



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**

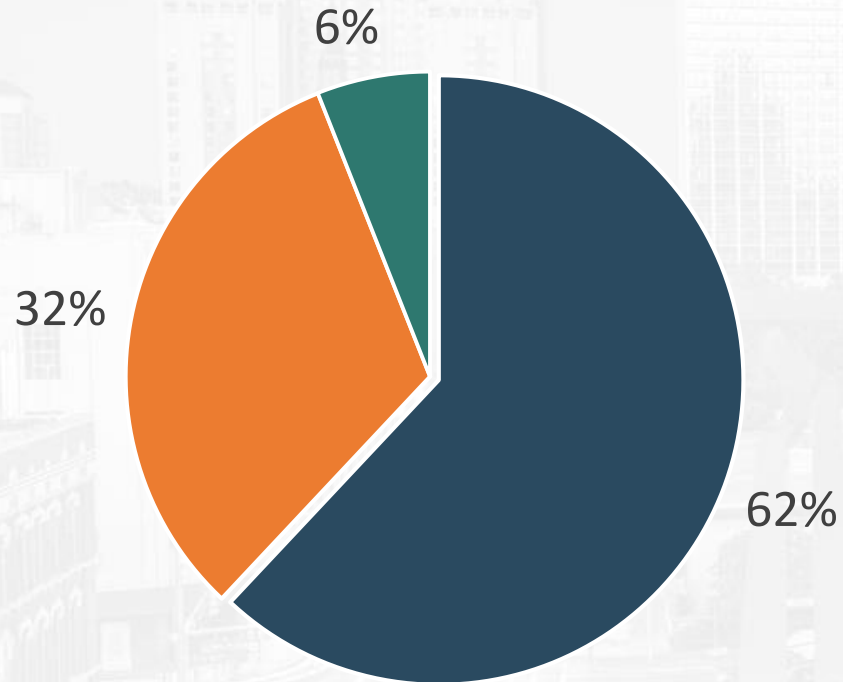


Public Input

Public Survey

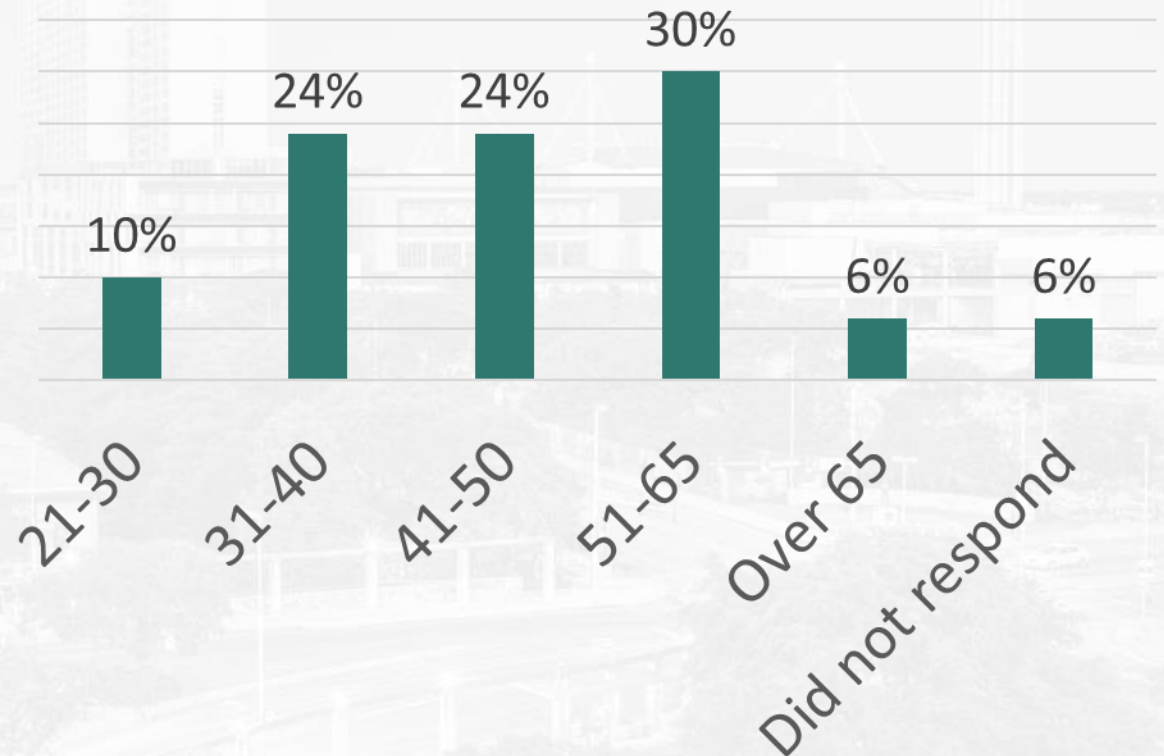
447 Respondents

Gender



