

REQUEST FOR PROPOSALS
A Workforce Development
Environmental Scan and Needs Assessment
of the
Baltimore City
Casino Planning Area

Issued: August 29, 2014
Due: September 26, 2014

Karen Sitnick
Director
Mayor's Office of Employment Development

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Mayor
City of Baltimore



**REQUEST FOR PROPOSAL
WORKFORCE DEVELOPMENT ENVIROMENTAL SCAN AND NEEDS ASSESMENT
OF THE BALTIMORE CITY CASINO PLANING AREA**

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**REQUEST FOR PROPOSAL
WORKFORCE DEVELOPMENT ENVIRONMENTAL SCAN AND NEEDS ASSESSMENT
OF THE BALTIMORE CITY CASINO PLANNING AREA**

The Baltimore City Mayor's Office of Employment Development (MOED), on behalf of the Mayor and City Council, requests proposals to conduct a Workforce Development **Environmental Scan and Needs Assessment** of the Baltimore City Casino Planning Area.

BACKGROUND

As provided in State law (2012 Special Session 2, SB 1), the opening of the Horseshoe Casino in August 2014, provided local impact funds for use in the area adjacent to the casino within Baltimore City. The law mandates that "prior to any expenditure of local impact grant funds a county or municipality shall develop, in consultation with the local development council, a multi-year plan for the expenditure of the local impact grant funds for services and improvements." Baltimore City, in conjunction with a consultant, will be finalizing the Master Plan in the Fall of 2014. For more information on the Master Plan visit: <http://baltimoreplanning.wix.com/casinoareamasterplan#>

Led by the Baltimore City Department of Planning, and in consultation with the community representatives on the state mandated Baltimore Casino Local Development Council (LDC), Baltimore City has developed plans to spend the funds on projects and initiatives which have been prioritized and approved by the LDC and the Mayor. The Council consists of three subcommittees, Economic and Community Development, Transportation and Infrastructure, and Public Safety and Services.

The Council has three primary roles and missions:

- (1) consultation on the expenditures of the local impact funds
- (2) review of the Casino licensee's master plan for the development of the Casino site
- (3) consultation on transportation planning

For more information on the Baltimore Casino Local Development Council (LDC) visit:

<http://baltimoreldc.wordpress.com/>

The Casino Planning Area consists of the following communities surrounding the casino: Carroll Camden Industrial Area, Stadium Area, Sharp-Leadenhall, Otterbein, Federal Hill, South Baltimore, Riverside, Spring Garden Industrial Area, Port Covington, Washington Village/Pigtown, Barre Circle, Ridgely's Delight, Carroll Park, Saint, Paul, Westport, Mt. Winans, Lakeland, and Cherry Hill. See attachment A for a map of the planning area.

PURPOSE

The vendor will conduct a Workforce Development **Environmental Scan and Needs Assessment** of the Casino Planning Area to identify two key factors: 1) the existing skill sets and educational attainment of employment-aged residents, and 2) the prevailing employment and skill needs of employers in the area. This activity will consist of a needs assessment and statistical analysis of data that is available as well as direct interaction and communication with residents and area employers. The results should allow

MOED to identify the critical skills gaps between likely job-seekers and employers to cultivate relevant training opportunities to bridge these gaps and shape workforce programs moving forward.

GRANT PERIOD and AMOUNT

The selected vendor will have forty five (45) days commencing on or about November 5, 2014 to conduct the scan and assessment and present a final report.

The grant amount for this award may not exceed \$ 35,000.

