

CITY OF LOS ANGELES

CALIFORNIA

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DEVELOPMENT DEPARTMENT


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ERIC GARCETTI
MAYOR

DATE: February 13, 2020

TO: Currently Contracted City of Los Angeles Worksource and YouthSource Centers

FROM: Gerardo Ruvalcaba, Director
Workforce Development System 

**SUBJECT: WDS INFORMATION BULLETIN No. 20-24
REQUEST FOR INTEREST FOR MAYOR'S COLLEGE PROMISE
WORKS INITIATIVE**

EFFECTIVE DATE

This bulletin is effective upon date of issuance.

PURPOSE

The purpose of this bulletin is to solicit interest from *currently contracted* City of Los Angeles (City) WorkSource (WSC) and YouthSource Centers (YSC) in implementing the "LA College Promise Works Initiative."

BACKGROUND

Mayor Eric Garcetti and the Mayor's Fund Los Angeles launched Los Angeles College Promise (LACP) in 2016 to provide free community college tuition for all Los Angeles Unified School District (LAUSD) high school graduates. The initiative is the signature education program of the Garcetti's administration and has so far served more than 15,000 students across Los Angeles. LACP is a student success initiative that is building a lasting college-going culture with unparalleled outcomes to date—such as a record increase in the numbers of LAUSD graduates enrolling both full-time and part-time at LACCD, the nation's largest community college district. LACP has also expanded to remove even more barriers to higher education for students, and it now provides participants with free laptops, DASH transportation, and no-cost travel to nations around the globe.

LACP Works Overview

Now, the Fund and the Office of Mayor Garcetti, in partnership with the City of Los Angeles EWDD, are implementing LACP Works to tackle additional obstacles that persists in the way of success for college students. The program will employ five (5) Employment Specialists, who play the pivotal role of leading this work and laying the foundation of a transformational new jobs program in post-secondary education. The objective of the program is to create a sustainable, equity-driven employment pipeline that connects community college students to high-quality jobs and career pathways in the non-profit, public, and private sectors. This new component of LACP will impact the lives of hard-

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working students well beyond free college tuition; it will put hundreds of young people on a path to job training critical in today's rapidly-evolving world of work and the careers of the future.

PROGRAM DESIGN

Five Employment Specialists: Each of the specialists will be on-boarded via one of the City of Los Angeles EWDD YouthSource/WorkSource Centers and will be co-located at one or more of the nine LACCD campuses. Each specialist will provide comprehensive career planning, job placement and retention supportive services to LACP students. The role of the specialists is to serve as both job developers and support system navigators: They will assist participating students to find and secure employment, and to connect them to other supportive services to help them retain their jobs as they balance their academic workload. The specialists will facilitate career planning and certification sessions for students to improve their work-readiness and soft-skills knowledge in preparation for their job placement. Each specialist will also actively engage City public agencies and private businesses to place the participants in employment. Job placements will be seasonal, year-round, part-time, or full-time, depending on the personal and academic commitments of individual students.

The Employment Specialists will work collaboratively with general career-advising staff already at the LACCD campuses and YouthSource/WorkSource Centers. Each specialist will ensure that every student participant has a career plan. These plans will include, but are not limited to: 1) application assistance options for youth worker positions and paid internships with City departments, bureaus, offices, and other public agencies; 2) support for students to apply to Work-Study job opportunities; and 3) standard private sector job leads and application support. The specialists will also be responsible for having core knowledge of on- and off-campus programs that provide retention supportive services to high-need participants. They will work with students to check for basic program eligibility and to refer them to these supportive programs, which may provide additional financial aid and academic support, textbook and meal vouchers, discounted or free public transit, and housing support.

The Employment Specialists will be overseen by one Program Manager, who will be hired and supervised directly by the Fund. The Program Manager will facilitate the development, implementation, and reporting needs of the LACP Works program. The Program Manager will oversee the activities and outcomes of the Employment Specialists and support them on a day-to-day basis to help them reach expected program outcomes. Overall, the Program Manager will work closely with the Fund, the Mayor's Office, the City of Los Angeles EWDD, and LACCD to ensure that the Employment Specialists meet the program's employment training and placement goals in a timely and cost-effective manner.

Deliverables

LACP Works Components: Staff Services

The Employment Specialists will each:

- Provide career planning services to at least 200 individual LACP students:
 - For every 200 participants served, at least 150, or 75%, will earn an industry-validated work readiness certification
 - For every 200 participants served, at least 100, or 50%, will be placed in paid jobs or paid internships

FUNDING

The pilot program, funded by the Mayor's Fund for Los Angeles, will make available up to approximately \$387,000 in its first year to up to 5 WorkSource / YouthSource Centers. Service provided will be funded up to \$77,400 for 12-months per service area beginning April 1, 2020. Service providers may apply to serve up to two service areas.

PROPOSAL REQUIREMENTS

Currently contracted YSCs interested in providing the above-described services should submit a proposal electronically to EWDD.planning@lacity.org, no later than 4:00 p.m. on Friday, February 28, 2020.

Each YSC proposer to this RFI shall be expected to submit the following:

- A. **A Request for Interest Response Form** (attached hereto as Attachment
- B. **A Cover Letter**, dated, and bearing the signature of an authorized signatory, and including that signatory's full address, telephone number and email address.
- C. **A Project Design Narrative**, not to exceed three (3) pages, that includes the following:
 - a. Service Area(s) that will be served;
 - b. Experience working with LACP students populations, including existing partnerships with LACCD campuses;
 - c. A description of how you will partner with work sites to utilize subsidized work experience; on the job training; or other employment enhancement strategy;
 - d. A description as to how participants' skills gaps will be addressed;
 - e. The services to be deployed, including Career Counseling and Planning Services; Short-term pre-vocational, work readiness or "soft" skills training programs; and English-language acquisition and adult basic education programs;
 - f. A description of how you will: conduct comprehensive assessments with program partners of program participants; and develop Individual Employment Plans (IEP) identifying career interests, barriers to employment, and need for supportive services (including State of California Department of Motor Vehicle licensing fees, Metro riders pass, or gas cards);

- g. The LACCD Campuses that you are proposing to partner with (minimum of 2 per service area);
 - h. The number of total participants to be served; and
- D. A program budget (Attachment 2).

SUBMISSION REQUIREMENTS

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 may reject any submissions delivered after the stated deadline.

Submission Deadline Date:	Friday, February 28, 2020
Deadline Time:	4:00 p.m.
Delivery Method:	Electronically only, no exceptions, to EWDD.planning@lacity.org Subject: LA College Promise Works RFI

Proposals submitted **after** 4:00 p.m. on Friday, February 28, 2020 may not be accepted.

RS:GR:cg

- Attachments:
- 1. Request for Interest Response Form
 - 2. Budget Forms
 - 2A. Budget Narrative
 - 2B. Budget Summary
 - 2C. Budget Detail
 - 2D. Schedule of Personnel
 - 2E. Spending Plan Worksheet