

Memorandum



CITY OF DALLAS

DATE November 5, 2021

TO Honorable Members of the Workforce, Education and Equity Committee

SUBJECT **Upcoming Office of Procurement Services Council Agenda Item #37: CDBG Workforce Training for Covid-impacted Individuals - United Way of Metropolitan Dallas and Oak Cliff Empowered, Inc.**

The following Office of Procurement Services item will be considered by the City Council on the November 10, 2021 Agenda:

Item Number 37: Authorize a two-year subrecipient agreement for certified skills training, workforce training, and education services for employment opportunities in regional high demand industries to re-skill or up-skill City of Dallas residents for the Small Business Center – United Way of Metropolitan Dallas in the amount of \$2,249,830.45 and Oak Cliff Empowered, Inc. in the amount of \$749,943.45, most advantageous proposers of eight– Not to exceed \$2,999,773.90 – Financing: 2020 CARES Act Relief CDBG #3 (subject to annual appropriations)

Background

In May 2021, the City issued an RFP seeking non-profit providers to provide proposals for certified skills training, workforce training, and/or education for employment opportunities in regional high demand industries to re-skill or up-skill City of Dallas residents that have been financially impacted by COVID-19 and who are members of low- and moderate-income (“LMI”) households (defined as households at 80% or below Area Median Family Income). Responses were instructed to include a collaborative partnership among workforce systems including employers that enable COVID-19 impacted LMI individuals to attain new skills leading to employment, but no employment requirements were included due to funding limitations.

Proposers were asked to develop a workforce training program that included the following key activities and characteristics:

- Work Readiness/Employability Skills training to include:
 - Appearance/Dress
 - Attitude and Body Language
 - Attendance and Punctuality
 - Communication and Following Instructions
 - Dependability/ Responsibility
 - Time Management
 - Decision Making and Problem Solving
 - Leadership and Motivation
 - Financial Knowledge and Management

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- Strong linkages between academic instruction and occupational education that lead to recognized post-secondary and/or industry recognized credentials and are aligned with in-demand industries and occupations in the region.
- Exposure to employment opportunities through activities such as job shadowing, internships, and pre-apprenticeship programs, by connecting with employers, apprenticeship programs and in-demand industry sectors and occupations available in the local and regional labor markets.
- Reflect recognized human development principles that emphasize the cognitive, social, and behavioral competencies that help individuals succeed.

Three million dollars in CARES Act CDBG funding has been identified for this program; CDBG funds can only be used for workforce training and related services.

Original submissions were scored by the evaluation committee for any amount up to \$3,000,000.00. There were eight submissions originally. The evaluation committee was made up of three members with representatives from Budget and Management Services (BMS), Office of Community Care (OCC) and Office of Economic Development (ECO). The review committee ranked the initial eight proposals. These scores led to a short list, and the top three proposers (United Way of Metropolitan Dallas, Workforce Solutions of Greater Dallas, and Oak Cliff Empowered, Inc.) were invited to present to the review committee.

In an effort to fully fund multiple awards, staff requested revised Program Narratives and Program Budgets at 25% and 75% of \$3,000,000.00 from shortlisted suppliers. These submissions were then rescored under the same evaluation criteria by the remaining two evaluation committee members, ECO and BMS.. The OCC staff previously involved with the procurement is no longer with the City.

The following suppliers are recommended for funding: United Way (\$2,249,830.45) as the highest scoring proposers and Oak Cliff Empowered (\$749,943.45) as the sole vendor at that funding amount. The amount of \$2,999,773.90 listed on the award concurrence reflects \$3,000,000 in funding, less advertising costs.

A brief summary of the recommended final submissions follows:

United Way of Metropolitan Dallas

Coalition of IT training partners including Goodwill Industries, NPower and PerScholas. CDBG funds will allow for an additional 665 individuals to be trained in IT fields over the two-year period. They expect 66% of participants to become credentialed and 65% employed. Cost per trainee is approximately \$3,383.

Oak Cliff Empowered, Inc

Oak Cliff Empowered is proposing a continuation of its current Oak Cliff Works program, training Patient Care Technicians (PCT) in partnership with Methodist Hospital. They are proposing to train 7 cohorts of 25 people each for a total of 175 students. Of those

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students, they indicate that 130 will be eligible for PCT employment, 60% will be certified and 75% will maintain ongoing employment. Cost per trainee is approximately \$4330.

The list and scores of all proposers is below:

| <u>Proposers</u> | <u>Address</u> | <u>Score</u> |
|-------------------------|-----------------------|---------------------|
|-------------------------|-----------------------|---------------------|

Short-listed Proposers

Group 1

| | | |
|---------------------------------------|---|-------|
| *United Way of Metropolitan Dallas | 1800 North Lamar St. Dallas, TX 75202 | 90.50 |
| Workforce Solutions Greater Dallas | 500 North Akard St. Suite 3030 Dallas, TX 75201 | 83.50 |

Group 2

| | | |
|-----------------------------|--|-------|
| *Oak Cliff Empowered., Inc. | 400 South Zang Blvd. C-59 Dallas, TX 75203 | 82.50 |
|-----------------------------|--|-------|

Remaining Proposers

| | | |
|------------------------------------|---|-------|
| Inspiring Tomorrow's Leaders | 8828 North Stemmons Fwy. Suite 507 Dallas, TX 75247 | 56.00 |
| Transcend Stem Education | 1341 West Mockingbird Ln. Suite 1000W Dallas, TX 75247 | 55.33 |
| Zan Wesley Holmes Jr. | 2606 Martin Luther King Blvd. Community Outreach Center Suite 202 Dallas, TX 75215 | 53.33 |
| Dress for Success Dallas | 5580 Peterson Ln. Suite 155 Dallas, TX 75240 | 52.00 |
| GSHA Quality Services Suite 300 | 455 Eisenhower Pkwy. | 42.00 |

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Ann Arbor, MI 48108

Should you have any questions or need any additional information, please contact me.



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Joey Zapata, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
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