

St. Louis County Workforce Development

**REQUEST FOR PROPOSAL FOR
WORKFORCE INNOVATION & OPPORTUNITY ACT:
American Job Center – Community Outreach Service Provider**

Release Date: September 1, 2026

Proposals Due: 4:00 pm/CST, September 30, 2026

Contract Period: November 1, 2026 – October 31, 2027

This project is funded under an agreement with the State of Missouri – MO Department of Higher Education and Workforce Development. EOE. Auxiliary aids & services are available upon request to individuals with disabilities. TDD# 7-1-1 Missouri Relay

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Section I: Program Description & Background

1.1 The Workforce Innovation and Opportunity Act

The Workforce Innovation and Opportunity Act (WIOA) is a federal program funded through the U.S. Department of Labor and the State of Missouri Department of Higher Education and Workforce Development (DHEWD). WIOA is a primary source of federal funds for workforce development activities throughout the nation; however, the legislation requires multiple partners to contribute to infrastructure operations and services through an Infrastructure Agreement (IFA). The core programs in Missouri are Title I - Adult, Dislocated Worker and Youth; Title II - Adult Education and Literacy Activities; Title III Wagner-Peyser Act; Title I of the Rehabilitation Act of 1973; and Temporary Assistance for Needy Families (TANF). In addition to core programs, the following are required programs that are available in the local area: Title V Older Americans Act/Senior Community Service Employment; Career & Technical Education Programs (Carl D. Perkins Act); Trade Adjustment Assistance; Veterans Employment Services – Jobs for Veterans State Grant; Community Services Block Grant; Unemployment Insurance; and Migrant & Seasonal Farmworker Program.

WIOA funds are awarded to the Chief Elected Officials (CEOs) of a Local Workforce Development Area (LWDA) to serve two primary customers—job seekers and businesses through a One-Stop system branded as the American Job Center (AJC) system. The intent of WIOA is to strengthen the workforce system through innovation and alignment of services to promote individual and economic growth, meeting the business and industry needs in the area. One of the main purposes is to assist individuals with barriers to employment in increasing their access to employment, education, training and support so they may succeed in the labor market.

1.2 St. Louis County Workforce Development Board (STLCOWDB)

Family and Workforce Centers of America (FWCA) serves as Fiscal Agent and oversees workforce services in Region 13 - St. Louis County. FWCA is a Missouri nonprofit corporation and 501(c)3. FWCA, in consultation with STLCOWDB, is responsible for the selection and oversight of the Provider. FWCA staff managing STLCOWDB report to the STLCOWDB Board of Directors that assists FWCA in carrying out the functions of the board as prescribed by WIOA. FWCA is responsible for meeting performance goals negotiated with the DHEWD and will hold the entity awarded the contract for this RFP responsible for applicable goals.

More information about the following can be located on the respective websites:

- FWCA: <https://www.fwca-stl.com>
- STLCOWDB: <https://www.stlcowd.org>
- U.S. Department of Labor (WIOA): <https://www.doleta.gov/wioa/>

1.3 Community Outreach Services

The Community Outreach Service Provider (Provider) will:

1. Provide a strategic proposal for an outreach plan for St. Louis County Workforce Development – Region 13. The plan should include the following: to provide customer outreach services via website, radio advertisements, television, billboards, bus stops, PSAs for radio and tv, social media and digital advertisements and content, etc.
2. Reach the target population of youth and adults in Region 13 and strengthen relationships with community stakeholders and partners.
3. Provide specific messaging for WIOA Adult and Dislocated Workers.
4. Provide specific messaging for WIOA In-School and Out-of-School Youth.

5. Provide requirements for enrollment into WIOA Adult and Dislocated Worker Programs and Wagner-Peyser.
6. Provide requirements for enrollment into WIOA In-School and Out-of-School Youth Programs and Wagner-Peyser.
7. Develop messaging for other resources like skilled training, resume and interview preparation, job and resource fairs, etc., in the Missouri Job Center.
8. Provide a monthly report to the Director of Communications.

