

# Request for Proposals

RFP# ESD 112-21-18

Issued by:



2500 NE 65<sup>th</sup> Ave  
Vancouver, WA 98661

Request for Proposals for:

## Staff Recruitment and Marketing

Issue Date:

December 10, 2018

**PROPOSALS ARE DUE BY 2:00 PM ON  
JANUARY 11, 2019**

**BRIEF SCOPE OF WORK**

ESD 112 is seeking a partner with expertise and experience in the marketing of positions and recruitment of qualified staff for various positions in our agency. This assistance would include but not be limited to advertising and finding qualified candidates to fill positions based on work history and qualifications.

**PROJECT TIMETABLE**

RFP Release	December 10, 2018
Deadline for Questions	January 4, 2019
<b>Proposals Due</b>	<b>January 11, 2019</b>
Date of Intent to Award	January 18, 2019
Protest Period	January 22-28, 2019
Anticipated Contract Start Date	February 1, 2019

**SUBMITTAL OF PROPOSAL**

Submit one (1) unbound original, one (1) digital and three (4) complete copies.  
**Proposal(s) shall be sealed and clearly marked on the package cover as shown below:**

Educational Service District 112  
Attention: Jeff Strunk, Purchasing Manager  
2500 NE 65<sup>th</sup> Avenue  
Vancouver, WA 98661-6812  
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**CONFIDENTIAL: DO NOT OPEN  
SEALED BID ENCLOSED  
RFP # ESD 112-21-18 Staff Recruitment and Marketing**

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Questions **SHALL NOT** be directed to other ESD 112 staff members. All questions shall be addressed in writing to:

Jeff Strunk, Purchasing Manager  
Educational Service District 112  
[Jeffrey.Strunk@esd112.org](mailto:Jeffrey.Strunk@esd112.org)

**ESD 112 RFP SITE:**

All questions and answers will be posted at <https://www.esd112.org/itb-rfp-rfq-contracts/>.

Please email us if you plan on participating in this RFP process so we can add you to the plan holders list. We will then be able to include you on any future emails regarding questions and answers or addenda.

## GENERAL TERMS AND CONDITIONS

### ADMINISTRATIVE REQUIREMENTS –

Contractors shall comply with all management and administrative requirements established by Washington Administrative Code (WAC), the Revised Code of the State of Washington (RCW), any subsequent amendments or modifications, as applicable to providers licensed in the State of Washington, as well as any applicable program performance standards. ALL proposals submitted become the property of ESD 112. It is understood and agreed that the prospective Proposer claims no proprietary rights to the ideas and written materials contained in or attached to the proposal submitted. ESD 112 has the right to reject or accept proprietary information.

AUTHORSHIP – Applicants must identify any assistance provided by agencies or individuals outside the proposers own organization in preparing the proposal. No contingent fees for such assistance will be allowed to be paid under any contract resulting from RFP.

CANCELLATION OF AWARD – ESD 112 reserves the right to immediately cancel an award if the contractual agreement has not been entered into by both parties or if new state regulations, policies, or other business needs make it necessary to change the program purpose or content, discontinue such programs, or impose funding reductions. In those cases, where the negotiation of contract activities is necessary, ESD 112 reserves the right to limit the period of negotiation to sixty (60) days after which time funds may be unencumbered.

CONFIDENTIALLY – Proposer shall comply with all applicable state and federal laws governing the confidentiality of information.

CONFLICT OF INTEREST – All proposals submitted must contain a statement disclosing or denying any interest, financial or otherwise, that any employee or official of ESD 112 or the appropriate Advisory Board may have in the proposing agency or proposed project.

CONSORTIUM OF AGENCIES – Any consortium of companies or agencies submitting a proposal must certify that each company or agency of the consortium can meet the requirements set forth in the RFP.

COST OF PROPOSAL & AWARD – The contract award(s) will not be final until ESD 112 and the prospective contractor(s) have executed a contractual agreement. The contractual agreement consists of the following parts: (a) the basic provisions and general terms and conditions, (b) the special terms and conditions, (c) the project description and goals (Statement of Work), and (d) the budget and payment terms. ESD 112 is not responsible for any costs incurred prior to the effective date of the contract. ESD 112 reserves the right to make an award without further negotiation of the proposal submitted. Therefore, the proposal shall be submitted in final form from a budgetary, technical and programmatic standpoint.

