



REQUEST FOR PROPOSAL

Workforce and Industry Sector Analysis Services

Issued: August 5, 2022

Northern Rural Training and Employment Consortium (NoRTEC)

A Proud Partner of America's Job Center of California Network

11 Ilahee Lane, Chico, CA 95928

(530) 892-9600

NoRTEC is an Equal Opportunity Employer and provider of employment and training programs.

Michael Cross, Executive Director

mcross@ncen.org

SECTION 1: PURPOSE, FUNDING AND BACKGROUND

RFP PURPOSE AND TENTATIVE SCHEDULE

The Northern Rural Training and Employment Consortium (NoRTEC) is issuing this Request for Proposals (RFP) to interested and qualified applicants with experience in carrying out regional, sub-regional and local (county) workforce and industry sector analysis including both workforce knowledge and skills needs, workforce development activities (including education and training), industry sector analysis and occupational analysis within targeted industry sectors. The reports and products will be used to assist NoRTEC in designing, improving and targeting workforce development services with the intention of bringing together economic and labor trend information to support strategic planning and increase accountability of programs supported under the Workforce Innovation and Opportunities Act (WIOA).

Respondents may propose to bid on one or more products as part of this project. Proposals may be developed by more than one applicant that partner to do certain tasks within the project. These individuals or firms must indicate how the partnership will produce the desired product(s).

PROPOSAL SUBMITTAL AND DUE DATE

Five (5) copies of this proposal must be received in the NoRTEC Administrative Office no later than **5:00 p.m. on Thursday, September 1, 2022**. Proposals need to be e-mailed to:

NoRTEC
Attention: Andrea Campos, Director of Program Administration
E-mail: acampos@ncen.org

Proposals must be formatted as PDF. Proposals in other file formats will not be reviewed. Faxed proposals will not be accepted.

TENTATIVE SCHEDULE OF EVENTS

| | |
|---------------------------------|---------------------------|
| RFP Release Date | August 5, 2022 |
| Proposal Deadline | September 1, 2022 |
| Tentative Bidder's Conference | TBD if necessary |
| Formal Review of Proposals | September 5, 2022 |
| Bidder Interviews, tentative | TBD September 12-15, 2022 |
| Award of Contract | September 26, 2022 |
| Anticipated Contract Start Date | October 1, 2022 |

**These dates/times are subject to change, please check the NoRTEC website often*

RFP CONTACT

RFP Contact Person for questions about the proposal process or technical issues:

Andrea Campos, Director of Program Administration
Industry Sector Partnership Coordinator
NoRTEC
11 Ilahee Lane, Chico CA 95973
acampos@ncen.org
(530) 892-9600 x205

SECTION 2: BACKGROUND

WORKFORCE INNOVATION AND OPPORTUNITY ACT ([WIOA](#)) OVERVIEW

The purpose of the WIOA is to improve the public workforce system with education and economic development in an effort to create a collective response to economic and labor market challenges on the national, state, and local levels. WIOA helps job seekers, including youth and those with significant barriers to employment, access education, employment and training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy.

OVERVIEW OF NORTEC

The Northern Rural Training & Employment Consortium (NoRTEC) headquartered in Chico, California, administers WIOA programs in eleven Northern California counties. Established in 1983, NoRTEC is led by a Governing Board and Workforce Development Board (WDB) that oversee a broad range of programs and initiatives. The WDB includes representatives from small, medium and large businesses, labor organizations, education, economic development, community based organizations and one-stop partners.

NoRTEC is a special district organized under a Joint Powers Agreement to provide United States Department of Labor (USDOL) Workforce Innovation and Opportunities Act (WIOA) services and has established contracts with nonprofit agencies in eleven counties to ensure job seekers and businesses have access to a comprehensive array of job training and employment services. The counties in NoRTEC service area are Butte, Del Norte, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, and Trinity. Additional information about NoRTEC can be obtained at www.ncen.org. NoRTEC a Regional Planning Unit (RPU) and one Local Workforce Development Board.