1.4 Eligible Applicants

Services or activities may be administered by any private, nonprofit agency, or private-for-profit organization with certain restrictions. The State and local boards shall ensure that Provider will: 1. Disclose any potential conflicts of interest arising from the relationships of the Provider with particular training service providers or other service providers; and 2. Not establish practices or messaging that creates disincentives to providing services to individuals with barriers to employment who may require longer-term services, such as intensive employment, training and education services.

Eligible Applicants should show:

1. Experience developing and executing integrated, multi-channel marketing and communications campaigns
2. Demonstrated ability to develop audience-specific strategies and messaging for diverse audiences
3. Expertise in marketing strategy, creative direction, graphic design, copywriting, storytelling, and campaign development
4. Demonstrated ability to translate complex programs, services, and organizational information into clear, compelling, audience-specific stories across multiple communication channels
5. Demonstrated experience developing culturally sensitive, inclusive, accessible, and community-centered communications that effectively engage diverse audiences
6. Experience with digital and social media strategy, paid media, audience targeting, retargeting, and campaign management
7. Video and multimedia content development capabilities
8. Experience with print, digital, broadcast/streaming, and out-of-home communications
9. Experience with media planning, placement, and campaign management

Further, the STLCOWD will declare entities **ineligible** if they are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any State or Federal department or agency. Respondents must disclose any legal judgments, claims, arbitration proceedings, lawsuits or other legal proceedings pending or outstanding (unresolved) against the organization, its owners, officers or principals. Respondents must comply with Section 504 of the Rehabilitation Act of 1973, the Federal Drug-Free Workplace Act of 1988, and the Americans with Disabilities Act to be eligible.

1.5 Project Timeline & Funding

The table below provides a timeline of activities for this procurement.

Activity	Date
RFP Release	Tuesday, September 1, 2026
Deadline for Bidder Questions	Thursday, September 10, 2026
Response to Bidder Questions Posted	Monday, September 14, 2026

Proposal Deadline (email only)	Wednesday, September 30, 2026
St. Louis County Workforce Board Approval	Thursday, October 15, 2026
Notification to All Bidders	Thursday, October 22, 2026
Contract Begin Date	November 1, 2026

FWCA will award funds on behalf of LWDA One-Stop Partners to an entity to promote continuity and coordination of One-Stop Operator services, identified in the RFP. The anticipated funding amount for the **one (1) year budget** is **\$125,000**.

- FWCA will award contracts to the successful respondent(s) effective no later than November 1, 2026 through October 31, 2027.
- A budget is required. Specific line items require a detailed explanation.
- **All funding of this RFP is contingent upon FWCA and/or partner agreements having fund availability and may change based on increase/decrease in allocations, de-obligation of funds, new initiatives, and decisions of FWCA.**
- For the awarded contract, the submitted proposal, with any negotiations, will become part of the official contract file. Any commitments made in the proposal will be part of the contract and will be binding on the contractor.
- The contract will be awarded as a line-item cost reimbursement. No expenses are reimbursable until a contract or letter of authorization has been issued to incur cost as of a specific date.
- Monthly invoices are due by the 10th of the month for the previous month, unless other arrangements are made (weekly or bi-weekly) and must include documentation of expenditures. Invoices will be paid within forty-five (45) days of receipt of a properly documented invoice.
- The issuance of this solicitation in no way commits the FWCA to pay any cost for the preparation and submission of a proposal. The Bidder assumes all costs of preparation of the proposal and any presentation necessary for the proposal process.
- FWCA may elect to reject all proposals if scope of work is not adequately addressed, fund request is not appropriate for scope of services, or for other reasons deemed appropriate by FWCA.

