

CITY OF LOS ANGELES

CALIFORNIA

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**ECONOMIC AND WORKFORCE
DEVELOPMENT DEPARTMENT**

1200 W. 7TH STREET
LOS ANGELES, CA 90017

DATE: February 27, 2023

TO: Interested Parties

FROM: Gerardo Ruvalcaba, Assistant General Manager
Economic and Workforce Development Department

SUBJECT: REQUEST FOR QUOTES – QUALIFIED CONSULTANTS TO DEVELOP AND IMPLEMENT A WORKFORCE STRATEGY FOR OLDER ADULTS

The City of Los Angeles (City) Economic and Workforce Development Department (EWDD) administers various workforce development programs for Adults, Dislocated Workers, and Youth that are funded by federal, state and local funds. Through these programs, the City aims to:

- Promote economic development through employment, training, and job placement;
- Create opportunities for economically challenged youth to reach educational, employment and personal development goals;
- Finance programs and provide technical assistance that promote business growth and job creation in economically depressed areas of the City of Los Angeles;
- Assist adults and youth, particularly vulnerable populations, that have been negatively affected by COVID-19; and
- Enable micro entrepreneurs, small businesses, and nonprofits throughout the Los Angeles area that need recovery capital to stabilize from any impacts endured from the COVID-19 pandemic.

EWDD provides most of its services to eligible City residents through the funding of various organizations and entities. Additionally, to fulfill its responsibilities, EWDD hires consultants through the City's procurement process to strengthen its work in providing specialized services and to advise on the development of new and existing programs for specialized populations.

This Request for Quotes (RFQ) is intended to procure qualified consultants that are of a professional, expert, and temporary nature to assist the department with the development of a strategic plan to support the expansion of career services for individuals who are 55 years of age and above (Older Adults).

BACKGROUND

The Workforce Development System (WDS) Program Year 23 Annual Plan (PY 23 Annual Plan) - Strategic Initiative No. 11 - focuses on increasing employment opportunities for Older Adults by creating systems and workforce development programming that promotes training and employment.

Pursuant to the Mayor's Purposeful Aging LA Initiative (Executive Directive No. 17), it is a priority for the City to assist Older Adults in remaining actively and purposefully engaged through employment training opportunities. While services for the subject population have been continuously provided, the City has determined that a more targeted and focused approach is necessary.

According to the U.S. Census Bureau and the California Department of Finance, the 55 and over demographic, constitutes 19 percent of the City's population. It is estimated that this ratio will increase to approximately 24 percent by 2030. Furthermore, the American Association of Retired Persons (AARP) reports that Older Adults are interested in learning new skills and want to stay competitive in the workforce. Therefore, to comply with the City's initiatives to assist Older Adults, EWDD is seeking consultants to assist with the development of a strategy that promotes lifelong learning, training, and financial security.

By adoption of the PY 23 Annual Plan, the City committed to the following actions as part of Strategic Initiative No. 11:

1. Work with consultant(s) to:
 - a. Conduct an in-depth analysis of labor market issues impacting Older Adults, including obtaining current City demographic data for the Older Adult population;
 - b. Identify best practices for workforce development programs targeting Older Adults;
 - c. Develop a City-wide survey to identify workforce service needs for Older Adults; and,
 - d. Identify future project priorities;
2. Assess the availability of resources and capabilities for economic and workforce development opportunities for Older Adults through EWDD and existing partners, such as the Los Angeles Department of Aging (LADOA), AARP, and Economics Network for Competition and Regulation (ENCORE);
3. Consider the intersectionality of the aging process and other identities; and,
4. Assess how efforts reflect the intent of the Purposeful Aging Los Angeles initiative (PALA).