NORTEC WORKFORCE AND INDUSTRY SECTOR ANALYSIS

NoRTEC is responsible for conducting research, data collection, and analysis related to the workforce needs of the local and regional economic conditions. This information is regularly

updated on the NoRTEC website specifically within the 2021-2024 Regional Plan, various Occupational Outlook reports, the public NoRTEC Tableau site and special studies.

In accordance with requirements outlined in the Employment Development Department's (EDD) Workforce Services Directive 20-05, the NoRTEC Regional Plan describes how NoRTEC and WIOA partners will build intentionality around industry sector engagement, drive workforce development outcomes across multiple jurisdictions, and expand on ramps to career pathways for individuals who experience barriers to employment. The development of the Plan included an analysis of the economic conditions and trends in the region as well as an analysis of the current workforce, which was completed using data compiled from a variety of resources – both qualitative and quantitative.

NoRTEC has created occupational outlooks for each of the WDB's priority sectors, emerging sectors and sectors with significant occupational postings. These outlooks show detailed information about occupations that are growing within the region at different levels of education and experience and corresponding salaries. The occupational outlooks are regularly updated and distributed across the region to inform decision making. NoRTEC shares the data with businesses through partners and the industry sector partnerships and requests feedback.

NoRTEC identified the following eight in-demand industry sectors and/or occupational pathways for the region:

- Agriculture
- Healthcare
- Hospitality
- Information Technology
- Manufacturing
- Construction
- Professional Services
- Public Services

REFERENCES AND RESOURCES

[EDD Draft Directive Local and Regional Plans 21-24 Two Year Modifications](#)
[NoRTEC 2021-2024 Regional Plan](#)
[NoRTEC Public Tableau Webpage](#)
[Regional Industry Sector Partnerships](#)
[Example Occupational Outlook for Healthcare](#)
[California's Workforce Development Strategic Plan PY 2020-2023](#)
[California EDD Labor Market Information](#)
[California EDD Regional Planning Unit LMI](#)
[Bureau of Labor Statistics](#)

SECTION 3: PROJECT GOALS, DESCRIPTION AND DELIVERABLES

KEY PROJECT GOALS/CUSTOMERS

The goal of this RFP is to ensure key entities involved in economic and workforce development share the same information about the economy and can make strategic decisions based on common knowledge.

An ever-changing labor market requires the precision and capacity to identify and assess the skills and training requirements necessary to meet the demand of employers while also ensuring a pipeline of talent is readily available.

Customers for this information will include:

- Job Seekers
- Industry Partnerships and Associations
- Economic Development Personnel
- Private Industry
- Career Counselors
- Curriculum Designers
- Program Planners
- Human Resource Managers
- Trainers Educators
- Workforce Development Board

In addition, information provided through this research should assist local workforce development professionals in establishing performance standards. Accountability and employer focus are key to successful implementation of the Workforce Innovation and Opportunity Act.

ANALYSIS AND PRODUCTS REQUESTED:

The Regional Workforce and Economic Industry Sector Analysis Project is broken down into the following areas:

1. Local and Regional Plan 2021-2024 Two-Year Modification Workforce and Industry Sector Analysis Update

Consistent with [EDD's Regional and Local Plan Guidance for PY 2021-2024](#) and recently released [Local and Regional Plans PY 21-24 Two Year Modification](#), NoRTEC is required to develop an up-to-date Analytical Overview of the Region that contains a description of the economic trends as well as an analysis of the current workforce.

After years of COVID-19 and recent wildfire disasters in the region, NoRTEC's economy continues to change. An ever-changing labor market requires the precision and capacity to identify and

assess the skills and training requirements necessary to meet the demand of employers while also ensuring a pipeline of talent is readily available.

The analysis requested should consider what impact the events of the last few years (e.g. COVID-19, natural disasters, amplified movement for racial justice, inflation and rising gas prices, etc.) have had on the regional economy. Utilizing the most current labor market data, this analysis will provide an update of the NoRTEC 2021-2024 Regional Plan Analytical Overview of the Region and in-demand industry sectors and occupations described throughout the Plan and specifically page 5 through 26. The analysis may be completed using data compiled from a variety of resources, including local workforce and economic development partners, EDD LMI, Bureau of Labor Statistics, [EMSI](#), employer engagement, and other relevant sources. This information will serve as a foundation for development of the two-year Regional Plan modification.