Section 2: Scope of Work

Community Outreach Service Provider

The selected Provider will work collaboratively with FWCA and STLCOWD to develop and implement a cohesive, multi-channel marketing and communications campaign. The proposal for the Provider should provide a detailed explanation for how it will address each of the following areas:

2.1 Strategy & Audience Development

Develop an overarching marketing and communications strategy informed by campaign goals, priority audiences, opportunities, and challenges. The strategy should identify effective approaches for reaching and engaging each priority audience while supporting a unified workforce development message.

2.2 Messaging & Storytelling

Refine, translate, and activate existing workforce development messaging into clear, compelling, audience-specific communications. The selected firm should demonstrate the ability to translate complex programs,

services, and organizational information into accessible stories that connect people with relevant resources and opportunities.

Existing messaging establishes workforce development as more than finding a job. It contributes to family-sustaining wages, career pathways, stronger employers, stronger communities, and a stronger regional economy.

2.3 Creative Outreach Development

Establish a cohesive look, feel, and voice that can be carried across multiple communications channels and adapted for different audiences. All messaging and creative should be accessible, inclusive, culturally sensitive, and representative of the diverse communities served throughout St. Louis County, with consideration for the unique experiences, needs, and barriers of each priority audience.

All campaign materials must adhere to applicable FWCA, St. Louis County, Missouri Office of Workforce Development, and funding-source brand, accessibility, acknowledgment, and compliance requirements.

2.4 Integrated Media & Communications Strategy

Recommend and execute an integrated mix of paid, owned, organic, and out-of-home communications appropriate to the campaign objectives and priority audiences. Strategies may include digital and social media, email marketing, video and multimedia content, broadcast and streaming media, outdoor advertising, printed communications, and other appropriate channels.

The selected firm should recommend the appropriate mix of channels and tactics based on audience, campaign goals, available resources, and opportunities for effective reach and engagement.

2.5 Campaign Implementation & Management

Coordinate campaign implementation across selected channels, including creative development, production, media placement, schedules, outside vendors, and other campaign components as appropriate.

2.6 Ongoing Communications & Capacity Building

Develop strategies, tools, templates, and/or resources that enable FWCA staff to maintain consistent communications and extend campaign messaging beyond individual paid campaign efforts.

2.7 Measurement & Reporting

Monitor appropriate campaign performance metrics and provide reporting and recommendations for optimization throughout the campaign.

2.8 Budget

Please provide a detailed budget. Provider may use the form included herein as Attachment C. Budget should not exceed **\$125,000** for the contract period (one (1) year).

Section 3: Proposal Requirements

Each proposal should include the following information.

3.1 Agency Overview & Qualifications

Provide a brief overview of the firm, including relevant experience, core capabilities, and the qualifications of the team that would be assigned to the project.

3.2 Relevant Experience & Work Samples

Provide examples of comparable work demonstrating experience with integrated campaigns, community outreach, audience-specific communications, and/or initiatives designed to connect people with programs, services, resources, or opportunities.

3.3 Approach

Describe the firm's recommended approach to strategy, audience engagement, messaging, creative development, media planning, campaign execution, and measurement.

3.4 Deliverables

Provide a description of recommended deliverables, including the intended audience, purpose, communication channel, anticipated quantity or frequency where applicable, and how each supports the overall campaign objectives.

3.5 Project Team

Identify key personnel who will work on the project, their roles, and relevant experience.

3.6 Measurement

Describe how campaign performance will be measured and the key performance indicators recommended for evaluating effectiveness.

3.7 References

Provide three professional references from current or former clients for whom the firm has completed comparable marketing and communications work.

For each reference, provide:

- Organization name
- Contact name and title
- Email address
- Phone number
- Brief description of services provided

Preference may be given to references from nonprofit, government, workforce development, healthcare, education, economic development, or other community-serving organizations.

3.8 Budget

Please provide a detailed budget. Provider may use the form included herein as **Attachment C**. Budget should not exceed **\$125,000** for the contract period (one (1) year). Provide a clear cost proposal identifying professional/creative services, production expenses, media expenditures, printing, outside vendor expenses, and other anticipated costs as applicable. Provider should identify any assumptions used in developing the proposed budget.

