

REQUEST FOR PROPOSALS

Industry Cluster Study Update

Released by:
**Pacific Mountain
Workforce Development Council**

Release Date: March 19, 2019
Due Date: April 16, 2019, 12:00 P.M. (Pacific Standard Time)
Proposed Contract Period:
May 7, 2019 – October 7, 2019



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Section I

Introduction

PacMtn is releasing this request for proposals for the purpose of updating our Targeted Cluster Identification & Strategic Alignment Report completed September 2012.

Background

In 2009, at the request of the Workforce Training and Education Coordinating Board (Workforce Board), the Legislature enacted Substitute House Bill 1323 establishing strategic clusters as the organizing framework for coordinating state and local workforce and economic development planning and service delivery.

In support of Substitute House Bill 1323, the Pacific Mountain Workforce Development Council (PacMtn) contracted the completion of a cluster analysis report. The Targeted Cluster Identification & Strategic Alignment Report (Cluster Study) was completed September 2012. The data in the analysis was updated and used in 2016 to complete PacMtn's Strategic Plan.

The Cluster Study enabled PacMtn, the local Economic Development Councils and local educational organizations to identify and significantly improve their collective (macro) and individual (micro) long-term strategies for providing local workforce and economic development planning and service delivery.

The Cluster Study also updates the base line data resource. This resource allows for long term workforce and economic development strategies, and promotes and enhances partnerships between the EDCs, PacMtn, and Educational Leaders in creating a vibrant and dynamic regional economy.

The Cluster Study Update should have broad based community participation and be a document that is readily accessible to regional stakeholders. Stakeholders should be able to use it as a guide to understanding the workforce as a driver of the regional economy and enable those who consult it to take actions that will improve outcomes for the workforce. The Cluster Study should be easily incorporated and leveraged into other regional documents to access federal funds, private sector resources, and state support which can advance a region's goals and objectives. Its quality should be judged by its usefulness as a tool for regional workforce decision-making.

Note: Industry Cluster is defined as a geographic concentration of interdependent competitive firms that do business with each other, including firms that sell inside and outside of the geographic region as well as support firms that supply new materials, components, business services, and other institutions including government and education.

PacMtn WDC Background Information

PacMtn is a Washington State 501 (c) (3) nonprofit corporation responsible for the administration and finances of the federal Workforce Innovation and Opportunities Act programs. PacMtn operates within Grays Harbor, Lewis, Mason, Pacific, and Thurston counties. The administrative offices are located at Thurston County WorkSource, located at 1570 Irving St SW, Tumwater, WA 98512. Additional information on PacMtn is available on our website at <https://pacmtn.org/>.

Project Scope and Conditions

The selected vendor will work with PacMtn staff, representatives of our local economic development partners, select WDC Board Members and local knowledgeable community leaders throughout this process. The vendor will:

- Review previous cluster indicators
- Evaluate and recommend any new indicators
- Work with stakeholders to facilitate the refinement of that list
- Complete a data analysis of regional sector data based on the final approved list of indicators
- Identify emerging subsectors and collaborate with local EDCs to create localized conversations about those emerging sectors

This Cluster Study will provide quantitative data encompassing the 5-county PacMtn region, including Pacific, Grays Harbor, Thurston, Mason, and Lewis counties. The geographic focus of strategic clusters should be regional and county-specific, but not statewide.

Priority Data Elements: Three Priority Data Elements will be used to identify the strategic clusters. They are:

- A. The relative concentration of jobs is high, as measured by location quotient greater than 1 (except healthcare and construction);
- B. There is a critical mass of jobs in the region, as measured by employment; and
- C. A high percent of jobs are in the middle and high wage ranges.

The proposed budget for the Cluster Study is not to exceed \$50,000. Proposals over \$50,000 are acceptable if they are reasonably within our framework of request. Any additional work not outlined in this proposal but recommended as beneficial and in excess of the \$50,000 may be included in the proposal as a Proposed Contract Add. Please delineate that proposed work as Proposed Contract Add that will be considered should the bidder be selected. Any final contract will be a results-based contract, which is defined by deliverables, not hours.

There are four primary vendor deliverables for this project: (all which must be coordinated with a local project committee and PacMtn)

1. Recommended data indicators for a holistic regional analysis

- a. Review the previous cluster indicators and evaluate the need to modify indicators.
- b. Narrow the list of required indicators for the update to those most closely aligned with the **Priority Data Elements**.

2. Updated data confirming current sectors and analyzing new/emerging sectors

- a. Analyze workforce data from the region.
- b. Provide a written report of the data findings to PacMtn. Report should include:
 - i. Overview of final indicators used in the development of recommended sectors;
 - ii. Emphasis on analytical data updates for each sector reported by county and the region;

- iii. Provide any recommendations for the updating of key sectors that are recognized as focus areas by the PacMtn Region;

3. Community conversation

- a. Convene and facilitate project committee.
- b. Convene and facilitate open discussion meetings with each of the local economic development partners to enable community involvement and feedback in the updating of sector indicators. The focus should include engagement on the primary indicators, and indicators/process that is being recommended to evaluate for new/emerging sectors.
- c. Present draft final findings to PacMtn Executive Finance Committee, and to PacMtn Board.
- d. Present current project progress to Future of Work Symposium in August.

