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## **INTRODUCTION**

The Orange County Workforce Investment Board (OCWIB) is seeking a proposal response to develop a health services resource mapping plan for Orange County. This plan will require the development of two health services related projects. The first project will survey/assemble a database of Orange County health services staffing, facilities, and training provider needs. The second will transform data as appropriate to be utilized in Geographic Information Systems (GIS) models to produce a comprehensive profile on the workforce needs of the Orange County health services community, help identify gaps and recommend strategies to the OCWIB and the Orange County Health Care Collaborative. The Orange County Health Care Collaborative is a recently established partnership of educators, industry leaders and community members committed to finding solutions and innovations for the health care workforce challenges in Orange County.

All questions, interpretations or clarifications desired shall be requested in writing not less than eight calendar days prior to the Closing Date and Time for Receipt of Proposals. Oral statement(s) concerning the meaning or intent of the contents of this RFP by any person are unauthorized and invalid. All questions and inquiries related to this RFP must be directed to, Mark Mathews, Workforce Analyst, 1300 S. Grand Ave., Santa Ana, CA 92705, email: [mark.mathews@csa.ocgov.com](mailto:mark.mathews@csa.ocgov.com), Telephone: 714-567-7548, Fax: 714-834-7132. In the event the County deems it necessary to clarify or make any changes to this RFP, these changes shall be made by written addendum authorized and issued by the Housing & Community Services Agency/Special Programs Division contracts staff or authorized designee and will be available on the internet by approximately May 3, 2004 by accessing: [www.ocwib.org](http://www.ocwib.org).

**Proposals are due by May 12, 2005, at 4:00 P.M. PT.** See complete instructions in Exhibits A, B & C.

Note: Interested parties are expected to have email, internet and computer capabilities, since the County intends to use these technologies to facilitate communications regarding this RFP process and the operation of any programs funded through this RFP activity.

The RFP will be able via two sources:(1) it may be downloaded from [www.ocwib.org](http://www.ocwib.org) in Adobe Acrobat PDF file or word format, or (2) upon request the PDF file will be made available on a MS DOS formatted 3¼" diskette. Please email your request to OCWIB Staff at: [ocwib@csa.ocgov.com](mailto:ocwib@csa.ocgov.com). The Adobe Acrobat pdf file is read by using and installing the free Acrobat Reader, downloadable from [www.adobe.com/acrobat](http://www.adobe.com/acrobat). Versions for DOS, Macintosh and Unix operating systems are available.

All responses to the RFP must be submitted in writing according to the instructions contained herein. We thank you in advance for your time and effort and look forward to reading and reviewing your proposal(s).

## **BIDDER'S CONFERENCE**

A bidders conference is scheduled to explain the application and review process. The meeting will last approximately 1-2 hours. The date and the location is as follows:

**April 25, 2005**

**10 a. m.**

ORANGE COUNTY ONE-STOP CENTER  
125 TECHNOLOGY, SUITE #200  
IRVINE, CA.

## **BACKGROUND**

The Orange County Workforce Investment Board (OCWIB) is the governing board that oversees the implementation of workforce development programs for the County of Orange except for the cities of Anaheim and Santa Ana, which have their own Workforce Investment Boards. The majority of the Board members are business leaders in the Orange County community who are selected by the Orange County Board of Supervisors. The balance of the board members consists of representatives of labor, education, economic development, social services, community-based organizations, and rehabilitation agencies as well as other local interests. The overriding aim of the OCWIB is to drive the continued economic and social vitality of the Orange County region by building a workforce system that prepares people for well-paying jobs with a future and meets the skilled workforce needs of industry.

Orange County has a large and growing population of over three million, that will demand a viable health services delivery system to provide a stable, skilled, and diverse workforce to sustain economic growth and the quality of life in the region. Further, Orange County is surrounded to the north, east and south by the counties of Los Angeles, San Bernardino, Riverside and San Diego, which in July, 2004 were estimated to have a total population of nearly seventeen million. All of these counties are competing with Orange County for the same limited local and out of region health care workforce resources.