DISPUTES – ESD 112 encourages the use of informal resolution to address complaints or disputes arising over any actions in implementing the provisions of the RFP. Written complaints should be addressed to ESD 112, Chief Financial Officer, 2500 NE 65<sup>th</sup> Avenue, Vancouver WA 98661.

DIVERSITY IN EMPLOYMENT AND CONTRACTING REQUIREMENTS – It is the policy of ESD 112 to require equal opportunity in employment and services subject to eligibility standards that may be required for a specific program. ESD 112 is an equal opportunity employer and is committed to providing equal opportunity in employment and in access to the provision of all ESD 112 services. This commitment applies regardless of race, color, religion, creed, sex, marital status, national origin, disability, age, veteran status, on-the-job injury, or sexual orientation. Employment decisions are made without consideration of these or any other factors that are prohibited by law.

In compliance with Department of Labor Regulations implementing Section 504 of the

Rehabilitation Act of 1973, as amended, no qualified handicapped individual shall be discriminated against in admission or access to any program or activity. The prospective contractor must agree to provide equal opportunity in the administration of the contract, and its subcontracts or other agreements.

INDEPENDENT PRICE DETERMINATION – The prospective contractor guarantees that, in connection with this proposal, the prices and/or cost data have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition. This does not preclude or impede the formation of a consortium of companies and/or agencies for purposes of engaging in jointly sponsored proposals.

LIMITATION – This RFP does not commit ESD 112 to award a contract, to pay any costs incurred in the preparation of a response to this RFP, or to procure or contract for services or supplies.

LATE PROPOSALS – A proposal received after the date and time indicated will not be accepted. No exceptions will be made.

ORAL PRESENTATIONS – An oral presentation may be required of those prospective contractors whose proposals are under consideration. Prospective contractors may be informed that an oral presentation is desired and will be notified of the date, time and location the oral presentation is to be conducted.

OTHER AUDIT/MONITORING REQUIREMENTS – In addition, auditing or monitoring for the following purposes will be conducted at the discretion of ESD 112: fund accountability, contract compliance, and program performance.

PRICE WARRANT – The proposal shall warrant that the costs quoted for services in response to the RFP are not in excess of those which would be charged any other individual or entity for the same services performed by the prospective contractor.

PROTESTS – must be submitted in writing to the ESD 112 Purchasing Manager, within three days.

PUBLIC SAFETY – may require background checks if stipulated below. May also require limiting access to public work sites, public facilities, and public offices, sometimes without advance notice. The successful Proposer's employees and agents shall carry sufficient identification to verify employer and display it upon request to security personnel. ESD 112 managers have discretion to require the successful Proposer's employees and agents to be escorted to and from any public office, facility or work site if national or local security appears to require it.

REJECTION/ACCEPTANCE OF PROPOSALS – ESD 112 reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any or all prospective contractors on modifications to proposals, to waive informalities, to postpone award, or to cancel in part or in its entirety this RFP if it is in the best interest of ESD 112 to do so.

SUBCONTRACTING – No activities or services included as a part of this proposal may be subcontracted to another organization, firm, or individual without the approval of ESD 112. Such intent to subcontract shall be clearly identified in the proposal. It is understood that the contractor is held responsible for the satisfactory accomplishment of the service or activities included in a subcontract.

VERBAL PROPOSALS – Verbal proposals will not be considered in making the award of any contract as a result of this RFP.

## BACKGROUND

ESD 112's mission is to equalize educational opportunities for all children and students. The ESD 112 Human Resources Department is a full service department that facilitates the effective delivery of ESD 112 services by maintaining professional human resources practices and programs. We are committed to a hiring system that is transparent, efficient, open and accessible to all qualified applicants. ESD 112 delivers its mission through specific programs and initiatives that include employment and recruiting initiatives, job classification and compensation functions, labor relation activities, maintenance of employment records and management of information.

ESD 112 is an organization of approximately 700 employees who provide services in over 300 programs. One of the ESD's largest programs is the delivery of early care and education services to infants, toddlers and kindergarten students in 40 childcare centers. ESD 112 has contracted with the non-profit, Support for Early Learning and Families (SELF), who hires and oversees staff that work in the ESD 112 centers. ESD 112 also provides transportation services for school districts and the early learning program.

## SCOPE OF SERVICES

This RFP is specifically targeting the identification, recruitment and marketing of qualified candidates for Early Care and Education Program positions that are filled by SELF (center directors, lead teachers, teachers and assistant teachers) and Transportation Services (bus drivers), however we reserve the right to request assistance with other positions should the need arise.

