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## **Workforce Innovation & Opportunity Act (WIOA) Procurement Request for Quotation**

**DATE:** December 12, 2025

**ITEM:** Media Creation, Outreach Campaigns, and Social Media Management

**SUMMARY:** Workforce Development Board of San Luis Obispo County is seeking qualified vendors to provide media creation, outreach campaign development and implementation (including traditional and social media), and social media platform management services. The purpose of this RFQ is to support public outreach, communication, and engagement efforts focused on workforce development programs within rural communities served by the agency.

### **SCOPE OF WORK**

The selected vendor will provide services in the following three categories:

#### **A. Media Creation**

- Produce short-form promotional videos or PSAs.
- Design digital and print materials such as flyers, brochures, and posters.
- Provide scriptwriting, narration/voiceover, and editing.
- Ensure all content meets accessibility standards (captions, alternative formats, translations as needed).

#### **B. Outreach Campaigns (Traditional & Social Media)**

- Develop and implement a tailored outreach campaign strategy.
- Place ads in local newspapers, radio stations, and digital platforms.
- Coordinate printed material distribution and support outreach at community events.
- Use messaging that is culturally appropriate and relevant to rural and underserved populations.

#### **C. Social Media Platform Management**

- Manage social media accounts (e.g., Facebook, Instagram, LinkedIn).
- Schedule, post, and monitor content.
- Monitor engagement, respond to inquiries, and grow following.
- Provide monthly performance reports on reach, engagement, and key metrics.

### **DELIVERABLES**

- Media content (digital and print) tailored to the agency's outreach objectives.
- A full outreach campaign plan and documented execution of strategies.
- Monthly performance and expenditure reports.
- Social media activity and engagement summaries.
- Final report summarizing work performed and results achieved.

### **CONTRACT TERM**

The term of the agreement will begin upon date of execution (anticipated in January 2026) and will continue through June 30, 2026.

### **BUDGET AND COST STRUCTURE**

**Total Available Budget: \$25,000 (not to exceed)**

Below is the anticipated cost structure for monitoring and evaluation purposes. Vendors may propose adjustments, but must remain within the total funding cap.

Service Category	Estimated Cost
Media Creation	\$10,000
Outreach Campaigns	\$10,000
Social Media Platform Management	\$5,000
<b>Total</b>	<b>\$25,000</b>

Costs must be reasonable, necessary, and allocable under applicable federal, state, and local procurement requirements. Additional funds may be available to support direct costs of paid digital outreach campaigns recommended by vendor to target identified needs/areas.

### PROPOSAL SUBMISSION REQUIREMENTS

Respondents must submit a quote that includes the following:

1. **Vendor Information**
  - Business name, address, point of contact, and contact information
  - Proof of eligibility to contract with public agencies
2. **Approach and Work Plan**
  - Summary of how the vendor will fulfill each of the three service categories
  - Proposed timeline of major deliverables
  - Understanding of outreach in rural communities
3. **Budget Breakdown**
  - Itemized quote based on the estimated cost structure
  - Description of pricing model (hourly, fixed-fee, package pricing, etc.)
4. **Qualifications and Experience**
  - Summary of relevant experience working with public sector or non-profit clients
  - Examples of similar projects completed
  - Client references or case studies (if available)

### DEADLINE AND SUBMISSION INSTRUCTIONS

All quotes must be submitted by Friday, January 16, 2026 via email to:

Diana Marin at [dmarin@co.slo.ca.us](mailto:dmarin@co.slo.ca.us)

Questions?

Email: [dmarin@co.slo.ca.us](mailto:dmarin@co.slo.ca.us)