

Competitive Proposal (CP)

for Strategic Outreach to Underserved Black Communities for Construction Training Programs

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| RFP Issued | January 10, 2022 |
| Final Day to Submit Questions | **January 14, 2022** |
| Proposals Due | **January 24, 2022** |
| Respondent Interviews | **January 27, 2022** |
| Evaluation Completion | **January 28, 2022** |
| Anticipated Award Notification | **February 1, 2022** |
| Contract Start | **February 14, 2022** |

Proposal must be received no later than

5:00pm PT

January 24, 2022

ABSOLUTELY NO EXCEPTIONS

The San Diego Workforce Partnership is an equal opportunity employer and is committed to equal opportunity in its contracting process. Auxiliary aids and services are available upon request to individuals with disabilities.

**Strategic Outreach to Underserved Communities for Construction Training Programs**

**Request for Proposals**

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# Introduction and Scope of Work

## Scope of Work

Construction Career Jumpstart (CCJ) is a four-week, 160-hour training program that covers the fundamental skills needed for participants to launch a career in the energy, construction, and utilities sector. San Diego Workforce Partnership acts as the fiscal agent for the program and provides case management, while the construction training is provided by San Diego Electrical Training Institute, a long-standing fixture in the local construction industry with decades of experience and a connection to the local electrical workers union, IBEW 569.

Through a robust combination of classroom lessons and hands-on training, CCJ trainees develop an understanding of a wide variety of construction-related skills and concepts, including job site roles, print reading, electrical code, power tools, jackhammer usage, job site safety, pipe bending, material handling, exothermic welding, and trades math. By the end of the four weeks, CCJ participants will receive certifications in: OSHA 30 Safety, Powder Actuated Tools, First Aid/CPR/AED, and General Skilled Trades. This broad curriculum not only allows CCJ graduates to pursue electrical apprenticeships and job opportunities, but also provides them with the skills needed to apply for and be successful at a variety of entry-level positions in other trades.

Construction Career Jumpstart provides students with a vast array of supportive services including transportation assistance and work boots in order to help students be successful in the program. Additionally, staff provide resume building, professional etiquette, and interview preparation workshops. Upon completion of the training, graduates receive a one-time $500 stipend.

The San Diego Workforce Partnership received funding from the San Diego Foundation’s Black Community Investment Fund and Bank of America to enroll and train black participants in the Construction Career Jumpstart program. Our goal is to train 40 participants through Construction Career Jumpstart by June 30, 2022.

The San Diego Workforce Partnership is soliciting proposals to perform strategic outreach in San Diego’s underserved ethnically diverse communities to drive enrollments in the Construction Career Jumpstart program. Our goal is to expand upon the reach of our existing outreach and engage new audiences. Outreach should include but not be limited to:

* + Presentations at community events
  + Meetings with influential leaders and groups
  + Social media posts

Proposals should provide a clear approach to helping us meet and exceed our recruitment targets. The successful respondent will be asked to develop and execute a strategic outreach plan that will foster relationships with diverse organizations and create a pipeline of qualified black job seeker leads to the program.

## Contract period

The Workforce Partnership intends to award one Service Agreements beginning on or around February 14, 2022. The contract term will be 2 –3 months.

## Organizational Overview & Governance

The Workforce Partnership is a 501(c)(3) tax-exempt organization chartered by the County and the City of San Diego to fund job training programs in the San Diego region. The organization’s primary funding is allocated by the U.S. Department of Labor (DOL) under the provisions of WIOA and is overseen under the leadership of the Workforce Development Board (WDB) and the Policy Board. For additional information on the Workforce Partnership, visit [workforce.org](http://www.workforce.org).

## Eligible Applicants

For-profit and nonprofit organizations, public agencies, consortiums, and/or a collaboration of these organizations are all encouraged to apply. Consortiums, joint ventures, or collaboration of organizations with complementary skills and experience are encouraged to apply, but proposals need to clearly identify one legal entity as the prime respondent that will hold contracting responsibilities and liabilities.

## Addenda to this RFP

The Workforce Partnership may revise any part of this RFP and will release an addendum that will be posted on the Workforce Partnership’s website, [workforce.org/funding](https://workforce.org/funding/). Respondents are responsible for checking the website to remain informed about the process and any changes that may affect the RFP. If respondents have difficulty or problems accessing the website or downloading information, contact the Workforce Partnership at [procurement@workforce.org](mailto:procurement@workforce.org).

## Right to Cancel

The Workforce Partnership reserves the right to delay, amend, reissue or cancel, all or any part of this RFP at any time without prior notice. The Workforce Partnership also reserves the right to modify the RFP process and timeline as necessary. This RFP does not commit the Workforce Partnership to accept any proposal or execute an agreement with any bidders, nor is the Workforce Partnership responsible for any costs incurred by the respondents in the preparation of responses to this RFP. The Workforce Partnership reserves the right to reject any or all proposals, to accept or reject any or all items in the proposal and to award the contracts in whole or in part as is deemed to be in the best interest of the Workforce Partnership. The Workforce Partnership reserves the right to negotiate with any respondent after proposals are reviewed, if such action is deemed to be in the best interest of the Workforce Partnership.