The Proposer's recruitment, sourcing and outreach services should seek qualified candidates for employment who will exhibit a dedication to public service and a desire to provide vital services and programs to students. Sourcing and outreach efforts would include a plan to utilize a variety of electronic and networking tools including, but not limited to, community and civic organizations, educational institutions, skilled trade associations and organizations, veterans groups, job search and posting sites, job fairs, job related media outlets, and social networking sites. All outreach plans and content must be submitted for review and approved by ESD 112 prior to implementation. The Proposer must include in its proposal their strategy and record of success in recruiting qualified applicants.

## GOALS

ESD 112 expects the Proposer to assist in meeting the following outcomes:

- Increase the number of qualified applicants for identified positions
- Decrease the number of vacant positions
- Increase the quality of the candidate pool
- Improve the ESD's time to hire
- Provide verifiable metrics

## TERM

The initial Contract period will be six months from February 1, 2019 through June 30, 2019 with options for renewals in six-month increments. Contracts resulting from this solicitation shall be awarded for a period not to exceed five years. ESD 112 reserves the right to terminate the contract without cause with a thirty (30) day prior written notice. Awarded Contractor shall request approval in writing to the ESD 112.

## PROPOSAL DELIVERY INSTRUCTIONS

Proposals shall bear on the outside the name and address of the Proposer as well as the designation of the Contract. Proposals forwarded by U.S. Mail or delivery service shall be sent first class to the address listed above. All proposals shall clearly display the bid number (ESD 112-21-18) on the outside of the envelope or package.

## PROPOSAL FORMAT

Please format your proposal as shown below. Cover sheet should include the RFP number, Title of RFP, name of organization, contact name, address, phone number and email address.

### SECTION 1: OVERVIEW

1. Explain how the mission of your agency aligns with and supports the mission of ESD 112 to “provide equalized educational opportunities for all learning communities.”

### SECTION 2: SERVICE REQUIREMENTS

1. Describe your process for marketing and recruitment of qualified staff for ESD 112.
2. Explain how you will ensure that all candidates complete the prescreening process.
3. Describe how you will achieve the desired outcomes described under the Goals above.

### SECTION 3: ONGOING EVALUATION AND PERFORMANCE MEASUREMENTS

1. Describe your system for ongoing communication with ESD 112 including correspondence, reports and updates.

### SECTION 4: FINANCIAL AND COMPLIANCE

1. Describe the billing process and payment requirements.
2. Provide summary of Insurance that meets the ESD 112 insurance requirements.

## EVALUATION CRITERIA

The contract will be awarded by ESD 112 to the Proposer or Proposers whose proposal provides the best overall value to ESD 112, cost and other factors considered.

ESD 112 reserves the right to accept any proposal which it deems most favorable to the interests of ESD 112 and waive any informalities and irregularities and reject any and/or all proposals or any portion of any proposal submitted which in its opinion is not in the best interests of ESD 112

Each proposal received in response to this RFP will be objectively evaluated and rated according to the 100-point system below. Proposals that do not meet all evaluation criteria will not be considered.

Cost of Services	50
Proposed Services	40
Quality and completeness of proposal	10
<b>TOTAL</b>	<b>100</b>

## PROPOSAL LIMITS

Proposals must be clear, succinct, and not exceed 20 pages in length. Proposals exceeding 20 pages may be rejected. Proposals must:

- Be on white, 8 ½ by 11 paper,
- Be a minimum of an 11 pt. font,
- Be single spaced, with a minimum of 1-inch margins
- Have numbered pages

All submittals will be evaluated on the completeness and quality of the content. Only those proposers providing complete information as required will be considered for evaluation.

## PROPOSAL SUBMISSION

Sealed proposals must be received no later than the date, time and location specified on the cover of this document.

The outside of the envelope/package shall clearly identify:

1. RFP Number and;
2. TITLE and;
3. Name and address of the proposer.

All received proposals will be time stamped. Responses received after submittal time will not be considered and will be returned, unopened, to the Proposer.

Proposals received with insufficient copies (as noted on the cover of this document) cannot be properly disseminated to the Review Committee and other reviewers for necessary action, and therefore, may not be accepted.

