

Adult & Dislocated Workers and Sector Access Point RFPs

Goals of the RFP

The City of Oakland, Office of Economic and Workforce Development / Oakland Workforce Investment Board (OWIB) seeks experienced organizations to provide workforce development services for adults and dislocated workers under the Workforce Innovation and Opportunity Act (WIOA), with the ultimate goals of:

- Helping adults and dislocated workers develop the skills, attain the knowledge, and access the resources needed to thrive in their careers; and
- Providing employers with the skilled workers needed to sustain and competitively grow their businesses.

OWIB will evaluate all timely submissions in response to this Request for Proposals (RFP) and competitively award contracts to bidders whose submissions are most responsive to the need for services described herein.

Funding Availability and Budget

OWIB anticipates funding contracts for the one-year period from July 1, 2016 through June 30, 2017. Pending performance, compliance, and available funding, each contract will be renewable on an annual basis until June 30, 2019. Bidders are asked to submit budgets for a one-year period.

At the time of the issuance of this RFP, OWIB has not been informed of the local WIOA allocation for the 2016-2017 year. OWIB anticipates awarding one contract for a Comprehensive One Stop Career Center, not to exceed \$1,052,000, and one to two contracts for Sector Access Points, not to exceed \$127,500 for each proposal. These amounts are subject to change based upon the actual allocation and/or changes approved by the OWIB.

Scope of Services

OWIB seeks experienced organizations to provide workforce development services for Adult and Dislocated Workers under the Workforce Innovation and Opportunity Act (WIOA), with the ultimate goals of helping job-seekers and workers gain employment and advance in their careers and connecting businesses with a qualified workforce. OWIB will evaluate all timely submissions in response to this Request for Proposals (RFP) and competitively award one or more contracts to bidders whose submissions are most responsive to the need for services described herein.

OWIB is soliciting proposals to provide services under two service models, described in greater detail below: (1) the Comprehensive One-Stop Career Center (COSCC), and (2) one to three Sector Access Points. Together, the contracted organizations will deliver workforce services to Adult and Dislocated Workers in Oakland, in coordination with OWIB staff and a contracted Business Engagement and Services provider.

At the time of the release of this RFP, WIOA guidelines and regulations are forthcoming. Nothing in this RFP is intended to limit the services required to be provided under the WIOA guidelines for the operation and management of services under a WIOA-mandated Comprehensive One-Stop Career Center (COSCC) or the regulations and guidelines for registration, eligibility and enrollment, basic career services, individualized services, training, tracking, exits, and follow-up; and to the extent not stated in this Scope of Services, those are incorporated by reference.

Eligibility and Desired Qualifications of Bidders

All 501(c)3 non-profit organizations, public or private educational institutions, government units, public agencies, or private for-profit organizations properly organized in accordance with Federal, State, and local law and in business for at least one year are eligible for funding.

In addition, bidders must exhibit desired qualifications, including the experience, demonstrated track record, and current capacity to:

- Align service models with OWIB goals and strategies;
- Deliver workforce services for Adults and Dislocated Workers that lead to credential attainment and employment;
- Deliver high-quality services resulting in high customer satisfaction;;
- Work effectively with job-seekers, workers, and businesses in Oakland, and in particular with the priority populations identified in this RFP;
- Partner with partners mandated by WIOA and other entities key to addressing Oakland's workforce needs;
- Manage contracts to achieve objectives and meet or exceed WIOA performance standards;
- Maintain appropriate and auditable records;
- Self-monitor for contract and regulatory compliance;
- In the case of a collaborative proposal, manage and demonstrate results as the lead in a collaborative service delivery model;
- Maintain separate accounting records for the OWIB contract, and track costs in sufficient detail to determine compliance with laws and contract requirements;
- Maintain fiscal controls, accounting procedures, and financial reporting in accordance with Generally Accepted Accounting Principles (GAAP) and City of Oakland requirements;
- Respond effectively to changes in fund availability; and
- Make available accounting records upon request for examination, audit, and determination of compliance.
- Provide information for past and current performance on workforce development contracts.

