



**COUNTY OF ORANGE
ORANGE COUNTY WORKFORCE INVESTMENT BOARD**



**LABOR MARKET INFORMATION / ECONOMIC DEVELOPMENT
Request for Information (RFI)**

1. INTRODUCTION

The COUNTY OF ORANGE, HOUSING & COMMUNITY SERVICES DEPARTMENT / COMMUNITY INVESTMENT DIVISION - ORANGE COUNTY WORKFORCE INVESTMENT BOARD is seeking to procure one or more entities to carry out various Labor Market Information and Economic Development functions and activities. However, before the procurement commences, this RFI is being released to request information that may be used to develop the framework of the procurement process. Entities that may be interested in responding to a future Labor Market Information – Economic Development (LMI/ED) Request for Proposal (RFP) are encouraged to respond to this RFI. It is anticipated that approximately \$200,000 will be available for the work outlined in this RFI.

2. KEY DATES

- 2.1. Questions regarding the content of this RFI must be sent via email by August 15, 2007 to the single point of contact for this RFI: RFI@hcs.ocgov.com
- 2.2. Responses to this RFI must be emailed no later than August 20, 2007 to RFI@hcs.ocgov.com.

3. BACKGROUND

3.1. The Workforce Investment Act

- 3.1.1 The Workforce Investment Act of 1998 (WIA) is federal legislation that established the One-Stop Center System and the Orange County Workforce Investment Board. The legislation can be found at <http://www.doleta.gov/usworkforce/wia/act.cfm>.
- 3.1.2 WIA created business-led, demand-driven job training programs and a comprehensive workforce investment system. The system is intended to be customer-focused, to help individuals access the tools they need to manage their careers through information and high quality services, and to help companies find skilled workers.

3.2. The Orange County Workforce Investment Board

- 3.2.1 The Orange County Board of Supervisors and the Orange County Workforce Investment Board (OCWIB) work in partnership to administer the WIA for eligible Orange County residents.
- 3.2.2 The OCWIB is comprised of business leaders and representatives from labor, education, economic development, social services, community-based organizations, rehabilitative agencies, and other community entities.
- 3.2.3 The Orange County Housing & Community Services Department/Community Investment Division (HCS/CID) is the administrative entity of the OCWIB. HCS/CID provides staff support to the OCWIB and its committees. Customer services are provided by organizations selected through a competitive procurement process that is separate from the one detailed in this RFI.
- 3.2.4 The OCWIB is charged with both the responsibility to oversee funds and activities authorized by WIA to meet the needs of eligible individuals and to build a workforce development system that aligns both WIA and non-WIA funding streams in ways that support countywide efforts to build an effective workforce development system.
- 3.2.5 The OCWIB functions as the Comprehensive Economic Development Strategy (CEDs) committee for Orange County, California as follows:

- a. Updates and implements the CEDS.
 - (1) Submits annual reports relating to the strategy, and all the requirements therein; and
 - (2) Assists entities in their application for Economic Development Administration funding that implements the CEDS.
- b. Operates as the County's focal point for the development and implementation of federal, state and other private and public assistance programs for public works impact projects, loans and grants for business development by collecting data pursuant to Orange County's strategy for development, through:
 - (1) Analyzing the present economic situation;
 - (2) Identifying potential development opportunities;
 - (3) Examining the actions required to realize the County's potential; and
 - (4) Selecting feasible project opportunities and implementing the required actions.
- c. Develops and seeks adoption of policies which affect favorable economic development for Orange County.
- d. Aligns Orange County's Economic and Workforce Development.
- e. Interfaces with other organizations or projects with similar goals.

4. GENERAL INFORMATION

- 4.1. The issuance of this RFI does not in any way commit the County of Orange to initiate a procurement process or to release a Request for Proposal (RFP).
- 4.2. Any procurement by the County will be the subject of a separate solicitation process and will be subject to funding availability and budget approval.
- 4.3. The County further maintains the right to modify this RFI in any way and to procure any portion or portions thereof collectively, separately or in any combination thereof.
- 4.4. An entity who responds to this RFI shall not be required in any way to respond to a future RFP. In addition, an entity not responding to this RFI shall not be precluded from responding to a future RFP.
- 4.5. Responses are not to be marked as confidential or proprietary. Responses submitted in response to this RFI may be subject to public disclosure. Additionally, all responses shall become the property of the County. The County reserves the right to make use of any information or ideas in the responses submitted.
- 4.6. All information received in response to this RFI will not be returned. No award will be made based on the results of this process.
- 4.7. The County shall not be liable for any expenses incurred by responders in the preparation or submission of information. Responders are solely responsible for all expenses associated with responding to this RFI.
- 4.8. Disclaimer - While the County appreciates the time and effort put into the responses, it should be understood that the sole purpose of this RFI is to gather information. There will not be an evaluation or scoring of the materials submitted.
- 4.9. Definitions - The definitions shown below are from the 13 CFR, Chapter III, Economic Development Administration Reauthorization Act of 2004 Implementation; Regulatory Revision; Final Rule dated September 27, 2006 which can be accessed in its entirety at the following link: http://www.eda.gov/ImageCache/EDAPublic/documents/pdfdocs2006/2006final_20rule_2epdf/v1/2006final_20rule.pdf