**Submittal Forms:**

- A. Completed Non-Collusion Affidavit.
- B. Corporate Profile.
- C. References.
- D. Completed Labor Rate Cost Proposal Form.
- E. Proposer's Offer and Acceptance Form

**INSURANCE REQUIREMENTS**

At a minimum, the proposer shall carry:

1. Commercial General Liability with limits of not less than \$1,000,000 per occurrence with a \$3,000,000 General Aggregate. The proposer's policy shall include an Additional Insured Endorsement, which names ESD 112 and their respective directors, officers and employees as an additional insured. The proposer's coverage shall be primary and non-contributory.
2. Auto Liability and physical damage for any autos owned, hired, or non-owned with a minimum limit of \$1,000,000.
3. The proposer will provide proof of Worker's Compensation Coverage with a minimum limit of \$1,000,000.



## DEFINITIONS

### **ADDENDA**

Modifications or interpretations of the Request for Proposals and the requirements contained therein that is prepared in response to properly submitted questions and comments. Addenda shall be available for review on the ESD 112 web site. Proposers are required to carefully and completely review all Addenda because the Addenda may contain terms and conditions that once issued become elements of the Request for Proposals.

### **APPENDIX**

The section of the Request for Proposals that is located at the end and includes additional pertinent forms and information.

### **AWARD**

The acceptance of a bid and creation of a Contract with a Proposer.

### **AMENDMENT**

For the purposes of a Contract, shall mean an agreement between the parties to change the Contract after it is fully signed by both parties. Such agreement shall be memorialized in a written document describing the agreed upon change including any terms and conditions required to support such change. An Order Document shall not constitute an Amendment to a Contract.

### **CONTRACT**

The agreement that exists when ESD 112 accepts the bid and awards the Contract for a competitive solicitation.

### **DISPUTE**

An unresolved disagreement between the Awarded Proposer and the Purchasing Manager that arises after the award has been made.

### **EFFECTIVE DATE OF AWARD**

The date that performance of the Contract shall start.

### **ESD 112**

The abbreviation for Educational Service District 112, located at 2500 NE 65th Ave., Vancouver, WA 98661.

**LETTER OF INTENT TO AWARD**

The official announcement to the Proposer that ESD 112 intends to award them a Contract.

**LETTER OF REJECTION**

The official announcement to the Proposer that their bid was not acceptable due to not qualifying as an eligible proposer, not providing evidence of being a responsive proposer, and/or not providing evidence of being a responsible proposer, as per the definitions in the Evaluation section of the Request for Proposals.

**RESPONSIBLE**

Having the following attributes, as described in RCW 43.19.1911 (9):

- The ability, capacity, and skill of the Proposer to perform the Contract or provide the service required;
- The character, integrity, reputation, judgment, experience, and efficiency of the Proposer;
- Whether the Proposer can perform the Contract within the time specified;
- The quality of performance of previous contracts or services;
- The previous and existing compliance by the Proposer with laws relating to the Contract or services;
- Such other information as may be secured having a bearing on the decision to award the Contract.

**RESPONSIVE**

Conforming in all material respects to the terms and conditions, the scope of work, technical specifications, and other requirements of a bid. Bids shall be responsive to receive award consideration.

**REVIEW TEAM**

A panel of at least three leaders at ESD 112 with the authority to endorse or retract decisions made at the program level.

**REVISED CODE OF WASHINGTON (RCW)**

Compilation of statutory laws enacted by the state legislature. Organized topically into volumes, containing chapters and sections.

**SCOPE OF WORK**

Specific requirements, provisions or conditions that are peculiar to the Contract under consideration and are supplemental to the Terms and Conditions.

## Submittal Forms

Please provide your Proposer Response Documents in the following order;

- 1. COVERLETTER**
- 2. SUBMITTALS**
  - A. Non-Collusion Affidavit
  - B. Corporate Profile
  - C. Completed Reference Form
  - D. Pricing Proposal
  - E. Proposer's Offer and Acceptance Form
- 3. OTHER SUPPORTING DOCUMENTATION**
  - A. Proof of Insurance
  - B. Additional necessary documents

NON-COLLUSION AFFIDAVIT - A

RFP TITLE: \_\_\_\_\_

RFP DUE DATE: \_\_\_\_\_

I, the undersigned, having carefully examined the General Instructions, Terms, Conditions, Special Instructions, and This is to certify that the undersigned Proposer has neither directly nor indirectly, entered into any agreement, participated in any collusion or other-wise taken any action in restraint of free competitive bidding in connection with this bid submitted this date to Educational Service District 112.

It is agreed by the undersigned Proposer that the signed delivery of this bid represents the Proposer's acceptance of the terms and conditions of this Invitation to Bid including all specifications and special provisions.

NOTE: Signature of the authorized representative SHALL be of an individual who may legally enter his/her organization into a formal contract with the State of Washington and Educational Service District 112.