4. Recommended methods to identify emerging and/or subsectors in the localized communities

Project deliverables in this section will incorporate leading economic indicators to identify emerging strategic sectors/cluster trends of both industry and employment using: (a) anecdotal information, (b) current emerging industries, and (c) possible transformations of declining industries. The analysis should:

- a. Identify additional indicators that should be used in the development of emerging and/or subsectors.
- b. Collaborate with project committee to build consensus on recommended indicators, and other processes needed for selecting emerging and/or subsectors. Additional feedback should come from open localized community discussions.
- c. Build a list of recommended emerging and/or subsectors located in each county.
- d. Produce a report focused on recommending process/indicators to be used in the development of emerging and/or subsectors, and include a list of recommended emerging and/or subsectors by county.

Timeline

- Review workforce/economic indicators used to define regional clusters.
- Coordinate project committee to recommend and approval final list of indicators to be used in update.
- Coordinate/facilitate monthly check in/progress update meetings with the project committee.
- Partner with local economic development agencies or other approved agencies to host a briefing/feedback session in each county.
- Update data associated with the final indicators selected.
- Available to present at a full board meeting; per the request of the board chair.

- Join PacMtn in August at their annual Future of Work event to present on current project progress.
- Submit final materials to PacMtn by the end of contract period.

Original Data Indicators

The original cluster analysis worked with the project committee to identify 18 data indicators. The project committee will again need to determine if this list needs to be updated, or if the 18 data indicators can remain the same. See the example below:

1. Historical Job Growth and Current Size of Sector Workforce
2. Future Job Growth Projection
3. Location Quotient
4. Industry Average Wage
5. Mid-Wage Occupations
6. High-Wage Occupations
7. Change in Industry Average Wages
8. Establishments
9. Shift-Share Analysis
10. Job Multiplier Effects
11. Earnings Multiplier Effects
12. Level of Output
13. Output per Job
14. Export Orientation
15. Excess Demand
16. Research and Development Occupations
17. Workforce Compatibility
18. Entrepreneurial Growth Potential

Section II

Contract Term

PacMtn is targeting Cluster Study Update to begin immediately and go through October 7, 2019. A detailed project schedule identifying tasks and milestones will be developed upon contract award. The term of the contract will commence upon signature of agreed upon contract terms, scope of work and deliverables and will continue through completion of the cluster study update.

Community conversations (listening sessions) will need to occur prior to the Future of Work event in order to best facilitate use to the overall cluster study update. The intent of these conversations are to provide a micro-picture of emerging industries and subsectors within the county-specific areas of the PacMtn region.

The vendor’s primary project leads will be available to present at a full board meeting; per the request of the board chair. Additionally, vendor will present on current project progress at the Future of Work event. This marks the formal end of the cluster study update. Materials will be submitted at the close of contract date. PacMtn and regional collaborators will roll out the implementation plan through the fall of 2019.

Policy of Competition

The Pacific Mountain Workforce Development Council conducts all procurement transactions in a manner providing full and open competition. The RFP identifies all evaluation factors and their relative importance. All responses will be honored to the maximum extent practical. Technical, financial, and organizational evaluations will be made of all proposals received found to be responsive to the RFP.

The Pacific Mountain Workforce Development Council will carry out the procurement review responsibilities with complete impartiality and without preferential treatment to any response.

Questions and Answers

Questions regarding this RFP can be sent to the email address: contracts@pacmtn.org. Please specify this RFP, ‘Industry Cluster Study Update’, when submitting questions. Questions and answers will be responded to within 72 business hours and will subsequently be posted on our website so every Bidder can review. Questions are accepted through April 9, 2019 at 12:00 p.m.

Submittal Instructions

Proposals must be submitted by electronic mail to contracts@pacmtn.org with the following subject line “RFP Bid: Industry Cluster Study Update”, and include:

- Proposal cover page & certification (form attached)
- Response to requested information in the ‘Project Scope and Conditions’ utilizing the prescribed format from Section III
- No additional attachments

RFP Key Events and Dates

Proposal Requests Issued	March 19, 2019
Bidders Conference Call	March 29, 2019
Deadline for Receipt of Questions, 12:00 PM (Pacific Time)	April 9, 2019
Deadline for Receipt of Proposals, 12:00 PM (Pacific Time)	April 16, 2019
Formal Review Process of Proposals Begins	April 17, 2019
Interviews scheduled (if necessary)	April 19, 2019
Successful Bidder Posted on Website	April 25, 2019
Contract and Budget Negotiations Begin	April 26, 2019
Contract and Budget Negotiations End	May 6, 2019
Contract Start Date	May 7, 2019

Evaluation and Selection Criteria

Proposals will be evaluated based on the following criteria:

- Experience
- Understanding of services to be provided
- Personnel expertise
- Compatibility with end users
- Project approach
- Satisfaction of clients/end users
- Value of proposed services and cost

Award of Contract

Submittal of a successful proposal(s) does not constitute a contract with PacMtn. The contract award will not be final until PacMtn and the successful proposer have executed a mutually satisfactory contractual agreement.