Comprehensive One-Stop Career Center

OWIB's Comprehensive One-Stop Career Center (COSCC) will provide career services and connect job-seekers and workers to the work-related training, education, and supports they need to get good jobs and stay employed, in accordance with WIOA regulations and guidelines as well as local OWIB policies. The COSCC will support Oakland's workforce development system by effectively leveraging investments in workforce, education, and economic development to achieve results for jobseekers, workers, and

businesses. The COSCC will work closely with City staff to effectively implement a One-Stop service delivery system for job seekers and business customers.

Under OWIB's new service delivery model of the COSCC and the Sector Access Points (which are described in detail in section 2 below), the COSCC serves as a centralized hub of Oakland's workforce investment system. With greater emphasis than in the past, the COSCC under WIOA will support an employer-demand-driven system of career pathway training and job placements in the region's growth industry sectors. In this role, the COSCC serves several essential functions:

- Assures coordination among WIOA-mandated partners and services, providing customers with a seamless "one-stop" experience;
- Assures accessibility of workforce services for all customers, regardless of industry sector, neighborhood, or population;
- Facilitates referrals of job-seekers and workers to Sector Access Points for sector-specific training, education, and career services;
- Facilitates referrals of job-seekers and workers to training services, including access to individual training accounts and on-the-job training opportunities, in collaboration with Business Engagement and Services (BES);
- Delivers comprehensive career services for job-seekers and workers not identified with an OWIB priority sector;
- Collaborates with Business and Engagement Services to deliver Rapid Response and Layoff Aversion services to workers facing displacement by company down-sizing or closure;
- Coordinates with OWIB's Business Engagement and Services provider to connect job-seekers to available jobs, find appropriate candidates to fill BES job-orders, and otherwise address the needs of employers.

The Comprehensive One-Stop Career Center will be responsible for the following major work components:

Career Services

The COSCC will provide comprehensive *Career Services* on-site at the facility, in accordance with WIOA guidance and regulations that have not yet been fully established at the time of RFP release. WIOA authorizes "career services" for adults and dislocated workers, rather than "core" and "intensive" services, as authorized by WIA. There are three types of "career services": basic career services, individualized career services, and follow-up services. These services can be provided in any order; there is no sequence requirement for these services. Career services under this approach provide local areas and service providers with flexibility to target services to the needs of the customer.

The three categories of career services are defined as follows:

i) Basic Career Services

Basic career services must be made available to all individuals seeking services served in the one-stop delivery system, and include:

- Determination of eligibility to receive services;
- Outreach, intake, and orientation to the services available through the one-stop delivery system;
- Initial assessment of skill levels (including literacy, numeracy, and English language proficiency), aptitudes, abilities (including skills gaps), and supportive service needs;
- Labor exchange services, including the following:
 - Job search and placement assistance and, career counseling, such as the information on in-demand industry sectors and occupations as well as non-traditional employment;
- Referrals to, and coordination of activities with, other programs and services, including programs and services within the one-stop delivery system and other workforce development programs;
- Workforce and labor market employment statistics information, including information relating to local, regional, and national labor market areas, including the following:
 - Job vacancy listings and the job skills necessary to obtain them
 - Information on local in-demand occupations and the earnings, skill requirements, and opportunities for advancement that accompany them;
- Information on performance and program cost of eligible providers of training services, youth workforce investment activities, adult education, career and technical education activities at the postsecondary level, career and technical education activities available to school dropouts, and vocational rehabilitation services;
- Information regarding how the local area is performing on the local performance accountability measures and any additional performance information with respect to the one-stop delivery system in the local area;
- Information on, and referral to, supportive services or assistance, including the following:
 - Child care, child support, medical or child health assistance under title XIX or XXI of the Social Security Act
 - Benefits under the supplemental nutrition assistance program established under the Food and Nutrition Act of 2008
 - Assistance through the earned income tax credit under section 32 of the Internal Revenue Code of 1986
 - Assistance under a state program for temporary assistance for needy families funded under part A of title IV of the Social Security Act
 - Other supportive services and transportation available in the local area;
- Information and assistance regarding filing claims for unemployment compensation;
- Assistance in establishing eligibility for programs of financial aid assistance for training and education programs that are not funded under WIOA;
- Job development;
- Job Clubs & Workshops;
- Resume refinement.