OCWIB workforce development policy uses ten defined growth industry clusters to identify present and future occupational and career opportunities. The health services growth industry cluster is a large employer in Orange County with over 96,000 employees. The cluster has a projected growth of 21% between 2002-2007, with 4,000 yearly job openings. Like most of the nation, Orange County is experiencing a workforce shortage in the health care industry. Nursing and pharmacy are commonly known to be experiencing shortages; however, they are not alone. Recent survey data also indicates other health care fields experiencing shortages include radiography, clinical lab science, occupational and physical therapy, and health aides.

The demand for health care workers that is occurring now and will continue to accelerate over the next decade is a product of a complex of demographics, the economy, health financing, new technologies, and regulations on health care providers. Three dominant demographic trends contributing to the health care services staffing shortages are the rapid aging of the population, the very slow growth in the number of young entry level workers, and the increasing diversity of the population. New job growth will be spurred by increased demand from a rapidly growing number of older citizens. New job growth will also be coupled with an accelerating number of job vacancies as a result of a

substantial increase in the growth of workers reaching retirement age and a declining number of younger workers to replace them. The increased population diversity creates extra specialized demands both on health service and training providers. While the number of students being educated in health care fields has increased over the last 10 years, it has fallen short of demand by both students and the industry. These acute workforce shortages if left unchecked will have a significant impact on the economic growth, quality of life and health services delivery systems for Orange County residents.

## **REQUEST FOR PROPOSAL OBJECTIVES**

The OCWIB is seeking qualified organizations or individuals who through a sole or collaborative proposal, be able to survey/assemble a database of Orange County health services staffing, facilities, and training providers needs and transform these data into a comprehensive resource mapping plan for health services workforce needs in Orange County. The database and mapping projects will utilize Geographic Information Systems (GIS) models to help identify gaps and recommend strategies to the OCWIB and the Orange County Health Care Collaborative on workforce challenges that limit access to quality health care. The database project and mapping plan is designed to meet the following objectives:

1. Assess current and projected health services workforce needs within Orange County, with a selective focus on the occupational openings, using the SOC defined groups of Healthcare Practitioners & Technical Occupations (29-0000) and Healthcare Support Occupations 31-0000). The specific health service occupations to be studied are defined in the 2004 Orange County Demand Occupations listing approved by the OCWIB. The occupational projections should be for 3 years, (2008) and 7 years (2012), and may use the EDD/LMID published data for these years.
2. Develop a GIS usable occupational and business database through the combining of a selective health services survey of the largest employers with data available for smaller employers and supporting occupations defined in Objective 1. The health services survey of the major employers will focus on those occupations most in demand and determine the diversity of origins and training of these employees. The questionnaire should also seek employer input on present and future workforce strategies used to fill job openings.
3. Incorporate the Orange County health services databases into a GIS based model demonstrating present and future health service occupational, training and related resource needs by sub-county geographic areas. The GIS model will include a series of occupational maps and business facilities, employment and training capacities at geographic levels appropriate to data availability. The required Orange County subcounty geographic hierarchies are Workforce Investment Areas, Cities, Zip Code areas, Census 2000 geography and Medical Services Study Areas. (MSSAs).
4. Analyze the capacity of the regional workforce to meet future workforce health services occupational and training related needs for 2008 and 2012 as defined in

Objective 1, and determine the educational infrastructure's ability to produce these future numbers and types of workforce professionals and support staff as required.

5. Provide GIS supported capacity analysis reports to the Orange County Health Care Collaborative in support of a regional model to enhance educational career mobility for the health services workforce.

These objectives will address local health services workforce development issues raised by the following OCWIB funded research documents processed between 2002–2004:

- Orange County Workforce: State of the County 2004-Orange County Business Council
- 2002 Survey of Employers Report-Godbe Research & Analysis Corporation
- 2003 County of Orange Occupational Outlook Report-OCWIB
- 2004 Growth Industry Clusters Definitions-Orange County Business Council
- 2004 Employment Clusters data profiles, 3<sup>rd</sup> Quarter 2003
- 2004 Employment Clusters graphic profiles, 3<sup>rd</sup> Quarter 2003
- 2004 Demand Occupation List-Health Services Cluster
- Health Care Collaborative Report-2004 Orange County Business Council
- Sample OCWIB GIS Maps

Additional information regarding these research documents is detailed in Exhibit D. Access to the documents can be obtained at [www.ocwib.org](http://www.ocwib.org). Proposals are required to address all stated objectives within a single proposal response. Collaboration and partnered proposal responses are encouraged.

