



**The Oakland Workforce Development Board  
Proposal Development & Local Plan Modification  
Request for Quotation (RFQ)**



**Introduction**

The Oakland Workforce Development Board (OWDB) is a 20-member business-led policy and oversight body that oversees employment and training programs and services in the City of Oakland, including those authorized through the Workforce Innovation and Opportunity Act (WIOA). These programs and services help job seekers gain employment and connect businesses with a qualified workforce. The OWDB and its staff mobilize leaders from business, economic development, education, labor, community-based organizations, and public agencies to align resources and investments for residents who need assistance with developing skills that help expand access to high-quality jobs and careers offering income mobility.

The WIOA was enacted in July 2014, with the intention of increasing global economic competitiveness by strengthening the workforce development system through a coordinated system, which serves individuals with barriers to employment. WIOA strengthens the alignment of its core programs and other essential programs and reaffirms the role of the America's Job Center of California (AJCC), for the delivery of training and career services to jobseekers, aligned to meet the needs of employers.

Under guidance from the California Workforce Development Board (CWDB) and the Employment Development Department (EDD), the OWDB sets program policies in alignment with WIOA. The OWDB also provides administrative oversight of workforce development activities, which includes the oversight of contracted service providers for the AJCC, youth programs and services.

**Project Purpose**

The OWDB seeks professional consulting services from individuals and/or organizations to assist with the development and writing of two formal Requests for Proposals (RFP) to procure the services of youth and adult services providers for Oakland's WIOA funded system for the years of 2019-2022. Additionally, the selected entity will help support modification of the OWDB's 2017-2020 local plan, inclusive of the elements required by the State of California.

The selected entity will work closely with OWDB members, community members at large, staff and other consultants who are supporting related work activities associated with these projects. Ideally, the respondents will be familiar with both the WIOA and how local workforce boards help support networks, programs, and services that help to grow economic opportunity and strengthen the ties between local businesses and residents. Qualified consultants must have excellent communication skills and the ability to work effectively with complex public-

private partnerships and ideally will have a track record working effectively on addressing race and equity issues with people from impacted communities.

### *Race & Equity in Oakland*

In mid-2018, the City of Oakland released an Equity Indicators Report to develop a baseline quantitative framework to be used by City staff and community members alike to better understand the impacts of race, measure inequities, and track changes in the disparities for different groups over time. The Department of Race and Equity provides technical support for City department and staff efforts to make data-driven decisions about programs and policies to address these inequities and increase equitable access to opportunities and services that we administer or deliver, directly or by contract. The Equity Indicators will enable community members to monitor our progress or setbacks and advise improvement. Future reports will measure change in the disparities for different groups over time and will offer an opportunity for City staff and community members to work in collaboration to devise and implement course correction and to celebrate progress. The entity selected through this process will use this framework to guide the approach to the work. Links for the 2018 Oakland Equity Indicators report appear below.

Executive Summary: <https://www.oaklandca.gov/documents/executive-summary-2018-oakland-equity-indicators-report>

Full Report: <https://www.oaklandca.gov/documents/2018-oakland-equity-indicators-report>

### **Background information on the Request for Proposals**

The OWDB currently funds the operation of a Comprehensive America's Job Center of California (AJCC) and three (3) Affiliates Centers that provides WIOA services to adult job seekers. These locations provide career services, including the following: posting of employment opportunities; skills assessments; occupational and labor market information; career coaching; referrals to supportive services and training programs; and a variety of other services. The OWDB also currently funds five (5) providers that serve low-income in-school and out of school youth between 16-24 years old. Contracts with current service providers terminate June 30, 2019. The anticipated start date for new providers is July 1, 2019.

The OWDB seeks to lead and support key citywide and regional innovations and partnerships that advance the economic security and resilience of Oakland's most vulnerable adult residents. In support of this goal, the OWDB has adopted multiple strategies to serve the needs of its adult job seekers and workers, including focusing efforts and investments on programs and services that meet the workforce development needs of historically underserved populations who need more intensive assistance with accessing jobs and careers offering sustainable wages and upward mobility, and enhancing and expanding the range of short-term, high-quality training programs offering skill development opportunities leading to industry recognized certifications that meet the needs of local employers.

The OWDB's goal for its WIOA-funded youth services is to work with public, private, and community-based organizations and key local initiatives to empower disconnected young people in the City of Oakland to access meaningful employment opportunities. This goal is supported by strategies that seek to coordinate resources and investments to better align with major citywide and regional efforts targeted toward the educational and career development of youth and young adults, as well as efforts that seek to strengthen and expand work-based learning opportunities for youth and young adults.

### **Background information on the local plan modification**

The primary purpose of the local plan modification is to facilitate access to education and training services for those who want and need them. At the local level, clients will access regional sector pathways, the services of WIOA mandated/core partner programs that are designed with human-centered focus and are aligned, coordinated and integrated, to best serve jobseekers. The local level system provides the access points for the delivery of supportive services through the core partnership.