ii) Individualized Career Services

If one-stop center staff determine that individualized career services are appropriate for an individual to obtain or retain employment, these services must be made available to the individual. These services must be available in all one-stop centers. One-stop center staff may use recent previous assessments by

partner programs to determine if individualized career services would be appropriate. These services include:

- Comprehensive and specialized assessments of the skill levels and service needs of adults and dislocated workers, which may include the following:
 - Diagnostic testing and use of other assessment tools
 - In-depth interviewing and evaluation to identify employment barriers and appropriate employment goals;
- Development of an individual career plan (ICP), to identify the employment goals, appropriate achievement objectives, and appropriate combination of services for the participant to achieve the employment goals, including providing information on eligible providers of training services and career pathways to attain career objectives;
- Group counseling;
- Individual counseling;
- Career planning;
- Short-term prevocational services, including development of learning skills, communication skills, interviewing skills, punctuality, personal maintenance skills, and professional conduct, to prepare individuals for unsubsidized employment or training;
- Internships and work experiences linked to careers;
- Workforce preparation activities;
- Financial literacy services;
- Out-of-area job search assistance and relocation assistance;
- English language acquisition and integrated education and training programs.

iii) Follow-up Services

Follow-up services must be provided as appropriate for participants who are placed in unsubsidized employment, for up to 12 months after the first day of employment. Counseling about the work place is an appropriate type of follow-up service. Follow-up services do not extend the date of exit in performance reporting.

Training Services

The COSCC will provide access to *Training Services* and subsidies for individuals who are determined to be in need of training and who select training services that are directly linked to employment opportunities in the local/regional area. Under WIOA, career services are not a pre-requisite to receive training services. Training subsidies are limited to individuals who are unable to obtain other grant assistance for such services or require assistance beyond that made available under other programs, including federal Pell Grants.

Training Services are designed as one or more courses or classes, or a structured regimen, that upon successful completion lead to: (1) a certificate, associate degree or baccalaureate degree; or (2) the skills or competencies needed for a specific job or jobs, an occupation or occupational group, or generally for many types of jobs or occupations, as recognized by employers and determined prior to training. Training Services include vocational skills training, on-the-job training, integrated vocational and academic training, skills upgrading/retraining, entrepreneurial training, pre-apprenticeship and

apprenticeship training, business-customized training, job readiness training in combination with vocational training, and adult education and English language training in combination with other training services. The COSCC may also provide access to incumbent worker training or subsidized transitional jobs according to OWIB policies.

The COSCC will support OWIB's increased emphasis under WIOA on high-quality training and career pathways. Training may be delivered by public, private, or non-profit providers. The COSCC must establish collaborative relationships with regional partners involved in the design and implementation of career pathways, in order to facilitate customer access to points of entry to education and employment on these pathways. OWIB will identify through this RFP process one or more Sector Access Points, which will serve as hubs for training and career pathway activities in priority sectors; the COSCC will be required to collaborate and establish referral relationships with these entities, so that customers with interest in training in these sectors may receive Access Point services. For priority sectors with no designated Access Point, the COSCC must establish partnerships to facilitate referrals to training and career pathway assistance. *The COSCC must demonstrate a training partnership with, at minimum, Oakland's community college district partner, the Peralta Community College District, and/or its individual colleges or departments.* Letters of commitment that include detailed information on service, co-location, and resource-leveraging commitments may be included as attachments to the proposal.

The Comprehensive One-Stop Career Center (COSCC) will partner with the Business Engagement and Services contractor to administer Individual Training Accounts (ITAs) for Adults and Dislocated Workers. ITAs will be assigned to eligible, WIOA-enrolled customers according to their Individual Career Plans. The COSCC will provide customers with information about training providers on the Eligible Training Provider List to inform the choice of training. The COSCC will also assess participant skills, interests, and readiness for training to ensure appropriate referrals to training services, which must be approved by the Business Engagement and Services contractor. The COSCC will secure and maintain on file all necessary paperwork related to the ITAs and will coordinate with OWIB staff, the Business Engagement and Services contractor, and the contracted Sector Access Points to assure the strategic use of ITAs within priority industry sectors. *At minimum 50% of ITAs will be applied toward training leading to credentials in OWIB priority sectors.*