## **PROJECT AND SCOPE**

The successful bidder will have an informed knowledge of either or both occupational workforce data sources and/or understanding of the capabilities of GIS mapping to convey complex data relationships graphically in a readily understandable manner to stimulate interest and enable spatial analysis. Bid response(s) will require the integration of a wide range of health services demographic, workforce labor market information and business sources, often not previously associated through a GIS application.

Examples of Orange County GIS mapping by geographic hierarchy of available sub-county business and occupational data sources are shown in a series of OCWIB prepared GIS maps accessible at [www.ocwib.org](http://www.ocwib.org). The maps are downloadable in PDF format and are best viewed in printed format, often at sizes larger than 8.5" x 11"

Requested maps will range in size from 8.5"x11" to full size 42" roll plots with consequent increased detail and information with increased size. Address matching and plotting will be required for several of the requested maps. In cases where confidentiality will be required to preserve the identity of some subjects, the defined data will be aggregated to the US Census 2000 tract or to a higher sub-county geographic level as appropriate. Ongoing consultation with OCWIB staff will be required to define final map design, components and database specifics.

Descriptions of the sample maps E-1 through E-5 online at [www.ocwib.org](http://www.ocwib.org) are given below to provide guidance as to OCWIB's capabilities and use of workforce GIS at different geographic hierarchies.

a) Map E-1 shows the highest sub-county geographic level is by Workforce Investment Areas (WIAs). There are three WIAs in Orange County, Anaheim, Santa Ana and Orange County (OCWIB). The latter covers all the areas outside of the cities of Anaheim and Santa Ana. Unique 'Quarterly Workforce Indicators' (QWI) employee data by industry, income, age, turn-over rates and several other workforce characteristics became available on an annual basis in June 2004, for each of these WIA areas: <http://lehd.dsd.census.gov/led/datatools/qwiapp.html>

The OCWIB service area is served by two One-Stop facilities-Westminster, serving the north county and Irvine, serving the south county. It may be possible to receive EDD/LMID staff assistance through a request to have these QWI data by the northern and southern OCWIB services areas.

b) Map E-2 shows Labor Force data from the US Census 2000 by cities and communities using comparative bar charts. The visual size of the bars charts are a more accurate representation than the use of the city areas as is common in many thematic maps. The cities and 'Census Designated Places' (CDPs) geography shown will be used by EDD/LMID to report sub-county monthly industry and employment information through to 2010 and beyond.

c) Map E-3 shows the OCWIB ten defined industry clusters by the 84 Orange County ZIP code areas. Most business data information at the sub-county level, e.g US Census 'Zip Business Patterns' (ZBP) is at the ZIP code level. The pie charts show the relative distribution of cluster businesses, irrespective of the often misleading sizes of the ZIP code areas.

d) Map E-4 of the Health Services Growth Industry cluster uses address matching, combined with proportional icons representing employment to give a more precise locational representation. The map also combines business and occupational information to give a more complete representation of the health services industry growth cluster employer and workforce profiles.

e) Map E-5 shows a use of the US Department of Health & Human Services defined Medical Service Study Areas (MSSAs), with the distribution of hospitals in Orange County. MSSAs are compilations of census tracts, which have a population of less than 200,000 and index poverty levels, persons over 65, infant mortality rates and full-time physicians in the area, [www.bhpr.hrsa.gov/shortage/muaguide.htm](http://www.bhpr.hrsa.gov/shortage/muaguide.htm) MSSAs are the 'geographic building blocks' used to designate either medically underserved areas (MUA) or medically underserved populations (MUP). Several MSSA of need have been designated in Orange County through the research of the OC Health Care Agency. The California Office of Statewide Health Planning & Development (OSHPD), Healthcare Workforce & Community Development Division administers the use of MSSAs within California, [www.oshpd.ca.gov/HWCDD/cooperative/MUA-MUP.htm](http://www.oshpd.ca.gov/HWCDD/cooperative/MUA-MUP.htm) Consistent with OSHPD philosophy specific occupational densities (nurses) could be plotted using a GIS system to represent a local area measure of the supply of such a profession.

