

CITY OF ROCHESTER

REQUEST FOR PROPOSALS

WORKFORCE DEVELOPMENT GAP ANALYSIS

Proposals to be received by

Monday, September 11, 2023 at 12:00PM

Submit Proposals to:

Shawn Futch

Workforce Development Coordinator

Department of Recreation and Human Services

City of Rochester

57 St. Paul St, Rochester, NY 14604

Shawn.Futch@CityofRochester.Gov

REQUEST FOR PROPOSALS (RFP)

The City of Rochester ("City") received a \$202.1 million dollar award from the Coronavirus State and Local Fiscal Recovery Fund established by the American Rescue Plan Act ("ARPA"). The City engaged the community for direct input on the use of ARPA funds to transform Rochester's recovery from the pandemic, and used this input to develop a blueprint for allocation of funds. Based on community need and input provided to the City in establishing the 2034 Plan, the City, is seeking a consultant(s) to determine a gap analysis of the workforce development system in Rochester, NY and to provide recommendations as to the City of Rochester's role in that system. Selected organizations will work with key stakeholders in the economic and workforce development fields in Rochester as well as City officials to guide the City in the best use of City resources to participate in the workforce development space.

Up to \$150,000 in funds have been made available by the City for this purpose and, in issuing this RFP, the City intends to collaborate with an organization that has the skills and experience needed to conduct a needs assessment of the workforce development system and also make recommendations as to the role the City should have in that system.

The Subrecipient must have all of the skills, experience, and necessary equipment required to perform the proposed gap analysis and recommendations and shall have the ability to comply with all applicable State, Local, and Federal laws, rules, and regulations as required by the ARPA funding. Information relating to ARPA and the City's current ARPA spending plan can be found here: www.cityofrochester.gov/ARPA

BACKGROUND

The City of Rochester has had a few iterations of workforce development programming, including Operation Transformation Rochester, Flower City AmeriCorps, ReJob etc. with varying degrees of success. Currently, the City has a Workforce Development Coordinator and Community Engagement Associate working on all adult workforce development initiatives within the Department of Recreation and Human Services (DRHS). Their work includes: meeting with key stakeholders in the workforce development fields and ensuring that these organizations receive the support they need to do their work; breaching the gap between the economic and workforce development fields so that workers can get connected to jobs; meeting with City residents one-on-one and referring them to appropriate community-based workforce development organizations; and organizing and facilitating job fairs such as Roc the Block. DRHS also houses the City's youth workforce development programs, which includes the Youth Voice One Vision leadership training, Mayor's Youth Academy, Biz Kids entrepreneurial training, Summer of

Opportunity, My Brother's Keeper Initiative, and year-round youth workforce development activities. While this work has been important and impactful, the City wants to better understand what the City's role in workforce development should be, given the current workforce development system and City resources.

As a part of this RFP process, each Respondent must complete an ARPA funding application, attached as **Appendix A**. This funding application will be made a part of, and considered in conjunction with, all Proposals submitted pursuant to this RFP, and serves to provide the City with the needed information to determine eligibility of proposed uses pursuant to ARPA. The selected Subrecipient(s) will be required to comply with the ARPA Final Rule, Treasury's Guidance Document, and any pertinent local, state, and federal laws and such compliance requirements will be identified in the final Subrecipient(s) Professional Services Agreement. The successful Subrecipient(s) will be required to follow any additional rules and procedures as established and implemented by the City. Once proposals are selected and approved by Council, the City will enter into a Professional Services Agreement or Contract agreement with the Subrecipient(s). An example PSA contract template is attached as **Appendix B**; this template only serves as an example of a City boilerplate. It is not the final agreement that the parties will execute.

TIMELINE

Activity	Date	Time
RFP Release	8/9/2023	9:00 A.M.
Deadline for questions	8/21/2023	5:00 P.M.
Response for questions submitted	8/28/2023	5:00 P.M.
Proposals due	9/11/2023	12:00 P.M.
Sub-recipient Selection and Notification	9/22/2023	12:00 P.M.
Anticipated City Council Approval of Agreement	11/14/2023	6:30 P.M.
Anticipated Agreement Start Date	1/1/2024	

The dates shown above may be subject to change within the City of Rochester's sole discretion and upon written notification as set forth herein.