The Comprehensive One-Stop Career Center (COSCC) will also partner with OWIB's Business Engagement and Services contractor to administer On-the-Job Training contracts (OJTs). OJTs will be allocated to employers identified by the Business Engagement and Services contractor who are committed to meeting WIOA requirements and delivering high-quality on-the-job training to enrolled individuals. OJTs will be assigned to eligible, WIOA-enrolled job-seekers and workers according to their Individual Career Plans. The COSCC will assess participant skills, interests, and readiness for training to ensure referrals to appropriate OJT opportunities, which will be administered by the Business Engagement and Services contractor. The COSCC will also secure and maintain on file all necessary job-seeker and worker paperwork related to the OJTs and will coordinate with OWIB staff, the Business

Engagement and Services provider, and the Sector Access Points to assure the strategic use of OJTs within priority industry sectors.

The COSCC will coordinate with OWIB staff, Sector Access Points, and the Business Engagement and Services contractor to facilitate customer access to WIOA-funded cohort-based training delivered by the Access Points and Customized Training administered by the Business Engagement and Services contractor. The COSCC will demonstrate regional partnerships with providers of the full range of training services needed by clients to enter and advance along career pathways, with an emphasis on OWIB priority industry sectors.

Rapid Response Services

Rapid Response Services, as mandated by the EDD Directive WSD14-3, are services delivered to businesses and employees of companies that are experiencing downsizing through layoffs or closure and may have also been impacted by a Worker Adjustment & Retraining Notification (WARN) issued by the State of California. These services include, but are not limited to, on-site contact with employers, representatives of the affected workers (including labor unions), and the local community, providing information on and facilitating access to: appropriate short- and long-term resources for finding new jobs and/or upgrading skills; assistance with applications for Unemployment Insurance; and job search workshops and other needed group intervention activities.

The Business Engagement and Services (BES) Contractor will be the lead and primary contact for businesses issuing WARN notices, in conjunction with the activities of the City of Oakland's Department of Economic and Workforce Development Agency (DEWD) Economic Development staff. BES will coordinate layoff aversion and rapid response services and convene partners to provide those services. If requested, the Comprehensive One-Stop Career Center will be responsible for providing Rapid Response Services to employees these businesses. Services that may be requested by BES and provided by the COSCC include:

- Review affected workers' assistance needs.
- Coordinate and conduct Rapid Response workshop presentations to assist with career transition, job search tools and skills, résumé preparation, and interviewing techniques.
- Assess re-employment prospects for workers in the local community, working in collaboration with the WIB's Business Engagement & Services contractor.
- Provide information on resources to meet the short and long-term needs of affected workers.
- Establish a process of referring affected employees to the COSCC and other OWIB resources.

Outreach and Marketing

The COSCC will conduct outreach and communication activities with the goal of informing the public -- including Adult and Dislocated job-seekers, workers, and businesses -- about the services available through the COSCC and other public education and workforce service providers, including the Sector Access Points. Outreach and recruitment methods may include formal advertising, electronic media, flyers, brochures, word-of-mouth and other methods of program information dissemination. Providers must ensure that the outreach and recruitment is coordinated with mandated partners of the One-Stop system and with the Sector Access Points. All outreach and recruitment materials must feature

approved OWIB branding and be approved by the City as System Administrator prior to publication.

Providers should ensure that outreach strategies are targeted to populations identified in Section H. Bidders are encouraged to describe the extent of partnerships with community-based organizations that have established histories of serving and communicating to these populations, including organizations with a physical presence in OWIB's targeted neighborhoods.

The COSCC will provide an orientation that informs individuals of the full array of services available through the One-Stop system, including all partner services conducted on-site and any other resources available to support career success, including the Sector Access Points. The orientation will include an overview of WIOA eligibility, processes and procedures. A minimum of one orientation per week will be offered, and the orientation calendar will be made available to the public. One-on-One orientations will also be made available, when necessary to ensure the accessibility of this service.

Facility and Operations

The COSCC will maintain a physical site in the City of Oakland where job-seekers, workers, and businesses can access the comprehensive services detailed in this Scope of Work. The site must be open, at minimum, Monday through Friday from 8:30 a.m. to 4:30 p.m., except on applicable City, State, and Federal holidays.