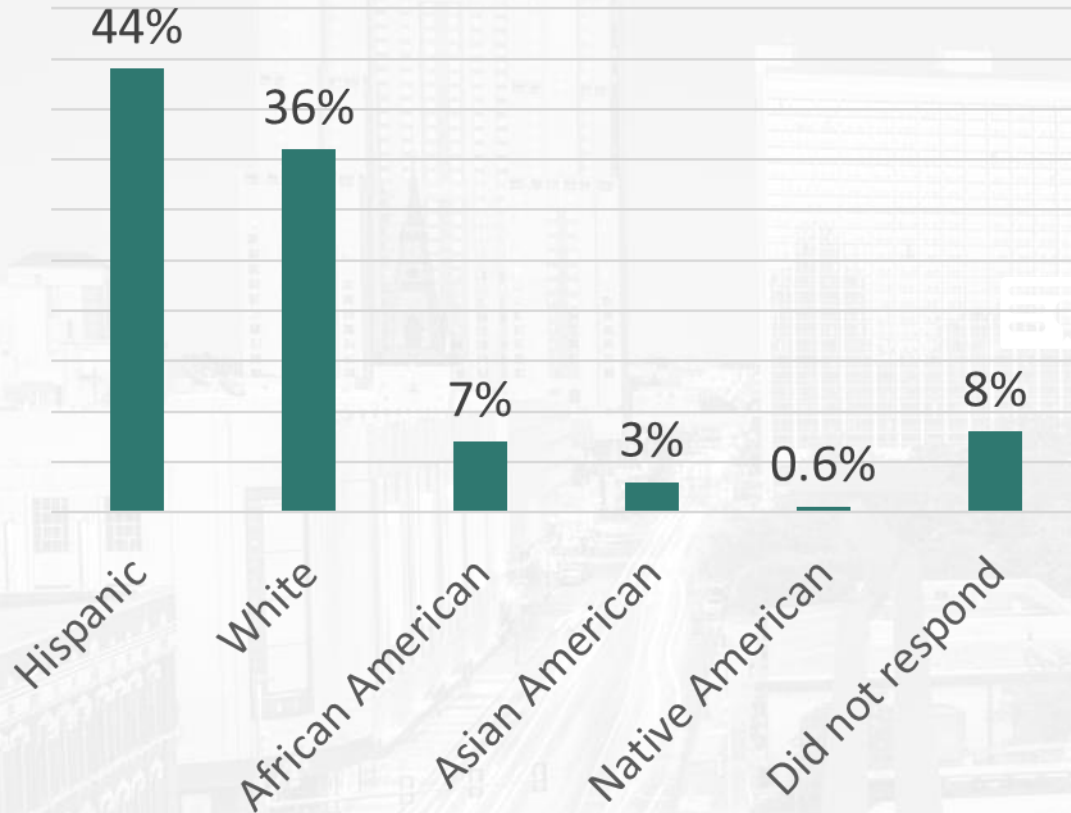
■ Women ■ Men ■ Did not respond

Age

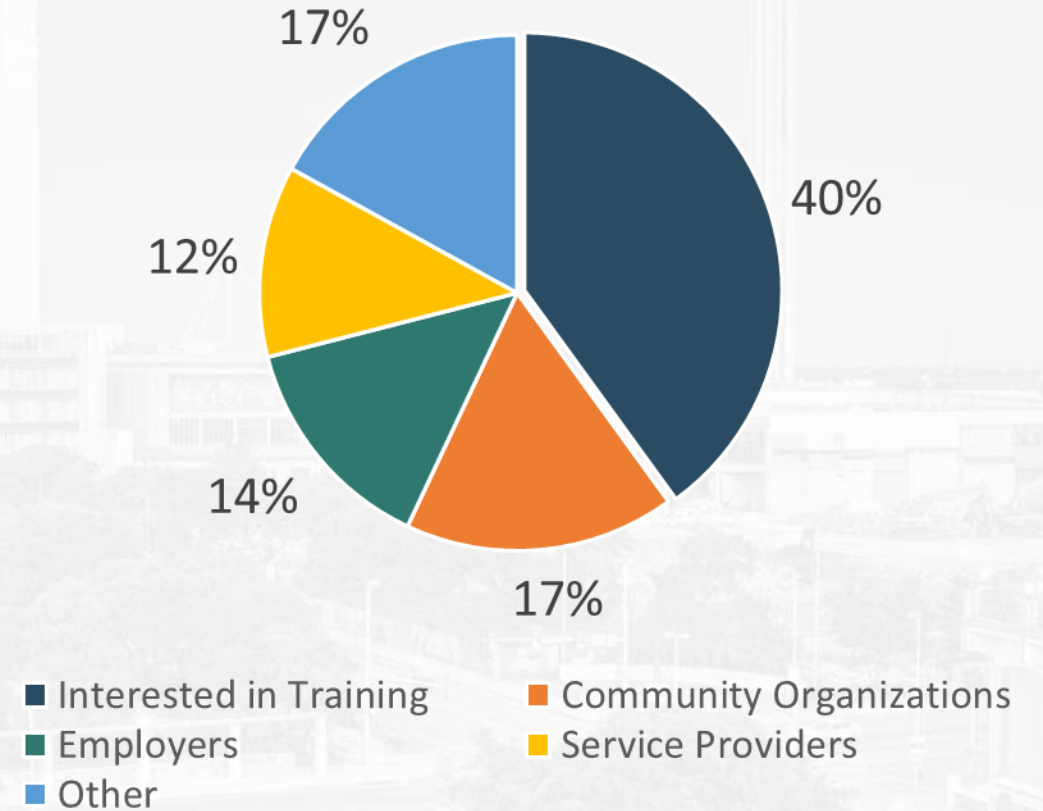


Public Survey

Race/Ethnicity



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> | Teach budgeting, credit repair, importance of savings accounts | Provide resume development and interview skills training | <p>Prepare for and refer to gainful employment</p> <p>Monitor for at least 1 year</p> |