COMMUNICATIONS

All communications by parties who wish to indicate an intent to submit or have submitted a proposal in response to this RFP ("Respondents"), including any questions or requests for clarifications, submission of the proposal, requests for status updates about the proposal selection process and any other inquiries whatsoever concerning this RFP shall be sent, in writing, to the following City staff person ("City Contact"):

Shawn Futch
Workforce Development Coordinator
Department of Recreation and Human Services
City of Rochester
57 St. Paul Street, Rochester, NY 14604
Shawn.Futch@CityofRochester.Gov

No contact is permitted with any other City staff member with regard to this RFP during the RFP process unless specifically authorized in writing. Prohibited contact may be grounds for disqualification.

To ensure that all Respondents have a clear understanding of the scope and requirements of this RFP, the City will collect written questions to the City Contact listed above. Questions and the responses will be sent via e-mail to all Respondents who have provided an e-mail address to the City Contact and will be posted on the City's web page for this RFP. The City's failure to timely respond or provide responses to any questions shall not delay or invalidate the City's right to make a decision to award an agreement pursuant to this RFP.

The City will make every reasonable effort to keep Respondents informed about the RFP process. Notifications about Timeline date changes, amendments to the RFP and other information about the RFP will be sent by e-mail to Respondents who have provided an e-mail address to the City Contact and will be posted on the City's website for this RFP. The City's failure to provide such information shall not delay or invalidate the City's right to make a decision to award an agreement pursuant to this RFP.

SCOPE OF SERVICES

The City is seeking the services of a Consultant to perform the following services to implement the Project. Respondents' proposals shall address each of the following services, with a separate timeline for each task. The proposal shall address each of the requested services, using the same identifying language, including any paragraph or section numbers or letters used in this RFP.

The Consultant will be expected to provide consultation services for the City of Rochester's workforce development initiatives and programs;

- A. Formation and implementation of a gap analysis of current workforce development system to include engaging with key stakeholders in community based organization, employers, and Rochester communities
- B. Conduct meetings with City leaders to understand City resources, processes, procedures, and historical and current workforce development activities
- C. Written recommendations to the City regarding what programs, services, etc. the City should be conducting in the workforce development space
- D. Ensure that equity and cultural competency are at the forefront of the gap analysis and subsequent recommendations
- E. Obtain and keep current all necessary licenses, permits, insurances, etc.

PROPOSAL CONTENT

This RFP is designed to facilitate the evaluation and selection of gap analysis and recommendations that are best able to achieve the City's objectives. The proposal should include the following information in the order specified. All pages should be numbered, double-spaced with 1 inch margins and 12 pt. font. Proposals should include a table of contents and not exceed fifteen (15) pages, including the table of contents. Any pages in excess of fifteen (15) pages will not be read. The response to each section shall be clearly indicated and addressed or an explanation provided for why the Respondent is not submitting a proposal for a specific section or requirement of the RFP.

- A. **Project Statement:** A one-page Project narrative that describes the Respondent's understanding of the City's needs and unique value the Respondent will bring to the Project.
- B. **Description of Services:** The methodology the Respondent will use to perform along with the timeline to complete the services mentioned in the Scope of Services section above, identified by numbered or lettered sections.
- C. **Experience:** A detailed narrative that includes the Respondent's related experience conducting a gap analysis and recommendations with an organization and/or government agency of similar size and scope of the City of Rochester. Also, provide any experience related to working in or with the workforce development system. Finally, include information about the Respondent's experience managing large federal government grants.
- D. **Budget:** A detailed, itemized budget including staff hours and billing rates in order to complete each of the tasks identified in the Scope of Services section above, broken down into categories and specific expenses.

- a. All funds must be obligated by December 31, 2024 and expended on eligible activities by June 30, 2026. Failure to meet these deadlines will result in a claw-back of funds by the U.S. Treasury.
- E. **Budget Narrative:** Reasons for each budget item and how the cost was calculated.
- F. **Project Personnel:** The names and resumes of the Respondent's lead personnel for the Project only. Include the role and tasks mentioned in the Scope of Services section above that each personnel will take on the Project.
- G. **Subcontractors:** If the Respondent is proposing to include more than one agency in the Project, the roles and responsibilities of each agency must be clearly defined as well as the lead agency identified. This lead agency will be entering into a Professional Services Subrecipient agreement with the City of Rochester and will be responsible for all reporting requirements. Also include the names, resumes, and roles of the subcontractors.
- H. **Rochester Presence:** Information about Respondent's presence in the City of Rochester and/or any collaborative relationships with local firms that are part of this Project.
- I. **Following Documents:**
 - a. ARPA funding application completed by lead agency (**Appendix A**)
 - b. Signed disclosure form (**Appendix C**)
 - c. Professional Consultant Workforce Staffing Plan (**Appendix D**)
 - d. MWBE Utilization Plan (**Appendix E**)

