



SA Ready to Work

City Council Special Session
April 8, 2021



CITY OF SAN ANTONIO
ECONOMIC DEVELOPMENT
DEPARTMENT

Agenda

- **Lessons learned and public input**
- **Policy recommendations**
- **Solicitations**
 - **RFP #1 intake and assessment**
 - **RFP #2 case management**
 - **RFP #3 community outreach and marketing**
 - **RFP #4 program evaluation**

Train for Jobs SA Lessons Learned

Central intake and
standardized
assessments

Central data
management
system

High school
equivalency and
basic education

Career exploration
and readiness
takes time

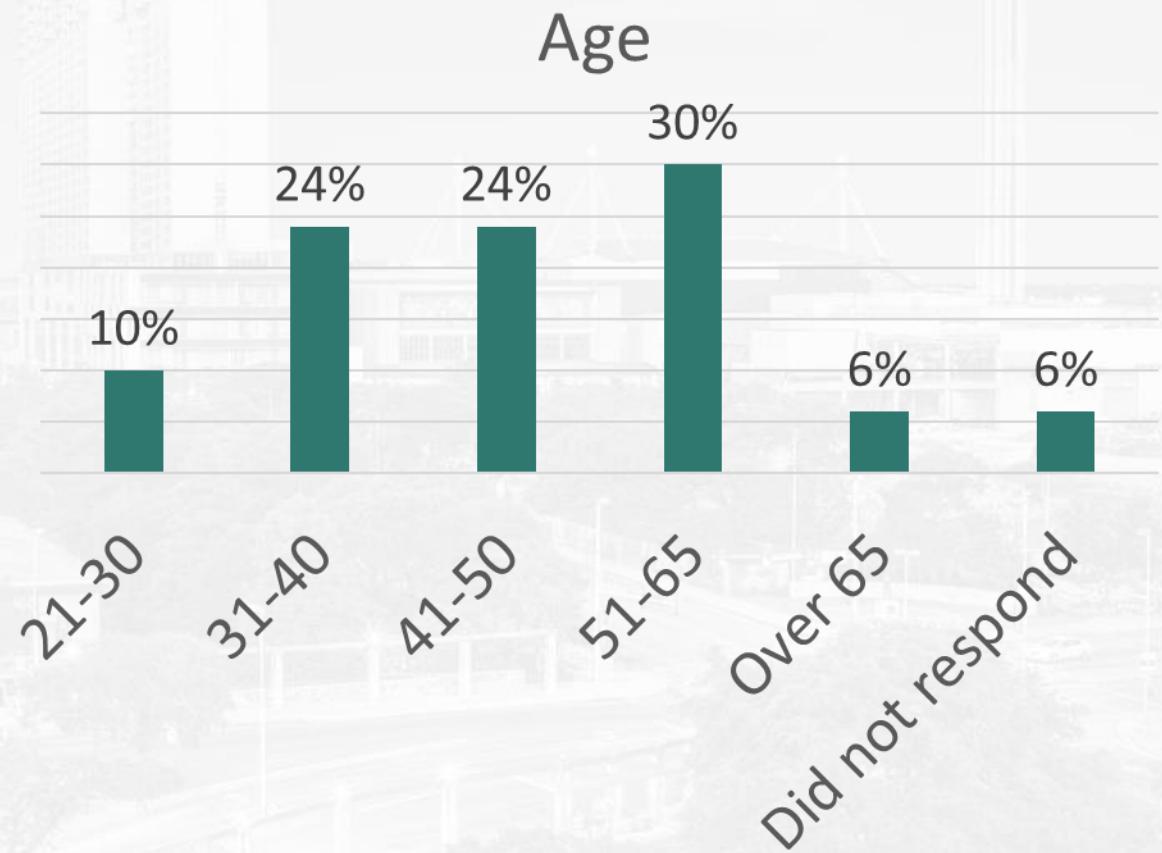
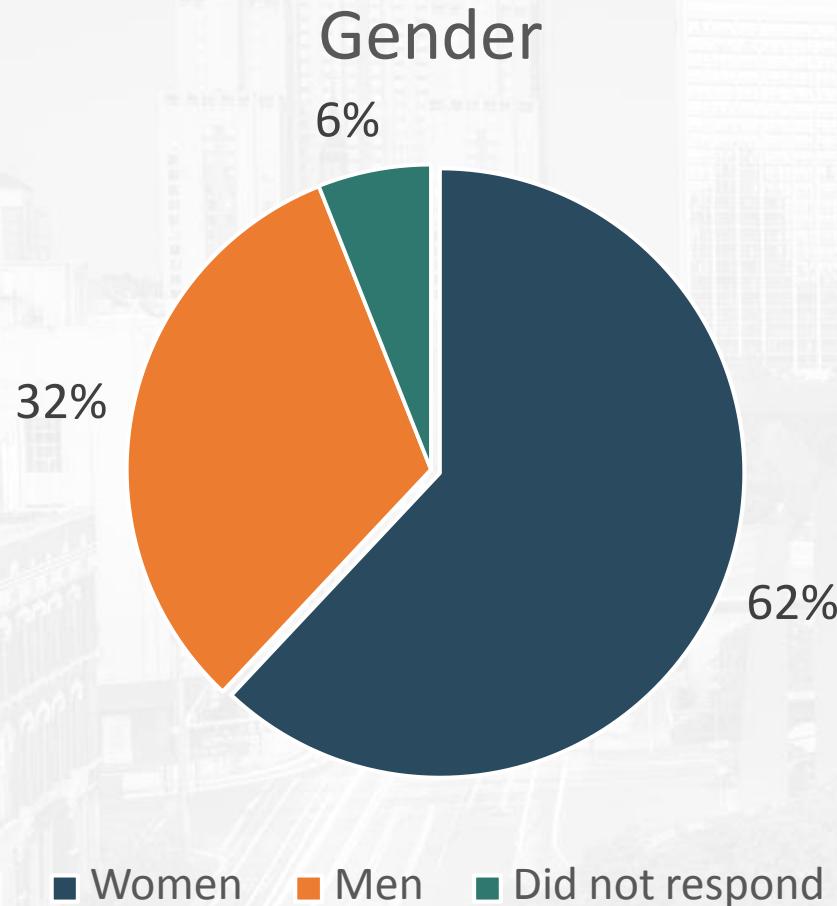
Increase alignment
among workforce
agencies



