



REQUEST FOR PROPOSAL (RFP)

To: All Interested Consultants and Contractors
From: Arnie Sowell – Executive Director, NextGen Policy
Date: October 2024
Subject: Request for Proposal – Apprenticeship Expansion Program
Communications and Community Engagement

1. Introduction and Background

NextGen Policy is a California-based, Black-led, non-profit organization fighting for progressive, justice-centered policies and programs that positively impact all Californians. NextGen Policy's work advances environmental, social, gender, racial, and economic equity through legislative advocacy, grassroots partnerships, strategic communications, and democratic civic engagement. For more information, visit www.nextgenpolicy.org.

NextGen Policy is seeking proposals from qualified consultants and contractors for multiple services to work on behalf of state and federal grant projects on a contractual basis.

Interested parties are invited to submit a proposal that outlines their capabilities and approach to successfully providing the services listed below – and to meet the requirements set forth in this RFP.

NextGen Policy seeks proposals in the following area of work: **Communications and Community Engagement**.

2. Project Overview

Through strategic partnerships and innovative programming, NextGen Policy is helping to embark on a transformative initiative aimed at reshaping the Registered Apprenticeship ecosystem within California's local governments (LGs). The overarching goal of the program is to establish and expand Registered Apprenticeship Programs (RAPs) within the local government public sector, thereby addressing workforce development needs and creating sustainable career pathways for individuals across California.

Through intentional, diverse, and equitable outreach, recruitment, and retention strategies, NextGen Policy and partners will work together to increase the awareness, availability, and accessibility of RAPs to increase participation of apprentices from underserved and under-engaged populations.

They will provide training and technical assistance, as well as match public sector employers with mentors, program sponsors, and employers of record, to address administrative barriers. Partners will leverage their expertise and their extensive networks of community-based partners and related organizations, such as workforce development agencies, educational institutions, and advocacy groups, to align support services and wraparound resources for apprentices participating in the programs. Through a combination of targeted outreach, tailored curriculum development, and mentorship programs, the project will create clear pathways for aspiring apprentices, particularly those from underrepresented backgrounds.

3. Scope of Work

The selected individual or firm will be responsible for providing the following services:

Communications and Community Engagement

The individual or firm will design, implement and lead a marketing and public outreach campaign for this project as well as lead project coordination of the program with partners and stakeholders. Services to include:

- Developing a robust earned and paid media marketing campaign to include print, digital, radio and video as appropriate; Developing and managing program landing pages and microsites as needed
- Developing and managing a multichannel social media engagement strategy, with defined growth and engagement metrics
- Designing digital and print collateral assets for marketing and outreach, including social media graphics and flyers
- Leading stakeholder communication and engagement strategy, working with program leads and partners to develop and coordinate messaging, and aligning communications with project goals
- Leading talent engagement, recruitment, and project management efforts
- Developing and managing a strategic surrogate and influencer strategy and program
- Providing additional project management support and communications support to partners as needed
- Supporting and facilitating internal communication and meetings, including taking and disseminating meeting notes
- Supporting the hosting of community of practice meetings
- Ensuring communication strategies reflect DEIA principles

Applicants should outline how they intend to meet these requirements and detail their approach to accomplishing the work.

The contracts will tentatively run through August 2028.

Experience and familiarity with Uniform Guidance for Federal Awards is not required but is preferred.

4. Proposal Requirements

Applicants should submit a proposal that includes the following sections:

- **Company Information:** Provide a brief description of your company, including your experience in providing similar services, company size, and key personnel.
- **Technical Proposal:** Describe your approach to delivering the requested services. Include your methodology, project management processes, timeline, and any technology or tools that will be used.
- **Pricing:** Provide detailed pricing for the project, including all costs associated with delivering the services (labor, materials, travel, etc.). Please indicate whether the pricing is firm or if there are any conditions that may lead to changes in cost.
- **References:** Provide at least three references from similar projects or clients that you have worked with. Include contact information and a brief description of the work performed.

Note – By submitting a formal proposal, applicants are confirming that neither the organization nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation by any federal department or agency, in accordance with 2 CFR 200.213 and 2 CFR 180.

5. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Experience and qualifications (25/100 points)
2. Approach to meeting project goals (40/100 points)
3. Pricing and overall value (20/100 points)
4. References and past performance (15/100 points)

6. Timeline

- **RFP Release Date:** Monday, October 7, 2024
- **Questions Due:** Friday, October 18, 2024
- **Proposal Submission Deadline:** Friday, October 25, 2024
- **Anticipated Selection:** Tuesday, October 29, 2024
- **Project Start Date:** Friday, November 1, 2024

7. Submission Instructions

All proposals must be submitted electronically to Sandra Lyon at sandra@eliostrategies.com by Friday, October 25, 2024. Please reference “**NGP/RAP Program: Communications and Community Engagement – Proposal Submission**” in the subject line. Late submissions will not be considered.

8. Contact Information

For general questions or more information about this RFP, please contact sandra@eliostrategies.com.