



**INVITATION TO NEGOTIATE TRAINING AND EDUCATION SERVICES 12-2015 –
AMENDED MARCH 29, 2016**

Project Overview

The Florida Concrete Masonry Education Council was appointed by Governor Rick Scott. Its purpose is to bring together masonry manufacturers and contractors in an effort to plan and conduct training programs, improve access to masonry education, develop outreach programs to ensure diversity, and inform the public about the sustainability and economic benefits of concrete masonry products. The Florida Concrete Masonry Education Council, Inc. (FCMEC) was created by section 446.53, Florida Statutes, and operates as a direct-support organization of the Department of Economic Opportunity. The overarching legislative intent of the Council is to educate and train individuals in the field of concrete masonry. The Council operates as a corporation not-for-profit, as defined by §501(c) (3) of the Internal Revenue Code of 1986.

Statute 446.53 includes the following enumerated directives that authorize the procurement of services as described in the Scope of Work.

(c) The council shall:
1. Plan, implement, and conduct programs of education for the purpose of training individuals in the field of concrete masonry.
2. Develop and improve access to education for individuals seeking employment in the field of concrete masonry.
3. Develop and implement outreach programs to ensure diversity among individuals trained in the programs conducted pursuant to this section.
4. Coordinate educational programs with national programs or programs of other states.
5. Inform and educate the public about the sustainability and economic benefits of concrete masonry products in order to increase employment opportunities for individuals trained in the programs conducted pursuant to this section.
(d) The council may:
1. Provide to governmental bodies, on request, information relating to subjects of concern to the concrete masonry industry and act jointly or in cooperation with the state or Federal Government, and agencies thereof, in the development or administration of programs that the council considers to be consistent with the objectives of this section.
5. Cooperate with any local, state, regional, or nationwide organization or agency engaged in work or activities consistent with the objectives of this section.

This ITN seeks to procure contractors, in a vendor/contractor relationship, who can assist the Council in meeting its statutory and stated objectives as listed above.

The Council's [Bylaws](#), [Code of Ethics](#), and [2015 Strategic Plan](#) can be found on the Council's website <http://www.floridamasonrycouncil.org>.

Eligible Applicants

Organizations eligible to apply for this ITN are:

- Florida based government agencies, including educational institutions
- Florida based non-profit corporations
- Florida based for-profit organizations

Scope of Work

Selected organizations may propose to provide any or all of the services shown below. Other services that would benefit the program may be suggested by the respondent and will be considered by the Council.

Solicited services include but are not limited to:

1. Plan, implement, and conduct programs of education for the purpose of training individuals in the field of concrete masonry.
 - a. Create, fund, deliver, maintain, and promote training and apprenticeship programs.
 - b. Identify and implement organizing and training standards for classroom and apprenticeship programs consistent with national best practices and Florida Statutes.
 - c. Engage companies to create apprenticeships or hire apprentices, and assist with training and funding of training programs.
2. Enhance and ensure access to masonry education in as many school districts, regions, and population centers as possible, particularly those that are underserved.
 - a. Create and support training opportunities proportional to local demand for concrete masons.
 - b. Size local training opportunities to meet local demand for training by individuals seeking employment in the field of concrete masonry.

3. Increase enrollment in the Masonry Apprenticeship Program, while also ensuring those served represent a diverse population across socio-economic and demographic lines.
 - a. Create, fund, deliver, maintain, and promote a diversity outreach program to encourage participation;
4. Coordinate educational programs with national programs or programs of other state, to include taking advantage of federal funds available for workforce development and training;
5. Inform and educate the public about the sustainability and economic benefits of concrete masonry products in order to increase employment opportunities for individuals trained in the programs conducted pursuant to Florida Statute (F.S.) 446.53. Geographic areas of focus in Florida are Orlando, Tampa, Fort Myers/Naples, and Jacksonville (Northeast). Informational and Educational services respondents may use the following framework as a guide:

Strategy

- Research & data collection on the geographic areas specified above
- Research & testing on informational and educational messaging to connect with those areas
- Focus groups
- Stakeholder interviews
- Surveys and feedback collection
- Research from third-party databases
- Establish goals to survey during and following informational and educational campaigns

Design

- Development of a messaging platform including naming, key phrases, and messaging strategy
- Development of branded campaign assets (graphic elements) to support messaging strategy
- Media kit with “about statement,” logos for various applications, etc.
- Informational and educational media strategy and outreach

Development

- Print collateral (brochures, fliers, templates, etc.)
- Digital collateral (website, social media assets)
- Multimedia development -- Collect photography, video, other media for capture and use in informational and educational campaigns

- Development of informational and educational content through blogs, podcasts, email, television, or other original content development
- Engagement through educational media or public events
- Tradeshow & expo booth development for use at relevant events

Evaluation

- Collect surveys on success of outreach
- Gather qualitative feedback analysis for future directions

6. Other innovative programs that meet the Council’s purpose as defined in their [Bylaws](#) and [2015 Strategic Plan](#).