Appeal Process

Any appeal of the final vendor(s) selected must state the basis of the appeal. Appeals can be sent in writing within seven (7) calendar days after the publication of the successful vendor(s) to:

Cheryl Fambles, CEO
Pacific Mountain Workforce Development Council
1570 Irving St SW
Tumwater, WA 98512
contracts@PacMtn.org

It is the responsibility of proposers to check for the publication of successful bidders at the following website: www.pacmtn.org/service-provider-opportunities

Proposal Cover Page

A. Application Cover Sheet

On behalf of

Proposer Organization

Street Address Mailing

Address

City

State

Zip Code

B. Certification

CERTIFICATION

The information contained in this proposal fairly represents the proposer's agency, organization, or business and its proposed operating plans. I acknowledge that I have read and understand the requirements of the RFP and am prepared to implement services as specified in this proposal. I certify that the proposed program services have been designed in compliance with the RFP requirements and WIOA regulations. I also certify that I am authorized to sign this proposal. This proposal is firm for a period of at least ninety (90) days from the deadline for RFP submission.

I affirm that no employee and/or PacMtn Council Member or officer of any governmental agency has any financial or other interest in this organization.

Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____

E-Mail _____

Signature _____

Typed Name _____

Address _____ City _____ State _____ Zip _____

Section III

Proposal Format

Your responses to the inquiries below should be submitted electronically with the following format restrictions:

- 8 1/2" X 11" page size with 1" margins
- 12 point Arial or Calibri font
- Double spaced (itemized bid information may be single paced)
- Total submission, including cover page (on the previous page), should be no longer than 7 pages
 - Submissions in greater length than 7 pages will be *disqualified*

Proposal Narrative

Background

Provide a brief narrative describing the following:

- A brief overview of your organization, including number of employees
- Three (3) professional references, including full contact information (address, phone, email)
- Clear identification of collaborating or partnering organizations, including organization name, primary contact information, the services they will provide
- Short description of work history in completion of similar projects. Hyperlinks may be used to highlight projects, but projects should not be attached

Organizational Capacity

Provide a brief narrative describing the following:

- A brief history of your organization, including how long you have been in business, and how many projects of similar scale you have experience with.
- Why your organization is pursuing the work, how it is uniquely qualified to perform it, and why it should be chosen as the successful bidder.
- How your organization will ensure successful delivery of agreed upon services.

Fiscal

Provide a bid that includes:

- A total bid amount for full range of services, plus:
 - Explanation and listing of all costs and fees applicant proposes to charge PacMtn for services.
 - A brief description of how you are pricing your services, including any itemized costs if relevant.
 - Listing of any in-kind services included in this proposal, if applicable.

Please briefly describe the following:

- Whether your organization is bonded or carries liability insurance. If so, describe.
- Whether your organization has filed for bankruptcy in the past three years.
- Whether your organization is currently involved in or has pending legal action relating to organization operations or financial transactions. If so, describe.

Miscellaneous

1. PacMtn will select the proposal which is most qualified to provide the services which will achieve the overall objectives of this Proposal Request.
2. PacMtn reserves the right to make such investigation as it deems necessary to determine the ability of proposers to furnish the required services, and proposers shall furnish all such information for this purpose as PacMtn may request.
3. PacMtn reserves the right to reject any proposals for failure to meet the requirements contained herein, to waive any technicalities, and to select the proposal which, in PacMtn's sole judgment, best meets the project requirements.
4. PacMtn reserves the right to reject, or to seek modifications of any proposal offered if in PacMtn's sole discretion the proposal does not meet the overall RFP objectives.
5. PacMtn reserves the right to offer an award to the next highest rated proposal if a contract cannot be successfully negotiated, or to renegotiate or reissue an RFP should an appeal for non-award be upheld.
6. This Proposal Requests is not in itself an offer of work, it does not commit the Pacific Mountain Workforce Development Council to fund any proposals submitted, nor is it liable for any costs incurred in the preparation or research of proposals.
7. The RFP creates no obligation on the part of PacMtn to award a contract or to compensate the proposer for any costs incurred. PacMtn reserves the right to award a contract based upon proposals received without further discussion or negotiation. Proposers should not rely upon the opportunity to alter their qualifications during discussions.
8. Any funding awarded will be subject to the availability of federal funding granted to the Pacific Mountain Workforce Development Council through the State of Washington Employment Security Department and the U.S. Department of Labor. Should the availability of such funding decrease before or following any award to a sub-recipient, the award will be revised accordingly. In addition, if awarded, the contractor must be willing to alter program design based on subsequent direction provided by the state, U.S. Department of Labor or PacMtn.
9. Proposals that are not funded will not be returned.