Section 4: Submission & Evaluation

Bidders Questions:

All questions that interested parties may have can be directed to stlcowd@fwca-stl.com. Questions must be submitted via email between September 1, 2026 and September 10, 2026. Responses to questions will be posted by September 14, 2026 on the American Job Center website, under the STLCOWDB public notices tab, <https://www.stlcowd.org/public-notices>, along with other relevant information, including the RFP, attachments, procurement timeline, contact information, etc.

An entity’s failure to submit a complete proposal or to respond in whole to RFP requirements will result in the proposal being deemed non-responsive and thus ineligible for funding. A proposal may also be deemed “non-responsive” if the submitted price is found to be excessive or inadequate as measured by criteria stated in the RFP, or the proposal is clearly not within the scope of the project described and required in the RFP. FWCA reserves the right to cancel this procurement at any time, for any reason.

Proposal Instructions

The proposal should be completed entirely, should not exceed 15 pages, and be typed in 12-point font, Times New Roman, single-spaced, 1” margins on all sides, page numbers, and table of contents. Once completed, interested parties must submit their proposal electronically to stlcowd@fwca-stl.com. Please have your proposal organized in the following manner for each component:

- ☐ Attachment A: Cover Page
- ☐ Attachment B: Conflict of Interest Form
- ☐ Attachment C: Budget Form & Narrative
- ☐ Attachment D: Reference Form and Letters
- ☐ Organizational Chart
- ☐ Documentation of registration for private, for-profit, or nonprofit organizations (if applicable)
- ☐ Proposal (Scope of Work – not to exceed 15 pages)

Bids that fail to follow this order will risk losing points in their overall score.

Evaluation and Award

Proposals will be evaluated by FWCA to ensure each submission meets all criteria outlined in this RFP. The procurement team will develop and use a scoring matrix to evaluate each proposal. Each section of the scoring matrix is worth the following number of points:

Section	Points
Organization Background	15
Capacity	10
Scope of Work	45
Data & Reporting	15
Financial/Fiscal Accountability	10
Attachments & Formatting	5
TOTAL	100

All items that are mandatory (e.g., inclusion of attachments, financials, etc.) are considered pass/fail.

Notice of Award

All respondents will be notified by email as to their award status. Unsuccessful respondents who wish to obtain information on the evaluation of their proposal should submit a written request to this effect to Greta Henderson, WIOA Program Administrator, St. Louis County Workforce Development, 6347 Plymouth Ave., St. Louis, Missouri 63133. Unsuccessful respondents are encouraged to re-apply in subsequent funding cycles.

Appeals Process

In accordance with the FWCA's Policy Manual, any disagreements resulting from this procurement process must be addressed in the same manner outlined in the appeals policy for monitoring disagreements, located on STL Cowd's website: www.stlcowd.org.

Fiscal Review

FWCA will also conduct a fiscal review of all qualified proposals. As applicable, we will review proposal budgets, agency audits, and responses to questions related to fiscal operations. FWCA reserves the right to review and request further information regarding the respondent's financial situation, if not sufficiently outlined in the submitted audit(s). FWCA reserves the right to assess the risk posed by any recent, current, or potential litigation, court action, investigation, audit, bankruptcy, receivership, financial insolvency, merger, acquisition, or other event that might affect an organization's ability to operate the requested program.

Past Performance

FWCA may review a respondent's performance on any previous and/or existing project(s) as well as check references submitted from other grantors. Achievement of project outcomes, along with compliance with programmatic and fiscal guidelines and timelines may be evaluated. The review team may perform an in-depth evaluation of all responsive proposals based upon the criteria herein. Prior to its final funding decision, FWCA may also: 1) meet with representatives of the responding entity to discuss the proposed project and budget; 2) identify and/or negotiate project or budget changes the responding entity must make as a condition of funding; and 3) identify other documentation the entity must provide as a condition of funding.

