



STATE OF TENNESSEE
DEPARTMENT OF LABOR AND WORKFORCE DEVELOPMENT

**REQUEST FOR PROPOSALS # 33701-121523
AMENDMENT #1
FOR 2024 WORKFORCE SERVICES STATEWIDE
OUTREACH CAMPAIGNS**

DATE: March 6, 2024

RFP # 32801-121523 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		2/8/24
2. Disability Accommodation Request Deadline	2:00 p.m.	2/15/24
3. Pre-response Conference	11:00 a.m.	2/20/24
4. Notice of Intent to Respond Deadline	2:00 p.m.	2/21/24
5. Written "Questions & Comments" Deadline	2:00 p.m.	2/26/24
6. State Response to Written "Questions & Comments"		3/6/24
7. Response Deadline	2:00 p.m.	3/13/24
8. State Completion of Technical Response Evaluations		3/27/24
9. State Opening & Scoring of Cost Proposals	2:00 p.m.	3/28/24
10. Negotiations		3/28/24-4/5/24
11. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	4/5/24
12. End of Open File Period		4/12/24
13. State sends contract to Contractor for signature		4/15/24
14. Contractor Signature Deadline	2:00 p.m.	4/17/24

2. State responses to questions and comments below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comments shall NOT be construed as a change in the actual wording of the RFP document.

PAGE #	QUESTION / COMMENT	STATE RESPONSE
	1. Can you clarify if the State is looking to award this contract to a single vendor, or multiple?	The State will award a single Vendor.
	2. Is there a preference for local vendors?	The State does not have a preference.
	3. Is there an incumbent or is this a new program? If not a new program, what was the budget last year?	This is the first time for this program.
	4. Is there a MAX advertising cost threshold?	The total cost of the entire project cannot exceed \$750,000.
	5. Is there a detailed timeline for deliverables by program?	All funding must be expended by June 30, 2024.
	6. Are there established geographic priority areas statewide? If so, what are they?	All three campaign are statewide with no geographic priorities.
	7. Will priority be given to Tennessee-based firms?	There will be no priority given.
	8. Will priority be given to small, minority or women-owned firms?	Diversity Business will a portion of the score in Section B of the evaluation.
	9. Spanish is required for certain video production and social media elements. Will any printed items be required in Spanish?	No, the vendor does not need to translate printed material into Spanish. The vendor will need to translate the PSC and APP digital one-pagers into Spanish.
	10. Do the following fall under the June 30 deadline - printing and delivery of rack cards, commercial production, video production, printing and delivery of APP swag items, PSC and APP digital outreach media buy, TV commercial airtime purchase?	Funding for the project must be expended by June 30, 2024. The state can only pay an invoice once all the contracted work has been completed. With coordination, the deadlines can be extended if work has begun on the deliverable.
	11. For the printing and delivery of the rack cards and swag items, will there be one shipping address or multiple? Is any warehousing of items required?	All items will be shipped to one address and stored at that address.
	12. Please clarify that media buy includes the following: BEC Digital Outreach campaign of 4 months, PSC Digital Outreach campaign of 4 months, TV commercial airtime for PSC and APP.	The digital and social media paid outreach is for all three campaigns. TV and radio for PSC and APP.

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	13. What is the ad run time for the television commercial airtime purchase?	TV commercials for PSC and APP should run for one month, statewide.
	14. What is the media buy budget?	The media buy is included within the total budget of all deliverables of \$750,000.
	15. What is the budget for this campaign?	\$750,000.
	16. Is there somewhere we can read more about these three campaigns?	These are new campaigns with no online presence. You can learn more about Apprenticeship TN online.
	17. The last sentence of section 1.4.5 says, "It is encouraged for Respondents to submit bids digitally." However, section 3.2 does not give an option to submit digitally, just by mail. Is there an option for us to submit digitally, or should we submit by mail?	See updated RFP 3.2.
	18. What are the 5 priority sectors discussed in the scope of services?	<ul style="list-style-type: none"> • Hospitality & Tourism • Healthcare and Social Assistance • Construction • Transportation/Logistics • Manufacturing/EV Production
	19. May we reuse the same reference letters that we submitted to RFP 33701-102623, Youth Employment Program?	No, the reference letters need to be RFP specific.
	20. Has a preliminary budget been developed? Or do you have any sense of budget range for this effort?	\$750,000.
	21. Is there specific timing that is a priority for the campaign? We recognize that all work must be completed (media plan and creative materials) by June 30, 2024, but for budgeting purposes should we plan for media to air 4 months?	Yes, digital campaigns should run for four months, while TV and radio for a month. The state and the vendor can discuss during discovery the most optimal times to run each campaign to achieve maximum impact.
	22. Regarding the cost proposal, can you clarify what you're looking for in the Production Services category? Most of what is listed is also outlined in the Commercial Production (etc.) bucket.	The production services category provides an overview of all the production services that will be needed to complete each of the three campaigns but is not specific to any one campaign.
	23. In the Production Service category, you mention logo development. Are you requesting a logo for the respective campaigns (BEC, PSC, APP)?	Yes, once a tagline or call to action is determined for each campaign, the vendor will create the necessary creative assets to accompany that campaign, including a logo.
	24. Commercial Production - are you requesting a total of 4	Yes, a :30 and :15 spot for each campaign. The :15 is a cutdown of the :30 spot.