- 4.9.1 **Comprehensive Economic Development Strategy (CEDS)** means a strategy that meets the requirements from 13 CFR, Chapter III, Part 303.7 as shown below:

§303.7 Requirements for Comprehensive Economic Development Strategies.

- a. *General.* CEDS are designed to bring together the public and private sectors in the creation of an economic roadmap to diversify and strengthen Regional economies. The CEDS should analyze the Regional economy and serve as a guide for establishing Regional goals and objectives, developing and implementing a Regional plan of action, and identifying investment priorities and funding sources. Public and private sector partnerships are critical to the implementation of the integral elements of a CEDS. As a performance-based plan, the CEDS will serve a critical role in a Region's efforts to defend against economic dislocations due to global trade, competition and other events resulting in the loss of jobs and private investment.
- b. *Technical requirements.* A CEDS must be the result of a continuing economic development planning process, developed with broad-based and diverse public and private sector participation, and shall contain the following:
- (1) A background of the economic development situation of the Region with a discussion of the economy, population, geography, workforce development and use, transportation access, resources, environment and other pertinent information;
 - (2) An in-depth analysis of economic and community development problems and opportunities, including:
 - Incorporation of relevant material from other government-sponsored or supported plans and consistency with applicable State and local workforce investment strategies; and
 - An identification of past, present and projected future economic development investments in the Region covered;
 - (3) A section setting forth goals and objectives necessary to solve the economic development problems of the Region;
 - (4) A discussion of community and private sector participation in the CEDS effort;
 - (5) A section listing all suggested projects and the projected numbers of jobs to be created as a result thereof;
 - (6) A section identifying and prioritizing vital Projects, programs and activities that address the Region's greatest needs or that will best enhance the Region's competitiveness, including sources of funding for past and potential future Investments;
 - (7) A section identifying economic clusters within the Region, focusing on those that are growing or in decline;
 - (8) A plan of action to implement the goals and objectives of the CEDS, including:
 - Promoting economic development and opportunity;
 - Fostering effective transportation access;
 - Enhancing and protecting the environment;
 - Maximizing effective development and use of the workforce consistent with any applicable State or local workforce investment strategy;

- Promoting the use of technology in economic development, including access to high-speed telecommunications;
 - Balancing resources through sound management of physical development; and
 - Obtaining and utilizing adequate funds and other resources; and
- c. A list of performance measures used to evaluate the Planning Organization’s successful development and implementation of the CEDS, including but not limited to the following:
- (1) Number of jobs created after implementation of the CEDS;
 - (2) Number and types of investments undertaken in the Region;
 - (3) Number of jobs retained in the Region;
 - (4) Amount of private sector investment in the Region after implementation of the CEDS; and
 - (5) Changes in the economic environment of the Region; and
- d. A section outlining the methodology for cooperating and integrating the CEDS with a State’s economic development priorities.

5. GOAL OF THIS RFI

5.1. Responses to this RFI will be used to glean information about the existence and the availability of responsible organizations that can provide the level of project management as described below:

5.1.1 Functions as an overall LMI/ED Project Manager that:

- a. **Develops a new CEDS for Orange County** – The requirements for the development of a CEDS can be found at 13 CFR, Chapter III, Part 303.7, are outlined in Section 4.9.1 and can be accessed in its entirety at the following link: http://www.eda.gov/ImageCache/EDAPublic/documents/pdfdocs2006/2006final_20rule_2epdf/v1/2006final_20rule.pdf
- a-1: Identifies recommendations and “Next Steps” as part of the CEDS.
 - a-2: Upon CEDS approval, acts on the recommendations and coordinates their accomplishment.
 - a-3: Ensures the CEDS report and annual updates are submitted in accordance with an established timeline and benchmarks.
- b. **Conducts other LMI-related Research and acts as a single point of contact for the coordination of deliverables.**
- b-1: Annually updates the LMI/ED Workforce Indicators Report
 - Each year, an annual workforce indicators report is published which is also known as the “**Orange County Workforce: State of the County**” report. This graphically enhanced report is usually released in the fall.
 - The workforce indicators report helps identify specific workforce needs of Orange County businesses. The reports are the result of a strong partnership among business, government and education in Orange County in promoting workforce initiatives that benefit employers, workers, and the local economy. The report addresses the significant long-term workforce needs of Orange County’s fastest growing industry clusters and major employers. The primary goal of the report is to help the OCWIB administer its

