**Proposal Deadline: 2/18/21  
4:00 PM**

*THE MOUNTAIN AREA WORKFORCE DEVELOPMENT BOARD IS AN EQUAL OPPORTUNITY  
EMPLOYER AND PROVIDER OF EMPLOYMENT AND TRAINING PROGRAMS.*

## **I. INVITATION TO BID**

To: All Potential NCWorks Dislocated Worker Outreach Contractors

From: Nathan Ramey, Director, Mountain Area Workforce Development Board

Request for Proposals – NCWorks Dislocated Worker Outreach

The Request for Proposal (RFP) package will be posted on the Land of Sky Regional Council website ([www.landofsky.org](http://www.landofsky.org)) and the Mountain Area Workforce Development Board website ([www.mountainareaworks.org](http://www.mountainareaworks.org)) beginning on January 20, 2021. The RFP package contains the application instructions, specifications describing the services sought, budgeting requirements and format criteria for proposal review. While every effort has been made to include all necessary information, specifications and examples, the possible need for clarification, interpretation and other detail is recognized. **Bids must be received by email to Nathan Ramsey ([nathan@landofsky.org](mailto:nathan@landofsky.org)) by February 18, 2021 by 4:00 PM**

## **II. SOLICITATION PROCESS AND TERMS INSTRUCTIONS FOR SUBMISSION**

Solicitation is for proposals for NCWorks Dislocated Worker Outreach for the Local Area, which includes Buncombe, Henderson, Madison, and Transylvania Counties. The COVID19 health pandemic has resulted in significant economic disruption in the Local Area. The Local Area's unemployment rate is currently over twice what it was in March 2020. There are approximately 12,000 unemployed individuals in the Local Area as of November 2020. The campaign will encourage unemployed individuals and individuals that qualify as Dislocated Workers pursuant to the Workforce Innovation & Opportunity Act (WIOA) to consider high-demand careers in Advanced Manufacturing, Healthcare and other sectors. The campaign will specifically encourage dislocated workers to pursue career and educational/training services for employment with Advanced Manufacturing firms in the Local Area. Several Advanced Manufacturing firms in the Local Area have announced major expansions. This campaign will incorporate the photographs and videos from Mountain Area Careers. Mountain Area Careers can be accessed at [www.MountainAreaCareers.org](http://www.MountainAreaCareers.org) and the Mountain Area Careers Vimeo channel.

All forms should be completed with all information requested and executed properly. Proposals that fail to include all applicable forms and information shall not be considered.

## **III. ASSURANCES MANDATED BY THE BIDDER(S)**

1. The bidder(s) shall provide affirmative action assurance that it (they) will comply fully with the nondiscrimination and equal opportunity provisions of the Workforce Innovation and Opportunity Act, the Non-traditional Employment for Women Act of 1991; Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975 as

amended; Title IX of the Education Amendments of 1972, as amended; and with all applicable requirements imposed by or pursuant to regulations implementing those laws, including but not limited to 29 CFR Part 34.

2. Pursuant to G.S. 143-48.5 and G.S. 147-33.95(g), the bidder shall certify that the bidder and the bidder's subcontractors, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with **more than 25 employees** in North Carolina to verify the work authorization of its employees through the federal E-Verify system." E-Verify System Link: [www.uscis.gov](http://www.uscis.gov)
3. The bidder shall conform to the following pursuant to G.S. 147-86.59, any person identified as engaging in investment activities in Iran, determined by appearing on the Final Divestment List created by the State Treasurer pursuant to G.S. 147-86.58, is ineligible to contract with the State of North Carolina or any political subdivision of the State. The Iran Divestment Act of 2015, G.S. 147-86.55 *et seq.*\* requires that each vendor, prior to contracting with the State certify, and the undersigned on behalf of the Vendor does hereby certify, to the following: 1. that the vendor is not identified on the Final Divestment List of entities that the State Treasurer has determined engages in investment activities in Iran; 2. that the vendor shall not utilize on any contract with the State agency any subcontractor that is identified on the Final Divestment List; and 3. that the undersigned is authorized by the Vendor to make this Certification.
4. The bidder shall comply with the Copeland Anti-kickback Act (40 USC 276c and 18 USC 874) as prescribed by 29 CFR 5.5 (a)(5); the Copeland Act prohibits illegal deductions or kickbacks of wages to which employees are otherwise entitled.
5. The bidder shall comply with the Buy American Act (41 USC 10a et seq) by purchasing only American-made equipment and products pursuant to WIOA Section 502.
6. The bidder, if awarded this contract, shall not require a laborer or mechanic employed in the performance of the contract to work in surroundings or under working conditions which are unsanitary, hazardous, or dangerous to health and safety pursuant to CFR 29-70.21613(c)(3).
7. The bidder shall comply with Contract Work Hours and Safety Standards Act (40 USC 327-332) specifically (c)(3)(iii).

#### IV. TIMELINE

Action Item	Date	Location
RFP Notice of Release Date	January 20, 2021	
RFP Advertisement	January 20, 21, 22, 2021	Mountain Xpress, Land of Sky Regional Council website, Mountain Area Workforce Development Board website
Virtual Bidders Conference/Pre-Award Technical Assistance	Monday, February 1, 2021 10:00 a.m.	Contact Nathan Ramsey ( <a href="mailto:nathan@landofsky.org">nathan@landofsky.org</a> ) for the Meeting Link
Deadline for Questions	Thursday, February 11, 2021 at 5:00 pm	Questions should be sent to <a href="mailto:nathan@landofsky.org">nathan@landofsky.org</a>
Due Date for Proposals	No later than 4:00 pm, Thursday, February 18, 2021	Electronic Submission Only to Nathan Ramsey, Mountain Area WDB Director <a href="mailto:nathan@landofsky.org">nathan@landofsky.org</a>
Contract Award Date	No later than Friday, March 5, 2021	
Projected Completion Date	Monday, May 31, 2021	

Any questions regarding this RFP shall be sent via electronic mail to [nathan@landofsky.org](mailto:nathan@landofsky.org). The virtual bidders conference will be on Monday, February 1, 2021 at 10:00 am and will provide bidders the opportunity to ask any questions regarding this RFP. The meeting link may be obtained by contacting [nathan@landofsky.org](mailto:nathan@landofsky.org).

