

Statement of Work
PA Unemployment Compensation Amnesty, Communications
Pennsylvania Department of Labor & Industry
Strategic Work Plan and Work Plan Execution

Creative Services - Marketing Services

This project is not to exceed \$200,000

Overview:

Pennsylvania, through establishment of legislation in 2012, is offering unemployment compensation (UC) amnesty to both individuals who owe the state overpayments and employers that were delinquent prior to June 30, 2012.

Labor & Industry seeks suppliers to submit proposals for a three-month strategic marketing, outreach and education campaign to inform delinquent individuals and employers of the amnesty program. Labor & Industry hopes to collect \$17 million owed the state during the three-month campaign.

Educating UC claimants that keeping overpayments is punishable by law and employers that UC tax delinquency is punishable by law should be secondary goals of the campaign.

We are seeking a supplier that understands outreach, marketing and public relations and has a track record of creative use of media. We are looking for out-of-the-box tactics and creative suggestions for how media relations combine with paid media to enhance the campaign's effectiveness.

Possible tactics may include but are not limited to: Radio, transit, newsstands, social media, consumer and business print media, grassroots outreach, public relations, consumer videos and other marketing materials.

Background needed to complete work plan:

- History: Pennsylvania paid more than \$1 billion in unemployment compensation overpayments from 2009 through the end of July 2011.
- Employers are delinquent for different reasons ranging from willful nonpayment to UC system tax statement error. In response to both circumstances, Pennsylvania adopted a provision for offering UC tax amnesty as part of Act 60 in June 2012.
- Labor & Industry's Office of Integrity
 - This office exists to oversee fraud and theft in the UC system and is the lead office for the UC amnesty campaign.
 - The Office of Integrity staff is dedicated to assisting in the location and prosecution of UC fraud and will work with both the supplier and the L&I press office to oversee the campaign.
- Target Audiences:

- UC claimants (to be geographically and demographically determined by L&I) – past and current – who owe Pennsylvania for UC overpayments as of June 30, 2012.
- Employers – past and current – who are delinquent in Pennsylvania UC tax payments as of June 30, 2012.
- Goals:
 - Primary: Inform target audiences of what UC tax amnesty is, why it's being offered, who must respond and what the consequences of not responding during the amnesty period are.
 - Secondary: Educate UC claimants that keeping overpayments is a crime punishable by law.
 - Secondary: Educate employers that UC tax delinquency is a crime punishable by law.

Term of Contract

The term of the contract will be from the effective date of the agency purchase order through Sept. 15, 2013.

Bidder Requirements

- **Work Plan:** Bidders should create a narrative work plan for accomplishing this project, entailing:
 - Strategy
 - Tactics
 - Testing
 - Minimum of two high-level creative concepts
 - Detailed project timeline
- **Cost:** Include a cost matrix as an attachment to the work plan. We expect the list to be customized based on the proposed work plan, and would include, but not be limited to:
 - Strategic Planning
 - Collateral Development/Design
 - Materials
 - Testing/Evaluation
 - Administration (reports, presentations to L&I Office of Integrity and other senior staff)
- **Similar Projects:** The Bidder should present with its response three similar previous projects. Bidders that do not have similar project experience should take great care to explain why and how they are qualified to work on this project.
- **Personnel:** Include the number of executive and key personnel that will be involved in this project. For executive and key personnel, please include the person's name, resume, and tenure with the Bidder, and qualifications and experience pertinent to the successful completion of this project.
- **Presentation:** All Bidders must be prepared to present their proposed work plan, any research findings, creative concepts and written materials, as well as costs, to Labor & Industry's Office of Integrity, senior and press staff in Harrisburg, PA upon request.

Project Requirements: The following are Supplier requirements for the overall executive of this project:

- **Functionality Requirements:** Materials must be compatible with PC computer, and Adobe InDesign/Photoshop.
- **Design Phase:** The Supplier must be compliant with [commonwealth branding guidelines](#).
- **Translation:** Labor & Industry's on-staff translator will translate all materials into Spanish. No translation costs should be included in the work plan/costs.
- **Testing:** Prior to executing the campaign, the Supplier must test creative concepts using the most widely accepted and cost-effective research methods.
- **Documentation:** The Supplier must supply weekly status reports to Labor & Industry.
- **Knowledge Transfer:** All documents associated with this project must be electronically transferred to Labor & Industry upon completion of this project – including all native files and fonts. PDFs will not be accepted.
- **Payment Requirements:** All payment for services will be made via purchase order. A written notice signed by Labor & Industry's contracting officer will constitute the Supplier's authority to proceed, and shall be considered evidence of an executed contract. Payments will be made in no more than nine installments invoiced not more than monthly with the final installment invoiced no later than Oct. 1, 2013 demonstrating completion of all tasks included in the final, approved work plan. Payment will be made at these monthly intervals upon the Supplier's submission of an original itemized invoice and Labor & Industry's finding that the work conducted during those intervals is acceptable.
- **Timeline Requirements:** Act 60 mandates that the UC Amnesty campaign runs from June 1, 2012 through Aug. 31, 2013.

Deliverables: The selected supplier will be required to complete the following:

- **Project Work Plan:** Develop an integrated work plan per the requirements specified under "Bidder Requirements."
- **Implement Work Plan:** The Supplier will be responsible for work plan execution. If Labor & Industry proposes any changes to the work plan, those changes will be reflected in the final product as provided by the Supplier.

Questions: Questions regarding the procurement solicitation should be submitted to Robyn Graham, Bureau of Administrative Services, Department of Labor & Industry, RA-li-OIT-BAS-Procur@state.pa.us

Subject line should reference: **UC Amnesty RFQ**