

MEMORANDUM

TO: Interested Parties

FROM: Workforce Development Council of Seattle-King County

DATE: March 18, 2010

SUBJECT: RFP #10-03 Request for Proposals for Case Management, Training Services, and Employment Placement Services for Green Jobs Projects

The Workforce Development Council of Seattle-King County (WDC) is a nonprofit workforce “think tank” and grant-making organization charged with overseeing a large system of employment and training in Seattle and King County. The WDC’s mission is to ensure a strong economy as well as a path to self-sufficiency for every resident. To learn more about the WDC, please visit the WDC website at www.seakingwdc.org.

PURPOSE OF THIS SOLICITATION

The Workforce Development Council of Seattle-King County is seeking proposals for cost-efficient and effective case management, training, and employment/industry connections services for the Recovery Act-funded SEED and GreenLight green-jobs projects. It is expected that successful bidders will work in partnership with the WDC to provide the project leadership needed to achieve project outcomes within time and budget.

BACKGROUND

The American Recovery and Reinvestment Act of 2009 (the Recovery Act) was signed into law by President Obama on February 17, 2009. The Recovery Act initially brought more than \$8.5 million to our local community through the WDC for job training, employment services and summer jobs for youth.

In addition to the \$8.5 million of ARRA funding allocated for Seattle-King County through formula, the federal stimulus bill released \$750 million nationwide in competitive grants for workforce services in high-demand sectors, \$500 million of which was designated for green jobs. Out of this funding, the Department of Labor (DOL) awarded grants to provide training for workers that prepares them to enter the energy efficiency and renewable energy industries, as well as green occupations within other industries. The WDC was successful in nationwide competition for these funds. An Energy Training Partnership grant for the Sound Energy Efficiency Development (SEED) project was awarded to the Northwest Energy Efficiency Council (NEEC) with the WDC named as fiscal agent. A Pathways Out of Poverty grant for the GreenLight Project was awarded directly to the WDC.

Each of these grants will last approximately 24 months.

The GreenLight Project

Number to be served: 475 low-income people with barriers

As a Pathways Out of Poverty grant, the GreenLight Project will concentrate on the poorest areas of Seattle over the next two years, connecting disadvantaged individuals to green-sector jobs with training and certifications in green construction, manufacturing, and weatherization. GreenLight is specifically designated to serve individuals from Rainier Beach, New Holly, south Beacon Hill, and other communities in the city of Seattle and unincorporated King County located between Rainier Valley and White Center.

GreenLight will utilize a coordinated case management, training, job placement and retention strategy designed to include partnerships with community-based organizations, training providers, employers, and labor. Through this procurement, the WDC is seeking providers that will offer GreenLight services to individuals living in two, adjacent, federally recognized Public Use Microdata Areas (PUMA) within the Seattle area: 01804 and 02005. The majority of the recruitment for GreenLight is projected to focus on PUMA 01804. The links provided below provide maps indicating the geographic area(s) to be served.

<http://www.ofm.wa.gov/pop/census2000/maps/puma5.pdf>

http://ftp2.census.gov/geo/maps/puma/puma2k/Ind_Pages/wa_puma5/wa_puma5_7.pdf

Sound Energy Efficiency Development (SEED)

Number to be served: 170 residents of King County.

This Puget Sound-wide partnership will train residents to earn industry-recognized certificates in such areas as residential energy auditing, commercial building auditing, and building operations. The project will link participants with energy-efficiency job opportunities. The WDC will administer most of the \$3.9 million grant, which was awarded to the Northwest Energy Efficiency Council. Through this procurement, the WDC is seeking providers that will offer services to King County participants only. SEED services in Puget Sound counties other than King County will be procured through other mechanisms.

PROJECT SCOPE AND FUNDS AVAILABLE

Through this solicitation, the WDC will identify providers to perform case management, training, and/or employment placement services meeting the requirements described in the following sub-sections.