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	spots? A 15-second and 30-second for APP, and a 15-second and 30-second for PSC?	
	25. Social Media - is the awarded agency only providing the content and your in-house team will do the posting and channel management?	The agency will provide the state with all social media assets so the state can post on their social media pages. The vendor will manage and purchase social paid outreach on the platforms determined to be the most effective for each campaign for a period of four months.
	26. For APP Outreach material, regarding the cost proposal, are we only to provide a cost for us to concept, design and provide final files for the swag items or are you asking us to estimate actual printing, production of 1,200 each of 4 unique items?	The vendor will need to procure and pay for 1,200 each of four swag items and have them shipped to the state.
	27. Under several of the creative development sections, Spanish translations are mentioned. Are separate media buys targeting Spanish speakers needed as part of this scope?	There are no separate media buys for Spanish outreach.
	28. Printed Material - for purposes of the cost proposal, are we only to provide the concept, writing and graphic design, final mechanical files cost or are you asking that we include cost for literal printing of the 3,500 rack cards?	Please include the cost of printing 3,500 rack cards.
	29. BEC toolkit - you indicate that a toolkit exists and just needs to be updated with new logo, tagline and graphic look. Can you advise how many one-pagers and flyers, and any additional assets, are part of this kit? We will need this information to provide the cost proposal.	There are two one-pagers that the vendor would need to refresh with the new look.
	30. What is driving the June 30, 2024, deadline to have media and all creative elements prepared? If the contract is not even able to be sent until 4/15/24, that leaves roughly two and half months to do everything - meetings with team, concepting, filming, photographs, travel, approvals, etc. That seems very ambitious. Is there an opportunity to launch with some elements and have	Funding for this project must be used within the current fiscal year. The state can only pay an invoice once all the contracted work has been completed. With coordination, the deadlines can be extended if work has begun on the deliverable.

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	others follow?	
	<p>31. There is no mention of a terrestrial radio media buy, but production of radio commercials is included. Will the Contractor be responsible for recommending and buying the radio media? If so, under which line item in the cost proposal should this be included?</p>	<p>No, the state will purchase radio airtime for these campaigns when the budget allows. The vendor will provide the audio files for future use.</p>
	<p>32. Radio Commercial production is included twice in the scope list: it's included in the description for Commercial Production, but there is also a separate Radio Production line. Should we ignore the mention of radio in "Commercial Production" so the budget for radio development is not counted twice?</p>	<p>Yes, just count radio once in the scope of work.</p>
	<p>33. Regarding A.4 - Can you elaborate on the need for "logos" - is there a program logo that will need to be created new to this PSA, or will our team be utilizing existing brand guidelines/program logos? Does this scope of work include the creation of three new logos for each campaign (BEC, PSC, and APP)?</p>	<p>Once a tagline or call to action is determined for each campaign, the vendor will create the necessary creative assets to accompany that campaign, including a logo.</p>
	<p>34. A.9 - Can you provide a specific list of toolkit assets so our team can get a sense of this scope?</p>	<p>Yes. See attachment 1.</p>
	<p>35. A.11 and A.12 - are all determined locations in the state of TN?</p>	<p>Yes, these campaigns only focus on Tennessee.</p>
	<p>36. Is there a budget allocated for this all-in scope of work?</p>	<p>The total budget for the project is \$750,000.</p>
	<p>37. The Term of the Contract states twelve months - if work is to be completed ahead of those 12 months, does the contract period end earlier? Given the current timeline, it appears work would start by May 1, and the campaign would need to be in the market by June 30 with a four-month run time through October 2024. What is expected of our agency following that time</p>	<p>The Contract requires the campaign to run for at least 4 months throughout the year. The Contract will remain effective until the Contract end date.</p>

