TO: YOUTH COUNCIL  
FROM: RHONDA SIMMONS, DIRECTOR OF WORKFORCE DEVELOPMENT  

SUBJECT: REQUEST FOR PROPOSALS (RFP) #113  
DATE: 11/26/2012  

REQUESTED ACTION:
OEWD requests that the Youth Council approve the framework of RFP 113 to fund activities identified in this memo and grant OEWD authority to identify, approve, and establish contracts with vendors, contractors and/or grantees to perform these activities.

DISCUSSION:
OEWD will issue this RFP as part of its broader workforce system strategy aimed at coordinating available services and resources more effectively and efficiently. This system of services will address the immediate crisis of need facing those San Franciscans who have been the most impacted by the economic recession. OEWD’s services strategy will meet the continuous demand for workforce service by leveraging the service systems provided though other funding resources and by addressing the service gaps in those systems to make sure more jobseekers will be able to access workforce development opportunities.

This RFP will utilize funds from the following allocations:
   a. Workforce Investment Act (WIA) Adult, Youth and Dislocated Worker Formula Allocations
   b. Housing and Urban Development’s Community Development Block Grant (CDBG) funds allocated for workforce development services
   c. OEWD General Funds

Through this RFP, OEWD will maximize the impact of each of the individual funding sources by coordinating a stronger system of services that are more cohesively aligned along a common workforce development framework. The result will be more effective services for more people, and a range of services that meet the needs of San Franciscans from a variety of backgrounds and with a variety of skill sets and skill levels, a variety of employment barriers, and a variety of training and job placement needs.
The RFP strategy, and its accompanying service framework (outlined below), are aimed at supporting the Workforce Development Strategic Plan.

**Specific Strategic Plan Recommendations Supported through this RFP**

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<th>Goal 1: Improve Responsiveness of Workforce System to stable/growing industries</th>
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<td>Goal 2: Re-engage youth disconnected from the education system and labor market to achieve academic credentials, transition to post-secondary education, and/or secure living wage employment</td>
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<td>Goal 3: Increase access to workforce services for populations underserved by the workforce development system</td>
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<td>Goal 4: Improve Businesses capacity to hire San Francisco residents, and the quality of the workforce services available to them through the workforce system.</td>
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<td>Goal 5: Streamline and align policy and administration across multiple funding sources.</td>
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**SERVICES FRAMEWORK:**

1. **Access Points**
   - Provide centralized access points for Workforce System resources
   - Coordinate services and outreach that meet neighborhood-specific and Citywide needs
   - Implement services & strategies in coordination with the broader Workforce System and industry/sector trends.
   - Provide a menu of workforce services and WIA-mandated services to jobseekers and employers
   - Four types of Access Points being procured in this RFP:
     1. Comprehensive “OneStop”
     2. Industry/Sector
     3. Neighborhood Network
     4. Young Adult WorkLink

2. **Sector Strategy**
   - Provide a comprehensive array of sector-based workforce services to jobseekers and employers
   - Sector Access Points - Provide centralized resources and entry for each targeted industry, leveraging the services provided by the various Sector Academy partners
   - Occupational Skills Training - curriculum will be customized to meet industry requirements and successfully prepare participants for industry certifications and sector occupations.
   - Sector Bridge Programs – prepares young adults with basic education and technical skills that are contextualized around a specific industry sector.
   - Four priority sectors being procured in this RFP:
     1. Construction
     2. Health Care
     3. Hospitality/Retail
     4. Information and Communications Technology

3. **Worker Supports**
   - WIA Child Care Resources Administrator
     - Must follow established federal and local WIA guidelines
• Connect jobseekers to long-term, ongoing childcare resources and services upon completion of their training
• Counsel and connect jobseekers to childcare service providers appropriate to their individual needs

- Re-Entry Navigator
  • Provide targeted workforce services for job seekers with criminal justice histories and backgrounds
  • Connect participants to Access Points and Job Readiness Services through formal referral partnerships

4. Job Readiness Services
   • Provide jobseekers with:
     • Assessment and intensive case management
     • Barrier removal assistance
     • Job-readiness training (e.g. workplace skills, digital literacy)
     • Linkages to education services
   • Connect jobseekers to:
     • The citywide workforce system – Access Points
     • Sector-based occupational skills training
     • Job search assistance and placement
     • Career navigation services

5. Business Services
   • Create citywide system of services for local businesses:
     • Proactive development of job opportunities for job seekers
     • Coordinate job development and referral across Access Points
     • Develop OJT contracts especially targeting in demand sectors
     • Manage Job Fairs and Hiring Events
     • First Source job development
     • Customized workforce services for SF Airport and other employers
     • Utilize staffing agency model and talent management systems

6. Young Adult Services
   • Service Strategy:
     • Provide skills building training specifically tailored to the needs of Young Adults (age 18-24)
     • Serve as a feeder to postsecondary education, the City’s Sector academies, or other advanced training
     • Link young adults to competitive employment
   • Goals:
     • Achievement of literacy or numeracy gains, achievement of HS diploma/GED, and an industry recognized credential
     • Placement into employment or post-secondary education
     • Retention in employment or post-secondary education
Program Areas:
- Job Readiness – building workplace competencies, including work preparedness skills
- RAMP (Reconnecting All through Multiple Pathways)
- Sector Bridge
- Young Adult WorkLink (Access Points Strategy)

FUNDING SOURCES:
WIA Funds: OEWD will use WIA funds for all strategy areas. The parameters for the services offered using WIA funds will be dictated primarily through federal guidelines and regulations.
CDBG Funds: The City and County of San Francisco’s CDBG funds that have been allocated for workforce services will be administered directly by OEWD. This funding helps to ensure that a broad spectrum of jobseekers (that may not be eligible under WIA) can effectively tap into workforce opportunities.
OEWD General Funds: OEWD will include some of its allocated City General Funds into the funding mix in order to help increase the flexibility of our Workforce System’s service strategies. Without these general funds the service strategies would have to be more restrained to fit the federal guidelines and regulations that are attached to WIA and CDBG funds.

RECOMMENDATIONS:
Given the level of need that San Franciscans are currently facing, OEWD urges the following action from the Youth Council:

Immediate Youth Council authorization to approve the framework of RFP 113 to fund activities identified in this memo and grant OEWD authority to identify, approve, and establish contracts with vendors, contractors, and/or grantees to perform these activities through spending of the identified funding.