## Submittal of Proposal

The Workforce Partnership must receive proposals no later than January 24, 2022 at 5:00pm PT.

PDF versions of written and signed proposals should be sent to [procurement@workforce.org](mailto:procurement@workforce.org) with the title of “Strategic Outreach to Underserved Communities – [name of bidder] response”. **Late proposals will not be accepted**.

## Questions and Answers about the RFP

All questions about this RFP must be submitted in writing to [procurement@workforce.org](mailto:procurement@workforce.org) with the name of the RFP in the subject line. The final day to submit questions will be on January 14, 2022 at 5:00pm PT. Questions received after that time will not be answered.

All questions and answers will be posted online at <http://workforce.org/procurement>. The Workforce Partnership will respond to questions on a rolling basis.

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| --- | --- | --- |
| Section | Section Title | Page Limit(s) |
| A | Cover Page | 1 page |
| B | Proposal Narrative | 5 pages |
| C | Project Budget + Budget Narrative | 2 pages |
| D | Addendums | 5 pages |

# Proposal Submission

## Cover Page

Include company name, address, phone number, website and federal tax identification number, as well as the name, phone number, email, and electronic signature for the person authorized to negotiate the contract and make decisions for the organization.

## Proposal Narrative

Respondents must address the following sections in the proposal narrative. Submissions must be in font Arial, size 11-point, one inch margins, double-spaced, numbered, and include a table of contents.

### Organizational Qualifications and Project Management

* Please provide an overview of your organization and your organization’s experience and qualifications strategic outreach to underserved communities, especially the Black community of San Diego County. This includes demonstrating that your organization has sufficient size and depth of management, financial strength, community relationships, and resources to support the needs of our program.
* Please provide at least three references for other clients where you have provided the same/similar services (provide as Addendum).
* Please provide specific risks you see related to this project and how your organization will manage/mitigate these risks through your project management approach.

### Solution Profile

* Please describe your organization and staff’s experience and qualifications in conducting strategic outreach to underserved communities.
* Please describe your organization’s existing relationships with other organizations that benefit typically underserved communities in San Diego County.
* Please detail what sets your organization apart from other public outreach firms.
* Please describe how your organization will go about information gathering, identifying key organizations to target, and developing an outreach plan.
* Please outline communications and outreach tactics that your organization will implement to support the program’s enrollment goals.

### Project Budget

Budget shall not exceed $20,000. Please provide a clear and concise budget that outlines all necessary costs associated with your strategic outreach plan, including but not limited to direct and indirect costs like percent of staff wages. Budget should clearly specify pricing approach (e.g. hourly, weekly, total based on San Diego Workforce Partnership program hours). Pricing must be inclusive of cost of supply and provision of services during the service period and include any applicable taxes. An accompanying budget narrative may be included if respondent deems necessary.

### Respondent Interview

Respondents who receive the highest scores will move on to the oral interviews. The interviews will take place over Zoom. Respondents will be allowed up to 30 minutes for oral interviews to walk through their proposed solution. The Panel will ask a series of questions to allow respondents to clarify or highlight aspects of their proposal. The respondent is limited to a presentation team of four individuals. Finalists will be notified of interview time slot via email and provided the Zoom link.

# Evaluation Criteria and Contract Award

## Evaluation Criteria and Access to Evaluation Information

An RFP Scoring Panel will score and rank proposals and make a recommendation for funding. The selection will be based upon proposal information supplied by the respondent in response to this RFP.

The following details the points assigned per section:

|  |  |
| --- | --- |
| Proposal Section | Point Value |
| Organizational Qualifications and Project Management | 35 |
| Solution Profile | 45 |
| Project Budget | 20 |
| Zoom Interview | 10 |
| Total Points | 110 |

## Contract Award

The RFP Scoring Panel’s recommendations will be finalized, and all bidders will be notified of the results by **February 1, 2022.**

### Negotiation/Contract

The respondent’s designated authorized negotiator must be empowered to make binding commitments for the successful respondent and its subcontractors, if any. The Workforce Partnership reserves the right to negotiate the final terms of the contract agreements with the successful respondent(s). Items that may be negotiated include, but are not limited to, the scope of work, the implementation schedule, and the final award amount. If any respondent recommended for funding fails to provide services outlined in the agreement and proposal, the Workforce Partnership may use an alternate respondent to perform services upon board approval.