Bidders should demonstrate the high level of accessibility of the COSCC site, particularly for the priority populations identified in section II.H below. The site should be conveniently accessed by public transportation. The site must be fully compliant with ADA accessibility requirements. Services must be accessible to limited English speakers through linguistically diverse staff, translated materials, interpretation services, and other means. Bidders are encouraged to demonstrate flexibility and creativity in accommodating the needs of customers with varied availability and work schedules.

Sector Access Points

The Sector Access Points, a new service delivery model for OWIB, will coordinate sector-specific services for job-seekers, workers, and employers in one or more of OWIB's priority industry sectors (described in section I.G). The Access Points will provide career services contextualized for their industry sectors of focus and connect job-seekers and workers to the sector-related training, education, and supports they need to get good jobs and stay employed, in accordance with WIOA regulations and guidelines as well as local OWIB policies.

The Access Points will work closely with City staff to fulfill OWIB's vision for high-impact sector strategies. OWIB's 2013-2017 Strategic Plan articulates several sector strategy goals:

- Utilize regional labor market data and employer input to identify entry-level jobs (and the skills they require) with advancement potential in growth sectors;

- Convene and connect industry, education, and service providers to better define and articulate career pathway education, training, and workforce services related to these jobs and sectors;
- Message to job-seekers, workers, and employers the opportunities presented by these career pathways to encourage their participation; and
- Increase credential attainment, job placement and retention outcomes in high-demand occupations and sectors.

Under OWIB's new service delivery model of the Comprehensive One-Stop Career Center and Sector Access Points, the Access Points serve as hubs for the system's sector strategies. Each Access Point will support an employer-demand-driven system of career pathway training and job placements in one or more of the region's growth industry sectors. In this role, the Access Points serve several essential functions:

- Assure coordination among partners critical to sector strategy implementation, including OWIB's Business Engagement and Services provider, education and training providers, industry champions, business associations, labor organizations, community-based service providers, and others;
- Provide specialized workforce services designed to help job-seekers enter and advance in a priority industry sector;
- Receive referrals of job-seekers and workers from the COSCC and other Sector Access Points for in-sector training, education, and career services;
- Facilitate referrals of job-seekers and workers to the COSCC for out-of-sector training, education, and career services;
- Coordinate with OWIB's Business Engagement and Services provider to deliver and/or connect customers to career pathway education and training services, including access to Individual Training Accounts (ITAs), On-the-Job Training opportunities (OJTs), Cohort-Based Training, and employer Customized Training in the targeted sector(s);
- Coordinate with OWIB's Business Engagement and Services provider to connect job-seekers to available jobs in the target industry sector, find appropriate candidates to fill relevant BES job-orders, and otherwise address the needs of employers.

The Sector Access Points will be responsible for the following major work components:

Career Services

The Sector Access Points will be required to provide (in-house, via a subcontractor, and/or by referral) *sector-specific Individualized Career Services*. These may be provided by the bidder; by a proposed subcontractor to the bidder, described in the bidder's proposal; and/or by referral to qualified partners. WIOA Career Services include:

- Comprehensive and specialized assessments of the skill levels and service needs of adults and dislocated workers, which may include the following:
 - Diagnostic testing and use of other assessment tools
 - In-depth interviewing and evaluation to identify employment barriers and appropriate employment goals;
- Development of an individual career plan (ICP), to identify the employment goals, appropriate achievement objectives, and appropriate combination of services for the participant to achieve

the employment goals in the targeted sector, including providing information on eligible providers of training services and career pathways in the sector;

- Group counseling;
- Individual counseling;
- Career planning;
- Short-term prevocational services, including development of learning skills, communication skills, interviewing skills, punctuality, personal maintenance skills, and professional conduct, to prepare individuals for unsubsidized employment or training in the targeted sector;
- Internships and work experiences linked to careers in the targeted sector;
- Workforce preparation activities;
- Financial literacy services;
- Out-of-area job search assistance and relocation assistance;
- English language acquisition and integrated education and training programs.

Training Services

Each Sector Access Point will provide access to *Training Services* and subsidies for individuals who are determined to be in need of training and who select training services that are directly linked to employment opportunities in the local/regional area *and that are in the sector(s) served by the Access Point*. Under WIOA, career services are not a pre-requisite to receive training services. Training subsidies are limited to individuals who are unable to obtain other grant assistance for such services or require assistance beyond the assistance made available under other grant assistance programs, including federal Pell Grants.