The Analysis should do the following:

- Provide an analysis of current employment and unemployment data.
- Provide an analysis of the current educational and skill levels of the workforce, the current needs of employers in the region, and any relevant skill gaps between the two.
- Identification of current and future needs of employers and job seekers in the region.
- Provide an analysis of industries and occupations with an emerging demand.
- Identify the in-demand industry sectors or occupations for the region.

2. Update & Modify Regional Labor Market Database and Quarterly Occupational Outlook Reports

This work relates to the labor market data information that is posted on NoRTEC's website, namely, the Regional Labor Market Database hosted on Tableau and Regional Quarterly Occupational Outlooks.

Details for each are as follows:

- Regional Labor Market Database
 - Update the content of NoRTEC's Tableau-based labor market database twice over the course of 12 months with data that is most current at the given time. This will require the collection and assembly of data and if necessary, make revisions to how the data is displayed on the Tableau page. A description of data sources should be included.
- Regional Occupational Outlooks
 - The data contained in the occupational outlooks is updated four (4) times over the course of 12 months, near completion of each quarter. The Occupational Outlook grouping is sometimes changed based on ongoing sector strategy work and changes in the labor market. A description of data sources should be included.

3. On-Call Labor Market and Industry Sector Analysis Requests

As needed requests could include but are not limited to hours for responding to routine requests for demographic and labor market data reports, as well as providing perspective on more complex local economic questions. Routine data requests could include labor force availability and unemployment data for regional Industry Sector Partnerships, NoRTEC Service Providers, private businesses, city and county government, and other non-profit partners. An example of requests could include:

- Analyzing job posting trends during and after the coronavirus and natural disasters
- Estimating segments of the workforce (individuals returning from incarceration, English as a Second Language workers, youth, individuals with disabilities, etc.)
- Fielding surveys to NoRTEC's network of employers, partners, and stakeholders
- Creating regional community profile sheets
- Other labor market, economic development, and/or demographic data preparation and analysis to ensure the NoRTEC Regional and Local Plans remain current and account for changes in labor market and economic conditions or in other factors affecting the implementation of the local plan.

SECTION 4: ELIGIBLE RESPONDANTS AND DESIRED QUALIFICATIONS

ELIGIBLE APPLICANTS

The following entities are eligible applicants:

- Qualified consulting firms and/or individuals
- Economic development authorities, agencies or private consultants
- Non-profit organizations or associations serving as regional or local workforce intermediaries
- Educational and workforce development agencies
- Local government organizations

The individual and or/entity should have:

- Experience in developing custom labor market, workforce, industry sector and economic development studies and projects
- Experience working with up-to-date labor market data that includes an extensive understanding of labor market supply-demand gaps, labor shed, workforce availability and skill transferability
- Knowledge of NoRTEC industries, employers and occupations that drive the region
- Understanding of career pathways and skills
- Knowledge of the Workforce Innovation and Opportunity Act
- Knowledge of the local eleven county region that include demographic, economic, political and social factors
- Knowledge of regional disaster and emergency rapid response activities

Additionally, if the entity has been disbarred, suspended or otherwise determined to be ineligible to receive funds by an action of any governmental agency; or the entity has not complied with an official order of any agency of the State of California or the United States Department of Labor to repay disallowed costs incurred during its conducted projects or services; or the entity's previous contract(s) with NoRTEC have been terminated for cause; or the entity's name appears on the State's convicted Proposers list; or for any other good and just cause, the entity will not be considered and should not submit a proposal.

SECTION 5: CONTRACT PERIOD

NoRTEC anticipates funding contract(s) for twelve months (one year). Pending satisfactory performance, compliance, and available funding, these contracts may be renewable on an annual basis until June 30, 2025.