The above sample maps are not to be viewed as a limitation on any more sophisticated approaches a bidder may wish to make. Proposals using the capabilities of Arcview GIS 9.0, related Arcview GIS extensions, ARC/INFO or MapInfo or other compatible GIS application output, including map insets, buffered zones, Thiessen or Voroni 'service area' polygons, geospatial statistics, is encouraged.

## Narrative Description

The successful bidder will provide a detailed narrative description of the following:

- Describe the method that will be used to collect the information and justify the effectiveness of the method.
- Describe how this proposal is related to or coordinated with other agencies, collaboratives and/or initiatives in the county.
- Describe partner agencies and their roles and commitments to the resource mapping project, including the role of the One-Stop system.
- Describe how the applicant will ensure participation and commitments from health services stakeholders including but not limited to employers, training providers, community based organizations, local governments, and service providers.
- Describe how the data will be housed, analyzed, and updated.
- Describe how the data can be used to improve the health services workforce infrastructure, including how the information will be used by the One-Stop system.

## Deliverables:

All GIS mapping and databases developed must be useable within the ESRI ArcView GIS version 9.0 application. If a bidder-produced map requires the use of an ArcView GIS extension, ARC/INFO or other compatible GIS mapping application, the deliverable may be provided in an ArcGIS Reader published map format (pmf), with the full dataset bundled in an unrestricted read format on a CD-Rom.

The following deliverables are required:

1. A concise illustrated report documenting the defined Orange County Health Services occupational status and future needs and recommendations to meet those needs.
2. Sources of all primary datasets used to process the tasks should be documented. This will include the database of health services businesses and the associated staffing patterns factors used to estimate the selected industry occupational employment. Staffing pattern data can be accessed at: [www.calmis.ca.gov/file/iomatrix/staffing-patterns1.htm](http://www.calmis.ca.gov/file/iomatrix/staffing-patterns1.htm)
3. These databases should be in MS Access or Excel formats. A data dictionary of primary and supplemental databases to develop these 'mxd' documents must be provided.
4. All ArcView GIS 9.0 geographic files (mxd) and databases, developed to process the defined tasks should be saved using the relative file option should be provided, in a digital form on CD-ROMs.
5. A set of hard copy maps and plots reflecting tasks one through six. These map products should be supported by Adobe PDF format files which may be reproduced at a variety of sizes, e.g. 8.5" x 11", Super B format (13"x19") or on a HP Design Jet 500 PS plotter (42" model), accommodating appropriate plot sizes.

6. Arcview GIS 9.0 mxd maps produced to process the defined tasks should be formatted and bundled on CD-ROMs as ArcPublisher 9.0 pmf files.
7. ArvView GIS 9.0 mode will be able to reproduce updates of the existing maps in (mxd) file format by either using ModelBuilder or other ArcView supported scripts.

Funding:

The amount of Rapid Response WIA program funds available for this solicitation is \$75,000. This amount is subject to change without notice to vendors submitting proposals.

Project Deadlines:

- Resource Mapping activities must be completed by March 1, 2006
- Resource Mapping interim progress reports are due on August 15, 2005, October 15, 2005, and January 15, 2006.
- A final report including resources mapped and analysis of the data must be submitted to OCWIB by March 30, 2006.

Budget

Two (2) versions of the budget must be presented:

BUDGET BY COST CATEGORIES

This shall include:

- a. *Personnel costs* broken down by each person working on the project, the amount of time each person will dedicate to the project, and the total cost for that person's participation.
- b. *Non-personnel costs* broken down by line item, including, but not limited to, material, delivery, travel, and subcontract costs.

