

RESOLUTION NO. 89-051

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF June 13, 1989

REQUEST FOR PROPOSALS, SELECTION
EXECUTION OF CONTRACT AND BUDGET AMENDMENT FOR
JOB BANK SPECIALIST

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO:

Section 1. The Acting Executive Director is authorized to advertise the Request for Proposals (RFP) for Job Bank Specialist in the form attached hereto.

Section 2: The Acting Executive Director is authorized to select a proposal from the responses to the RFP, in accordance with the RFP, and to execute a contract with the selected Job Bank Specialist for a term commencing July 24, 1989 and terminating May 25, 1990, for compensation not to exceed \$45,500.

Section 3. The 1989 Agency budget is hereby amended to transfer \$14,080 in Oak Park tax increment funds from Fund Balance to 5800/4222/A00709, \$12,300 in City Community Development Block Grant funds (2460/4222/L04318) to 5800/4222/L04932 and \$12,300 in County Community Development Block Grant funds (2460/4222/L08331) to 5800/4222/L08932 for the operation of the Enterprise Zone Job Bank.


CHAIR

ATTEST:


ASSISTANT SECRETARY

1100WPP2(281)

FOR CITY CLERK USE ONLY

RESOLUTION NO.: 89-051
DATE ADOPTED: JUN 13 1989

REQUEST FOR PROPOSALS

Enterprise Zone Job Bank Specialist

The Sacramento Housing and Redevelopment Agency (Agency) is interested in retaining a consultant to promote Enterprise Zone Job Bank activities in Sacramento. The Enterprise Zone was established to increase job linkages between Enterprise Zone businesses and residents of High Density Unemployment Areas (HDUAs). Services will be targeted to unemployed residents in Del Paso Heights, Downtown, Oak Park and Meadowview (see map attached). These neighborhoods have had persistent problems of high unemployment and low household income.

The purpose of the consultant contract is to provide services that will assist employers located in the Enterprise Zone in hiring qualified applicants from the targeted neighborhoods. To become qualified for Zone benefits, an employer must hire at least 30% of its employees from one or more of the four neighborhoods identified above. The Enterprise Zone Job Bank was established to serve as a one-stop clearinghouse, to make it as easy as possible for businesses to identify and hire qualified employees.

SCOPE OF SERVICES

Under the direction of the Enterprise Zone Coordinator, the Job Bank Specialist will:

- Provide services for current HDUA applicants registered with the Job Bank.
- Recruit potential neighborhood job applicants by contacting appropriate community, employment and training agencies (or other means of recruitment) and coordinate procedures to refer qualified residents in response to Enterprise Zone job orders. The primary agencies include the Employment Development Department (EDD), Private Industry Council (PIC), Sacramento Employment and Training Agency (SETA)-funded program operators, and the Grant District Skill Center.
- Increase HDUA residents' participation in existing job training and placement programs. Activities will include organizing job fairs, promotions through direct mail, radio advertising and working with community groups.
- Screen applicants for requested job qualifications and check references before referring to employers.
- Ensure that applicants are prepared for interviews.

- Refer applicants to the various training programs now operating and provide individualized follow-up support and advocacy services.
- Assist businesses in becoming eligible for as many employer benefit programs as possible, e.g. Targeted Job Tax Credit (TJTC), On-the-Job Training and Enterprise Zone benefits.
- Identify the job skill needs of Enterprise Zone businesses and establish training programs to fit those needs by drawing on the resources of PIC, EDD and the Skill Center as appropriate.
- Follow up with applicants and businesses to evaluate services and recommend appropriate changes in the process.
- Provide monthly reports on clients served.
- Assist the Agency in coordinating the services of other agencies that support job development, such as day care or transportation.

The consultant will be required to submit within 30 days of the commencement of the contract a detailed work program for the contract period based on the framework of the above responsibilities. The work program will be subject to approval by the Acting Executive Director of the Agency. The work program shall specify how the above duties will be accomplished within the term of the contract and shall identify specific actions, associated costs and time-frames required to meet the work program. The work program shall be developed so as to indicate anticipated progress on a monthly basis, with significant activities and key elements outlined.

The consultant will also be required to submit monthly performance reports detailing progress in meeting work program goals for review by the Agency. Funds will be disbursed only upon progress and documentation of actual services performed and costs incurred as identified in the work program.

FUNDING AND DURATION OF CONTRACT

Forty Five Thousand Five Hundred Dollars (\$45,500) is available for the ten month consultant contract, which sum must cover all requisite costs, including clerical services, typing, some janitorial services, mailing costs, office supplies, telephone costs, insurance coverage (\$1,000,000 for general liability; \$500,000 for automobile and possible Workers Compensation insurance), travel costs and staff salary. The Agency is not responsible for any personnel benefits or program costs. Office space will be provided at no charge at the Grant District Skill Center, 577 Las Palmas Avenue, Sacramento, CA and the Job

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Bank Specialist may be required to pay \$200 per month for rent at the Oak Park office at 3520 Fifth Avenue. Unless an alternative site in Oak Park can be provided at no additional contract cost. The Job Bank Specialist is expected to spend a minimum of 40 hours per week on the project at the Job Bank Office. To facilitate community contacts, the consultant must schedule, advertise and maintain regular office hours.