SCOPE OF WORK - WORKFORCE DEVELOPMENT ENVIRONMENTAL SCAN AND NEEDS ASSESSMENT

The consultant's work will include the following tasks and products:

- 1) The consultant will use demographic and socio-economic data, in person interviews, and other resources to identify and analyze the existing skill sets, employment status and educational attainment levels of employment-aged residents. A comprehensive description of the area's current and potential labor force will be prepared.
- 2) The consultant will use business dynamics data, growth projections, in person interviews, and other resources to identify and analyze the existing and potential job opportunities within the Baltimore City Casino Planning Area. A comprehensive description of the area's economic/employment landscape will be prepared.
- 3) The consultant will provide an analysis of the existing gaps between the educational and training levels of employment-aged residents and the relevant needs of the area employers. This would define the "missing skills" needed to bridge the gaps.
- 4) The consultant will prepare a comprehensive description of the scale and scope of existing service provisions being provided by non-profit organizations, churches and other organizations in the community . This list could include adult basic education and GED classes, job specific occupational skills training and employment preparation services.
- 5) The consultant will include a summary analysis that hones in on new or existing occupations and job opportunities that are projected to grow in Baltimore City and the surrounding metropolitan area that would provide a family supporting income for workers and residents of the Baltimore City Casino Planning Area .
- 6) The consultant will include a brief analysis of inflow/outflow employment patterns between Baltimore City and the Casino Planning area.
- 7) The consultant will develop a set of recommended strategies to decrease the skills gaps in the Casino Planning Area and encourage economic stability and growth.

QUALIFIED APPLICANTS

The Mayor's Office of Employment Development desires to engage the services of a research consulting firm/individual with experience working on local or regional government planning and workforce development efforts and/or large scale economic plans and reports. The selected vendor must possess the requisite technical capability and professional expertise to provide the type of services required. Bidders may form teams or include subcontractors to appropriately respond to all tasks listed in the Scope of Work. If teams are formed, or subcontractors are engaged, the proposal must clearly identify a prime, or lead contractor.

PROPOSAL SUBMISSION

Typewritten proposals must include:

1. Cover page
2. Abstract (see section III.)
3. Proposal Narrative (see section III.)
4. Budget (see section IV)

The required proposal document must be prepared using 12-point font, double spaced, and on numbered pages. The Proposal Narrative must be limited to 10 pages.

Four hard copies and one digital copy of this proposal must be sent by U.S. mail or hand delivered. Proposals must be received by September 26, 2014 4:00 pm to the:

Attn: Mary Sloat
Mayor's Office of Employment Development
417 E. Fayette Street, Suite 468
Baltimore, MD 21202
msloat@oedworks.com

COST OF PREPARING PROPOSALS

Costs for developing, preparing and submitting the proposals are solely the responsibility of the bidders. MOED will not provide reimbursement for such costs.

CLARIFICATION PROCEDURES

All clarifications or changes to submitted proposals must be in the form of a written addendum and received prior to September 26, 2014 4:00 pm.

WITHDRAWALS

A submitted proposal may be withdrawn prior to the due date. A written request to withdraw the proposal must be submitted electronically to msloat@oedworks.com.

PUBLIC RECORDS

Applicants are advised that documents in possession of the Mayor's Office of Employment Development are considered public records and subject to disclosure under the Maryland Public Information Act.

TENTATIVE SCHEDULE

RFP Issued:	Friday, August 29, 2014
Proposals Due:	Friday, September 26, 2014 – 4:00 PM
Award Announced on or about:	October 3, 2014
Contract Completed and Approved by:	November, 2014
Start of Work:	November, 2014
Completion of Work:	December, 2014

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QUALIFICATIONS AND RESPONSIBILITIES

All businesses/organizations must meet a minimum level of administrative and fiscal capacity in order to contract with MOED. Therefore, all applicants given selection notification must provide the following Documentation of Qualifications by 4 p.m. Monday, October 6, 2014. Failure to satisfactorily provide the following documentation could result in disqualification of proposed award.

