

Attachment A
STATEMENT OF WORK

Pennsylvania Department of Labor & Industry
PA Unemployment Compensation - Improper Payment
Strategic Work Plan and Work Plan Execution: Public Awareness Campaign

BACKGROUND:

Pennsylvania has paid more than \$1 billion in unemployment compensation (UC) overpayments to Pennsylvanians collecting unemployment since 2009.

There can be numerous causes of improper payments of UC benefits that result in overpayment. The two most common causes are:

- Benefit Year Earnings (50.74% of all improper payments) - The claimant continues to claim and receive benefits after returning to work.
- Separation Issues (36.9% of all improper payments) - Information regarding the claimant's separation from work is received after a claim is paid that disqualifies the claimant from being eligible for benefits and creates an overpayment (employer sends inaccurate or late information, or a ruling is made on appeal).

The most current data from the U.S. Department of Labor (US DOL) indicates Pennsylvania's Estimated Improper Payment Rate is 10.08%. This is clearly too high and needs to be reduced.

OVERVIEW:

Pennsylvania Department of Labor & Industry, through supplemental grant funding from the US DOL, seeks Offerors to submit proposals for an awareness campaign to educate the public about the impacts of Unemployment Compensation (UC) fraud and improper payments.

Specifically, the goal of the campaign (project) is to prevent improper payments before they occur by educating the public on the most common errors leading to overpayments, defining what UC fraud is, the risks and potential consequences of committing UC fraud, and how to identify and report UC fraud.

We are seeking an Offeror that understands outreach, strategic communications and public relations and has a track record of creative use of media.

WORK PLAN:

Offerors shall provide in narrative form an integrated, strategic communications and outreach work plan for increasing awareness among the target audiences identified below about the impacts of Unemployment Compensation (UC) fraud and improper payments.

The work plan should include a strategic and technical plan for accomplishing the work.

Requirements include:

1. Submit a proposal that strategically outlines how the goal identified in the overview above will be achieved throughout the project.
2. Outline tasks and deliverables to be developed and executed under this project. Use the project tasks identified below as reference points. Modifications/additions to these task descriptions are permitted; however, reasons for changes must be fully explained.
3. Include with the work plan a detailed timeline of the project, advising which deliverables will be submitted at each benchmark.
4. Show an understanding of unemployment compensation and how it is offered to citizens of Pennsylvania.
5. Offeror should submit its own ideas for methodology behind strategic planning and some initial tactics using the direction below.
6. Target audiences include: UC claimants (to be geographically and demographically determined by L&I) – past and current; employers – past and current; the general public (who may have a loved one or co-worker who is a UC claimant.)
7. Personnel: Include the number of executive and key professional personnel, researchers, programmers, consultants, etc. who will be engaged in the work. For key personnel, include the employee's name and a resume or similar document that includes the Project personnel's education and experience pertaining to this project. Indicate the responsibilities each individual will have in this project, what percentage of each person's time you expect will be devoted to this project, and how long each individual has been with your company.
8. Subcontractors: Identify by name any subcontractors you intend to use and the services they will perform. Please spell out the percentage of work to be completed by both the prime and subcontractors.

9. Reporting/Status Calls: Weekly status reports will be required to be submitted to L&I via email every Friday by noon. Status reports shall include all work completed to date, remaining tasks to be performed, as well as any additional information that might be required from L&I. Client may request weekly status calls to discuss the reports.
10. The selected Offeror will be responsible for work plan execution. If the Evaluation Committee proposes any changes to the work plan, those changes must be reflected in the final product.
11. Collateral developed through this project must complement the commonwealth's branding guidelines identified in [Management Directive, 205.40 Commonwealth Branding Management Directive](#) unless otherwise directed by L&I.

Project tasks/deliverables include:

1. Development of a communications plan for the campaign with all elements outlined, including key messaging and recommended materials for target audiences.
2. Execution of a comprehensive public awareness campaign from the final communications plan, including execution of each approved element of the campaign.
3. Weekly status reports delivered via email to L&I.

Possible campaign elements may include, but are not limited to: online communications, earned media, and print, electronic and digital media (e.g. banner ads).

OWNERSHIP:

At the completion of this project L&I will have full ownership rights of all deliverables, concepts and created materials associated with this project.

L&I may run all created materials developed by selected Offeror at any time without needing to seek permission from the Offeror or other entity for talent fees or any other usage rights.

In addition, if applicable, for any online communications developed, all source code becomes the property of L&I. All source code shall be well documented internally through the use of imbedded comment lines.

All editable files and final files must be transferred to L&I upon the completion of the purchase order. The transfer must be in a mutually-agreed upon format between the Offeror and L&I that will allow for modification and/or reuse by L&I. This includes documents, tools, templates, materials, aids, native files, graphics and fonts (not just .pdf files), etc., associated with this project.

I.T. FUNCTIONALITY REQUIREMENTS:

All I.T. deliverables must be coordinated with L&I's Web Site Administrator and all materials must be compatible with PC computer and/or Adobe Creative Cloud - InDesign, Photoshop, Illustrator and Acrobat Pro and comply, to the extent applicable with all Information Technology Policies issued by the Office of Administration.

TERM OF CONTRACT:

The term of the Contract will be from the effective date of the Purchase Order through June 30, 2015.