PROPOSAL SUBMISSION AND FORMAT

A written proposal is solicited. Seven (7) copies should be sent to the attention of:

Sacramento Housing and Redevelopment Agency
c/o Joan Roberts, Agency Clerk
Administrative Department, C-36
630 I Street
Sacramento, CA 95814

The proposal must be received on or before 5:00 p.m. Friday, July 10, 1989. Late proposals will be returned unopened.

FORMAT

Your proposal is to be submitted in the following format:

- Cover or transmittal letter, executed by an authorized signatory of your firm or the individual contractor submitting the proposal; not to exceed one (1) page.
- Detailed statement of the services to be provided, including the approaches and methods to be used and a tentative annual work program organized on a monthly basis; not to exceed five (5) pages.
- Detailed statement of experience and knowledge of community organizing, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed one (1) page.

- Detailed statement of experience in program administration and making presentations to community organizations, government agencies and private businesses, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed one (1) page.
- Detailed statement of experience in marketing programs and implementing promotional activities, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed one (1) page.
- Summary statement of experience in job training and placement, including a list of relevant clients or employers, and the names and phone numbers of persons who can be contacted regarding your experience; not to exceed one (1) page.
- If the responding entity involves more than a single individual, describe your firm's affirmative action equal employment program, and identify your current mix of female and minority employees in relation to your entire work force; not to exceed one (1) page.
- Resumes of the key personnel from your firm to be assigned to performance of this contract. Identify educational level.

Contract award will be based upon the responses received. Any response submitted should not exceed the maximum eleven (11) pages allotted above, exclusive of resumes and any additional materials or information specifically requested by the Agency. All materials requested shall be contained in a single document and shall be retained by the Agency. The evaluation and selection criteria have been developed such that an applicant with specific experience in job training and placement programs is preferred, but an applicant without such experience may be selected if determined to be sufficiently strong in community organizing and program administration skills.

The Agency reserves the right to reject any or all proposals submitted; to request clarification of information submitted; to request additional information of one or more competitors; and to waive any irregularity in the proposal submission and review process. An award, if made, will be made to the firm or individual best qualified in the opinion of the Agency, to perform according to the best interest of the Agency.

SELECTION CRITERIA

The Executive Director of the Agency will make the final contract award. However, recommendations to the Executive Director will be made by a selection committee comprised of seven (7) people: one (1) Sacramento Housing and Redevelopment Commissioner, two (2) member of the Oak Park Project Area Committee, and one (1) representative from each of the Private Industry Council, the Grant District Skill Center, and the Del Paso Heights Redevelopment Area Committee (RAC) and the Meadowview community.

The selection committee will make its recommendation by reviewing and evaluating written proposals according to the criteria listed below. Additional questions may be asked of those submitting proposals and formal interviews will be conducted as well. Firms or individuals who have submitted proposals will be notified of any additional required information or interviews after written proposals have been evaluated.

Evaluation criteria and the relative weight assigned to each are listed below.

WRITTEN EVALUATION

- 1. Quality of the proposed work plan 30%
- 2. Experience in community organization activities 10%
- 3. Experience in the identification and implementation of neighborhood promotional activities and marketing programs. 5%
- 4. Knowledge of and experience in job training and placement programs and/or personnel recruiting procedures 25%
- 5. Experience in program administration and demonstrated ability to maintain professional relationships with appropriate community organizations, government agencies and private businesses, and experience in making presentations to public as well as private entities. 10%
- 6. Ability to communicate in writing. 5%
- 7. Knowledge and understanding of unemployment problems in the Del Paso Heights, Oak Park, Downtown and Meadowview neighborhoods. 5%
- 8. Minority or female owned firm or Affirmative Action Program 10%

(In case of a tie, first consideration will be given to Sacramento-based firms or individuals.)

ORAL EVALUATION

In the interviews, the following criteria will apply:

- Ability to speak and articulate ideas clearly and to make presentations. 15%
- Understanding of unemployment problems. 20%
- Experience in identifying and implementing neighborhood recruitment activities for job training programs, or in gaining neighborhood residents' participation in other programs. 10%
- Experience with encouraging businesses to participate in job training/placement programs or other public programs. 15%
- Experience in program administration, program planning and program marketing. 10%
- Experience in providing referral and support services and ability to work with adults and youth from all socio-economic backgrounds and disadvantaged persons. 15%
- Experience in implementing promotional activities. 5%
- Sensitivity to community; evaluation and identification of community issues. 10%

The Agency retains the right to reject any and all proposals. Written proposals and interviews will be weighted equally in the selection decision.

The Agency may, at its discretion, add additional criteria prior to the time of selection, including but not limited to the applicant's past performance.

The individual or firm selected for contract award will enter into a contract with the Agency which will include all standard conditions of such Agency contracts.

Tentative Selection Schedule

Sacramento Housing and Redevelopment Commission:

Approval to solicit Proposals Monday, June 5, 1989

Proposal Due Date Monday, July 10, 1989

Selection Completion Wednesday, July 19, 1989

Contract Period July 24, 1989 -
May 25, 1990

Contact Person: Ted Scott, Enterprise Zone Coordinator
Sacramento Housing and Redevelopment Agency
630 I Street
Sacramento, CA 95814
(916) 440-1318

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