Proposed Time Schedule:

ACTIVITY	TENTATIVE DATE
Release of RFP	April 18, 2005
Bidders' Conference	April 25, 2005
Due Date for Proposals	May 12, 2005
Proposal Review	May 12-16, 2005
LMI Committee Recommendation	May 17, 2005
OCWIB Recommendation	May 25, 2005
Board of Supervisors Approval	June 14, 2005
Contract Date	July 1, 2005-March 30, 2006

# HEALTH SERVICES RESOURCE MAPPING PLAN REQUEST FOR PROPOSALS

## EXHIBIT A PROPOSER INFORMATION

Proposers are required to respond to the information requested in the order listed in this section so that OCWIB may evaluate all proposals on an equal and timely basis. Additional information may be provided in attachments.

1. Legal name of firm, street address, telephone number, facsimile number, and state of incorporation of partnership (if applicable).
2. A brief company history.
3. Number of years in business as the currently-named firm.
4. Number of years in which proposer has workforce mapping research projects and the name(s) and number of clients.
5. Describe experience in conducting large-scale workforce mapping projects.
6. Provide a staffing plan for conducting the project and demonstrate the relevant expertise and experience of the proposed project team. Include a brief description of the relevant experience and qualifications of each member of the proposed project team.
7. Provide sufficient descriptions and literature to convey a clear idea of the methodology used to conduct workforce mapping projects and the provisions to maintain the integrity of the confidential employer resources.
8. Provide a Work Plan and Implementation Schedule outlining, for each objective, the related activities, responsible party and timelines.

**HEALTH SERVICES RESOURCE MAPPING PLAN  
REQUEST FOR PROPOSALS**

**EXHIBIT B  
PROPOSAL SELECTION/EVALUATION CRITERIA**

**SELECTION PROCESS:**

OCWIB staff will screen all proposals for completeness and compliance with the terms and conditions of the Request for Proposals (RFP). In the selection and award of services procured under this RFP, the Orange County Workforce Investment Board shall ensure that any award will be made only to responsible proposers who have demonstrated ability to perform based upon delivering comparable or related services.

**CONTRACT AWARD**

Contracts will be finalized following the selection process conducted by the Orange County Workforce Investment Board and approval by the Orange County Board of Supervisors. Each proposal should be submitted in the most favorable terms, from a price and technical standpoint, which the proposer can make. However, the Orange County Workforce Investment Board and/or County reserves the right to request additional data, oral discussion or presentations in support of written proposals.

**PROPOSAL EVALUATION CRITERIA:**

It will be understood and accepted by the proponent that all decisions and the degree to which a proposal meets the evaluations criteria and the overall needs of the OCWIB are within the purview and judgement of the OCWIB and the Orange County Board of Supervisors. A review panel will evaluate all proposals, which pass the initial compliance review. Final scores shall be tallied and proposers who receive the top scores shall be recommended for placement on the vendor list.

Each reviewer will independently review and score proposals on a 100-point scale using the following assigned weights:

**Technical Evaluation**

**50 Total Points**

- Bidder's qualifications and relevant experience (10 points)
- Reference confirming past success in similar projects (5 points)
- Use of appropriate technology (hardware, software, techniques) (15 points)
- Quality control plan (5 points)
- Methods, work flow and data proposed are appropriate and technically sound to produce the required deliverables. (15 points)

**Management Evaluation**

**30 Total Points**

The management evaluation will include assessment of the overall project plan to employ a sound project management strategy and allow sufficient resources to address all aspects of the proposed project. Assessment will include bidder response to the following:

- Does the Bidder have the financial and technical resources necessary to carry out the project on a cost-reimbursement basis? (10 points)
- Does the Bidder have the experience and knowledge to conduct a large-scale workforce mapping project? (10 points)
- Will the staffing plan developed for the project meet the project's needs? (This includes both staff responsibilities and staffing structure.) (5)
- Do members of the project team have the skills required for the project and their particular assignments? (5)

**Cost Evaluation**

**20 Total Points**

Does the Proposer provide a budget showing cost categories as specified in the RFP (10)

Does the bidder provide a budget by deliverables with dates of completion as specified in the RFP? (5)

Do the costs shown in the budgets appear reasonable for the work being performed? (5)