The Sector Access Points will coordinate with the Business Engagement and Services (BES) provider to facilitate customer access to ITAs, OJTs, Customized Training, and Cohort-Based Training administered by the Business Engagement and Services contractor. Access Points will also collaborate with the Comprehensive One-Stop Career Center (COSCC) to establish and implement processes for referral from the COSCC to the Access Point of customers seeking careers in the Access Point's target industry sector(s) and from the Access Point to the COSCC of customers seeking careers in other sectors.

Training Services are designed as one or more courses or classes, or a structured regimen, that upon successful completion lead to: (1) a certificate, associate degree or baccalaureate degree; or (2) the skills or competencies needed for a specific job or jobs, an occupation or occupational group, or generally for many types of jobs or occupations, as recognized by employers and determined prior to training. Training may be delivered by public, private, or non-profit providers. Training Services include vocational skills training, on-the-job training, integrated vocational and academic training, skills upgrading/retraining, entrepreneurial training, pre-apprenticeship and apprenticeship training, business-customized training, job readiness training in combination with vocational training, and adult education and English language training in combination with other training services. The Access Point may also provide access to incumbent worker training or subsidized transitional jobs according to OWIB policies.

The Sector Access Points will support OWIB's increased emphasis under WIOA on high-quality training and career pathways. Each Access Point will establish and maintain regional partnerships with providers

of stackable training services needed by clients to enter and advance along a career pathway in the targeted OWIB priority industry sector(s). *The Access Point must demonstrate career pathway training delivery and/or partnerships in, at minimum, one of the OWIB priority sectors.* Letters of commitment that include detailed information on service, co-location, and resource-leveraging commitments may be included as attachments to the proposal.

Training may be delivered by public, private, or non-profit providers. *The Sector Access Point must demonstrate a training partnership, at minimum, with Oakland's community college district partner, the Peralta Community College District, and/or its appropriate individual colleges or departments.* Letters of commitment that include detailed information on service, co-location, and resource-leveraging commitments may be included as attachments to the proposal.

The Sector Access Point will be distinguished by its development and delivery of cohort-based training to WIOA-eligible individuals, in partnership with OWIB's Business Engagement and Services (BES) provider. Cohort-based training must lead to WIOA performance outcomes in one or more of the OWIB priority industry sectors and must be provided at no cost to individuals or businesses. The Access Point, training provider (if different from the Access Point), BES, and OWIB staff will partner on the design of cohort-based training, including determination of training content, cohort size, eligibility and other factors, prior to approval of use of OWIB training funds, which will be administered by BES.

The Sector Access Point will also partner with the Business Engagement and Services provider to administer Individual Training Accounts (ITAs) within the target industry sector. ITAs for training related to the Access Point's target industry sector will be assigned to eligible, WIOA-enrolled customers according to their Individual Career Plans. The Access Point will provide customers with information about relevant training providers on the Eligible Training Provider List to inform the choice of training. The Access Point will secure and maintain on file all necessary paperwork related to the ITAs. The Access Point will also assess participant appropriateness for training to ensure effective referrals to training services, which must be approved by the Business Engagement and Services contractor. *Only training leading to credentials or occupational skills required for employment in the Access Point's priority industry sector will be approved.*

The Sector Access Point will also partner with OWIB's Business Engagement and Services contractor to administer On-the-Job Training contracts (OJTs) within the target industry sector. OJTs will be allocated to employers identified by the Business Engagement and Services contractor who are committed to meeting WIOA requirements and delivering high-quality on-the-job training in the target industry sector to enrolled individuals. OJTs will be assigned to eligible, WIOA-enrolled job-seekers and workers according to their Individual Career Plans. The Access Point will assess participant skills, interests, and readiness for training to ensure referrals to appropriate OJT opportunities, which will be administered by the Business Engagement & Services provider. The Access Point will also secure and maintain on file all necessary job-seeker and worker paperwork related to the OJTs and will coordinate with the Business Engagement & Services provider and OWIB staff to assure the strategic use of OJTs within priority industry sectors.

