



Request for Proposal

RFP for East Palo Alto's Measure HH Pilot Workforce Development Program Evaluation Services

June 4, 2024

Questions and Answers:

1. Q: What is the City Council's ultimate goal with this evaluation?

A: City Council's evaluation goals are three-fold:

- 1) **Outcomes Assessment:** Assess the performance of the organizations who provided workforce development services during the pilot, and evaluate the program outcomes based on the metrics City Council approved at the launch of the pilot.
- 2) **Program Improvements:** Assess potential program modifications and improvements to increase the City's workforce development program efficacy, accessibility, and outcomes, using the workforce development organizations' feedback in quarterly reports and interviews, and comparisons to similar workforce development programs. This can include an assessment of the program goals, priorities, deliverables, and performance metrics of the pilot and a potential to extend or expand the program.
- 3) **Criteria Development:** Develop criteria or a tool for evaluating future wage impacts of the program in the 36 months after the pilot workforce development program ends.

2. Q: Will you be seeking a more nuanced approach to the program assessment than just deeming the pilot program a success or failure?

A: Yes, the City understands there are many factors impacting program outcomes outside of the City's, organizations' and program participants' control. These factors may include the state of the job market, employer practices, and personal

and physical barriers enrollees face. The City seeks a well-rounded evaluation that takes into consideration these nuances. Ultimately the City would like to know the evaluator's recommendations to continue or improve the program, in addition to their consideration if the pilot was a success or failure.

3. Q: What are the metrics used to assess program outcomes?

A: The City uses qualitative and quantitative metrics to assess program outcomes:

1. **Program Enrollees:** enrollee demographics (e.g., age, gender, racial composition, special needs, education and/or employment status) and status in each program (e.g., number of continuing enrollees, new enrollees, and enrollees who are no longer in the program).
2. **Program Outreach:** outreach activities and events (e.g., community groups targeted and number of attendees or participants).
3. **Career Development:** career development and job placement services provided to program enrollees.
4. **Support Services:** support services requested or provided to program enrollees (e.g. childcare, hotspot, transportation, etc.).
5. **Performance Metrics**
 - a. Program Completion Rate
 1. Goal of 85% program completion rate
 - b. Job Placement Rate
 1. Goal of 75% job placement within 3 months after course completion
 - c. Starting Wage
 - d. Living Wage
 - e. Other applicable performance metrics by Contractor
6. **Performance Assessment**
 - a. Program successes and outcomes
 - b. Program challenges
 - c. Areas for improvement or follow-up
 - d. Program refinements and modifications

A discussion on these metrics can be found in the November 15, 2022¹ and March 19, 2024² City Council meeting staff reports.

4. Q: What have been some of the initial program outcomes?

A: Between March 2023 and January 2024, the three organizations in the Measure HH Pilot Workforce Development Program reported the outcomes summarized in the March 19, 2024 staff report.³

5. Q: What is the budget allocated for this work?

A: City Council has not yet approved a budget for this work. Respondents should submit the salary rates for all participating staff members and cost estimates for each task item described in the RFP. The City seeks by way of this RFP to obtain the listed services in a manner that maximizes the quality of services while also maximizing value.

6. Q: Does the proposal need to fit within the presented timeline, or is there flexibility in adjusting timelines based on our agency's availability?

A: Given that the workforce development programs that will be evaluated end in August 2024, it is crucial that Respondents be available to start as soon as possible to increase the opportunity for potential shadowing and program participant interviews. However, the City will also consider Respondents' proposed timelines based on their availability. Proposals with timelines that begin in June or early July, and finish the initial evaluation work (Phase I) by November 2024 will be considered more competitive.

7. Can a proposal be submitted solely to address one portion of the RFP, or does it need to respond to all aspects of the RFP?

A: Respondents should aim to fulfill all aspects of the RFP. If your organization only has experience in one portion of the requested work and is unable to meet all the requirements, then you may submit a joint application with a partnering agency, otherwise the RFP will be deemed incomplete.

¹ View November 15, 2022 City Council meeting and staff report at: <https://eastpaloalto.iqm2.com/Citizens/SplitView.aspx?Mode=Video&MeetingID=1824&MinutesItemID=6723&Format=Minutes>.

² View March 19, 2024 City Council meeting at: https://cityofepa.granicus.com/player/clip/74?view_id=1&redirect=true. Also see the staff report pgs. 122-146 at: <https://d3n9y02raazwpg.cloudfront.net/cityofepa/16abdc1d-c609-11ee-8fe8-0050569183fa-3408cd31-ecd7-4429-9d91-65986d552499-1710432004.pdf>.

³ View March 19, 2024 staff report at: <https://d3n9y02raazwpg.cloudfront.net/cityofepa/16abdc1d-c609-11ee-8fe8-0050569183fa-3408cd31-ecd7-4429-9d91-65986d552499-1710432004.pdf>.

8. Is the City open to considering recommendations beyond the scope of work presented in the RFP?

A: Yes, but the key purpose of the RFP still needs to be answered in the proposal. Other recommended services your organization may provide may be added as optional services for consideration.