**HEALTH SERVICES RESOURCE MAPPING PLAN  
REQUEST FOR PROPOSALS**

**EXHIBIT C  
PROPOSAL FORMAT/GENERAL INFORMATION**

1. All proposal responses must be typed in 12-pitch size, using an Arial or New TimesRoman font with 1.5 line spacing. Proposal response should be no more than 20 pages in length.
2. Provide 1 original and 6 copies of your proposal response. All copies and the original are to be one sided.
3. Original and 6 copies must be submitted in separate loose-leaf binders.
4. OCWIB will not return proposal responses, binders or exhibits to proposers.
5. Respondents may be asked to give an on-site presentation regarding their project proposal before contract award is made.
6. Proposers are asked to designate an Internet email address on their proposal cover sheet. Please notify the OCWIB in writing at the time your organization receives a copy of the RFP package if you cannot receive messages via e-mail.
7. Proposers must use the budget sheets provided which are in a table format, and must be signed by an officer, director, or authorized signatory that certifies that the budget is a true estimate based upon available information at the time of its submission.

**WHO CAN APPLY**

8. Private and public, for-profit and not-for-profit agencies, Community Based Organizations, Faith-based organizations or other entities are eligible to respond to this RFP. Respondents are responsible for familiarity with mapping resource planning, workforce development, and education and training systems and applying their expertise in developing the RFP response.
9. The County of Orange does not require and neither encourages nor discourages the use of lobbyists or other consultants for the purpose of securing business.

**ADMINISTRATIVE REQUIREMENTS**

10. The proposal that is selected becomes part of the contract between the County of Orange and the vendor, and as such becomes public record. If your proposal contains any confidential information, that information must be removed from the body of the response and placed in an Appendix. The Appendix will be referenced by the contract, but will not be available for public viewing. The entire proposal cannot be held confidential; you must be very specific in your designation.

11. All material will be retained by the County of Orange. We reserve the right to reject any or all proposals and to award and contract as is in our best interest. We reserve the right to solicit additional information from any responding vendor after the proposals have been received, including the requesting of systems demonstrations by vendors.
12. This announcement and its attachments are an RFP and are an invitation for prospective firms to respond. Although this solicitation is in RFP format and we will adhere to RFP conventions, we expressly intend that the procurement of this labor market research projects service and supporting system is a professional service and as such we are not bound solely by the lowest price.
13. This RFP does not commit the OCWIB or the County of Orange to award a contract, pay any costs incurred in the preparation of a proposal to this request, or to procure or contract for services and supplies.
14. The County reserves the right to accept or reject any or all proposals received as a result of this request, or to cancel in part or in its entirety this RFP if it is in the best interest of the County to do so.
15. Proposers will be required to list the State of California, the OCWIB and Orange County as additional insureds on their general liability, umbrella and fidelity bond insurance policies. If there is a fee for adding the OCWIB and Orange County to proposer's policies, include the cost in the proposed budget.
16. Proposers may be subject to a pre-award survey and reference checks. Costs will be compared with pre-bid estimates collected by OCWIB staff. This may include but not be limited to a review of proposer's record keeping procedures, management systems, accounting and administrative systems.
17. All terms and conditions in this RFP may be used by other state, county or federal agencies in the procurement of the technology referenced in the RFP.
18. All proposals may be subject to negotiation following selection by the OCWIB. Proposals which cannot be successfully negotiated will not be funded.

#### **CONTRACT TERMS AND CONDITIONS**

19. Contract term will start from contract execution to March 30, 2006.
20. The Contractor agrees to deposit with the County prior to the provision of services under this Agreement, Certificates of Insurance, including all endorsements required herein necessary to satisfy the County that insurance provisions of this Agreement have been complied with, and to keep such insurance and the certificates there for on deposit with the County during the entire term of this Agreement.

The policy or policies of insurance maintained by the Contractor shall provide the minimum limits and coverage as set forth herein below:

**Coverage**

Commercial General Liability to include a Broad Form Property Damage Endorsement and Contractual Liability

**Minimum Limits**

\$1,000,000 combined single limit per occurrence

\$2,000,000 Aggregate

Automobile Liability including all owned non-owned and hired vehicles

\$1,000,000 combined single limit per occurrence

Workers' Compensation

Statutory

Employer's Liability

\$1,000,000 per occurrence

Applicant agrees to grant the COUNTY, Federal and State governments a royalty-free, nonexclusive and irrevocable license to publish, copy, translate or use, now and hereafter, all materials, data, films, tapes, etc., developed under this Agreement including those covered by copyright. The COUNTY, Federal, and State governments reserve the right to authorize others to use or reproduce such materials. Further, the COUNTY, Federal, and State governments shall have access to any report, preliminary findings or data assembled by Applicant under this Agreement and shall retain ownership and patent rights to any discovery or invention under this Agreement, as provided in 29 CFR 97.34 and 97.36(i)(8&9).