CASE MANAGEMENT SERVICES

Funding available: Up to \$1,501,450

Funding is available for case management services to include:

- **Recruitment:** The bidder will recruit participants to meet participant enrollment goals and demonstrate that they have recruited from the following populations: dislocated workers, veterans, women, older youth, individuals with Limited-English Proficiency (LEP), ex-offenders, and people with barriers to employment such as disabilities. In partnership with the training provider, the bidder will develop outreach materials specific to each population and/or identify and use distribution channels shown to reach the populations.
- **Assessment:** Provide individualized assessment to help applicants determine appropriate green career pathways and training opportunities.
- **Career counseling:** Connect program participants with training programs identified within both SEED and GreenLight programs and assist participants with course selection, registration, and other college requirements.
- **Case management:** Provide ongoing case management to ensure that barriers to training and employment are addressed so that program participants can successfully complete training programs and develop the skills they need to become employed in green industries. Case management includes the provision of support services to address barriers related to the successful completion of training and connection/retention to employment opportunities.
- **Job connections and placement:** Work with program partners, including employers and industry groups, to ensure participants are connected to and retain employment in green sectors and other employment opportunities. The bidder will provide job placement assistance by identifying and making participants aware of employment opportunities and providing them with the appropriate support for job placement such as help with job search skills and connections to employers
- **Job retention and support:** Staff will also provide placement and retention services for participants who are trained to work in these industries.
- **Data entry:** Case management staff will collect complete and accurate participant data as specified by the Project Manager and provide input for the approved data tracking system (SKIES or a DOL-specified system). Data will be updated and available according to a time schedule which meets local and DOL reporting requirements.
- **Reporting and collaboration:** Case management staff will be available to meet with the Project Manager as needed and have participant files and project reports up-to-date and available for monitoring purposes. Staff will be available to attend periodic project management meetings.

Project-Specific Details:

GreenLight Project—Up to \$1,201,450 to serve 475 participants in South Seattle/South King County (Note: may want to say delivered to individuals residing in two federal PUMA areas and list the numbers) with a special emphasis on:

- Individuals with disabilities
- Young adults who are high-school dropouts, disadvantaged, or previously incarcerated
- Limited-English proficient (LEP) job seekers
- Ex-offenders

- Jobseekers from diverse racial and ethnic backgrounds, reflective of the population in the South Seattle/South King County area

In consideration of available funding, an average cost of no more than \$2,500 per participant (including support services) is expected.

SEED Project—Up to \$300,000 to serve up to 170 participants. SEED participants will be recruited from following populations: dislocated workers, veterans, women, older youth, and people with barriers to employment such as disabilities. Case management for SEED participants is expected to be less intensive, thus the cost per customer is expected to be around \$1,700.

TRAINING AND EDUCATION SERVICES

Total funding available: Up to \$1,171,830

Training providers may propose to provide one or a combination of the courses and trainings identified in this section. Selection will be based on the ability of the applicant(s) to collectively provide the highest quality and most cost-effective training delivery system offering participants the greatest likelihood of securing employment upon completion of the training. Additional considerations for applicants to one or more training categories include the following:

- **Timeline:** Training(s) proposed by the bidder will be available for delivery summer quarter 2010 or later, as long as training for all the participants will be completed at least six months prior to the grant end date to allow for the required follow-up on employment retention.
- **Recruitment:** The bidder will recruit participants and/or work with program case management to meet participant enrollment goals and demonstrate that they have recruited from the target populations identified within each grant. The bidder will develop outreach materials specific to each population and/or identify and use distribution channels shown to reach the populations.
- **SEED cohorts:** For SEED services, the bidder will utilize cohort-based practices that enable the achievement of higher class retention rates (90%). Note that the SEED grant provides for training delivery rather than curriculum development.
- **Collaboration:** The bidder will also share training curriculum with other counties participating in the grant as needed to fill curriculum gaps and will articulate credit-bearing curriculum with other participating providers wherever possible.
- **Job placement:** The bidder will collaborate with the case management providers and provide job-placement assistance. This may include, however not limited to activities such as help with job search skills and connections to employers.

