



Department of

General Services

Pre-Response Conference

RFP #33701-102623 YOUTH EMPLOYMENT
PROGRAM STATEWIDE OUTREACH
CAMPAIGN

Welcome & Introductions

RFP Coordinator

Parker Birt

Department of General Services

Central Procurement Office

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Nashville, TN 37243

615-291-5948

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Agenda

- Statement of Procurement Purpose
- Schedule of Events
- Diversity Business
- Proposal Requirements & Evaluation Model
- Question and Answer

Disclaimer

- All answers provided during the Pre-Response are not official until the State answers in writing and amends the solicitation.
- Questions must be submitted in writing prior to the Written “Questions & Comments” Deadline in order to receive an official answer from the State. Deadline is on **January 15, 2024, 2:00 p.m. CST.**

Statement of Procurement Purpose

- **The Purpose for this Request for Proposals (RFP):**
- The State of Tennessee Department of Labor and Workforce Development is seeking a media and creative agency to support an outreach campaign to promote its Youth Employment Program. The primary purpose of our public service announcement (PSA) campaign is to present a cohesive and effective statewide message informing multiple audiences of Tennesseans of the benefits of participating in the Youth Employment Program. This campaign will run through August 9, 2024. This campaign will reach multiple target audiences of youth, parents/guardians, and Tennessee employers. The vendor will facilitate in the design, creation, and implementation of the statewide outreach program.

Schedule of Events * all dates are tentative and may change

EVENT	TIME (central time zone)	DATE
1. RFP Issued		12/21/23
2. Disability Accommodation Request Deadline	2:00 p.m.	12/26/23
3. Pre-response Conference	11:00 a.m.	1/9/24
4. Notice of Intent to Respond Deadline	2:00 p.m.	1/10/24
5. Written "Questions & Comments" Deadline	2:00 p.m.	1/15/24
6. State Response to Written "Questions & Comments"		1/22/24
7. Response Deadline	2:00 p.m.	2/5/24
8. State Completion of Technical Response Evaluations		2/15/24
9. State Opening & Scoring of Cost Proposals	2:00 p.m.	2/16/24
10. Negotiations		2/16/24-2/23/24
11. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	2/26/24
12. End of Open File Period		3/4/24
13. State sends contract to Contractor for signature		3/6/24
14. Contractor Signature Deadline	2:00 p.m.	3/8/24

Diversity Business

RFP ATTACHMENT 6.2. SECTION B General Qualifications & Experience Items - B.15

In order to claim status as a Diversity Business Enterprise under this contract, businesses must be certified by the Governor's Office of Diversity Business Enterprise (Go-DBE)

Kimberly Fox
Diversity Business Liaison
Governor's Office of Diversity Business Enterprise
Central Procurement Office
312 Rosa L. Parks Ave. 3rd Floor
Wm. R. Snodgrass TN Tower
Nashville, TN 37243
615-253-3835
Kimberly.Fox@tn.gov

<https://tn.diversitysoftware.com/FrontEnd/StartCertification.asp?TN=tn&XID=9810>

RFP Attachment Overview

- RFP Solicitation Document
- RFP *Pro Forma* contract
- Cost Model

RPF Response Requirements

- 3.1. Response Form - A response to this RFP must consist of two parts, a Technical Response and a Cost Proposal.
- **Technical Response: Attachment 6.2. includes:**
 - Section A Mandatory Requirements – Read all requirements carefully
 - Section B General Qualifications & Experience
 - Section C Technical Qualifications, Experience & Approach
- **NOTICE: A technical response must not include any pricing or cost information. If any pricing or cost information of any type (even pricing relating to other projects) is included in any part of the technical response, the state may deem the response to be non-responsive and reject it.**

RFP Response Requirements

- 3.1.2. **Cost Proposal**. A Cost Proposal must be recorded on an exact duplicate of the RFP Attachment 6.3., Cost Proposal & Scoring Guide.
- **NOTICE: If a Respondent fails to submit a cost proposal exactly as required, the State may deem the response to be non-responsive and reject it.**

Response Requirements & Evaluation

Evaluation Category	Maximum Points Possible
General Qualifications and Experience (refer to RFP Attachment 6.2., Section B)	20
Technical Qualifications, Experience & Approach (refer to RFP Attachment 6.2., Section C)	50
Cost Proposal (refer to RFP Attachment 6.3.)	30

Response Requirements & Evaluation

- RFP Attachment 6.2. Technical Response & Evaluation
 - Section A – Mandatory Requirements
 - These are pass/fail
 - Must pass all Section A to move on
 - Section B – General Qualification and Experience
 - Holistic Scoring worth 20 points
 - Section C – Technical Qualifications, Experience & Approach
 - 12 evaluated items worth 50 points

Pro forma Contract

- **Section A: Scope of Work**
- **Section B: Term of the Contract**
- **Section C: Payment T&Cs**
- **Section D: Mandatory T&Cs**
- **Section E: Special T&Cs**

Pro forma Contract

- **Section A: Scope of Work**
- Contractor Responsibilities:
 - A.3. Facilitate in the design, creation, and implementation of the Statewide outreach program.
 - A.4. Production Services
 - A.5. Commercial Production
 - A.6. Social Media Video Content
 - A.7. Produce engaging and eye-catching materials for use at job fairs and events
 - A.8. Mass Transit Advertisements
 - A.9. Develop and design specified print ready materials
 - A.10. Media Coverage
 - A.11. Organize a Campaign Launch Event
 - A.12. Develop and build a landing page

Pro forma Contract

- **Section B: Term of the Contract**
- This Contract shall be effective on **DATE** (“Effective Date”) and extend for a period of twelve (12) months after the Effective Date (“Term”). The State shall have no obligation for goods or services provided by the Contractor prior to the Effective Date.

Are you registered in Edison?

- If you don't already have an Edison Vendor ID, please take the time to register in Edison as a supplier.
- It could take up to 10 days to process a new request.
- https://hub.edison.tn.gov/psp/paprd/SUPPLIER/SUPP/h/?tab=PAPP_GUEST
- Supplier Maintenance at 615-741-9745 or email Supplier.Maintenance@tn.gov.

Questions



Question and Answer

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