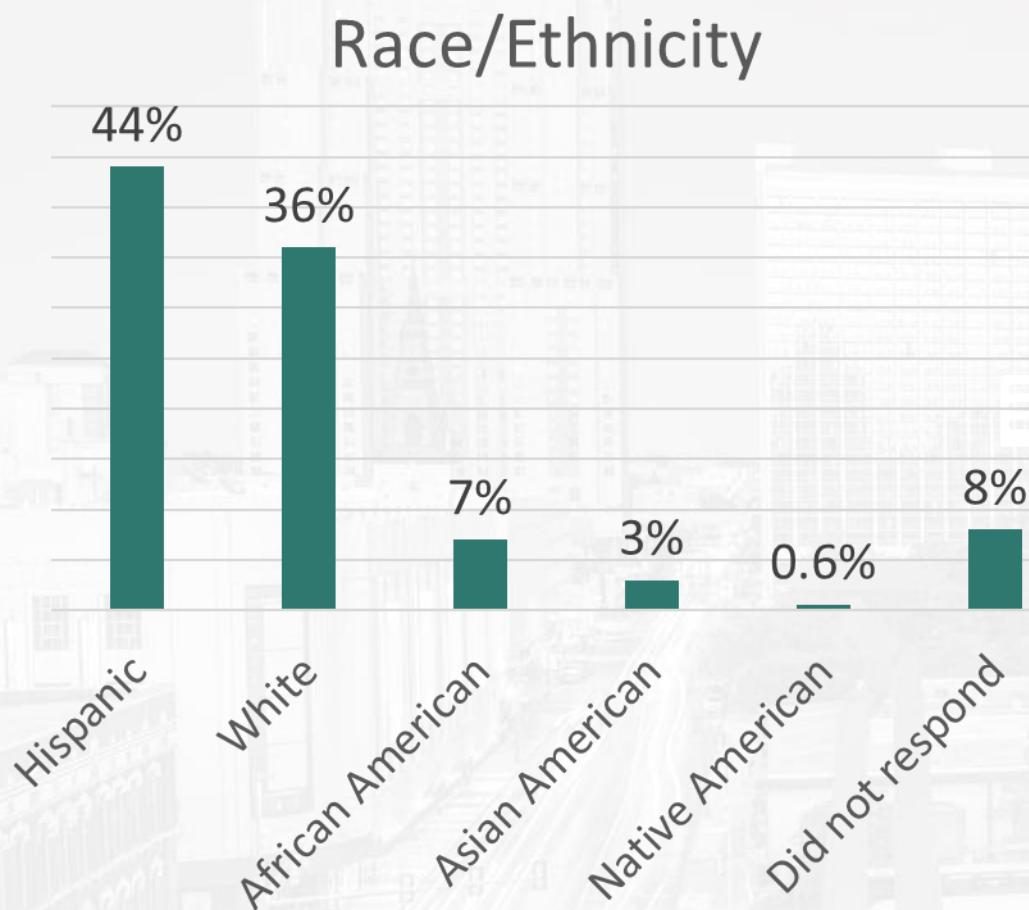
Public Input

Public Survey

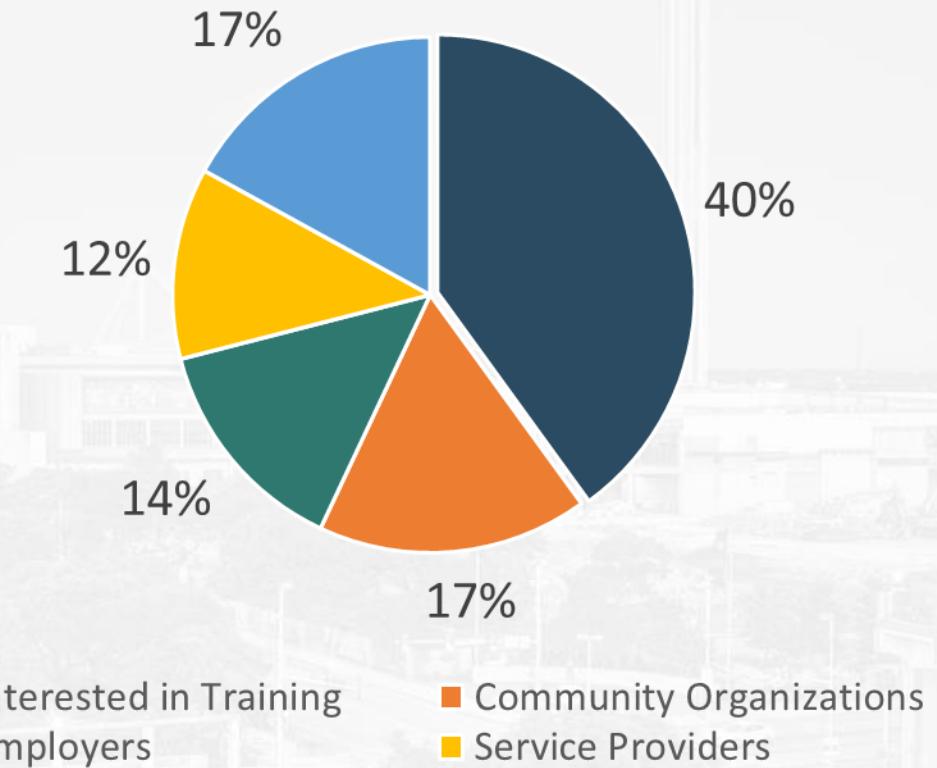
447 Respondents



Public Survey



Respondent Categories



CD1	CD2	CD3	CD4	CD5	CD6	CD7	CD8	CD9	C10	Other
7%	7%	9%	4%	5%	4%	7%	8%	7%	10%	33%

Survey Results – Key Takeaways

Guiding Principles:

- Accountability
- Flexibility
- Braided funding
- Client-focused

Target Populations:

- Negatively affected by COVID-19
- Opportunity Youth
- Justice-involved

Education Levels:

- No minimum

Wraparound Services:

▪ Computer and internet access	▪ Emergency cash assistance
▪ Childcare	▪ Transportation
▪ Household budgeting	▪ Rent
▪ Credit repair	

Advisory Board Update

Met March 23, March 25, and March 30

- ✓ Finalized recommended levels of wraparound services
- Evaluating in-demand occupations and allotment of certificates vs degrees
- Evaluating metrics to measure program success



Policy Recommendations

Guiding Principles



Focused Approach

A strategic program should seek to reduce poverty through targeted solutions for maximum impact.