Required insurance information/documentation should be forwarded to:

**Orange County Workforce Investment Board**

1300 South Grand, Building B  
Santa Ana, CA 92705  
Attention: Contracts & Procurement

**PROPOSAL BUDGET**

21. Proposers must complete the Budget section of the proposal using the form provided in this package (See "Attachment A")

**PROPOSAL DUE DATE**

22. Proposals must be received and date-stamped by OCWIB staff by **4:00 PM. May 12, 2005.** Proposals submitted after the closing date and time will not be considered.

**RATING CRITERIA**

23. A schedule of the proposal review calendar may be obtained from the OCWIB staff at the bidder's conference.

24. Proposers should not contact Board members or elected officials charged with oversight of these programs during the review process to avoid conflicts or the appearance of conflicts or undue influence over the process.

25. Proposals should be submitted to:

**Orange County Workforce Investment Board**

1300 South Grand, Building B

Santa Ana, CA 92705

**Attention: Mark Mathews, Workforce Analyst**

26. OCWIB staff retains the right to accept, reject, or negotiate proposals received as well as to vary or waive any provisions set forth in this request for proposals in the best interests of the OCWIB and the Orange County Board of Supervisors.

**PROTESTS**

27. All proposals will be subject to negotiation of terms, conditions, and amount.

- a. Protests related to proposal process or proposal specifications will not be accepted after the due date for acceptance of the proposals.
- b. Protests must be made in accordance with Section 1.3 of the County of Orange Contract Policy Manual.
- c. Grievances filed for contracts related to this proposal must be filed in writing within 5 days of the public Orange County Board of Supervisors meeting at which proposals are selected for award and must comply in all other respects to the information requested and service requirements as stated in the Orange County Contract Policy Manual.
- d. Protests should be submitted to:

**Orange County Workforce Investment Board**

1300 South Grand, Building B

Santa Ana, CA 92705

**Attention: Health Services Resource Mapping Plan RFP Team.**

**HEALTH SERVICES RESOURCE MAPPING PLAN  
REQUEST FOR PROPOSALS**

**EXHIBIT D**

**SUMMARY OF MAJOR OCWIB FUNDED RESEARCH PROJECTS 2002-2004**

**Orange County Workforce: State of the County 2004-OCBC, October 2004**

The third annual State of the County Workforce publication is a partnership between the Orange County Business Council (OCBC), the Orange County Workforce Investment Board (OCWIB), and the four Orange County community college districts. The report builds upon earlier OCBC and partners workforce research and includes Orange County growth industry cluster research findings and updates.

The report is designed to help the workforce education and training professional community in Orange County gain a much more detailed understanding of the current and future workforce needs of Orange County businesses. With a changing economic outlook facing the County, teachers need curriculum to be developed that is more relevant to better prepare students for opportunities in the Orange County economy. The reports states that educators and workforce professionals will benefit from the strategic information on how economic conditions will influence employment growth trends and labor force needs in specific industries.

**2002 Survey of Employers Report-GRA-July 2002**

The Orange County Business Council (OCBC) in partnership with Godbe Research and Analysis (GRA) identified 10 industry clusters that serve as the engines of growth for Orange County and its Workforce. Two reports were prepared, 1) a summary and 2) a detailed report with an analysis of the survey industry and occupational needs findings. The ten defined industry growth clusters detailed were as follows:

Biomedical	Communications
Computer Hardware & Electronics	Computer Software & Services
Construction	Defense & Aerospace
Energy & Environment	<b>Health Services</b>
Business & Professional Services	Tourism

**2003 County of Orange CCOIS Occupational Outlook Report-April 2004**

The Occupational Outlook Report is a product of the California Cooperative Occupational Information System (CCOIS), which is administered by the California Employment Development Department/Labor Market Information Division (EDD/LMID). The County of Orange Housing & Community Services Agency/Special Programs Division OC (HCSA/SPD) has processed annually this survey of thirty Orange County occupations and the report since 1990. The CCOIS program had 34 Local Partners covering the

entire State of California and provides a consistent comparative profile of occupations needs and opportunities statewide.