Rapid Response Services

The Business Engagement and Services (BES) Contractor will be the lead and primary business contact for layoff aversion and rapid response services and will convene and coordinate with partners to provide those services. If requested, the Sector Access Points will be responsible for providing industry sector-specific Rapid Response Services to employees in these businesses. Services that may be requested by BES and provided by the Access Points include:

- Review affected workers' assistance needs.
- Coordinate and conduct Rapid Response workshop presentations to assist with career transition, job search tools and skills, résumé preparation, and interviewing techniques.
- Assess re-employment prospects for workers in the local community, working in collaboration with the WIB's Business Engagement and Services contractor.
- Provide information on resources to meet the short and long-term needs of affected workers.
- Establish a process of referring affected employees to the COSCC and other OWIB resources.

Outreach and Marketing

Each Sector Access Point will conduct outreach and marketing activities with the goal of informing the public -- including Adult and Dislocated job-seekers, workers, and businesses – about opportunities in the sector and about services available through the Access Point and its partners. Outreach and recruitment methods may include formal advertising, electronic media, flyers, brochures, word-of-mouth and other methods of program information dissemination. Providers must ensure that the outreach and recruitment is coordinated with the Comprehensive One-Stop Career Center. All outreach and recruitment materials must feature approved OWIB branding and must be approved by the City as System Administrator prior to publication.

Providers should ensure that outreach strategies are targeted to populations identified in Section D. Bidders are encouraged to describe the extent of partnerships with community-based organizations that have established histories of serving and communicating to these populations, including organizations with a physical presence in OWIB's targeted neighborhoods. Bidders are encouraged to identify marketing strategies that message the accessibility of the sector(s) and the opportunities they present for the priority populations.

Each Access Point will provide an orientation that informs individuals about the regional job market in the sector; opportunities for training, entry, and advancement; and the full array of services available to job-seekers and workers in the sector, as well as to the other resources available to out-of-sector job-seekers, including the Comprehensive One-Stop Career Center. The orientation will include an overview of WIOA eligibility, processes and procedures. A calendar of regularly-scheduled orientation sessions will be made available to the public. One-on-One orientations must also be made available, when necessary to ensure the accessibility of this service.

Facility and Operations

The Sector Access Point will maintain at least one physical site in the City of Oakland where job-seekers, workers, and businesses can learn about opportunities in the sector(s) and access services described in

this Scope of Work. Bidders may propose to offer a range of career and training services at multiple sites, on the condition that a high level of coordination and connectivity is demonstrated that will assist the customer in navigating and accessing the services. Services need not be delivered at a single “one-stop” location.

Bidders should demonstrate the high level of accessibility of the Access Point site(s), particularly for the priority populations identified in section II.H below. Each site should be conveniently accessed by public transportation. Each site must be fully compliant with ADA accessibility requirements. Services must be accessible to limited English speakers through linguistically diverse staff, translated materials, interpretation services, and other means. Bidders are encouraged to demonstrate flexibility and creativity in accommodating the needs of customers with varied availability and work schedules.

Populations to Be Served

Eligibility criteria for Adult and Dislocated Worker activities can be found in the [Workforce Innovation and Opportunity Act](#) (WIOA) in Section 3 (Definitions). To be an eligible Adult participant, an individual must be 18 years of age or older and provide documentation of Social Security Number, compliance with Selective Service requirements, and compliance with citizenship and eligibility to work requirements. To be an eligible Dislocated Worker participant, an individual must have been terminated or laid off, or have received a notice of termination or layoff, from employment; have been self-employed, but be unemployed as a result of general economic conditions; or be a displaced homemaker.

WIOA and the California Workforce Development Board (CWDB) give priority of service to several populations, including veterans, adults on public assistance, other low-income individuals, and individuals who are basic skills deficient, including limited English speakers. In addition, the Oakland WIB has identified the following local priority populations:

- Individuals residing in Oakland neighborhoods with the highest rates of unemployment
- Individuals re-entering the workforce from the criminal justice system
- Individuals with limited English speaking ability

Under WIOA, individualized career services and training services must be given on a priority basis, regardless of funding levels, to members of these priority populations. Contractors will be asked to prioritize and document services to these populations and to comply with WIOA and OWIB priority of service policies.