If a bidder can provide evidence of market demand for other energy-efficiency and green-related training programs that will prepare participants to enter the energy-efficiency industry or green occupations within other industries, the WDC has the discretion to select alternative training programs for some portion or all of the participants in this category.

1) Weatherization Training

60 SEED participants, 20 GreenLight participants

Sub-total available for this section: Up to \$100,000

Home weatherization offers both an entry point into the energy efficiency field as well as a skill upgrade opportunity for building-trade apprentices and journey workers.

The weatherization training program will comply with the core competencies developed by the Department of Energy Weatherization Assistance Program (WAP) for a weatherization installer (<http://www.waptac.org/>) and allow for hands-on application of skills in a lab or similar setting. The training provider will provide participants completing the weatherization training with a certificate of completion that also specifies that the WAP competencies have been met.

2) Pre-apprenticeship Training for the Building Trades

78 SEED participants, 30 GreenLight participants)

Sub-total available for these services: Up to \$591,830

Pre-apprenticeship programs prepare participants for entry into building and trades apprenticeship programs, jobs in the non-union construction sector or related paths such as green manufacturing. This training will include foundational knowledge of green-building concepts and practices. The training provider will provide participants completing the pre-apprenticeship program with a certificate of completion. The provider will also comply with the additional requirements outlined under the Weatherization Training section above.

3) Additional Energy Efficiency/Green Training

Sub-total available for these services: Up to \$480,000

In this section, bidders may elect to propose a combination of one or more of the additional trainings outlined within this section in order to maximize impact and/or increase cost efficiencies.

Both SEED and GreenLight have identified additional training(s) to be provided to participants. These trainings include:

- a. **De-construction techniques (40 GreenLight Participants).** Training will be developed and/or provided to prepare participants for current and future job opportunities in this field.

- b. **Residential energy auditing (60 SEED participants).** Under the SEED grant, the WDC is seeking to train 60 people in for single homes and/or multi-family residences. The training will comply with the competencies required by the Building Performance Institute (BPI) and prepare students for the BPI certification test.
- c. **Construction management (15 SEED participants).** The training provider will provide participants completing the programs with either a certificate of completion or a degree. The provider will also comply with the additional requirements outlined under the Weatherization Training section above.
- d. **Introduction to green manufacturing (100 GreenLight participants).** The training provider will provide a blended curriculum that focuses on work readiness and math skills necessary to gain access to post-secondary opportunities/apprenticeship and employment. Training provider(s) will provide certifications to participants that will support individual preparedness for jobs within the green manufacturing and construction sector(s). Certifications should include offerings such as first aid/CPR, OSHA 10, tool safety, falls/scaffolds, and hazardous materials. An assessment component should also be included within the course offering, helping to guide program participants more effectively into green-trades career-training programs and appropriate employment opportunities.

Notes on proposals for SEED-related training: The SEED grant provides funding for training delivery rather than curriculum development. The training(s) proposed by the bidder will be available for delivery summer quarter 2010 or later as long as training for all the participants will be completed a minimum of six months prior to the grant end date to allow for the required follow-up on employment retention. The bidder will utilize cohort-based practices that enable the achievement of higher class-retention rates (90%). The bidder will share training curriculum with other counties participating in the grant as needed to fill curriculum gaps and articulate credit-bearing curriculum with other participating providers wherever possible.

SECTOR-BASED EMPLOYMENT/INDUSTRY CONNECTION SERVICES (GreenLight only)

Total funding available: Up to \$298,000

GreenLight's success is dependent on successfully placing at least 275 participants in training-related sector placements over the course of the grant. This targeted placement goal requires a concentrated effort by one or more applicants to provide industry connections and the identification of job opportunities within GreenLight's three identified sectors: De-Construction, Green Construction and Energy Efficiency (which includes Weatherization); and Green Manufacturing.