Documentation of Organizations Qualifications -

- Formal documentation that organization is in good standing with the Maryland Department of Assessment Taxations at time of proposal submission
- Legal Entity (Proof of Incorporation, 501(c) (3), etc.) *<Must submit document proving legal entity.>*
- Written Conflict of Interest Policy for Staff and Board *<Must submit copy of Conflict of Interest Policy.>*
- Verify that the program has procured and will maintain during the life of the contract the following required insurance coverages (professional liability, errors and omissions; commercial general liability insurance, including contractual liability insurance; business automobile liability (if applicable); worker's compensation coverage; and employee dishonesty insurance *<Must submit copies of certificates of insurance with contract. >*

Documentation of Qualifications Submission

- Do not include any information that is not specifically requested.
- Include a cover letter properly identifying the organization and signed by an individual authorized to represent the organization, to act on behalf of it, and to legally bind it in all matters related to a contract.

Subcontractor Responsibilities

Program success is contingent upon the ability of the subcontractor to meet the demands of managing and administering the initiative/service. **A fixed price contract will be offered with payment points based on completing outlined deliverables.**

Subcontractor responsibilities (deliverables) include but are not limited to:

1. Conducting the Workforce Development Environmental and Needs Assessment Scan as outlined in the Statement of Work
2. Formulating a draft report by December 12, 2014
3. Meeting with MOED for review and comment of the draft report
4. Formulating a final report by December 31, 2014.
5. Final billing after acceptance of report

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ABSTRACT

The one-page abstract should summarize the proposed initiative, experience with providing similar studies, and an overview of the planned methodology to be used for this project.

COVER PAGE

A one-page cover page should include the name of the organization, address, telephone number, email address, and the name and title of the person authorized to answer any questions about the proposal, negotiate the contract terms and contractually bind the proposer. The cover page should be signed by the signatory authority for the organization.

TECHNICAL PROPOSAL

The Technical Qualifications should contain the following:

- *Experience and Qualification* –A summary of the consultant and consulting firm’s qualifications with regard to the selection criteria identified in this RFP. The summary should contain: (a) information on projects of similar nature that the consultant and/or firm has completed, including brief descriptions, dates, and names of contact persons and (b) specific mention of local or regional experience. In project descriptions, identify any personnel likely to work on this project. Please include (c) links to and/or examples of relevant work if possible.
- *Project Management and Key Technical Staff* – Designation of a project manager and the responsibilities of the manager and key personnel. Please include resumes for the project manager and key personnel. Note that the resulting contract will require commitment of the specified personnel. An outline showing estimated hours by each staff member by task shall be provided.
- *Task Proposal* – Provide a description of the proposed activities and methodologies for each of the defined consultant tasks including an outline for the suggested final report.
- *Timeline for the project implementation with clearly identified deliverables at each stage.*
- *Letters of Reference* - Three letters of reference from previous or current clients which include contact information (phone number, email address, etc.).
- *Other Information* – Any other material that the proposer wishes to provide. Please limit to relevant information.

**BALTIMORE CITY WORKFORCE INVESTMENT BOARD
REQUEST FOR PROPOSAL**

BUDGET FORMAT

ORGANIZATION: _____

PROJECT NAME: _____

FUNDING PERIOD: _____ TO _____

TOTAL PROJECT BUDGET: November 12, 2014 – December 31, 2014

\$_____ [\$35,000 maximum]

Object Class Category: CONTRACTUAL	
A. Brief Description	B. Cost
1.	\$
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
TOTAL CONTRACTUAL COSTS	

Budget Narrative: CONTRACTUAL

**BALTIMORE CITY WORKFORCE INVESTMENT BOARD
REQUEST FOR PROPOSAL**

EVALUATION CRITERIA

All proposals will be evaluated on the basis of technical merit and proposed cost. This is not a low-bid procurement. Technical merit includes work program and approach, as well as staff experience and qualifications. Teaming is permissible but the contract will be with a single prime contractor.

MOED reserves the right to negotiate with one or more respondents selected on the basis of the initial technical merit and proposed cost. Respondents may be asked to make personal appearances to provide additional information on proposals.