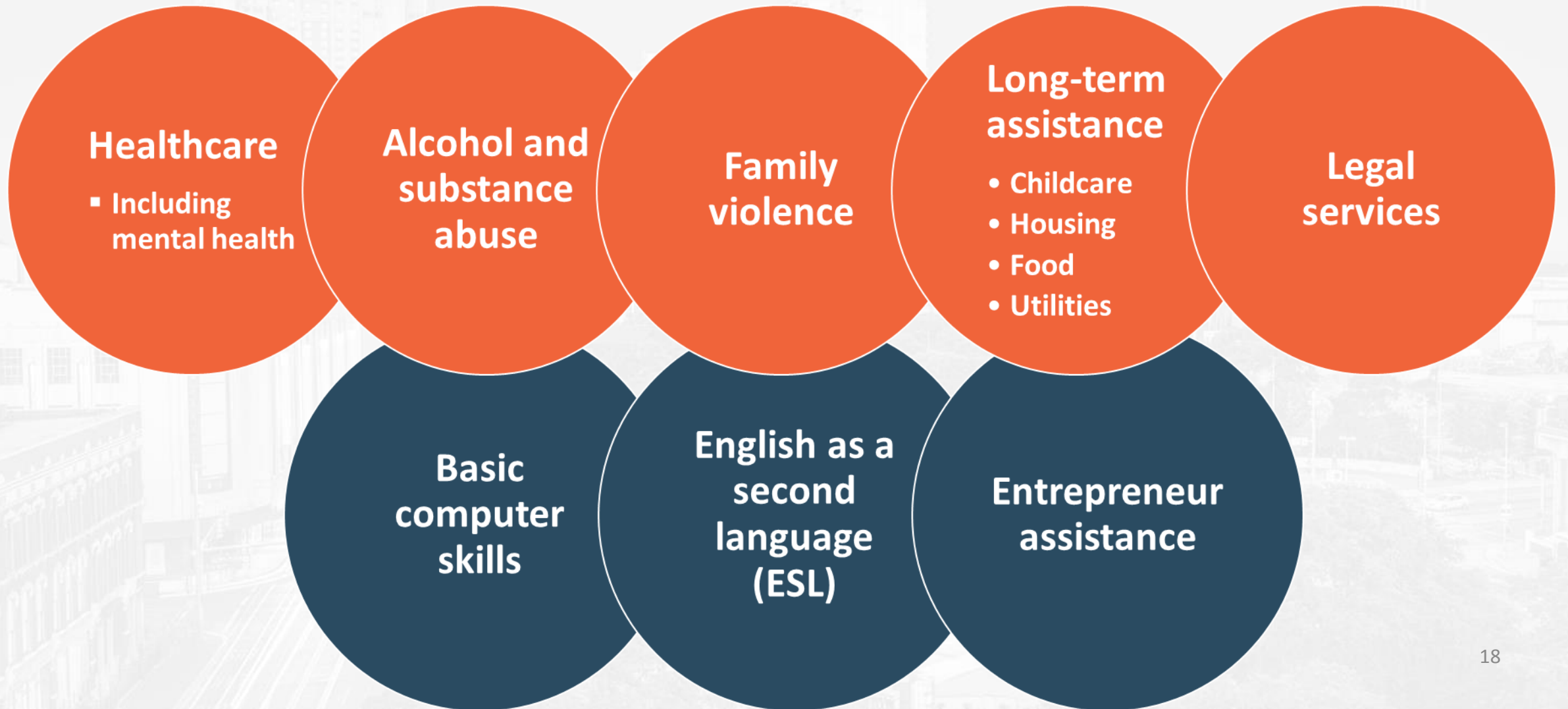
Wraparound Emergency Assistance

**Daycare
Transportation
Computers
Internet Access**

**School Supplies
Work Supplies
Locked
Transcripts
Record
Expungement**

**Rent
Mortgage
Utilities
Food
Clothing**

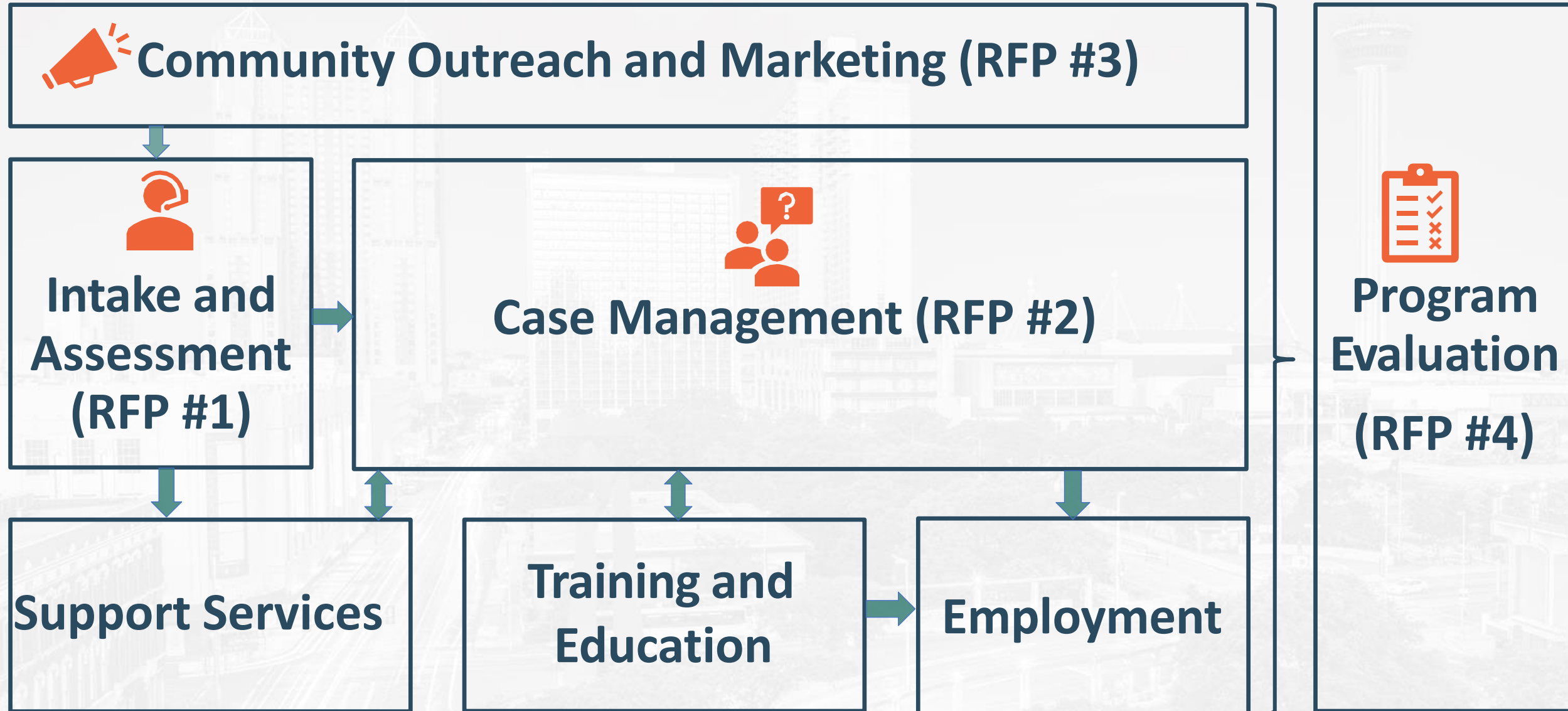
Wraparound Support Referrals



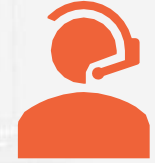


Pre-Solicitation Briefing

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

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

Number of Vendors to be Notified

- Central Vendor Registry 499
- Targeted Outreach 100+

NIGP Codes

| | |
|-------|------------------------|
| 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 |

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

- 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

Contract

- One awardee
- Value
 - \$2.1m total over 6 years
- Term
 - 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

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

Number of Vendors to be Notified

- Central Vendor Registry 1013
- VOSB 495
- Targeted Outreach 20

NIGP Codes

| | | | |
|-------|--------------------------|-------|-------------------------|
| 05248 | MIXED MEDIA | 91802 | AUDIO/VISUAL CON SVC |
| 05272 | POSTERS/PRINT | 91807 | ADVERTISING CONSULTI |
| 90735 | DESIGNING SVCS | 91826 | COMMUNICATIONS: PUBLIC |
| 91501 | ADVERTISING AGENCY | 91827 | COMMUNITY DEVELOPMENT |
| 91506 | AUDIO PRODUCTION | 91858 | GOVERNMENTAL CONSULTING |
| 91507 | AUDIO RECORDING | 91876 | MARKETING CONSULTING |
| 91509 | AUDIO/VIDEO PROD | 92026 | DESKTOP PUBLISHING |
| 91522 | COMMUNICATIONS MARKETING | 96153 | MARKETING SERVICE |
| 91596 | WEB PAGE DESIGN | 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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**ECONOMIC DEVELOPMENT
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