Schedule of Events

The ITN is posted at www.floridamasonrycouncil.org.

ITN Timetable

March 29, 2016	Amendment to this ITN issued by the FCMEC
April 14, 2016	Deadline for questions to be submitted by 5:00 p.m.
April 18, 2016	Answers to questions posted on FCMEC website
April 22, 2016	Responses must be received by 4:00 p.m.
April 28, 2016	Scoring and recommendations by evaluation committee*
May 3, 2016	FCMEC Board of Directors selects service providers with whom to negotiate*
May 11, 2016	Target date for completion of contract(s) negotiations
May 17, 2016	FCMEC Board of Directors votes on contract(s)
May 18, 2016	Contracted services begin

* - Respondents are encouraged to attend these meetings and if requested, be prepared to make a brief presentation and/or answer questions.

Times shown throughout this ITN are Eastern Time (Standard or Daylight Savings Time as the case may be). FCMEC in its sole and absolute discretion, reserves the right to adjust the deadlines published in this ITN.

Questions

Questions regarding this ITN may be submitted by email to: jim@floridamasonrycouncil.org. Questions received by the deadline noted in the ITN Timetable will be answered and posted on the FCMEC website no later than the deadline noted in the ITN Timetable.

Preparation of ITN Response

Technical Response

Eligible entities should prepare a response that addresses the following criteria:

Organizational Capacity:

1. Describe the organizational and staff qualifications, including your organization's leadership, mission and history;
2. The organization should describe their experience providing the proposed services in Florida;
3. Include three references who can attest to the quality or the work provided that it is similar to the work being procured in this ITN;

Scope of Work Technical Proposal:

1. Describe which items in the Scope of Work section of this ITN, or alternative services, the organization is proposing to provide;
2. Include a project timeline that schedules how and when the scope of work services will be delivered and defines a proposed project period start and end date.;
3. Include specific and measurable project deliverables to be achieved during the project period, including proposed quantities (i.e. individual outreach events or activities, curriculum topics created, number of trainees enrolled, number of graduates, number of hires, etc).

Responses should reference the title of this ITN and clearly define it as a response.

Cost Proposal

Respondents must provide a cost proposal narrative for their proposed services. Cost proposals should delineate items for which the funds are being requested (i.e. unit price per deliverable being proposed, staff costs, tuition, etc) in order to achieve the scope of work in the response. Information should include when funds are needed throughout the project period and propose a schedule of payments. Pay points will be negotiated if the response is selected for further contract negotiation.

Submission Guidelines

Electronic responses in Microsoft Word should be emailed to Jim Painter at jim@floridamasonrycouncil.org.

Alternatively, responses may be physically delivered to:

The Florida Concrete Masonry Education Council, Inc.
ITN 12-2015 (Amended)
Attn. Genise Harrison
20 West University Avenue
Suite 301
Gainesville, Florida 32601

Late responses will not be accepted. If physically delivered, late responses will be returned unopened to the respondent. If a late response is electronically delivered, the respondent will be notified accordingly via email.

All responses should be on the respondent's letterhead and signed by an authorized representative. Responses should focus on the respondent's qualifications and which items from the scope of work are being addressed by their response. Should the response be chosen for a contract negotiation, a detailed scope of work and cost proposal will be addressed at that time.

Respondents should clearly and completely demonstrate their organizational and managerial capacity to ensure that the services and outcomes to be provided are achieved during the contract period. This includes but is not limited to:

- Delivery of all contracted services in a high-quality fashion;
- Meeting or exceeding all contract objectives and goals;
- Conducting self-monitoring for contract compliance;
- Keeping necessary and appropriate records in a timely and auditable manner;
- Keeping necessary databases updated and correct in a timely and auditable manner;
- Adhering to statutes, regulations, rules, policies, and procedures;
- Acquiring, training, and retaining qualified employees;
- Acting in good faith with all parties;
- Cooperating with the Council, and its service providers and partners; and
- Promptly providing information to enable any monitoring that the Council will conduct during the contract term.

