DATE: September 8, 2015

TO: LA's Workforce Development System

FROM: Jaime H. Pacheco-Orozco, Director Workforce Development System

SUBJECT: WDS INFORMATION BULLETIN No. 16-02
(Supersedes WDS Information Bulletin No. 16-01)
REQUEST FOR INFORMATION (RFI) TO PROVIDE INDUSTRY SECTOR-BASED WORKFORCE SERVICES TO THE LONG-TERM UNEMPLOYED, RECIPIENTS OF UNEMPLOYMENT INSURANCE, AND RETURNING VETERANS

EFFECTIVE DATE
This bulletin is effective upon date of issuance.

PURPOSE
The purpose of this bulletin is to solicit interest from currently contracted WorkSource Centers (WSC)/America’s Jobs Centers of California (AJCC) to provide industry-focused workforce services, including training and placement, to the long-term unemployed, recipients of unemployment insurance, and returning veterans.

BACKGROUND
The state of California has recovered a great majority of the jobs numbers lost during the recent “Great Recession.” Even so, the state’s unemployment rate remains higher than that of other states and exceeds the national average. At the same time, the new jobs that are being created are connected to specific industry sectors and require enhanced skills levels to perform.

In order to address these high unemployment levels and skills gaps, the California Employment Development Department (EDD) recently applied for and was awarded $7 million in supplemental Workforce Innovation and Opportunity Act (WIOA) National Emergency Grant (NEG) funding from the U.S. Department of Labor (USDOL) to develop sector strategies in five regions\(^1\) of the state, including the City of Los Angeles (City).

\(^1\) The five regions are as follows: North State, Capitol/Sacramento, Silicon Valley, Los Angeles (consisting of the City of Los Angeles and the City of Long Beach), and San Diego/Imperial Valley.
AVAILABLE FUNDING, DESIGNATED INDUSTRY SECTORS
Of the $7 million awarded, the Los Angeles region will receive $2 million to deliver industry-sector job training and job placement assistance in the following designated sectors: biotechnology/biosciences, advanced manufacturing, and transportation/logistics. Funding will be allocated as follows: $1.2 million to the City, and $800,000 to the City of Long Beach. The City’s allocation includes $200,000 dedicated to convening and leading regional planning efforts for the designated sectors.

The above sectors have been identified by the Workforce Development Board (WDB) as high-wage, high-growth, with career advancement opportunities, and of growing economic importance to the City. The WDB’s recommendations accord with the findings of a recent study from the Economic Development Corporation of Los Angeles County (LAEDC): Los Angeles: People, Industry and Jobs, 2014 – 2019.

This project will continue and build on the City’s existing involvement with the Southern California Biomedical Council and the National Tooling and Manufacturing Association. The City has also been designated a key partner in the U.S. Department of Commerce Economic Development Administration’s “Investing in Manufacturing Communities Partnership” initiative.

POPULATIONS TARGETED FOR SERVICE, NUMBER OF CLIENTS TO BE SERVED, EMPHASIZED SERVICES, EDUCATION PROVIDER
This project will target the following populations for service: the long-term unemployed, recipients of unemployment insurance benefits, and returning veterans.

The Los Angeles region will be expected to deliver training and placement services - with special emphasis on work experience and on-the-job-training (OJT) -- to 90 participants per sector (advanced manufacturing and biotechnology/bioscience). Los Angeles Valley College will be the primary training provider, using sector specific curricula developed with key industry employers and industry councils.

As necessary and appropriate, participants will be offered basic skills remediation, pre-employment skills training (developing job search plans, generating job leads, job search, résumé and application preparation, and interviewing skills), and post-employment classes (which may include critical thinking, emotional intelligence, public speaking, diversity training, leadership skills, negotiation skills, conflict resolution, etc.) to ensure that they progress in their fields.

At minimum, all participants will be expected to receive the following services:
- Basic Skills Assessment
- Development of an Individual Employment Plan
- Basic Skills Remediation (as necessary)
- Provision of Pre-employment Soft Skills Training
- Career Coaching
• Support Services
• Training Services
• Employment Placement Services
• Post-Employment Follow-up Services

TRAINING MODALITIES
This program seeks to develop a variety of training modalities, including internships, with special emphasis on paid work experience and OJT training. Industry-specific training in advanced manufacturing and biotechnology/biosciences, already in place and demonstrated to be successful, will be delivered by Los Angeles Valley College.

COORDINATED REGIONAL APPROACH AND EXPANDED PARTNERSHIPS
This program seeks to expand the City’s Sector Strategies in the three sectors by expanding partnerships with key employers, employer associations, training providers and regional workforce development areas in the greater Los Angeles region.

To ensure that the program has regional coverage, and that veterans and the long-term unemployed are served in as efficient and all-encompassing a manner as possible, funded WSC/AJCC will be expected to participate in regional planning sessions with employers, training providers, and regional Local Workforce Development Areas (LVDA), and to attend and cooperate with regional planning working groups, employer engagement working groups, and training and workforce service provider working groups, as they are constituted.

NUMBER OF WSCs TO BE AWARDED FUNDS
The EWDD wishes to identify two WSC/AJCC to provide an array of workforce services (see above), including recruitment and enrollment, to 90 participants per sector (advanced manufacturing and biotechnology/biosciences).

CONTRACT TERM
The term of City contracts arising from this RFI is October 1, 2015 through March 31, 2017.