### **2004 Growth Industry Cluster Definitions-Orange County Business Council**

All OCWIB growth industry cluster definitions use NAICS2002 classifications. NAICS2002 employment data for each of the 271 defined industries within the ten clusters is shown. These data are from the Quarterly Census of Employment and Wages (QCEW) 3rd. Quarter 2003', released by State of California, Employment Development Department/Labor Market Information Division-May 2004.

### **2004 Employment Clusters data profiles, 3<sup>rd</sup> Quarter 2003**

These profiles are tabular data profiles of the ten defined growth industry clusters. The first table aggregates the data by employment into large (100,000 plus), Medium (50,000-99,999) and small (less than 50,000) clusters. These trends are further compared with the trends over the same time periods for public based and Orange County total employment. The series of tables present the growth industry clusters by size of employment and the top five employer industries within each of these clusters, with related number of businesses and average quarterly wages/income.

### **2004 Employment Clusters graphic profiles, 3<sup>rd</sup> Quarter 2003**

These profiles are graphical representations by cluster of the tabular data described above. There are two sets of graphs for each cluster, organized by large, medium and small cluster employment. The first graph combines a bar chart of the individual total employment by each cluster sub-industry with a line graph showing the average business establishment employment of each of these industries. The second graph uses a line graph to compare the changes in employment from 3rd quarter 2002 to 3rd. quarter 2003 by sub-cluster industry. The grayed bars on right of graph indicate employment losses by sub-cluster industry. The bars graphs show the average wage/income for 2003.

### **2004 Demand Occupation List-Health Services Cluster**

These fifteen Health Services Growth Industry occupations listed for the request bid are a sub-set of the Demand Occupations List (DOL), approved for training provider support by the Orange County Labor Market Intelligence Committee (LMIC) September 21, 2004. These occupations are defined by using the Standard Occupational Classification (SOC) now used by Federal and California State agencies. The fifteen occupations are within the Healthcare Practitioners & Technical Occupations (SOC 29-0000) and Healthcare Support Occupations (SOC-31-000). The source of the occupational employment are the EDD/LMID 2001-2008 Orange County projections, released December, 2003.

### **Health Care Collaborative Report-2004 Orange County Business Council**

OCBC prepared a comprehensive draft report on establishing a Health Care Collaborative for the Orange County region. The report provides information on best practices, health services industry background, cluster data and action step recommendations on establishing the collaborative.



**HEALTH SERVICES RESOURCE MAPPING PLAN RFP  
REQUEST FOR PROPOSALS**

**Attachment A**

**COST REIMBURSEMENT  
BUDGET SUMMARY**

**COST CATEGORIES**

**PROGRAM**

- |  |       |
|--|-------|
| 1. Salaries and Benefits                   | _____ |
| 2. Operations                              | _____ |
| 3. Equipment: \$5,000 or Over              | _____ |
| 4. Equipment: Non Computer-\$1,000-\$4,999 | _____ |
| 5. Consultant/Subcontract                  | _____ |
| 6. Travel/Mileage                          | _____ |
| 7. Other                                   | _____ |

**PROGRAM SUBTOTAL** \_\_\_\_\_

**ADMINISTRATION**

- |                          |       |
|--------------------------|-------|
| 1. Salaries and Benefits | _____ |
| 2. Operations            | _____ |
| 3. Indirect              | _____ |
| 4. Travel/Mileage        | _____ |
| 5. Other                 | _____ |

**HEALTH SERVICES RESOURCE MAPPING PLAN  
REQUEST FOR PROPOSALS**

**Attachment B**

Bidder's Conference Location/Directions

Monday, April 25, 2005

10:00AM

**Orange County One-Stop Center**

125 Technology, Suite#200

Irvine, CA. 92626

Phone: 949 341-8031