Alignment

High-quality training and education, aligned with employer needs, drives long-term success.

Today's and tomorrow's well-paid jobs require specialized preparation and knowledge.



Equity

A workforce program should consider benefits and burdens to historically underserved populations.

Additional supports are necessary to afford all San Antonio residents opportunities to succeed, regardless of their current circumstances.



Collaboration

Through community collaboration and shared innovations, we can build a stronger and more inclusive workforce ecosystem.

Goals and Objectives

Goals

- Unemployed, underemployed, or underserved residents can access and complete the program
- Training and education align with current and anticipated high-demand, well-paid careers
- Participants secure high-demand, well-paid careers

Objectives

- Increase access to industry-recognized certification training and college
- Provide wraparound services and emergency funding to ensure success
- Increase collaboration within the workforce ecosystem
- Promote accountability and adaptability throughout process

Eligibility

- 18 years old at time of intake
- Resident of the City of San Antonio
- Income <200% federal poverty guidelines (e.g., \$26,000/year for an individual)
- Employed during 2018, 2019, or 2020, and employment has negatively been affected by COVID-19
- Willing to take assessments relating to barriers, academics, skills, and workplace readiness
- Commit to complete program
- Target populations
 - Earned a high school diploma or equivalent (HSE)
 - Historically underserved, including people of color, women, justice involved, and individuals with disabilities

Core Services



**Workforce
Training**



**Degree
Completion**



**Wraparound
Support**



**Emergency
Financial
Assistance**



Workforce Training and Degree Completion

- **High school equivalency**
 - Augmented by General Funds that were previously allocated to workforce initiatives in the Consolidated Funding process
- **Industry-recognized certifications**
- **Associate degrees**
- **Bachelor degrees**

Wraparound Support Service Model

Level 1

Highest Barriers

Potential Challenges:
Homeless, food insecurity,
Disability, ACEs

Contact weekly or bi-
monthly

Level 2

Moderate Barriers

Potential Challenges:
Childcare needs, transportation,
emergency assistance

Contact every 2 to 3
weeks

Level 3

Minimal Barriers

Potential Challenges:
Soft Skills, career identification,
resume development

Contact every 1 to 2
months

Wraparound Support Case Management Services

Program eligibility	Career exploration	College readiness	Coaching and mentoring	Financial literacy	Career readiness	Job referrals and placement
Review SNAP, TANF, WIC and other benefits	<p>Explain career specifics, day-to-day expectations, security clearances</p> <p>Explain total compensation packages</p> <p>Assess career compatibility</p>	<p>Assist with financial aid and scholarships</p> <p>Explain expectations</p>	<p>Assist with emotional intelligence and self-awareness</p> <p>Support problem solving, critical thinking, time management</p>	<p>Teach budgeting, credit repair, importance of savings accounts</p>	<p>Provide resume development and interview skills training</p>	<p>Prepare for and refer to gainful employment</p> <p>Monitor for at least 1 year</p>