CITY RESPONSIBILITIES

The City's role in the Project will be determined after acceptance of the successful Proposal. However, it should be noted that by accepting money as a Subrecipient of SLRF funds, the Subrecipient becomes a fiduciary to the City, and shares in compliance and reporting responsibilities. As such, the City will, at a minimum, be responsible for assisting in compliance and reporting, and will work closely with the chosen Subrecipient, with access to financials, review and approval of work plans and reports, and site visits as necessary as a means of monitoring implementation.

PROPOSAL PREPARATION AND SUBMISSION PROCESS

Proposals must be received by the City no later than **12:00pm** on **9/11/2023**. Submit one hard copy and one digital copy via email to:

Shawn Futch
Workforce Development Coordinator
Department of Recreation and Human Services
City of Rochester
57 St. Paul Street, Rochester, NY 14604

Shawn.Futch@CityofRochester.Gov

Each proposal shall be signed by an individual authorized to enter into and execute contracts on the Respondent(s)' behalf. Unless otherwise specified in its proposal, Respondent represents that it is capable of meeting or exceeding all requirements specified in this RFP.

Evaluation of proposals will be conducted by the City based on information provided in the Respondent's proposals and on such other available information that the City determines to be relevant. The evaluation of proposals may include an on-site assessment, meetings with authorized personnel, and may involve the use of a third-party consultant.

The Respondent(s) or selected by the City will be required to enter into a Professional Services Agreement (PSA) with the City (see **Appendix B**), the City's standard PSA form. The establishment of a PSA is contingent upon approval by City Council for all Agreements in excess of \$20,000 or for a period of more than one year and upon the availability of funds for such an agreement. Unless otherwise stated in the proposal, the Respondent's response to this RFP shall be deemed its acceptance of the terms of this PSA, if a PSA is utilized. (Note: Attention is directed to the City's Living Wage requirements and MWBE and Workforce Utilization Goals). By submitting a response to this RFP, however, it is expressly understood by the Respondent that, while the PSA boilerplate is a standard template, this particular project is funded with SLRF ARPA funds, and therefore the ultimate PSA to be signed by the parties will be significantly more complex, and terms may differ.

Professional Services Agreements resulting from this RFP are expected to commence on January 1, 2024 for a term of at least one year, but in no event will this funding source be available past December 31, 2026, when any remaining funds not spent will be due back to the U.S. Treasury. It is also understood that all ARPA funds must be obligated by December 31, 2024.

Respondents shall provide sufficient information in their written proposals to enable the City review team to make a recommendation to the Mayor. The City reserves the right to invite any or all Respondents to an interview to discuss their proposal. Any expenses resulting from such an interview will be the sole responsibility of the Respondent. The City is under no obligation to select any of the responding Respondents or to conduct the Project described herein. The City may amend or withdraw the RFP at any time, within its sole discretion. The City shall have no liability for any costs incurred in preparing a proposal or responding to the City's requests with respect to the proposal.

The selection of a Subrecipient is within the City's sole discretion and no reasons for rejection or acceptance of a proposal are required to be given. Although costs are an important consideration, the decision will be based on qualifications and compliance with the requirements of this RFP and not solely on cost. The City reserves the right to reject any or all proposals or to accept a proposal that does not conform to the terms set forth herein. The City further reserves the right

to waive or modify minor irregularities in the proposals and negotiate with Consultants to serve the City's best interest.

PROPOSAL EVALUATION CRITERIA

The following is a summary of the proposal evaluation criteria. It is within the City's sole discretion to determine the value assigned to each of these criteria.

Proposal: The Respondent's comprehension of the needs of the City as demonstrated by its description of its approach to the elements listed in the Scope of Services section of this RFP

Experience: The Respondent's relevant experience which demonstrates ability to provide the services. Include any additional information or documentation showing experience in managing and operating a gap analysis of this capacity

Cost: The total cost of the Respondent's proposal is important to the City, however, based on the evaluation of the other criteria, the City will not necessarily select the lowest bidder(s) or the organization(s) that would provide the most services.

Promotion of equity, diversity, and cultural competence: Discusses how equity, diversity, and cultural competence informs the strategic planning proposal.