Performance Measurement and Accountability

Contracted Adult and Dislocated Worker Services providers will be responsible for providing client and program data under policies and guidelines established by WIOA, OWIB, the State of California and the federal government, and administered by the City of Oakland. The contractors will be required to:

- Utilize CalJOBS, an internet-based system used throughout the State of California, as the system of record for Adult and Dislocated Worker Services participant tracking.¹
- Ensure complete, accurate and timely data entry in compliance with WIOA.
- Gather and maintain all required participant eligibility documentation, which will be subject to ongoing local and State monitoring and verification.
- Report program participant information, including WIOA tracking and follow-up data.
- Prepare monthly and quarterly performance reports as required by WIOA and as may be requested by City staff, OWIB, and OWIB committees.
- Prepare monthly financial and training expenditure reports, along with supporting documentation as required by the City.

Reports generated from CalJOBS will be utilized to determine program performance by OWIB and the State of California; therefore, knowledge of the system, accuracy and timely entry of information are critical. OWIB will provide technical assistance and mandatory staff training on CalJOBS system input. It will be the contractor’s responsibility to ensure on-going staff expertise and cooperation.

Evaluation of Proposals

Proposals will be evaluated according to the following criteria:

Criteria	Maximum Point Value
<p>Organizational Experience and Capacity</p> <ul style="list-style-type: none"> • Application must provide evidence that the applicant and its required partners have the fiscal, administrative and performance management capacity to administer funding streams. Scoring under this criterion will be based on the extent to which applications provide: <ul style="list-style-type: none"> ○ Ability to manage and maintain fiscal records, including experience with federal funds and cost allocation. ○ Adequate and qualified staff ○ Capacity to track required deliverables and generate the required reports • Mission, history, accomplishments • Organization structure and staffing (see Org Chart) • Relevant programs and services, and their recent outcomes • Administrative and data management experience and capacity • Fiscal management experience and capacity • Facilities • Experience related to OWIB system and providers • Summary information on proposed subcontractors 	15
<p>Program Description</p> <ul style="list-style-type: none"> • Proposal must demonstrate that the applicant has experience serving target population. Applicant must provide program evaluations or reviews and previous contract experiences. 	20

¹ To access CalJOBS, type this address into your web browser www.caljobs.ca.gov.

<ul style="list-style-type: none"> • Summary • Target population, outreach and marketing plan • Proposed sector strategies and business engagement • Effective strategy to recruit eligible participants • Proposed client services and flow (see Client Flow Chart, Service Elements Delivery Plan) • Description of follow-up services and tools to measure customer satisfaction. • Proposed sector strategies and business engagement • Proposed Work Plan and Timeline (see attached) • Previous contract experience • Innovative approaches 	
<p>Existing and Proposed Program Staffing</p> <ul style="list-style-type: none"> • Roles and experience, by position (see attached Resumes, Job Descriptions) • Training plan 	5
<p>Subcontractors and Other Partners</p> <ul style="list-style-type: none"> • Proposed subcontractor capacity, experience, and ability to contribute to performance outcomes (see attached Letters) • Partnerships with OWIB system providers • Contributions of other proposed partners (see attached Letters/MOUs) • Partnerships with employers 	15
<p>Outcomes, Data Collection, Reporting and Monitoring</p> <ul style="list-style-type: none"> • Proposed performance outcomes (see attached), including justification if not consistent with past/current performance on similar contracts • Proposed data collection systems and procedures • Proposed quality assurance and monitoring of subcontractors • Proposed evaluation and continuous improvement strategies • Past/current performance on similar contracts (see Past/Current Contracts Form) • Proposal demonstrates provider understands WIOA performance measures. 	25
<p>Budget and Budget Narrative</p> <ul style="list-style-type: none"> • Applicant must show a strong understanding of WIOA financial procedures and fiscal management. Scoring criteria for this section will be based on the following categories: <ul style="list-style-type: none"> ○ Description of process to support proposed activities with sufficient project operational budgets. ○ Description of fiscal management experience and the use of fiscal controls. ○ Describe budget justification and demonstrative sufficient understanding of WIOA cost definitions and cost reimbursement contracts. • Budget Form • Budget Narrative, including: <ul style="list-style-type: none"> ○ Justification of costs • Sources of non-WIOA funds, including whether proposed or confirmed 	20
TOTAL	100