The local plan must be shaped by all the required partners and stakeholders, and it must sync up to align with the regional plan modifications, developed under the direction of the Regional Planning Unit (RPU) and in alignment with the goals of the State Plan Modifications: ([https://cwdb.ca.gov/plans\\_policies/state-plan-modifications/](https://cwdb.ca.gov/plans_policies/state-plan-modifications/)), including the provisions of State Directive WSD 18-01 ([https://www.edd.ca.gov/Jobs\\_and\\_Training/pubs/wsd18-01.pdf](https://www.edd.ca.gov/Jobs_and_Training/pubs/wsd18-01.pdf)).

### **Available Funding & Scope of Work/Services**

Up to \$49,999 is available for the project. The RFP development must be completed by the end of December 2018 and the Local Plan update must be completed by the end of January 2019. The respondent must include a statement, which indicates the cost of the proposed project. The anticipated start date of the project will be on or around October 15, 2018 and is subject to change.

Consultant services will include, but not be limited to the following tasks:

1. Clearly understanding the OWDB's 2017-2022 Local and Regional Plan priorities;
2. Work closely with WDB members, staff and other stakeholders in designing each RFP;
3. Design the RFP process;
4. Write the Adult and Youth RFPs;
5. Modify the local strategic workforce development plan to include new state requirements and involve all the required partners;
6. Collaborate and communicate with OWDB staff to learn about programs, initiatives, partnerships and gather pertinent documents to update the local plan.

7. Facilitate and/or co-facilitate with OWDB staff, Board meetings, community forums and/or stakeholder meetings, focus groups, etc. per State directive;
8. Develop a stakeholder and inclusive community engagement plan designed to reach those most impacted by high and chronic unemployment;
9. Analyze and synthesize information gathered through the inclusive community engagement process in a usable format to inform plan revisions;
10. Attend and/or facilitate community outreach meetings;
11. Work with the regional planning team and the RPU leadership to incorporate components of the regional plan into the local plan when appropriate;
12. Analyze and synthesize reading materials, including labor market information, legislation, directives from the State and other pertinent documents necessary to update the local plan; and
13. Modify the local plan as necessary, to accommodate recommendations from the public, board members, required partners, as well as changes in contingent legislation, and other required changes, during a 30-day comment period.

**RFQ Submittal Requirements**

Respondents must prepare a proposed scope of work and project schedule. The OWDB and the selected consultant will determine the final scope of work following selection. This is a high-priority project, and as such, an aggressive schedule towards completion is anticipated.

Submissions must not exceed 10 pages and must be in 12-point Times New Roman font with normal or moderate margins. The quotation given must not exceed \$49,999 to deliver the scope of work.

**Criteria for Selection**

The following rubric will be followed in assigning points to the written response to the RFQ. The written response with the highest score will be selected:

Criteria	Assigned Points
<p><b>Relevant Experience:</b>            The written response demonstrates authentic familiarity with WIOA and the workforce development system (local workforce development boards, community college district, adult schools, economic development, etc.) and includes at least one example of a similar project.            Prior experience and ability to work with City staff, community groups, and other stakeholders</p>	25

Criteria	Assigned Points
<p><b>Approach:</b>  The written response demonstrates a clear, streamlined and articulate strategy for achieving the scope of work for the development of the Request for Proposals and Local Plan modification.  Understanding of the nature and extent of the services required.  A specific outline of how the work will be performed.  Awareness of potential problems and providing possible solutions.  Special resources offered that are relevant to the successful completion of the project.</p>	30
<p><b>Community Engagement:</b>  The written response demonstrates a clear strategy for facilitating the community forums, focus groups and/or meetings, to gather feedback from the stakeholders and impacted community in the development of the Request for Proposals and Local Plan modification. The strategy must demonstrate inclusive outreach and engagement to specific populations most impacted by barriers to employment.</p>	30
<p><b>Organization/Qualifications</b>  The written response demonstrates that the prospective party has the capacity to complete and carry out the scope of work  Professional background and qualifications of team members and firms comprising the team.  Current workload, available staff and resources.  Capacity and flexibility to meet schedules, including any unexpected work.  Ability to perform on short notice and under time constraints.  Cost control procedures in design and construction.  Ability to perform numerous projects at the same time.</p>	15
<b>Total</b>	<b>100</b>

**Deadline for Submission**

The deadline to submit the written response to this RFQ is September 28, 2018 at 3pm PST. Written responses to RFQs are to be submitted to Lazandra Dial [LDial@oaklandca.gov](mailto:LDial@oaklandca.gov).

**Written Inquiries**

The deadline for written inquiries about the Request for Proposal RFQ is September 21, 2018. Inquiries may be submitted to Lazandra Dial at [LDial@oaklandca.gov](mailto:LDial@oaklandca.gov).