Wraparound Emergency Assistance

Daycare
Transportation
Computers
Internet Access

School Supplies
Work Supplies
Locked
Transcripts
Record
Expungement

Rent
Mortgage
Utilities
Food
Clothing

Wraparound Support Referrals

Healthcare
▪ Including
mental health

**Alcohol and
substance
abuse**

**Family
violence**

**Long-term
assistance**
• Childcare
• Housing
• Food
• Utilities

**Legal
services**

**Basic
computer
skills**

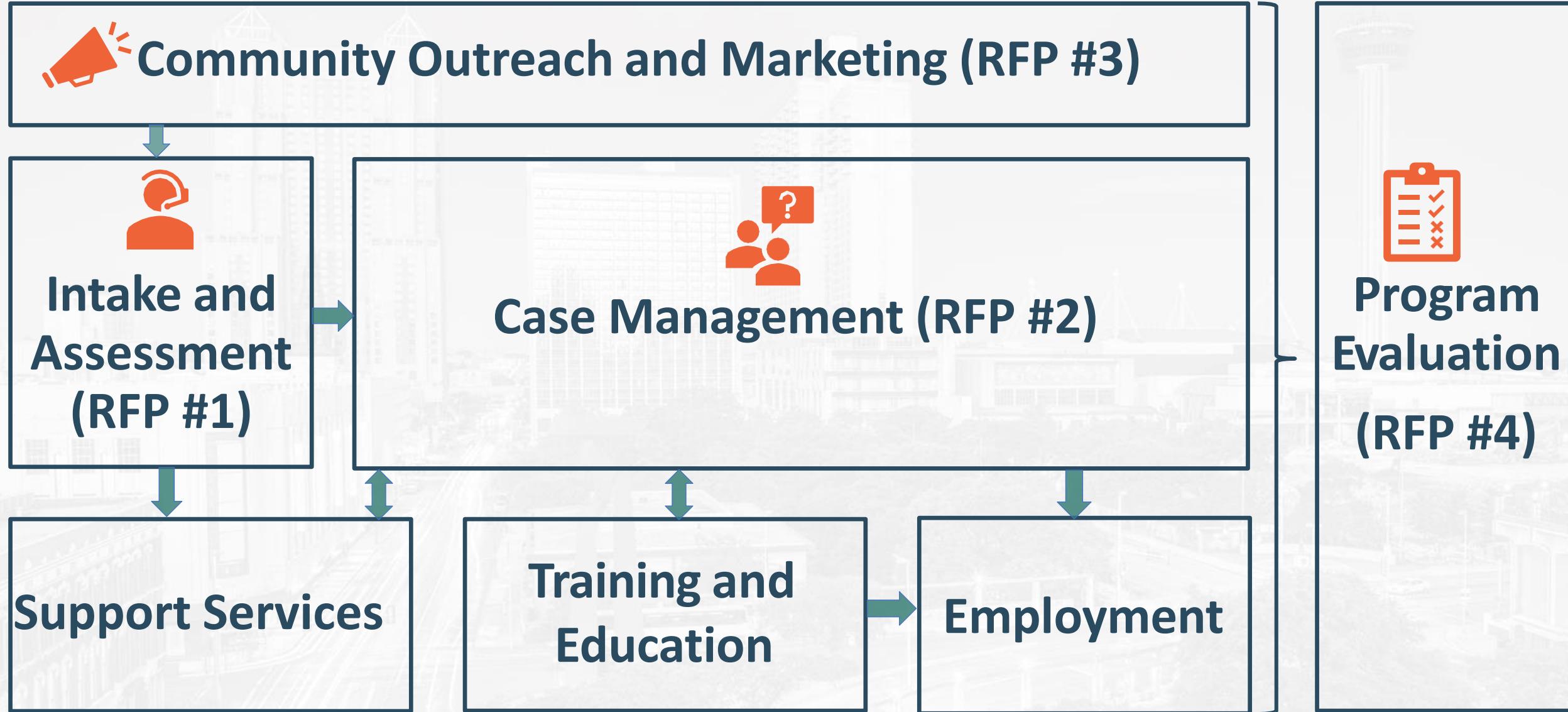
**English as a
second
language
(ESL)**

**Entrepreneur
assistance**



Pre-Solicitation Briefing

SA: Ready to Work Solicitations



RFP #1 Intake and Assessment Solicitation Overview



Scope

- Serve as first point of contact for applicants
- Provide translation services
- Determine eligibility
- Provide overview of program and benefits
- Perform client assessments
 - Barriers
 - Academics
 - Career and workplace readiness
 - Skills aptitude
- Determine level of services required
- Assign client to relevant case management agency
- Input information in City data platform

Contract

- Goal – consistent, effective process for applicant with seamless milestone transfers
- Value
 - \$6m total over 6 years
- Term
 - 2 years with 4, 1-year renewal options

RFP #1 Intake and Assessment Solicitation Overview



Additional Requirements

- Limited to non-profit prime respondents
- SBEDA Subcontracting Requirements:
 - Minority/Women Business Enterprise 12%
- Audited Financial Statements:
 - Preferred

Evaluation Committee

- Alex Lopez, ACM
- Paula Stallcup, 311
- Heber Lefgren, ACS
- Edith Westfall, CALCO Consulting
- Amy Cowley, Finance
 - non-voting
- Amy Contreras, EDD
 - non-voting

Evaluation Criteria

Evaluation Criteria	Points
Experience, Background and Qualifications	35
Proposed Plan	45
Pricing	20
Local Preference	N/A
Veteran Preference	N/A