SCOPE OF WORK

EWDD, in partnership with LADOA, is seeking qualified consultants to develop a strategic plan to provide job training opportunities to Older Adults – pursuant to the department's PY 23 Annual Plan - Strategic Initiative No. 11 - and the Mayor's Executive Directive No. 17. The scope of work includes, but is not limited to:

1. Evaluate the effectiveness and adequacy of the WDS in providing employment opportunities, counseling, and other career services for Older Adults, by examining the following:
 - The number of Older Adults served by the WDS;
 - The number of Older Adults that exited from the WDS system with successful outcomes (please define successful outcomes);
 - The availability of computer, technology, and literacy training;
 - WorkSource Centers (WSC) that have served the largest number of Older Adults and in what capacity;
 - Best practices among WSCs that could be instituted across the WDS;
 - The benefits of co-location of City-funded social services at each WSC/America's Job Centers of California (AJCC);
 - The effectiveness of each WSC in ensuring that older adults are registered and enrolled in the WDS; and
 - Whether Older Adults could best benefit from direct referrals to the Senior Community Service Employment Program (SCSEP) program or co-enrollment with workforce services.
2. Research National Best Practices associated with the following topics:
 - Strategies for addressing employment barriers for Older Adults;
 - Development of employer engagement strategies for recruitment and retention opportunities;
 - Use of the State of California's Employment Training Panel (ETP) for upskilling employees;
 - Subsidized employment as a resource for promoting hiring and training of Older Adults; and
 - Survey SCSEP participants from the seven workforce development areas to determine participant experience of services offered/received.
3. Develop a Toolkit to be utilized when conducting employer outreach that describes the benefits of retaining Older Adults vs. hiring and training a new employee, that at minimum describes:
 - Common myths and misconceptions about Older Adults;
 - The need for job flexibility (part-time work, job-sharing, telecommuting, individually customized schedules, and modified/customized position descriptions);
 - The value of comprehensive benefits packages that go beyond standard health and pension components; and
 - The advantages of professional growth and development opportunities.
 - Access to workplace accommodations, such as physical modifications to reduce the risk of injury and physical stress.

4. Establish New Partnerships as follows:

- Formalize a partnership with AARP and other organizations that work with Older Adults to effectively engage their resources with WSCs/AJCCs;
- Expand existing partnerships with LAUSD/Division of Adult and Career Education (DACE), and the Los Angeles Community College District to increase availability of technology and computer literacy training tailored to Older Adults;
- Assess and seize opportunities for additional collaborative applications for grants (EWDD/WDB and LADOA, AARP, etc.);
- Identify a pilot project to address the needs and fulfill the gaps identified in collaboration with potential partners; and
- Develop assessment tools, in collaboration with potential partners, to help operators identify employment service needs for Older Adults.

TERM

The term of performance shall be twelve (12) months, from May 1, 2023 through April 30, 2024.

PROPOSERS CONFERENCE

A Proposers Conference will take place via Zoom on Thursday March 9, 2023, from 10:00am to 12:00pm. Interested proposers are requested to submit RSVPs to ewdd.planning@lacity.org with the subject heading “**Workforce Strategy for Older Adults RFQ – RSVP for Proposers Conference**” by **Monday, March 6, 2023, at 5:00pm**. A Zoom link will be provided by return email.

TECHNICAL ASSISTANCE

Questions regarding this RFQ must be emailed to ewdd.planning@lacity.org beginning **Friday, March 10, 2023 and ending Thursday, March 23, 2023, at 5:00pm**. The responses to the submitted questions will be posted on EWDD’s website: <https://ewddlacity.com/index.php/about-ewdd/bids>. Questions received after the deadline will not be accepted nor answered.

EVALUATION CRITERIA

Proposals will be reviewed using the following selection criteria:

- Demonstrated Ability / Program Design – Total 80 Points

Proposers will be required to describe their experience in developing strategic plans, evaluating workforce development programs, and having extensive knowledge of workforce issues impacting Older Adults including employment and training systems regulated by the Workforce Innovation and Opportunity Act (WIOA). Proposers must also describe the availability of adequate staffing infrastructure, support, resources, and technical expertise.

- Program Budget– Total 20 Points

All proposed budgets will be evaluated for accuracy and reasonableness in comparison to proposals received.