Accessibility and Equal Opportunity

All contractors must ensure equal opportunity for all individuals. No individual in the St. Louis County Local Workforce Development Area shall be excluded from participation in, denied the benefits of, or subjected to discrimination under any Workforce Innovation and Opportunity Act funded program or activity because of race, color, religion, sex, national origin, age, disability, English proficiency, sexual orientation, political affiliation or belief. All entities are expected to demonstrate full compliance with the Americans with Disabilities Act Amendments Act of 2008 (ADAAA) and all other equal opportunity laws. All respondents must ensure all written materials and communications include the statement: "Reasonable accommodations and auxiliary equipment and services are available upon request."

Attachment A: Cover Sheet

Please complete this **mandatory** cover sheet accordingly.

Organization Name				
Address				
Phone Number				
Number of Years in Business				
FEIN #				
DUNS #				
Acknowledgement that Proposing Entity is up-to-date on taxes and not currently debarred or suspended.			YES	NO
Type of Organization (check all that apply)	☐	Higher Education	☐	Private
	☐	Community-Based Org.	☐	Business Organization
	☐	Government Agency	☐	Other (explain)
	☐	Labor Organization		
	☐	Non-Profit		
	☐ Employment Service State Agency (Wagner-Peyser)			
Contact Person				
Contact Person's Email Address				
Signatory Authority Signature				

Proposed Budget Amount:

_____ Community Outreach Service Provider

Attachment B: Conflict of Interest Form

By submitting a proposal, the authorized signatory authority of the bidding entity certifies to his/her knowledge and belief that there is no conflict of interest (real or apparent) inherent in the bid or in delivering the scope of work if FWCA awards a contract. A conflict of interest would arise if any individual involved in the preparation of this proposal and delivery of services has a financial or other interest or would be likely to gain financially or personally from the award of a contract. The same would hold true for any member of the individual's family, partner, or an organization employing or about to employ any of the above as a direct result of the successful award of a contract under the RFP. FWCA reserves the right to disqualify a bidding entity should a conflict of interest be discovered during the solicitation process.

Signatory Authority Name

Signature

Date

*Note: This form is a **mandatory** required document to be considered for either component. Bidders should only complete this form once per entry.*

Attachment C: Budget:

Please either complete the budget form and include a narrative explanation or submit a budget detail.

Salaries (Provider Staff)	\$
Benefits (Provider Staff)	\$
Travel	\$
Operational (supplies, communication, etc.)	\$
AJC Partner Shared Supplies*	\$
Subtotal	\$
Administrative Costs or Indirect**	\$
TOTAL BUDGET REQUEST (max. \$125K)	\$

Budget Narrative: Please provide a detailed explanation for each budget line item to justify the cost. Examples of explanations include job titles, wage rate, hours worked/charged, types of benefits and rates, estimated mileage/visits to locations, estimated time spent at each location, office and other supplies, and agency program operation or program costs. No travel expenses may be claimed for commute to/from “official station.” Travel expenses may be claimed from the official station. Federal Mileage Rate is \$.725. This is a one-year budget ending October 31, 2027. **All funding of this RFP is contingent upon FWCA and/or partner agreements having fund availability and may change based on increase/decrease in allocations, de-obligation of funds, new initiatives, and decisions of the FWCA.**

**An additional amount for necessary supplies for staff may be included in the budget under Operational. Each AJC partner is responsible for their own personal supplies specific to their program.*

*** If an agency is requesting reimbursement for administrative indirect cost versus direct charged administrative costs, an approved indirect rate proposal from the cognizant agency must be included with the proposal. Indirect cost will be a part of the competitive bid and subject to negotiation.*

Attachment D: References – Bidders are **required** to provide three letters of references who can verify their experience, along with a contact phone number or email. References should be for experience in the past 5 years.

Reference #1 _____

Phone # or email: _____

Reference #2 _____

Phone # or email: _____

Reference #3 _____

Phone # or email: _____

Additionally, list agency contact information below for **all current contracts or contracts for the past three (3) years**. Do not duplicate those listed as references.