RFP #1 Intake and Assessment Solicitation Overview



Advertising	Number of Vendors to be Notified	NIGP Codes																				
<ul style="list-style-type: none">TVSA Channel 21COSA Bidding & Contracting Opportunities WebsiteExpress News	<ul style="list-style-type: none">Central Vendor Registry 499Targeted Outreach 100+	<table border="1"><tbody><tr><td>91520</td><td>CALL CENTER SERVICES</td></tr><tr><td>91826</td><td>COMMUNICATIONS: PUBLIC</td></tr><tr><td>91827</td><td>COMMUNITY DEVELOPMENT</td></tr><tr><td>92021</td><td>DATA ENTRY SVCS</td></tr><tr><td>92022</td><td>DATA PREPARATION</td></tr><tr><td>92420</td><td>EXAMINATION & TESTING</td></tr><tr><td>95215</td><td>CASE MANAGEMENT</td></tr><tr><td>95274</td><td>REFERRAL SERVICES</td></tr><tr><td>95285</td><td>SUPPORT SVCS</td></tr><tr><td>96175</td><td>TRANSLATION SVCS</td></tr></tbody></table>	91520	CALL CENTER SERVICES	91826	COMMUNICATIONS: PUBLIC	91827	COMMUNITY DEVELOPMENT	92021	DATA ENTRY SVCS	92022	DATA PREPARATION	92420	EXAMINATION & TESTING	95215	CASE MANAGEMENT	95274	REFERRAL SERVICES	95285	SUPPORT SVCS	96175	TRANSLATION SVCS
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92420	EXAMINATION & TESTING																					
95215	CASE MANAGEMENT																					
95274	REFERRAL SERVICES																					
95285	SUPPORT SVCS																					
96175	TRANSLATION SVCS																					

RFP #2 Case Management Solicitation Overview



Scope

- Case management
 - Career exploration
 - College and career readiness
 - Coaching and mentoring
 - Financial literacy
 - Job referrals and placement
- Wraparound services
- Emergency funding
- Enroll in and marshal through training and education programs
- Track client progress in City data platform

Contract

- Goal – consistent, effective support based on participant needs, at scale
- Value
 - \$67.2m total over 6 years
- Term
 - 2 years with 4, 1-year renewal options

RFP #2 Case Management Solicitation Overview



Additional Requirements

- Limited to non-profit prime respondents
- Audited Financial Statements:
 - Preferred

Evaluation Committee

- Alex Lopez, ACM
- Melody Woosley, DHS
- Heber Lefgren, ACS
- Jerry Graeber, Chair, Advisory Board
- Edith Westfall, CALCO Consulting
- Amy Cowley, Finance
 - non-voting
- Amy Contreras, EDD
 - non-voting

Evaluation Criteria

Evaluation Criteria	Points
Experience, Background and Qualifications	35
Proposed Plan	45
Pricing	20
SBEDA	Waived
Local Preference	N/A
Veteran Preference	N/A

RFP #2 Case Management Solicitation Overview



Advertising

- TVSA Channel 21
- COSA Bidding & Contracting Opportunities Website
- Express News

Number of Vendors to be Notified

- Central Vendor Registry 1053
- Targeted Outreach 100+

NIGP Codes

91520	CALL CENTER SERVICES	92442	INSTRUC CLASS PUBLIC
91812	ANALYTICAL STUDIES	92460	NOTFORCREDIT CLASSES
91826	COMMUNICATIONS: PUBL	92476	STUDENT ACTIVITY SVCS
91827	COMMUNITY DEVELOPMENT	92478	TEACHING & INSTRUCTION
91838	EDUCATION & TRAINING	92480	TUTORING
91858	GOVERNMENTAL CONSULT	92486	VOCATIONAL TRAINING
92015	ASSESSMENT & PROFILING	95215	CASE MANAGEMENT
92021	DATA ENTRY SVCS	95221	COUNSELING
92022	DATA PREPARATION	95260	JOB SEARCH WORKSHOP
92091	TRAINING, COMPUTER	95274	REFERRAL SERVICES
92416	COURSE DEVELOPMENT	95277	RESEARCH & EVALUATION
92418	EDUCATIONAL SVCS, ALL	95285	SUPPORT SVCS
92420	EXAMINATION & TESTING	95290	TRAINING & INSTRUCTION
92435	INSERVICE TRAINING	95293	TRY-OUT EMPLOYMENT
92441	INSTR-LED TRAIN NON	95658	PROFESSIONAL DOCUMENTATION
		96120	CUSTOMER SERVICE EVALUATION
		96175	TRANSLATION SVCS

