



REQUEST FOR QUOTES (RFQ)
Marketing, Communications, and Creative Services

Issue Date: August 11, 2026

Questions Due: September 14, 2026

Quotes Due: September 30, 2026, 5:00 PM

Contact: Melissa Keefe, keefe@goldensierra.com

Background

This solicitation is funded by the Workforce Innovation and Opportunity Act (WIOA) and will use the Small Purchase procurement method in accordance with local policy and applicable federal requirements. The initial contract term is anticipated to be January 1, 2027, to June 30, 2027, with the option to renew for up to three additional one-year terms. Golden Sierra Job Training Agency (Golden Sierra) will collect quotes from an adequate number of qualified sources and will award the contract to the entity whose quote provides the best overall value based on the evaluation criteria identified in this RFQ.

Purpose

Golden Sierra is seeking a qualified contractor to provide communications, branding, creative, and digital marketing services that support public awareness of workforce development programs and services. The contractor will develop and implement communication strategies, maintain Golden Sierra's website and brand identity, produce print and digital communications, manage electronic communication platforms, and develop marketing campaigns to increase awareness of workforce services, support participant recruitment, and strengthen employer engagement. All services shall support Golden Sierra's program objectives and comply with applicable federal, state, and grant requirements governing allowable outreach and public communications.

Scope of Work

Services may include, but are not limited to, the following:

Strategic Communications

Advise Golden Sierra on communications strategies, audience engagement, messaging, and marketing campaigns that support agency goals and grant objectives.

Brand Management

Maintain and apply Golden Sierra's brand standards to ensure consistent messaging and visual identity across all communications.

Website Management

Maintain and update the agency website, develop new content and landing pages, improve usability, monitor performance, and ensure accessibility and accuracy.

Creative Services

Design and produce print and digital communications, including flyers, graphics, presentations, event materials, website content, signage, and other collateral that promotes agency programs and services.

Production Services

Prepare production-ready files, coordinate with vendors, obtain goods/services necessary to support approved projects, and coordinate delivery of finished materials to Golden Sierra.

Digital Communications

Develop, distribute, and manage communications through agency-approved platforms, including email marketing, SMS, social media, and other digital communication channels.

Performance Reporting

Provide ongoing consultation, performance metrics, and recommendations to improve the effectiveness of communications, marketing campaigns, and public awareness efforts.

Quote Requirements and Evaluation Criteria

Golden Sierra will evaluate quotes based on the following criteria and maximum point values.

Quote Requirement	Evaluation Criteria	Points
Contractor Information	Completeness and clarity of information, including business history, primary services, experience with public agencies, and ability to perform the requested services.	25
Project Team	Experience and qualifications of the proposed project team. Demonstrated ability to successfully perform work of similar scope and complexity.	25
Work Samples	Quality, creativity, and professionalism of submitted work. Relevance to the requested services.	25
Cost Proposal	Reasonableness of rates, transparency of pricing (including any proposed markups or fees), and overall value.	25
	TOTAL	100

Submission Instructions

Quotes must be received no later than 5:00 PM on September 30, 2026. Submit quotes electronically in PDF format to keefe@goldensierra.com. Late submissions will not be considered.

Questions

Questions regarding this RFQ must be submitted by email no later than September 14, 2026. Responses that materially affect this RFQ will be posted on Golden Sierra's website.

Contract Requirements

The successful contractor will be required to enter into a written agreement with Golden Sierra. Bidders should be aware that the agreement will include:

- Compliance with WIOA, 2 CFR Part 200 (including Appendix II), and 2 CFR Part 2900.
- Requirements for allowable costs, invoicing, supporting documentation, record retention, and access to records.
- Federal and state nondiscrimination, equal opportunity, accessibility, confidentiality, privacy, and data security requirements.
- Federal funding disclosure and public communications requirements.
- Requirements governing subcontracting and the purchase and reimbursement of project-related goods and services.
- Ownership and use of work products, materials, digital assets, accounts, and other items developed or acquired under the agreement.
- Applicable debarment, conflict of interest, and lobbying requirements.
- Standard contract provisions addressing insurance, indemnification, performance, amendments, remedies, and termination.

Other Terms and Conditions

Golden Sierra reserves the right to amend or cancel this RFQ; reject any or all quotes, in whole or in part; waive minor irregularities or informalities; request clarification or additional information from one or more contractors; conduct discussions, interviews, or negotiations with one or more contractors; and award a contract based solely on the written quotes received, with or without discussions or negotiations, as determined to be in the best interest of Golden Sierra.

Issuance of this RFQ does not obligate Golden Sierra to award a contract or reimburse any costs incurred in the preparation or submission of a quote. Quotes submitted in response to this solicitation may be subject to disclosure in accordance with the California Public Records Act and other applicable laws.

Any contract award is contingent upon the availability of funding, successful contract negotiations, and compliance with all applicable federal, state, and local requirements.

Federal Funding Disclosure (Stevens Amendment)

This solicitation is funded by a grant award totaling \$4.36 million (100%) from the U.S. Department of Labor with \$0.00 (0%) financed from non-federal sources.

Additional information is available at <https://goldensierra.com/federal-funding-disclosure>.