### Cooling off period

The Workforce Partnership, the WDB and the Policy Board shall not approve or contract with, and will reject any bid or proposal submitted by an individual or entity who within the preceding twelve (12) months was themselves or employs anyone who is a current, dismissed, separated, or formerly employed person of the Workforce Partnership, and:

1. Was employed in any position(s) of substantial responsibility in the area of service to be performed by the contract; or
2. Participated in any way in the negotiations, transactions, planning, arrangements, or any part of the decision-making process relevant to the proposed contract/service agreement, or was or is employed in a role of substantial responsibility in the same general subject area as the proposed contract; or
3. Is an owner, officer, principal, partner, or major shareholder of the proposed subrecipient.

This prohibition will apply to any qualified person(s) leaving the employ of the Workforce Partnership and will apply at all times during the twelve-month period beginning on the date the person left the employment of the Workforce Partnership and will apply to any procurement issued or contract executed within that twelve-month period. Potential respondents must detail any Cooling Off Period disclosures on the Attachment - Conflict of Interest Disclosure Form. The Policy Board may, upon a showing of special circumstances that would justify the approval of such a contract, waive this cooling off provision.

## General Provisions

### Contract Terms, Insurance and Litigation Warranty

The RFP, any addenda, and the respondent’s response shall also become part of the contract agreement between the Workforce Partnership and the respondent. The respondent shall indicate in its proposal any exceptions that the respondent takes to the terms and conditions in the Attachment – Service Agreement Template or to any of the contents of this RFP. Contract terms required by the respondent must be included or attached to the respondent’s proposal.

Respondents, by submitting a proposal, warrant that they are not currently involved in litigation or arbitration concerning their performance as it relates to the same or similar services to be supplied pursuant to the referenced contract and that no judgments or awards have been made against the respondents on the basis of their performance in supplying the same or similar services, unless such fact is disclosed to the Workforce Partnership in the proposal(s).

Disclosure of litigation will not automatically disqualify the respondents; however, the Workforce Partnership reserves the right to evaluate proposals) based on facts surrounding such litigation or arbitration.

## Appeal Process

Only respondents to this RFP may appeal the results if the procurement process was violated in some manner, and/or Federal, State, and/or the Workforce Partnership procurement guidelines have been violated. An appeal will not be allowed to contest individual scores, the rating system, disqualification, or dissatisfaction with the evaluation results.

The appeal process is:

* A written letter of appeal will be sent to [procurement@workforce.org](mailto:procurement@workforce.org) including:

evidence for appeal and the specific relief sought.

* The written appeal must be received by the Workforce Partnership within five business days from the date the RFP recommendation is posted on the Workforce Partnership’s website.
* An appeal review panel appointed by the WDB Chair will review the appeal.
* The panel will review the appeal and collect information. At their discretion, the panel may request a meeting with the respondent and Workforce Partnership staff, and/or use other methods to gather relevant information.
* Once all the information is gathered and reviewed, the panel will issue a written decision to the appellant and the WDB.
* The decision of the appeal review panel will be final.

## Restriction on Disclosure

Confidential information: Any information deemed confidential or proprietary by respondent must be clearly marked and identified by respondent as such and include an explanation of why such information is exempt from disclosure under applicable law.

Such identified confidential or proprietary information will be protected and treated with confidentiality to the extent permitted by law. Information not protected from disclosure by law will be considered a public record.

If respondent does not mark information as confidential or proprietary, the Workforce Partnership will treat the information as public. All sections of the proposal including attachments are subject to release.

Proposals will be received, maintained and disclosed to the public consistent with the California Public Records Act and the Freedom of Information Act. Proposals will be exempt from disclosure until the evaluation and selection process has been completed. Respondents should be aware that the Workforce Partnership is required by law to make its records available for public inspection and copying, with certain exceptions (see California Public Records Act, California Government code §§6250 et.seq. and the Freedom of Information Act, 5 U.S.C. §552).

The Workforce Partnership will not notify respondent of requests for release of information or that the Workforce Partnership released data unless the Workforce Partnership receives a request for information previously marked and identified by respondent as confidential or proprietary. If the Workforce Partnership receives a request for release of such previously marked and identified confidential or proprietary information, the Workforce Partnership will notify respondent of such request to allow respondent to challenge such request consistent with applicable law.

Respondent, by submission of materials marked confidential or proprietary, expressly acknowledges and agrees that neither the Workforce Partnership nor the City or County of San Diego will have any obligation or liability to the respondent in the event a court of competent jurisdiction compels the disclosure of these materials.

Any data to be returned should be so marked by respondent and will be returned if not essential to the proposal or contract record.

# Other

## Service Agreement Template

By submitting a proposal, you are agreeing to the terms outlined in the Attachment – Service Agreement Template.

## Conflict of Interest

Bidders are required to list any and all individuals who contributed to the preparation of the proposal in the Attachment - Conflict of Interest Disclosure Form. Disclosure of any actual or potential conflicts of interest relative to this Competitive Proposal is required. All bidders must fill this out and submit if even if there are no actual or potential conflicts of interest.

# Referenced Attachments

**Conflict of Interest Disclosure Form**

**Service Agreement Template**