



Sacramento  
Employment and  
Training  
Agency

## **REQUEST FOR PROPOSAL (RFP)**

**FOR**

**Board Initiative Activities  
Including Employer Outreach  
Business Retention and Expansion Services**

**Contact: Terri Carpenter  
Telephone: (916) 263-7891  
Email: Terri@delpaso.seta.net**

**Sacramento Employment & Training Agency (SETA)  
925 Del Paso Blvd.  
Sacramento, CA 95815**

**[www.seta.net](http://www.seta.net)**

## **PURPOSE OF SOLICITATION**

This Request for Proposal (RFP) has been released to allow SETA to recruit qualified vendors for delivery of services in:

- Employer Outreach
- Business Retention and Expansion

### **Employer Outreach**

Sacramento Works is seeking quotes from qualified applicants to work with staff:

- to develop and distribute employer outreach material that promotes the services offered by the Sacramento Works Workforce Investment Board
- provide services that support and complement the outreach and public relations campaign that is currently overseen by the Employer Outreach Committee
- provide services to include strategies to avert layoffs, retain or save jobs, and identify pending closures or substantial layoffs, and help companies make changes so that layoffs are reduced or completely avoided.

### **Business Retention and Expansion**

Sacramento Works, Inc. is seeking quotes from qualified applicants to provide services that will link existing businesses to programs, services and resources that will ensure that they continue to thrive in the region, coordinate with appropriate City and County departments to facilitate retention, expansion, and/or relocation of existing businesses within the region, and/or target small, minority and women owned businesses to help them survive in difficult times.

Retention programs typically involve partnerships among public and private organizations that assess the assets and opportunities of individual companies through surveys, interviews, and visitations or products that will ensure visibility and enhance business opportunities. The purpose is to strengthen existing companies, establish early warning systems to flag at-risk businesses that require assistance, ensure that public programs meet local business needs, and/or connect businesses to new opportunities for business expansion.

## **QUALIFIED APPLICANTS**

Qualified applicant agencies include:

Public agencies

Private for-profit entities

Private non-profit agencies/institutions

Educational institutions

Community Based Organizations

## **AVAILABLE FUNDS**

Funds are provided to SETA by the U.S. Department of Labor (DOL) via the State of California, under the auspices of the State Workforce Investment Board, pursuant to the Workforce Investment Act under Title I and the American Recovery and Reinvestment Act. The average award per applicant agency will be between \$20,000 to 40,000.

## **FORMAL CONTRACT**

All successful applicants will be required to enter into a standard form service contract with SETA. A copy of the most recent form of this contract is available for review at SETA. Applicants are encouraged to obtain and review this contract prior to submitting applications so as to be familiar with contract requirements.

Applicants are advised the SETA Governing Board may require that all recipients of funds from SETA publicize the fact that the program it operates is funded, in whole, or in part, by SETA. All contracts will contain a provision requiring the contractor to abide by this requirement.

## **TERM OF CONTRACT**

Each contract may commence once all required documentation has been received. The term of the contract will be September 1, 2009 to June 30 2010.

If, at any time during the term of the contract, the vendor fails to maintain proper qualifications, SETA may terminate the contract by giving written notice to vendor at least five (5) days prior to the effective termination date.

## **PERIOD OF SOLICITATION**

This RFP will be released June 23, 2009.

The deadline to submit a response to the RFP is July 15, 2009.

Funding decisions will be made by the Sacramento Works, Inc. on July 22, 2009

## **SUBMITTAL PROCEDURE**

To be considered for board initiative funding, applicants must submit an original and five (5) legible copies of the completed response to this RFP.

- a) ONE (1) copy must have an original signature and be identified as the original.
- b) The remaining FOUR (4) copies may be reproductions of the original.

Completed RFP responses should be submitted by July 15, 2009 at 4:30 p.m. to:

Terri Carpenter  
Sacramento Employment and Training Agency  
925 Del Paso Boulevard  
Sacramento, CA 95815

Questions regarding the RFP and/or the submission process should be directed to Terri Carpenter at (916) 263-7891 or email Terri@delpaso.seta.net

## **SELECTION/EVALUATION PROCEDURE AND CRITERIA**

Applications will be evaluated by a team of evaluators, Workforce Investment Board members and staff. Applicants may be contacted, in writing, to answer questions or provide clarification to the evaluation team. Staff recommendations will be submitted to Sacramento Works, Inc. on July 22, 2009 at 8:00 a.m. for review and approval.

In order to assist the Sacramento Works, Inc. in approving vendors for board initiative funding, the evaluation team will provide board members with the results of their evaluations in the form of team funding recommendations.

The following is a summary of the evaluation criteria:

**Program Management**

Adequacy/description of the history and experience of the applicant, the organizational structure, internal fiscal controls, and internal evaluation and monitoring system.