COMPANY NAME \_\_\_\_\_ (Check one) \_\_\_Corporation \_\_\_Partnership \_\_\_Individual

NAME OF AUTHORIZED REPRESENTATIVE (Please type or print) \_\_\_\_\_

SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_ FAX NUMBER \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_ FEDERAL E.I. NUMBER \_\_\_\_\_

Has your firm, any affiliate or reseller, any predecessor company or entity, owner, director, officer, partner or proprietor been the subject of a Federal, State or Local government suspension or debarment within the last five years? Yes \_\_\_ No \_\_\_

If yes, please explain \_\_\_\_\_

TO BE COMPLETED BY NOTARY PUBLIC:

Notary Public section containing fields for State, County, Notary seal, and dates for signature and commission expiration.

**CORPORATE PROFILE - B**

Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Contact Telephone Number(s): \_\_\_\_\_

Company Overview: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date Company Established: \_\_\_\_\_

Is the company privately or publicly held? \_\_\_\_\_

Parent, Alliances, Consultants, and Partnered Relationships:  
*Include a description of any outside resources available/used for performance of project(s).*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

REFERENCES – C

Organization: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Date Work Completed: \_\_\_\_\_ Value of Contract: \_\_\_\_\_  
Project Manager assigned to this project: \_\_\_\_\_  
Brief Project Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Organization: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Date Work Completed: \_\_\_\_\_ Value of Contract: \_\_\_\_\_  
Project Manager assigned to this project: \_\_\_\_\_  
Brief Project Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Organization: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Date Work Completed: \_\_\_\_\_ Value of Contract: \_\_\_\_\_  
Project Manager assigned to this project: \_\_\_\_\_  
Brief Project Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**REFERENCES – C**

(Additional)

Organization: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Date Work Completed: \_\_\_\_\_ Value of Contract: \_\_\_\_\_  
Project Manager assigned to this project: \_\_\_\_\_  
Brief Project Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Organization: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Date Work Completed: \_\_\_\_\_ Value of Contract: \_\_\_\_\_  
Project Manager assigned to this project: \_\_\_\_\_  
Brief Project Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Organization: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Date Work Completed: \_\_\_\_\_ Value of Contract: \_\_\_\_\_  
Project Manager assigned to this project: \_\_\_\_\_  
Brief Project Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PROPOSAL PRICING - D**

The Respondent proposes to provide all services described in the Scope of Services for the fees set forth below. Please provide pricing for your preferred method of billing in either section 1. or 2., or describe your alternative pricing method in section 3.

1. Flat Rate

\$ \_\_\_\_\_ per month

2. Per Hire Fee

\$ \_\_\_\_\_ per hire

or

\_\_\_\_\_ % of salary per hire

*\*Pricing should include, but are not necessarily limited to labor, overhead and payroll burden and are subject to negotiations.*

3. Alternative Pricing Method

If a different method of pricing is preferred please describe below or attached detailed description and pricing proposal.

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## PROPOSER'S OFFER AND ACCEPTANCE FORM – E

The undersigned hereby agrees to the requirements, terms and conditions of **RFP ESD 112-21-18 for Staffing Recruitment and Marketing**. The undersigned acknowledges their authority to submit this proposal on behalf of the firm listed below and bind it to comply with these requirements, terms and conditions if a Contract is awarded. Furthermore, the undersigned certifies conformance to applicable federal and state laws concerning public contracts, and that this proposal is made without connection with any person, firm or corporation making a proposal for the same goods or services, and is in all respects fair and without collusion or fraud.

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Legal Name of Firm or Corporation

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Signature of Proposer's Authorized Representative  
Representative

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Printed Name of Company

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Title of Proposer Representative

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Date Signed

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Legal Address of Proposer's Company (including address, city, state and zip code)

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Company Phone (including area code)

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Company Fax (including area code)

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Federal Tax Identifier of Proposer's Company

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E-Mail Address

### To the Proposer:

Effective this \_\_\_\_ day of \_\_\_\_\_, 2019, ESD 112 is accepting the proposal and awarding a contract to the Proposer named above for **Staff Recruitment and Marketing** identified in the attached Final Letter of Award. Proposer is contractually obligated to provide the services that are subject to this Contract Award to ESD 112 in accordance with the requirements, and terms and conditions, in Contract ESD 112-21-18.

Educational Service District 112  
2500 NE 65<sup>th</sup> Avenue  
Vancouver, WA 98661

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By Tim Merlino, Superintendent (or Designee)