MWBE and Workforce Goals: The City of Rochester desires to encourage minority and women owned (MWBE) businesses to participate in opportunities to enter into PSAs with the City and to encourage minorities and women in the workforce. Pursuant to Ordinance No. 2018-54, the City has a goal that 30% of the aggregate annual contract awards for professional service contracts over \$10,000 be awarded to minorities (M) (15%) and women (W) (15%). The City has also established minority workforce goals of 20% M and 6.9% W for professional services consulting contracts. For more information, please see www.cityofrochester.gov/mwbe.

Respondents shall be awarded MWBE bonus weighting as follows:

1. The City will give preference to Consultants who are New York State certified MWBEs. Consultants who meet this requirement shall receive **an additional weighting of 10%**.
2. The City will give preference to Consultants who utilize state certified MWBE subcontractors with bona fide offices and operations in the Empire State Development Finger Lakes Region, which includes the following counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates. State-certified MWBEs from outside the Region may be counted if there are insufficient businesses in the Region to perform the specialized work or consulting services required. If one or more MWBE subcontractors will perform 10% to 20% of the work of the contract – measured as either a percent of the total contract amount or as a percent of the total full-time-equivalent labor hours budgeted for this project, the consultant shall receive **an additional weighting of 5%**. If MWBE subcontractors will perform more than 20% of the work of the contract, the Consultant shall receive an **additional weighting of 10%**.
3. Respondents shall provide sufficient documentation with their proposal to support the additional preference weighting as an MWBE Consultant or for use of MWBE subcontractors. If one or

more MWBE subcontractors are proposed, they must be named and the size of the subcontract identified. If selected, the Respondent shall submit an MWBE Utilization Plan on the City's form for approval by the MWBE Officer. Once approved, the Utilization Plan shall be incorporated into the PSA.

- a. If the total amount of a PSA is increased by 5% or more at any time during the term of the PSA, the Consultant shall submit a revised MWBE Utilization Plan for approval by the MWBE Officer. The MWBE Officer may also issue a revised MWBE Utilization Plan for unforeseen changes in the availability of MWBE subcontractors during the term of the PSA.
4. The City will give preference to Consultants who meet or exceed the City's workforce goals, which are: 20% M and 6.9% W. Consultants who demonstrate that their, and/or their subcontractors' workforce on this Project meets or exceeds these goals shall receive an **additional weighting of 10%**. If selected, the Respondent shall submit a Workforce Staffing Plan on the City's Form for review by the MWBE Officer. Once reviewed, the Workforce Staffing Plan shall be incorporated into the PSA. The calculated percentages of workforce utilization shall be based on actual hours worked and billed over the term of the project. The final determination of a workforce goals accomplished during the contract shall be based on hours reported in the workforce utilization reports.
5. If selected, the Respondent shall provide MWBE utilization and subcontractor/supplier payment certification and/or workforce utilization reports on the City's forms. These reports shall be submitted with each invoice or as otherwise requested by the MWBE Officer.
6. A failure to submit the required subcontractor/supplier payment certification and/or workforce utilization reports shall constitute a default in the performance of the Agreement subject to potential termination for default by the City. In addition, if the selected Respondent fails to meet the most recent MWBE Utilization Plan and/or Workforce Staffing Plan, for which additional weight was awarded by the end of the PSA, such failure may result in disqualification from award of future contracts with the City.
7. Summary of additional evaluation weighting points for MWBE and Workforce Goals:

Category of Additional Evaluation Points	Additional Weight Awarded
Respondent is New York State Certified MWBE	10%
Utilize MWBE Subcontractors for 10-20% of work	5%
Utilize MWBE Subcontractors for more than 20% of work	10%
Meet or exceed workforce goals of 20% M and 6.9% W	10%

Other Criteria: Other criteria may be considered and evaluated by the City if it is determined to be in the best interest of the City and the success of the Project to do so.

MISCELLANEOUS

The City reserves the right to amend or withdraw this RFP in the City's sole discretion, including any timeframes herein, upon notification of all Respondents as set forth above, and in such case, the City shall have no liability for any costs incurred by any Respondent.

The City may request additional information from any Respondent to assist the City in making its

evaluation.

The proposal and all materials submitted with the proposal shall become property of the City, and will be subject to NYS Freedom of Information Law. If any proprietary information is submitted with the proposal, it must be clearly identified and a request to keep such information confidential must be submitted.

Submission of a proposal shall constitute a binding offer by Respondent to provide the services at the prices described therein until such time as the parties enter into a PSA.