

CITY OF LOS ANGELES

CALIFORNIA



Workforce **Development** Board
City of *Los Angeles*

Workforce Development Board
CHARLES WOO
CHAIR



KAREN BASS
MAYOR



**Economic and Workforce
Development Department**
CAROLYN M. HULL.
GENERAL MANAGER

August 25, 2023

Council File Number:
Council Districts: All
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The Honorable Karen Bass
Mayor, City of Los Angeles
Room 303, City Hall

City Council
c/o City Clerk
Room 395, City Hall

Attention: Heleen Ramirez, Legislative Coordinator

COMMITTEE TRANSMITTAL: APPROVAL OF RECOMMENDATIONS FROM THE ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT (EWDD) REGARDING THE PROCUREMENT/SELECTION OF A QUALIFIED CONSULTANT TO DEVELOP A FIVE-YEAR STRATEGIC PLAN FOR WORKFORCE DEVELOPMENT

RECOMMENDATIONS

The General Manager of the Economic and Workforce Development Department (EWDD) and the Workforce Development Board (WDB) respectfully request that the City Council:

1. APPROVE the EWDD's recommended consultant selected through the Five-Year Strategic Plan for Workforce Development Request for Quotes:

AGENCY	RECOMMENDED FUNDING
Civic Makers	\$300,000

2. AUTHORIZE the General Manager, EWDD, or designee, to negotiate and execute an agreement with the recommended consultant for the period of September 1, 2023 through May 31, 2024, in the amount of \$300,000 to develop a Five-Year Strategic Plan for Workforce Development.

BACKGROUND

On June 26, 2023, the EWDD issued a Request for Quotes to procure a consultant for the development of a Five-Year Strategic Plan for Workforce Development. The EWDD, in partnership with the City's Workforce Development Board (WDB), and the Mayor's Office of Economic Opportunity, sought a qualified consultant to develop a workforce development five-year strategic plan. The goal of the strategic plan is to better align Workforce Development System (WDS) resources and strategies to successfully connect Angelenos to thriving jobs in high-paying and growing industry sectors. On July 27, 2023, the WDB approved the selection of Civic Makers as the contractor selected to develop the Five-Year Workforce Development Strategic Plan in the amount of \$300,000.

SCOPE OF WORK

The plan will provide guidance for future workforce growth and needs; identify gaps in skills and training between the present and future; recommend solutions to prepare residents for the ever-changing workforce; and ensure that vulnerable communities are not left behind in new and advancing workspaces. The scope of work includes, but is not limited to, the following deliverables:

1. Develop a concrete five-year strategy that supports the Mayor's goal to connect every Angeleno with a living-wage job and career pathways. At minimum, the strategy should accomplish the following objectives:
 - Identify and define living-wage and high-paying jobs that will be created as a result of policy changes and government investments;
 - Ensure identified jobs and career pathways are accessible to Angelenos;
 - Evaluate the current and potential workforce;
 - Determine future workforce needs;
 - Prepare Angelenos for jobs of the future through updated training and education; and
 - Provide a recommended plan of action for implementing the 5-year strategy.
2. Facilitate meetings with community stakeholders and business leaders to assess the critical need for highly trained workforce in specific industry sectors and address barriers to employment, including:
 - Conduct one-on-one interviews and focus groups with community-based organizations, workers, K-12 and higher educational institutions, employers, City departments, and public agencies;
 - Administer qualitative and quantitative surveys to systematically gather data and provide context on the City's current workforce development initiatives and opportunities for improvement; and
 - Identify the skills and training that businesses and industry require of their employees; and provide a plan of action to support Angelenos in meeting those needs, especially for residents facing significant barriers to obtaining high-wage jobs.

3. Conduct an in-depth analysis of government policies that may be hindering labor growth and wage increases; identify solutions and best practices for increasing employment and reducing labor shortages. At minimum, the analysis should:
 - Analyze current City and State policies that impact labor and wage growth;
 - Evaluate policy opportunities and equity measures that can further enable that growth;
 - Identify best practices for increasing effectiveness of the City’s workforce development programs; and
 - Recommend strategies to address workforce shortages, surplus, and promote alignment.
4. Hire a sub-consultant to perform graphic design services and prepare the five-year strategic plan to be a visually aesthetic publication upon completion.

SELECTION PROCESS

EWDD received 15 proposals by the conclusion of the designated submission period, July 21, 2023, from the following agencies:

NO.	ORGANIZATIONS
1.	Thomas P. Miller & Associates (TPMA)
2.	Education Data Systems, Inc. (EDSI)
3.	Seed Collaborative
4.	TIP Strategies
5.	SRI International
6.	Intelligent Partnerships, Inc.
7.	JAF Creative Solutions
8.	California State University, Northridge (CSUN)
9.	Arroyo West
10.	ReadySet
11.	HR&A Advisors, Inc.
12.	Civic Makers
13.	Deloitte Consulting LLP
14.	Accenture
15.	Beachhead Media Inc.

Proposals were reviewed using the following selection criteria:

1. Demonstrated Ability / Program Design – Total 80 Points

Proposers were required to describe their experience in developing strategic plans, evaluating workforce development programs, convening stakeholders, facilitating meetings, and having extensive knowledge of workforce issues impacting residents facing high barriers to employment. Proposers were also required to describe the availability of adequate staffing infrastructure, support, resources, and technical expertise.

2. Program Budget– Total 20 Points

All proposed budgets were also evaluated for accuracy and reasonableness in comparison to proposals received.

All fifteen proposals were reviewed and scored by internal City staff and consensus was reached to recommend Civic Makers as the selected consultant.

WORKFORCE DEVELOPMENT BOARD ACTION

On Thursday, June 27, 2023, the Workforce Development Board approved the EWDD recommendations as the selected contractor for the development of the Five-Year Workforce Development Strategic Plan in the amount of \$300,000 for the term September 1, 2023 through May 31, 2024.

The Four-Year WDB/Local Elected Official (LEO) Agreement requires contracts over \$250,000 to be approved by the City Council. It is therefore recommended that the City Council approve the recommendations contained in this report.



for

CAROLYN M. HULL
General Manager



CHARLES WOO, Chair
Workforce Development Board

CMH:GR:FVC:cg