CONTRACT AMOUNT
WSC/AJCC selected for this program will be awarded up to $175,000 in WIOA NEG funding.

OTHER REQUIREMENTS – STATUTORY, OPERATING, AND REPORTING
In providing services pursuant to this NEG, the interested WSC/AJCC will be expected to comply with a) WIOA rules, regulations and policies, as released from time to time; b) the rules and regulations of the NEG, as released from time to time; c) applicable federal and state statutes, rules, regulations and policies; and d) local rules and policies. In addition, because the WIOA recently came into effect (in July 2015), and therefore, WIOA-specific rules may not be in place, the EDD, from time to time, is expected to issue training and employment guidance letters (TEGL), in the form of directives. The selected WSC/AJCC will be required to comply with any and all current and subsequently issued WIOA-related EDD directives.
As for all jobs training programs, the WSC/AJCC will be expected to utilize the JobsLA link.

Participating WSC/AJCC will be required to meet and report on mandatory WIOA performance metrics\(^2\), including the following:

- Entered Employment Rate - 67.5% for Dislocated Worker (DW)
- Employment Retention Rate - 80.2% for DW
- Average Earnings - $15,150 for DW.

As with the majority of WIOA/NEG programs, participating WSC/AJCC will be encouraged to work in concert with the WSC system, other WDBs, other service providers, non-governmental agencies, chambers of commerce, faith-based organizations, employer associations, employers, education/training providers, and especially Los Angeles Valley College and the constituent colleges of the Los Angeles Community College District.

**PROPOSAL REQUIREMENTS**

Currently contracted WSC/AJCC interested in delivering the above-described services must complete and submit an original and three copies of the following no later than 5:00 p.m. on Thursday, September 24, 2015:

A. Request for Interest Response Form (attached hereto).

B. Program Design Narrative, not to exceed five (5) pages, to include the following:

a. A detailed program design to include the following:
   i. Description of workforce services to be provided, including remediation to address skills gaps.
   ii. Description of how outreach will be effected to the long-term unemployed, recipients of unemployment insurance and returning veterans.
   iii. Description of process for serving the long-term unemployed, recipients of unemployment insurance and returning veterans.

b. The number of WIOA enrollments per month that the WSC/AJCC will be able to serve.

c. A listing and description of committed (verifiable and in-place) leveraged resources, including letters of commitment for such leveraged resources, that will be deployed for this program.

d. A list of participating partners or collaborators that will cooperate in providing services, including remediation of skills gaps, to program participants.

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\(^2\) Subject to change by directive from the State of California Employment Development Department.
e. The specific job titles to be targeted for program participants, including position description, minimum training required for each position and anticipated wage at placement.

f. The education/training providers, beyond Los Angeles Valley College, to which program participants will be sent.

g. A list of participating employers, including letters of support from such employers, identifying 1) a commitment to employ participants, and 2) positions to be filled.

C. Program Budget (attached hereto).

a. Proposers must complete all the pages of the budget.

D. Proposer's Previous Experience/Cooperation, if any, with an NEG-funded Program, not to exceed three (3) pages, to include the following:

a. The industry sectors targeted in the City's WIA or WIOA-funded program.

b. A description of Proposer's previous experience with the proposed industry, including:

c. i. Specific strategies deployed by Proposer;

ii. A list of participating training providers and training modalities used;

iii. The total number of participants trained and placed in the industry sector, including the names of the employers and the positions into which participants were placed; and

iv. A list of project partners or collaborators (such as other WSC, chambers of commerce, employer associations, etc).

d. A description of any industry councils and/or other regional collaborations in which Proposer's organization has participated in the past three years.

SUBMISSION REQUIREMENTS AND DEADLINE
Timely submission of the proposal is the sole responsibility of each proposer. The City reserves a right to determine the timeliness of all submissions and to reject any submissions delivered after the stated deadline. Response forms and proposals will be time-stamped upon submission to EWDD. Proposals submitted after the stated deadline will not be accepted.
Proposals, consisting of one original and three copies, must be hand-delivered no later than 5:00 p.m., Thursday, September 24, 2015, to the following location:

Economic and Workforce Development Department
1200 West 7th Street, 6th Floor
Los Angeles, CA 90017
Attention: Paul Nakama

Proposals submitted after 5:00 p.m., on Thursday, September 24, 2015, will not be accepted.

EVALUATION OF PROPOSALS
The proposed program design will be evaluated based on the narratives submitted with the proposal. Proposers will be evaluated on their previous experience with sectors, their understanding of the City’s program design and their ability to plan, manage and implement the proposed program model.

FUNDING RECOMMENDATIONS
Funding recommendations may be subject to approval by the WDB and/or the City Council. Funding amounts are set at the discretion of the City; and each agency’s past performance will be considered in making funding recommendations. The City reserves a right to fund up to two WSC/AJCC or none.

PROPOSAL APPEAL PROCESS
The City will notify all proposers in writing of the results of the proposal evaluations, of proposers’ right to file an appeal, and of the appeal process itself. Proposers may appeal procedural issues only.

EWDD CONTACT
Questions regarding this bulletin must be e-mailed to EWDD.planning@lacity.org by 5:00 p.m. on September 18, 2015. Answers will be posted at http://ewddlacity.com/.

RS:JHP:GR:BB
Attachment 1: Request for Interest Response Form
Attachment 2: Budget Form
Attachment 3: Sector Document