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	frame or is the assumption that once the scope of services is delivered, the contract is closed?	
	38. Where in our response should we specify boundaries to the scope of work - i.e. up to two rounds of revisions to presented materials, etc.	Yes, you can specify boundaries to the scope of work.
	39. Are we to assume that only an English version is needed unless a Spanish version is specifically called out in the contract? And when a Spanish version is called out for production items, does that include a new updated Voiceover, or subtitles/ captions?	Spanish is only required where it is stated in the scope of work. The scope of work calls for Spanish subtitles.
	40. Can we get the schedule of events for the APP outreach teams where the swag material will be used? Are there any other key "hard" dates we need to consider and plan deadlines around or are ALL assets described due on or before June 30, 2024? And if the latter is true, why is this a 12-month term?	Most of the apprenticeship campaign will run in the fall, leading up to National Apprenticeship Week in November. Due to budget guidelines, the state must expend this funding before the end of the fiscal year on June 30.
	41. Can your team define the success metrics through which the campaign and subsequently the agency will be evaluated? In short, what does success look like for each of these three campaigns?	The state has no set KPIs for these campaigns.
	42. Can you define the team structure our agency will be working with, as well as how approvals will be run through the TDLWD? What is your team's typical turnaround time for feedback and approvals based on past campaigns of similar scope?	All approvals will go through the Department's Chief Communications Officer. Because of the tight timeline for this project, all feedback and approvals will be given top priority and will happen within 24-36 hours.
	43. Is the pricing sheet intended to reflect the vendor's final price/quote for the work outlined in the RFP? So, for example, where 10 shorter videos are listed in the scope of work but the price sheet "evaluation factor" says "1," should we include pricing for all 10 in the left column with the understanding it will be	<p>You will submit your bid total for each line to fulfill the requirements outlined in the FA Contract.</p> <p>For this specific reference, your total would include the cost of all 10 videos, as well as the cost for any other requirements that fall under this bid line.</p>

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	multiplied by 1, or should we price for one video and assume it will be multiplied by 10?	
	44. There are items listed on the contract that are not on the RFP document and vice-versa. In addition, several of these items are not listed on the pricing page. Please clarify the scope of deliverables and indicate how we should include pricing for things not specified on the pricing sheet.	A.4. Through A.16. of the FA Contract explain each cost related requirement.
	45. The instructions specifically say we should not include budget detail, but the pricing sheet leads to more questions than answers. Can we include detail to explain the numbers?	The pricing will need to be submitted on the exact Cost Proposal included in the RFP and must not include any additional cost breakdown or details. A.4. through A.16. address each individual bid line.
	46. Should media hard costs be included in our quote?	Yes, you need to include all media buys in your quote.
	47. Please clarify which of the deliverables need to be translated to Spanish. For assets in Spanish, is the expectation to do voiceovers or captions on the existing video, or is a second video with LatinX actors recorded in Spanish (recommended) desired?	The scope of work calls for Spanish subtitles.
	48. In section 1.1.2, the work is required to be completed by 6/30/24 (though media can run later than that). Does all work need to be billed by 6/30/24?	Funding for this project must be used within the current fiscal year. The state can only pay an invoice once all the contracted work has been completed. With coordination, the deadlines can be extended if work has begun on the deliverable.
	49. Was page 18 left intentionally blank?	This page has been removed.
	50. On 6.2.B.15.c. We are a 100% woman-owned small business. Should we put 100% here?	Yes, you would include Diversity Business information in B.15.
	51. In section 6.2.C.6. Does the State have a Meta business account to enable them to assign us advertiser rights?	Yes, there the Department does have a Meta business account.
	52. In section 6.2.C.9., The rack card size is listed as 3.72 x 8.27". Standard sizing is 4x9". Are you looking for a custom quote?	If 4x9 offers a better value, the size of the rack card can change.
	53. 6.2.C.12 & 13, What is the plan for these 2 videos? In certain cases, we would not recommend videos of this length.	The videos will be shown during presentations to business groups, chambers, rotary meetings, etc. They would be part of an overall sales pitch to the business community.
	54. 6.2.C.17, How long is the	The current toolkit is 15 pages long.