RFP #3 Community Outreach and Marketing Solicitation Overview



Scope	Contract
<ul style="list-style-type: none">▪ Create comprehensive community outreach plan▪ Conduct periodic surveys to solicit feedback▪ Develop branded marketing materials▪ Develop City-hosted website▪ Design and publish periodic and annual program reports	<ul style="list-style-type: none">▪ One awardee▪ Value<ul style="list-style-type: none">▪ \$2.1m total over 6 years▪ Term<ul style="list-style-type: none">▪ 2 years with 4, 1-year renewal options

RFP #3 Community Outreach and Marketing Solicitation Overview



Additional Requirements

- SBEDA Subcontracting Requirements:
 - Minority/Women Business Enterprise 24%
- Audited Financial Statements
 - Preferred

Evaluation Committee

- Alex Lopez, ACM
- Christina Reck-Guerra, Pre-K 4 SA
- Caitlin Cowart, EDD
- Laura Mayes, GPA
- External Marketing Representative, TBD
- Amy Cowley, EDD
 - non-voting

Evaluation Criteria

Evaluation Criteria	Points
Experience, Background and Qualifications	25
Proposed Plan	35
Pricing	15
SBEDA	10
Local Preference	10
Veteran Preference	5

RFP #3 Community Outreach and Marketing Solicitation Overview



Advertising	Number of Vendors to be Notified	NIGP Codes	
■ TVSA Channel 21	■ Central Vendor Registry 1013	05248	MIXED MEDIA
■ COSA Bidding & Contracting Opportunities Website	■ VOSB 495	05272	POSTERS/PRINT
■ Express News	■ Targeted Outreach 20	90735	DESIGNING SVCS
		91501	ADVERTISING AGENCY
		91506	AUDIO PRODUCTION
		91507	AUDIO RECORDING
		91509	AUDIO/VIDEO PROD
		91522	COMMUNICATIONS MARKETING
		91596	WEB PAGE DESIGN
		91802	AUDIO/VISUAL CON SVC
		91807	ADVERTISING CONSULTI
		91826	COMMUNICATIONS: PUBLIC
		91827	COMMUNITY DEVELOPMENT
		91858	GOVERNMENTAL CONSULTING
		91876	MARKETING CONSULTING
		92026	DESKTOP PUBLISHING
		96153	MARKETING SERVICE
		96175	TRANSLATION SVCS
		96546	GRAPHIC DESIGN SVCS

RFP #4 Program Evaluation Solicitation Overview



Scope

- Create comprehensive evaluation plan
- Specify observable measures
- Conduct periodic surveys
- Perform statistical analysis
- Evaluate partner processes
- Compare data to national norms and best practices
- Prepare periodic and annual program reports
- Consult with City Auditor as necessary

Contract

- One awardee
 - Not eligible to provide intake, case management, or marketing services
- Value
 - \$600k total over 6 years
- Term
 - 2 years with 4, 1-year renewal options

RFP #4 Program Evaluation Solicitation Overview



Additional Requirements

- SBEDA Subcontracting Requirements:
 - Minority/Women Business Enterprise 17%
- Audited Financial Statements
 - Preferred

Evaluation Committee

- Alex Lopez, ACM
- Sarah Baray, Pre-K 4 SA
- Christina Reck-Guerra, Pre-K 4 SA
- Heber Lefgren, ACS
- Edith Westfall, CALCO Consulting
- Amy Cowley, EDD
 - non-voting

Evaluation Criteria

Evaluation Criteria	Points
Experience, Background and Qualifications	25
Proposed Plan	35
Pricing	15
Local Preference	10
Veteran Preference	5
SBEDA	10

RFP #4 Program Evaluation Solicitation Overview



Advertising

- TVSA Channel 21
- COSA Bidding & Contracting Opportunities Website
- Express News