SECTION 6: PROPOSAL FORMAT

SPECIFIC PROPOSAL REQUIREMENTS

All proposals must be organized and assembled according to the requirements of this section and in the order described:

1. Proposal Cover Letter. Provide a cover letter expressing your interest in submitting a proposal for all or part of the requested work products. Include name, address, phone number, and email address of the primary contact, as well as their title and capacity within the organization.
2. Executive Summary. Each proposal must include an executive summary which at minimum describes the respondent organization, summarizes its relevant experience and qualifications and outlines the scope of services being proposed. The Executive Summary is limited to two (2) pages.
3. Narrative. A written narrative statement to include:
 - Experience and background of bidder in providing services requested in this RFP, including the ability to meet specifications, and the technical skills to accomplish the work. Bidder should exhibit knowledge of workforce development, ability to utilize labor market information to meet local needs, the national workforce system funded in part by the Workforce Innovation and Opportunity Act and the relationship of the system with key stakeholders.
 - Names, qualifications and experience of personnel to be assigned to the project.
 - Examples of similar projects.

- A budget for the proposed activities that includes (hourly rates for all staff), materials, travel expenditures and other costs required to perform activities in accordance with the scope of work.
4. Optional Bidder Attachments. Optional attachments are limited to five (5) pages.
 5. References: Complete contact information for a minimum of three recent clients for whom similar services described in this RFP have been performed.

SECTION 7: EVALUATION CRITERIA

COMPLIANCE REVIEW

Upon receipt of proposals, staff will review submitted proposals for completeness and compliance with the terms and conditions of the RFP. All proposals must adhere to the required format and, in order to be competitive, must include all of the requested information. Proposals that do not adhere to these requirements will be determined non-responsive and will not be considered for funding. NoRTEC reserves the right to reject any proposal submitted.

EVALUATION CRITERIA

NoRTEC will put together an RFP Scoring Panel of staff who will score and rank all proposals that meet the compliance requirements described below. The RFP Scoring Panel will score and rank all proposals using the criteria described within the RFP, and specifically developed to examine the competence of the Respondents and suitability of their proposals. The RFP Scoring Panel may assign each proposal a maximum of 100 points. Panel members will review and rank each proposal and, based on their knowledge and assessment of the proposals, recommend one of the respondents for designations and contract negotiation.

Criteria will vary somewhat depending on which pieces of this project respondents propose to complete. In general proposals will be reviewed using this criteria:

| | |
|---------------------------------------------------------------------------------------------------------------------|-----------|
| Experience in conducting labor market research and analyzing Labor market information | 25 points |
| Method described to produce reports or products including data sources, use of existing data, and other information | 30 points |
| Report presentation (Web format; usability, flexibility, method for updates) | 25 points |
| Feasibility of work plan within timeframe and budget | 10 points |

| | |
|------------------------------------------------------------------------------|-------------------|
| Overall proposal presentation, alignment with project goals | 5 points |
| Demonstration of knowledge of local area, key industries and economic trends | 5 points |
| Total | 100 points |

REVIEW PROCESS

NoRTEC may, at its discretion, request presentations by or meetings with any proposers to clarify or negotiate modifications to the proposals. However, NoRTEC reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms the Proposer can provide from both technical and price standpoints. NoRTEC anticipates awarding the contract to the proposer with the highest total points.

ACCESS TO SCORE SHEET AND COMMENTS

Individual score sheets and comments used during the evaluation process may be provided in the form of summaries as prepared by NoRTEC staff. Actual individual scores sheets will not be disclosed. These summaries will be provided to applicants of the RFP who submit a written request. Requests for this information shall be responded to within ten (10) business days of the final contract/agreement recommendations and any appeals submitted. The purpose for releasing this information is for technical assistance and continuous improvement and not for purpose of an appeal.

NEGOTIATION/AGREEMENT

All Respondents shall designate an authorized negotiator. This designated person must be empowered to make binding commitments for the successful Respondent and its subcontractors, if any. NoRTEC reserves the right to negotiate the final terms of the contract/agreement with the successful Respondent(s). Items that may be negotiated include, but are not limited to, the scope of work, the staff as proposed, the implementation schedule, and the final award amount.

