



RFQ 2023-002

Request for Quotes:

Good Wages Initiative Testimonial Videos

EmployIndy is seeking quotes from qualified vendors to aid in creating testimonial videos for EmployIndy's Good Wages Initiative (GWI).

Background

EmployIndy guides the local workforce ecosystem and makes strategic investments to promote equity and remove barriers to quality employment for underserved and underrepresented residents. Our vision is for all Marion County residents to have access to services and training necessary to secure a livable wage and grow in a career that meets employer demand for talent. As the workforce development board for Marion County, guided by 24 business, civic, education and nonprofit community leaders, EmployIndy invests over \$20 million in public, private and philanthropic funds for both youth and adults annually. EmployIndy stands against all forms of racism – systemic, individual, and structural – as an anti-racist organization.

In 2022, EmployIndy officially launched the [Good Wages Initiative](#), which certifies, celebrates, and showcases Marion County employers that have voluntarily committed to providing full-time employees both a wage of at least \$18/hour and access to employer-sponsored health insurance benefits. In 2018, the Brookings Institution partnered with the [Central Indiana Corporate Partnership](#) to produce a report examining Central Indiana's economic future. [Advancing Opportunity in Central Indiana](#) outlines numerous ways the area can develop strategies to increase the availability of more good and promising jobs that pay living wages. Their research determined that \$18/hour, paired with employer-sponsored health insurance, is the general living wage for the Indianapolis area (the number of working and non-working individuals in a household and other factors that affect the standard of living for household members).

GWI certification provides heightened opportunities to promote an employer's commitment to paying sustainable wages—which can help those businesses attract the most qualified employees first. Certified GWI employers gain access to marketing resources to promote and acknowledge their commitment to paying good wages. Exclusive certified GWI employer networking and idea exchange opportunities are offered, as well.

GWI is part of EmployIndy's [Choice Employers](#) program, designed to help businesses become an employer of choice for job seekers and attract new consumers through job quality practices including good wages, culture and diversity, career pathways, and employee support.



To view a list of current GWI certified employers, visit:

<https://employindy.org/goodwages/about/participating-employers/>

GWI employer and employee features can be found at:

<https://employindy.org/goodwages/about/blog/>

Purpose and Use

The purpose of these videos is to increase employer interest in providing full-time employees both a wage of at least \$18/hour and access to employer-sponsored health insurance benefits, as well as pursuing certification through the Good Wages Initiative.

Uses of this video (or portions therein) include but are not limited to the following:

- General promotion of the Good Wages Initiative on websites, social media, digital advertising, and other digital media platforms

Objectives

- Make a compelling case for increasing wages and access to employer-sponsored health insurance benefits via testimonials from current GWI certified employers
- Increase employer interest in becoming a certified GWI employer
- Increase traffic to <https://employindy.org/goodwages/>

Project Specifications and deliverables

- Deliverables:
 - 5 short testimonial style videos (30 seconds - 1 minute in length) for use on digital platforms
- Video will highlight GWI employers and employees, designated by EmployIndy

Quote Requirements

Please provide a complete written response to this RFQ which does not exceed five (5) single-sided pages and includes all the following:

- Company Overview
 - A brief company history and overview
 - The experience and/or prior work that demonstrates expertise in executing and delivering the services described in this solicitation
- Project Execution Plan

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- The proposed methodology for achieving all the above-mentioned specifications
- A plan for implementing the proposed methodology
- A timeline for discovery, research, analysis, and deliverables
- Project Cost
 - A quote with specific project costs by line item or proposed activity
 - A narrative explaining the estimated costs by line item or proposed activity

Proposal Process & Procedures

Applicants must submit one (1) electronic copy of the proposal. Please note that EmployIndy will not return any proposals it receives and will not reimburse applicants for any costs incurred in developing their proposals. This RFQ is not a contract and creates no legal rights for persons or entities submitting proposals.

All responses should be submitted no later than **Friday, May 26, 2023** at <https://employindy.org/contractopp>.

Project Timeline

- Wednesday, May 17, 2023
 - RFQ dispersed
- Friday, May 26, 2023
 - Responses due
- Friday, June 9, 2023
 - Notice of selection
- Thursday, June 22, 2023
 - Project kick-off meeting
- Friday, September 29, 2023
 - Completion of deliverables