Selected applicants will coordinate job placements within the identified sectors, working with local business liaisons to identify new employment opportunities in one or all of these sectors. Any proposed efforts should be in addition to and complementary of job placement activities provided by GreenLight

case managers. Proposals should be designed to work collaboratively with all case managers identified within the GreenLight team.

Recognizing the limited duration of the project, applicants with established relationships with employers and/or actual hiring commitments will receive greater consideration.

Applicants may apply for one or a combination of sectors. The goal is to ensure job placements for individuals trained through GreenLight, and work with case managers and employers to ensure these connections to employment are maintained through two quarters following placement.

ELIGIBILITY

Eligible applicants include governmental organizations, community and technical colleges, local education agencies, and private for-profit or non-profit nonsectarian organizations. Respondents to this solicitation may address either the case management or training categories. Within the training category, respondents may focus their proposals on one or more components where they feel they possess particular expertise and ability. Respondents may apply as single agencies or in partnership with other organizations.

APPLICATION REQUIREMENTS

Parties interested in submitting a proposal should respond by providing:

- Cover page (below) including agency name and contact information. If applying as a consortium or partnership, please include name and contact information for each partner and identify a lead organization and contact person.
- Agency background, including a description of the organization and experience of the agency in providing the category of services proposed; if applying as a consortium or partnership, please include this information for each partner.
- An overview of which work components the proposing partner(s) will deliver and a detailed description of how they will be delivered, the staffing approach, and how the proposed approach supports the guiding principles and desired outcomes described above and achieves the work component(s) in an accountable, cost-efficient, and creative manner. If proposing to deliver a subset of the work components listed under the Project Scope, please also describe plans and ability to deliver that work as part of an integrated system.
- A line-item budget including salaries and benefits, and additional costs such as direct participant costs, indirect costs or travel (**Attachment A**) and a proposal summary sheet (**Attachment B**).

Applicants proposing services for only one (1) category of service (such as case management, a single training course, or employment connection services) are limited to **five (5) single-spaced pages**.

Proposals containing two or more proposed services may present a combined application limited to **no more than eight (8) single-spaced pages**.

Print on only one side of the page using 12-point Times New Roman font and one-inch margins and do not staple or bind. The attachment forms (Attachment A and B) do not count toward the page limit.

Bidders may submit one complete application for multiple funding streams and service components within this RFP, however each service delivery component must be clearly identified. The selection process will be based upon quality of information provided, cost effectiveness, expertise, professional background and general responsiveness to the requirements outlined in this solicitation.

BIDDERS CONFERENCE AND ONLINE Q&A

A Bidders conference for this RFP will be held as indicated below.

Bidders Conference
Wednesday, March 24, 1:30 to 3:00 p.m.
WorkSource Renton, Room A
500 SW 7th Street, Suite 100
Renton, WA 98057

Bidder questions and answers will be posted on the WDC website after March 24, 2010.

PROPOSAL SUBMISSION

Please send three (3) copies of your response in a sealed envelope to arrive no later than 5:00 pm, April 15, 2010 addressed to:

Tess Suarez RFP #10-03
Workforce Development Council of Seattle-King County
2003 Western Avenue, Suite 250
Seattle, WA 98121-2162

Late responses will not be considered and will be returned unopened. Faxed or emailed proposals will not be accepted. Questions may be emailed to operations@seakingwdc.org through April 8, 2010; please note "RFP #10-03" in the subject line. No phone calls please. Responses will be posted on the WDC website (www.seakingwdc.org).

The WDC makes no commitment to contract with providers procured through this RFP, but will consider utilizing providers selected through this RFP for future services on an as-needed basis.

This RFP does not commit the WDC to award a contract. **The WDC reserves the right to accept or reject any or all proposals received. The WDC reserves the right to waive informalities and minor irregularities in offers received.** All solicitations are contingent upon availability of funds.