NOTIFICATION OF AWARD

It is expected that a decision will be made within 30 days of the closing date. Upon conclusion of final negotiations with the successful proposer, proposers may request the name of the successful firm/individual.

SECTION 8: DISCLAIMERS AND GENERAL PROVISIONS

At the discretion of NoRTEC, if it becomes necessary to revise any part of this RFP, an addendum will be provided to all known recipients of this RFP and posted on NoRTEC's website. Any clarification will become an addendum to this RFP.

Respondents are responsible for checking the website frequently to remain informed about the procurement process and other information that may affect this RFP (e.g. WIOA reauthorization, revisions to the timeline, etc.).

RIGHT TO CANCEL

NoRTEC reserves the right to cancel all or any part of this RFP at any time without prior notice and reserves the right to modify the RFP process and time line as is deemed necessary.

NONRESPONSIVE PROPOSALS

Proposals may be judged nonresponsive and removed from further consideration if any of the following occur:

- The proposal is not received on a timely basis in accordance with the terms of this RFP.
- The proposal does not include all of the specified elements.
- The proposal is not adequate to form a judgment by the reviewers that the proposed undertaking would comply with all of the auditing standards and requirements specified in this RFP.
- The proposal indicates that the reports would not be made available to NoRTEC in the time frames outlined in this RFP.

MINORITY BUSINESS PARTICIPATION

NoRTEC, as a recipient of State and Federal funds, subscribes to the practices below and will fully comply with Federal, State, and Local laws and directives governing non-discrimination, equal opportunity, and affirmative action in all activities.

- No person shall be discriminated against whatsoever on the grounds of race, religion, color, age, sex, physical handicap, or national origin.
- No person shall because of race, religion, color, age, sex, physical handicap, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity funded entirely or in part by the City, the State, or the Federal Government.
- Affirmative Action shall be taken by all levels of governments, where necessary, to support the underlying objectives of said anti-discrimination policies.

To further support policies relative to affirmative action, equal opportunity, and non-discrimination, NoRTEC will make every effort to ensure that Minority Business Enterprises have the maximum practicable opportunity to participate in construction contracts and in the procurement of goods, professional services, and supplies. Contractors are encouraged to indicate in their RFQ response if they are a certified minority business as certified through the State of California. A listing of certified minority businesses, as well as the services and commodities they provide is available from the [US Department of General Services 916-375-4940](#). Business listings are published on the Internet at: [SBA Minority Business Listing](#) or [State of](#)

[California List of Minority Businesses](#). You may find information about certifying and registering your business at <https://certify.sba.gov/>.

THE APPEALS PROCESS

NoRTEC must receive written notice of the Proposer's intent to appeal the decision within five (5) working days of receipt of notice of award. Proposer will have a total of 15 days in which to submit a written appeal of NoRTEC's decisions. All grievances arising out of Workforce Innovation and Opportunity Act or this RFQ must be filed according to NoRTEC's established grievance procedures.

CONFLICT OF INTEREST

It is the policy of NoRTEC to prohibit ex-parte communication with any board member, NoRTEC staff, consultants or other persons serving as an evaluator during the procurement process. Respondents that directly contact board members or evaluators risk elimination of their proposals from further consideration.

DISCLAIMERS

1. No costs will be paid to cover the expense of preparing a proposal or procuring a contract for services or supplies under Workforce Innovation and Opportunity Act.
3. All data, material, and documentation originated and prepared by the bidder pursuant to the contract shall belong exclusively to the NoRTEC and be subject to disclosure under the Freedom of Information Act.
4. Proposals submitted for funding consideration must be consistent with, and if funded, operated according to, the federal WIOA legislation, all applicable federal regulations, State of California policies, and NoRTEC policies and procedures.
7. Proposers selected for funding must also ensure compliance with the following, as applicable: U.S. DOL regulations 20 CFR Part 652; 29 CFR Parts 96, 93, 37, 2 and 98; and 48 CFR Part 31; Office of Management and Budget (OMB) Circulars A-21, A-87, A-110, A-122, and A-133 as applicable.