NARRATIVES (OLDER ADULTS PROPOSAL PACKAGE)

Proposers must follow instructions and respond to the questions below. Questions should be answered using concrete language and quantifiable measurements whenever possible and describe with specificity the role of each collaborator. The response for Narrative 1 may not exceed five (8) pages (excluding flowcharts and exhibits).

Narrative 1 – Demonstrated Ability

The responses to the questions below must clearly describe the proposer's qualifications and capability providing the solicited consulting within the past two years. Please note that your responses to the questions below should demonstrate how your agency will carry out the Scope of Work described above.

1. Describe your experience evaluating workforce development programs and making policy recommendations that lead to solutions for Older Adults. Include your level of familiarity with WIOA guidelines and other federal, State, and local rules and regulations.
2. Describe your experience in conducting analysis of labor market issues impacting Older Adults, and further describe your experience, approach and methodology for obtaining current City demographic data for the Older Adult population.
3. Describe your experience developing strategic plans and toolkits for workforce development programs that focus on Older Adults and/or other high barrier populations. Describe the main elements and or components of a successful strategy and identify the elements or components of a toolkit that have proven to be the most useful.
4. Describe your experience in researching, analyzing, and reporting on national best practices that focus on the success of Older Adults in advancing their career objectives.
5. Describe your experience establishing new partnerships for existing and new programs. What methods did you use in contacting potential partners, building bridges, and retaining partnerships?
6. What is your staff's knowledge and experience working on WIOA, City and/or County of Los Angeles funded programs that provide job opportunities for Older Adults? Include information about the program and a breakdown of funding sources. Discuss the level of staffing dedicated to the project(s).
7. Provide a general overview of your organizational structure. Identify who will be responsible for meeting the terms of the contract and how you propose to maintain communication with City contract administrators.
8. Describe your experience working with diverse populations, especially relating to Older Adults, across multiple industries, sectors, and geographic areas. Diverse populations could include multicultural identities associated with Older Adults, such as various socioeconomic and educational backgrounds, language

accessibility/needs, and other vulnerable populations, such as people experiencing homelessness and LGBTQ+ (lesbian, gay, bisexual, transgender, queer or questioning, and other identities); and further describe your approach to the intersectionality of the Older Adults with other identities.

9. Describe any existing partnerships with whom you would collaborate to deliver the requested services for this contract. Partnerships could include organizations such as AARP, LADOA, and others. What is your relationship with those partners? What type of work have you collaborated on and produced?
10. Describe your capacity and experience assessing the availability of resources and capabilities for economic and workforce development opportunities for Older Adults through partnerships with government entities and ENCORE.

Narrative 2 – Cost Reasonableness

Provide a table of costs that your organization anticipates will be needed to complete the Scope of Work described in this document. Include the number of full-time and part-time employees needed to conduct the work, the cost per hour, the cost per deliverable, the percentage of time allocated to this project, all other costs associated with the above, and the grand total amount for the contract term.

SUBMISSION PROCESS

Submissions should include a description of services, fees, and staff resources (where applicable). All submissions are limited to a maximum of five (5) pages for Narrative 1 (excluding flowcharts and exhibits, as well as the table for Narrative 2), and must be accompanied by a cover letter that includes the title, address, telephone number, and email address of the person authorized to represent the proposer. Pages in excess of the stated limits will not be read and will not be considered in scoring.

EWDD may, in its own discretion, select one or more proposers based on the review of the selection criteria. Selected proposer(s) will be notified in writing. All selected proposer(s) will be expected to meet Equal Employment Opportunity, Affirmative Action, and all applicable federal, state, and local laws, as well as the standard provisions of City contracts.

Please submit your proposal no later than **Thursday, April 6, 2023, at 5:00pm** to ewdd.planning@lacity.org with the subject heading **“Workforce Strategy for Older Adults RFQ.”** Submissions received after the deadline will not be accepted nor read nor acknowledged.

GR:FVC:DG:MH:cg