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	digital PDF guide (number of pages) expected to be?	
	55. 6.2.C.16. How long should the campaign run?	The campaign must run for at least 4 months throughout the year.
	56. 6.4. You are asking for 5 references. Our current and past clients are all extremely busy. How many responses are necessary for evaluation? We may need to send out more than expected in order to get that number back to you!	In accordance with RFP Attachment 6.4. you must have references from at least three (3) different individuals satisfying the RFP Reference Questionnaire requirements.
	57. Are the BEC – department business services specific to Apprenticeship TN?	No, the Department’s Business Engagement efforts are separate from the Office of Apprenticeship. They can intersect but are separate efforts.
	58. For PSC, which sectors are considered priority?	<ul style="list-style-type: none"> • Hospitality & Tourism • Healthcare and Social Assistance • Construction • Transportation/Logistics • Manufacturing/EV Production
	59. There are references to both outdoor media and mass transit. What are your expectations related to these channels?	The outdoor medium is the mass transit ads.
	60. Question A.4 mentions logos. Are new logos expected? How many?	Three, one for each campaign.
	61. Question A.5, mentions a strategic plan. Does one already exist or should the vendor develop that?	The state and vendor will determine that strategy during discovery.
	62. Q A.5., is there an option to use current employers or apprentices in the videos? (real stories)	Yes, real people are the best way to tell a story.
	63. Q.A.6. conflicts with another statement. Is the state posting or is the contractor posting?	The vendor will handle paid ads, the state will handle posting social media to individual platforms.
	64. Q.A.11.&12. What is the expected number of locations?	All video shoot locations would be within the state of Tennessee, determined by the state and vendor during discovery.
	65. Are you able to share a not-to-exceed budget?	\$750,000.
	66. Based on sections 5.3.4. and 5.3.5 of the RFP, it is assumed that the State would be open to entertain some negotiation around Terms and Conditions, however, Attachment 6.1 needs to be submitted and signed without exception or qualification (and per item A.1. of Attachment 6.2 indicates the following on item 3: “The Respondent, except as	In accordance with RFP B.18. The Respondents are permitted to submit, as part of their Response, a “redline” of RFP Attachment 6.6, Pro Forma Contract, that tracks the Respondents’ request for alternative or supplemental contract language. The redline changes that are allowed by this provision shall not include any exceptions or changes that (1) contradict any applicable state or federal law; (2) a mandatory requirement identified in RFP Attachment 6.2. – Section A; or (3) alter any deadlines in the Schedule of Events.

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	<p>otherwise provided in this RFP, accepts and agrees to all terms and conditions set out in the RFP Attachment 6.6., Pro Forma Contract.”) Given the previous provisions, will the State allow further discussion/negotiation of the ‘pro forma’ contract?</p> <ul style="list-style-type: none"> Specifically, the primary area that we would seek to revise (if selected) relates to insurance terms. Could we align the language with other State-wide contracts currently in place with the State? 	
	<p>67. What is the maximum liability for the contract? Do you have a set budget for media buys vs. creative?</p>	<p>\$750,000 is the maximum for creative and media buys.</p>
	<p>68. Will in-person or virtual presentations be requested or accepted as a part of the RFP process?</p>	<p>In-person is preferred but virtual will be accepted.</p>
	<p>69. What are the State’s goals in terms of campaign reach? Does the State have a benchmark?</p>	<p>The state does not have a set KPIs for these campaigns.</p>
	<p>70. What is the primary goal of the APP campaign? (e.g., to drive awareness? to drive registrations?)</p>	<p>To drive awareness, which will lead to more employers starting programs and job seekers choosing to become apprentices.</p>
	<p>71. If the campaign is in market in June, how long should the campaign run?</p>	<p>The work must be completed by June 30 but it can run for the timeframes mentioned in the scope or work at a determined date.</p>
	<p>72. Can you specify the type of metrics or KPIs that will be used to measure the success of these campaigns?</p>	<p>The state does not have a set KPIs for these campaigns.</p>
	<p>73. Can you provide additional information into the Department’s business strategy (as referenced in C.11)?</p>	<p>The Department is in the final phases of developing its business engagement strategy. The overall goal of the strategy is to inform Tennessee employers of the no-cost services the Department offers, how those various programs benefit business owners, and to make the Department their go-to partner when it comes to growing their businesses.</p>
	<p>74. Beyond geographic, does the State have psychographic profiles and key demographics of the target audience?</p>	<p>It does not.</p>
	<p>75. In the Scope section of the Contract document, does A.5 include the videos mentioned in A.11 & A.12?</p>	<p>No, they are separate creative assets.</p>

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	76. What will determine shooting locations? Will the selected vendor be required to shoot in multiple cities?	All video shoot locations would be within the state of Tennessee, determined by the state and vendor during discovery.
	77. How do you define cost effectiveness in the context of this campaign?	The state does not have a set KPIs for these campaigns.

3. ITB Amendment Effective Date. The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.