#### V. SPECIFICATIONS

The NCWorks Outreach shall be targeted towards “Dislocated Workers” as defined by the Workforce & Innovation Opportunity Act of 2014 (hereinafter referred to as “WIOA”). The outreach can be available for other target populations but the focus should be “Dislocated Workers.”

“Dislocated Workers” are defined by WIOA as:

1. An individual who was terminated, laid off, or received a notice of termination or layoff; and is determined unlikely to return to previous industry or occupations, and either one of the following: is eligible for or has exhausted entitlement to unemployment compensation or is not eligible for unemployment compensation but can show attachment to the workforce of sufficient duration.
2. An individual who was terminated, laid off, or received a notice of layoff from employment at a plant, facility, or enterprise as a result of: permanent closure or substantial layoff; or an individual employed at a facility at which the employer has made a general announcement that such facility will close within 180 days.

3. Was self-employed (including employment as a farmer, rancher or a fisherman) but is unemployed as result of general economic conditions in the community in which the individual resides or because of a natural disaster.
4. An individual who was dependent on the income of another family member and is no longer supported by the income of that family member; or is the dependent spouse of a member of the armed forces on active duty and whose family income is significantly reduced because of a deployment, a call or order to active duty, or service connected death or disability of the service member; and is unemployed or underemployed and is experiencing difficulty in obtaining or upgrading employment.
5. A non-retiree military service member who was discharged or released from service under conditions other than dishonorable, or has received a notice of military separation.
6. The spouse of a member of the armed forces on active duty, and who has experienced the loss of employment as a direct result of relocation to accommodate a permanent change in duty station of such member; or the spouse of a member of the armed forces on active duty and who is unemployed or underemployed and is experiencing difficulty in obtaining or upgrading employment.
7. In addition to the federal definitions of dislocated worker, an individual who has been laid off and is currently employed in a stop gap/temporary/or part-time position that is not earning a self-sufficient wage and is continuing to seek full time employment can be considered a dislocated worker.
8. In addition to the federal definitions of dislocated worker, an individual who has been unemployed for 13 consecutive weeks and is currently unemployed and seeking full time work can be considered a dislocated worker.

The Local Area, which comprises Buncombe, Henderson, Madison, and Transylvania Counties has career pathways accessible through Mountain Area Careers at [www.MountainAreaCareers.org](http://www.MountainAreaCareers.org) and the Mountain Area Careers Vimeo channel. This outreach campaign shall incorporate the photographs and videos from Mountain Area Careers.

The Mountain Area Workforce Development Board is seeking proposals to reach “Dislocated Workers” to encourage them to consider a career in Advanced Manufacturing, Healthcare and other in-demand careers. The outreach campaign that should be considered in proposals may include the following:

1. Website: Splash page that incorporates MountainAreaCareers.org, NCWorks.gov, MountainAreaWorks.org, ABTech.edu and BlueRidge.edu. .
2. Digital: Development of outreach that includes social media platforms, Google and other digital platforms.
3. Radio: Focused on radio stations that will reach dislocated workers in the Local Area.
4. Television: Focused on television (broadcast and cable) that will reach dislocated workers in the Local Area.
5. Billboards: Focused on billboards that will reach dislocated workers in the Local Area.
6. Other Innovative Tools: that will reach dislocated workers in the Local Area.
7. Key Messaging components include:
  - Dislocated workers need to visit or call a NCWorks Career Center in the Local Area.

- Dislocated workers in Buncombe and Madison Counties need to visit or call A-B Tech and Dislocated workers in Henderson and Transylvania Counties need to visit or call Blue Ridge Community Colleges.
- Dislocated workers need to consider in-demand careers that could provide family-sustaining wages.
- Dislocated workers should consider educational and/or training opportunities, which include A-B Tech and Blue Ridge Community College.

8. Deliverables:

- Innovative outreach campaign to reach dislocated workers; the total budget for the development and deployment of this outreach campaign to reach dislocated workers is no more than \$40,000.
- Outreach campaign shall have a duration of at least four weeks.

Nothing in this RFP shall be considered as an offer to effect a contractual agreement. The Mountain Area Workforce Development Board reserves the right to reject all proposals. Proposals will be evaluated based on the following criteria: Effectiveness of messaging, quality of outreach campaign, cost, quantity of outreach tools, innovative NCWorks brand messaging based on data and Dislocated Worker feedback, including but not limited to focus groups and scientifically based surveys, ability of messaging to reach a broad audience of different demographic groups in the Local Area who could become Dislocated Workers, and targeted messaging to Dislocated Workers based on generational values.

The bidder can select from or serve all of the deliverables listed above and must incorporate a description of the process of creative development and the asset collection. Costs to obtain assets, travel and other ancillary expenses must be included in the final bid proposal. A contingency expense line item will not be accepted.

The Mountain Area Workforce Development Board projects an approximately \$40,000.00 budget for NCWorks dislocated worker outreach initiatives. The projected budget is based on available funding, provided through the Workforce Innovation and Opportunity Act of 2014 (P. L. 113-128) and Board priorities to effectively engage in outreach to Dislocated Workers. This RFP does not commit the Board for any financial obligation and for any proposal that is selected, the amount of funding is not fixed and is within the entire and solely unreviewable discretion of the Board.