Evaluation of Responses

A committee of the FCMEC appointed by the Chair of the FCMEC Board of Directors or a committee comprised of the FCMEC Board of Directors, will evaluate responses. Evaluations will be based on the following criterion:

- Clarity and sufficiency of the respondent’s qualifications, initiative description, activities, and alignment with the Scope of Work;
- Objective, relevant, and quantifiable deliverables;
- Price is reasonable and justified; and
- Ability to support the FCMEC in its mission.

General Conditions

This ITN does not commit or obligate the Council to award a contract, to award a contract to any particular respondent, to commit or expend any funds identified in this ITN, to pay any respondent any costs incurred in advance of the execution of a contract, or to procure or contract for services or supplies.

The following conditions are applicable to all responses. The Council reserves the right to:

- Accept or reject any or all responses in whole or in part, at its sole and absolute discretion,
- Change or waive any provisions set forth in this ITN,
- Return non-conforming responses without review,
- Waive informalities and minor irregularities in responses received,
- Negotiate any and all proposed terms, conditions, costs, staffing levels, services, activities, and all other specifics,
- Request additional data, technical revisions, or oral presentations in support of the written response,
- Change specifications and modify contracts as necessary to:
 - Facilitate compliance with the legislation, regulations and policy directives,
 - Manage funding,
 - Change funding to meet the needs of the Council,
 - Meet the needs of the customers and clients, and
 - End contract negotiations if acceptable progress, as determined by the Council, is not being made within a time frame acceptable to the Council.

Responses containing one or more fatal flaws will not be considered nor will they be subject to appeal. The following constitute fatal flaws:

- Incomplete responses;
- Incomplete or erroneous information, withholding material information, or falsifying information;

- Inappropriate Contact - To avoid actual conflicts, the appearance of conflicts, or undue influence effecting the procurement process, all prospective respondents, their employees, agents, sub-respondents, etc. are prohibited from contacting any FCMEC Board member, its Executive Director, and staff of the FCMEC administrative entity, except as expressly directed in this ITN.

The respondent acknowledges that FCMEC is subject to Chapter 119 (Public Records) and Chapter 286 (Public Meetings) of the Florida Statutes and Section 24, Article I (access to public records and public meetings) of the Florida constitution. Consequently this ITN, responses to this ITN, all related materials, and any subsequent contracts are subject to public disclosure and discussion. Neither FCMEC, its Executive Director, any of its directors, agents, contractors, nor its administrative entity, shall be liable to any respondent for the content of any such public disclosure and discussion.

Appeals

FCMEC will provide each respondent with written notice of FCMEC's decision. Non-selected respondents have the right to file one (1) appeal. If a consortium of respondents submitted the response, only the respondent authorized to act on behalf of the consortium will be notified and may file one (1) appeal on behalf of the entire consortium.

To appeal, the respondent must submit a letter to FCMEC's Executive Director within five (5) business days from the date of FCMEC's decision. The letter must state that an appeal to the decision is being filed. Specific reasons for the appeal must be based on only one or more of the following:

- Clear and substantial error or misstated facts upon which the decision was made by FCMEC,
- Unfair competition or conflict of interest in the decision making process,
- Any illegal or improper act or violation of law, or
- Any other legal basis on grounds that may substantially alter FCMEC's decision.

The letter of appeal must be received by FCMEC at the following address via a verifiable delivery service that requires signature upon receipt.

Florida Concrete Masonry Education Council, Inc.
ITN # 12-2015 / Appeal
c/o Executive Director

**20 W. University Avenue
Suite 301
Gainesville, FL 32601**

Letters of appeal cannot be submitted via facsimile or electronic mail. An authorized representative of the appellant must sign the letter of appeal.

FCMEC's legal counsel will review the appeal and determine whether or not the appeal meets one or more of the above-specified criteria that are a valid basis for an appeal. The respondent will receive written notice within seven (7) business days from the date its appeal is received by FCMEC advising as to whether or not its appeal has been accepted or rejected. The decision of FCMEC's legal counsel is final.

An appeal will not delay FCMEC from conducting and concluding contract negotiations with any selected respondent.