The WDC may accept any item or group of items of any offer, or award more or fewer dollars at the same price bid, unless the bidder qualifies its offer by specific limitations. All awards are contingent upon demonstrated administrative capacity determined by site visits and staff interviews.

No costs will be paid to cover the expense of preparing a proposal or procuring a contract for services or supplies under the Workforce Investment Act.

Proposers are advised that most documents in the possession of WDC are considered public records and subject to disclosure under the federal and state public records laws.

**The Workforce Development Council of Seattle-King County
is an Equal Opportunity Employer and Provider of Employment And Training Services**

Auxiliary aids and services are available upon request to individuals with disabilities
TDD/Washington Telecommunications Relay Service 1-800-833-6384

ATTACHMENT A: Budget Summary

- In section 1A, list by position or title all staff that will spend a significant amount of time working directly on one or more of the proposed services.
- In section 1B, provide the amount of benefits to be earned by the staff listed in Section 1A.
- In section 2A, list by position or function any staff that will be charged to this grant either by allocation or through indirect charges (i.e. supervisory/director staff, accounting staff, administrative staff, etc.)
- In section 2B, provide the amount of benefits that will be charged for those staff in section 2A.
- In section 3, provide the total amount of operating costs that will be charged either directly or indirectly (through a cost allocation plan or indirect rate). Operating costs will include (but not limited to) travel, office supplies, communications, equipment rental, etc.
- In section 4, please identify direct participant costs including: support services, books, supplies, tuition, exam/certification fees, etc.
- In section 5, please identify and list any other costs related to this proposal.
- In section 6, list out by source any leveraged funds that will be provided.

SECTION 1A: DIRECT STAFF SALARIES		
Position/Title	FTE	Yearly Salary
1.		\$
2.		\$
3.		\$
4.		\$
Total Direct Staff Salaries		\$

SECTION 1B: DIRECT STAFF BENEFITS		
	% of Salaries	Yearly Benefits
Total Direct Staff Benefits		\$

SECTION 2A: OTHER STAFF SALARIES		
Position/Title	FTE	Yearly Salary
1.		\$
2.		\$
3.		\$
4.		\$
Total Other Staff Salaries		\$

SECTION 2B: OTHER STAFF BENEFITS		
	% of Salaries	Yearly Benefits
Total Other Staff Benefits		\$

SECTION 3: GENERAL OPERATING COSTS	
Item	Amount
1.	
2.	
3.	
4.	
Total Operating Costs	\$

SECTION 4: Direct Participant Costs	
Item	Amount
1.	\$
2.	\$
3.	\$
4.	\$
Total Direct Participant Costs	\$

SECTION 5: OTHER COSTS	
Item	Amount
1.	\$
2.	\$
3.	\$
4.	\$
Total Other Costs	\$

SECTION 6: LEVERAGED FUNDS	
Source	Amount
5.	\$
6.	\$
7.	\$
8.	\$
Total Leveraged Funds	\$

Attachment B: RFP 10-03 Response Package Summary Sheet

Name of Lead Agency/Organization _____

Mailing Address _____

Contact Person _____

Proposal writer (if not permanently employed by your agency) _____

Phone _____ **Fax** _____ **E-mail** _____

Funding Category and Amount (check all that apply):

Case Management Services

- GreenLight Project: \$ _____
- SEED: \$ _____

Training and Education Services

- GreenLight Project \$ _____
 - Green Manufacturing
 - De-construction
 - Weatherization
 - Pre-apprenticeship in Construction
- SEED
 - Weatherization \$ _____
 - Pre-apprenticeship \$ _____
 - Other – please specify
 - Subject: _____
 - \$: _____

- Employment/Industry Connection Services**
(GreenLight Project)

To the best of my knowledge and belief, all information in this application is true and correct, the document has been duly authorized by the governing body of the applicant, and the applicant will comply with the attached assurances if the assistance is awarded.

Typed Name of Authorized Representative

Title of Authorized Representative

Signature of Authorized Representative

Telephone Number

Date