**Service/Design of Activity**

Adequacy/description of proposed service, including the overall design of the activity and program outline.

**Service Goals/Outcomes**

Adequacy/description of anticipated outcomes.

**Reasonableness of Cost**

Comparison will be made of proposed cost to the historical cost of vendors with similar activities.

**PUBLIC MEETING**

SETA/Sacramento Works, Inc. adheres to the provisions of 54954.2 and 54954.3 of the California Government Code, generally known as the Brown Act. Members of the public may address the Sacramento Works, Inc. Board on any matter under its jurisdiction.

Funding recommendations will be released five (5) calendar days prior to submission to Sacramento Works, Inc. for approval. Published copies of staff recommendations will be available at the reception desk located at 925 Del Paso Blvd., Suite 100, Sacramento, CA 95815.

**PROTEST PROCEDURES TO RESOLVE PROCUREMENT DISPUTES**

All protests to resolve disputes concerning this RFP shall be submitted in writing, must specify in detail the grounds of the protest, the facts and evidence in support thereof, and the remedy sought. The written protest must be delivered to the Clerk of the Boards at SETA within the time limits provided below. In the absence of a timely and properly submitted written protest, no party responding to this RFP shall be eligible for any remedy.

Any applicant desiring to protest a determination concerning this RFP or the recommendation of SETA-Sacramento Works staff, must file a protest, in writing, with the Sacramento Works, Inc. Board no later than five (5) calendar days following release of the staff recommendation. The Sacramento Works, Inc. Board shall resolve any protest based upon the written protest and any oral and written response thereto provided by SETA staff before, or in conjunction with, the Board's consideration of the application and the staff recommendation. Resolution of the protest shall be deemed final.

**LIMITATIONS**

SETA shall not pay for any costs incurred by the applicant agency in the completion of this RFP. Submission of an RFP does not, in any way, obligate SETA to award a contract.

SETA reserves the right to accept or reject any applications, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFP, if it is in the best interest of SETA to do so.

SETA may require successful applicants to participate in contract negotiations and to submit additional programmatic or financial information as a result of negotiations prior to contract finalization. SETA shall reserve the right to terminate, with or without cause, any contract entered into as a result of this RFP process.

### **MODIFICATION OF CONTRACTS**

Any contract awarded pursuant to this RFP may be unilaterally modified by SETA upon written notice to the contractor under the following circumstances:

- a) Contractor fails to meet performance and service expectations set forth in the contract, or
- b) The Federal or State government increases, reduces or withdraws funds allocated to SETA, which impact services solicited under this RFP, or
- c) There is a change in Federal or State legislation and/or their regulations, local laws, or applicable SETA policies or procedures.

## **Description of Services Requested/Deliverables**

### **PROGRAM SUMMARY**

- 1) Please provide a summary of your proposed service(s). The summary should include specific and *concise* statements regarding:
  - a) What are your proposed services?
  - b) Where and how will the service be provided?
  - c) Who is your customer/business to be served?
  - d) What are your customers'/business' needs and how will your service(s) meet those needs?
  - e) What geographic area will be served?
  - f) What outcomes will you achieve and what will be the impact on your customer/business?
- 2) Will you work with partners to coordinate the service? If so, who are your partners and how will you and your partner(s) coordinate services?
- 3) What are the qualifications, credentials, certifications and experience of your program and any staff providing services?
- 4) How will you measure the outcome/success of your service? Examples include:
  - Number of businesses educated about availability of services
  - Numbers of tax credit subsidies received by businesses served by your agency
  - Number of employers participating in the Work Share program
  - Number of employers surveyed
  - Number of jobs saved
  - Number of jobs created/identified
- 5) How will customer satisfaction be measured?
- 6) Attach any material you plan to use in delivering the service.

## **Compensation**

- 1) Fee Structure
- 2) Quote outlining total cost for project activities

## **PROGRAM MANAGEMENT**

### **A. Organizational Structure:**

- 1) Describe your organization. Include history, purpose, years of operation, number of staff and services provided to the community.
- 2) Describe your organization's experience in operating the proposed program or similar programs. Attach an organization chart (labeled Exhibit A)

### **B. Fiscal Controls:**

- 1) Describe your organization's internal fiscal system, including:
  - a) Type of accounting system used;
  - b) Which staff member is responsible for the preparation of the fiscal reports;
  - c) The internal controls used in your fiscal systems;
  - d) How your agency would repay any potential disallowed costs; and,
  - e) Describe your agency's ability to manage a Fee-for-Service program.

### **C. Internal Program Evaluation and Monitoring:**

- 1) Describe the process you will use to evaluate and monitor your staff and program(s), and formally document the results, including:
  - a) Activities reviewed;
  - b) Frequency;
  - c) Corrective action; and,
  - d) Staff assigned to monitor/evaluate