Number of Vendors to be Notified

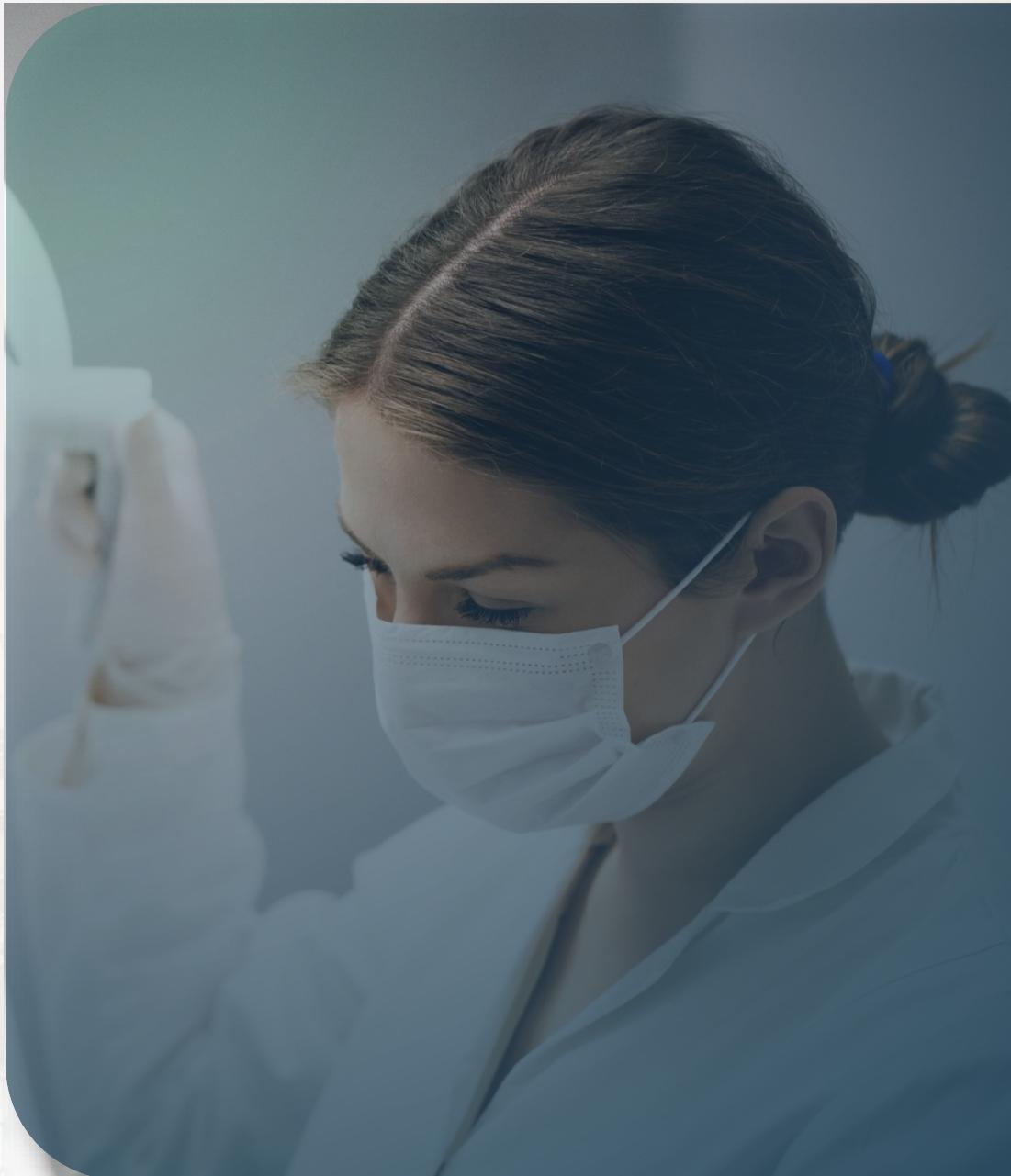
- Central Vendor Registry 319
- VOSB 2375
- Targeted Outreach 5

NIGP Codes

91812	ANALYTICAL PREDICTIVE STUDIES
95277	RESEARCH AND EVALUATION, HUMAN SERVICES, INCLUDING PRODUCTIVITY AUDITS
96120	CUSTOMER SERVICE EVALUATION SERVICES
96153	MARKETING SERVICE, INCLUDING DISTRIBUTION, PUBLIC OPINION SURVEYS, RESEARCH

Solicitation Schedule





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