workforce investment and economic development programs in a more efficient, collaborative manner, and to foster the development of a seamless system of service delivery that will enhance access and improve long-term training and employment outcomes for both OCWIB constituent customer groups - individuals needing training and assistance in obtaining employment and Orange County employers needing a qualified, skilled workforce.

- The 2006 report can be accessed at:
<http://www.ocwib.org/Docs/WorkforceReport06.pdf>

b-2: Updates the industry clusters of Orange County in the first and third years of the contract.

- In 2002, the Orange County Workforce Investment Board in partnership with the Orange County Business Council published "Orange County Workforce 2002 – State of the County".
http://www.ocwib.org/Docs/OCW_SotC2002.pdf
- Ten industry clusters were identified for Orange County. Career progression ladders were developed to take into account the underlying growth and wage prospects within an industry cluster, as well as the training necessary and the progression of required skills and knowledge. This allows career entrants to be assured that there will be a series of high-wage, high-demand occupations that will be available upon completion of entry level training, as well as opportunities for advancement that will lead to a sustainable wage.
- The identified high-demand high-growth clusters for Orange County are the following: (1) Tourism; (2) Business and Professional Services; (3) Health Services; (4) Construction; (5) Computer Hardware and Electronics; (6) Computer Software; (7) Biotechnology/Bioscience; (8) Communications; (9) Defense/Aerospace; and (10) Energy and Environment.

b-3: Conducts other LMI Research and Geographic Information Systems (GIS) Mapping

The OCWIB is dedicated to build upon existing research by targeting key industries critical to the economic vitality of Orange County. Therefore, the OCWIB will identify additional research to be conducted, graphically enhanced report(s) to be issued, and GIS mapping to be completed that relate to specific industry cluster(s).

- Industry-Specific Reports - These reports are a result of a comprehensive employer survey that contains descriptive and statistical occupational information on the current Orange County labor market. It is anticipated that at least one such in-depth report per year (depending on funding) will be required.
 - An example of this type and level of research is "The Orange County Healthcare Industry Report" and can be accessed at the following link:
<http://www.ocwib.org/Docs/Orange%20County%20Healthcare%20Industry%20Report.pdf>
- Countywide LMI Updates and Presentations – Approximately 2-3 times a year, the Orange County Board of Supervisors, the

OCWIB or the OCWIB staff may require additional subject-specific reports to be generated that will provide additional workforce or economic development related information.

- Geographic Information Systems (GIS) Mapping – Using ESRI Arcview 9.2 or other OCWIB approved formatting, provide the following:
 - › Update current maps the OCWIB uses. Samples of these types of maps can be accessed at the following links:
 - Industry Cluster Map Sample:
<http://www.ocwib.org/Docs/LMI%20RFI%20&RFP/13x19ComptHard04.pdf>
 - Per Capita Income – Red Map:
http://www.ocwib.org/Docs/LMI%20RFI%20&RFP/RedMap_PerCapitalIncome&Unemployment_MapsNoTable_2pages.pdf
 - › Other maps as determined necessary by the OCWIB and County of Orange.
 - › Create new maps based on the results of the CEDS.

6. INSTRUCTIONS FOR RESPONSES TO THIS RFI

- 6.1. Click on the “RFI Response Form” link which can be found separately at: <http://www.spd.ocgov.com/Docs/LMI%20RFI%20&RFP/RFI%20Response%20Form.doc> and is also the last page of this RFI.
- 6.2. Fill in the name of your company, mailing address and contact information.
- 6.3. Double-click then click “checked” on the box that best reflects your company’s current interest.
- 6.4. If you think you will need to subcontract a portion(s) of the work, please use the space provided to describe those potentially subcontracted portion(s).
- 6.5. Please provide any additional comments in the section at the bottom of the page.
- 6.6. Send completed form by August 20, 2007 to: RFI@hcs.ocgov.com with the subject line: “RFI.”
- 6.7. If you encounter technical difficulties, please call Sandy Smith at (714) 834-6811.

LABOR MARKET INFORMATION – ECONOMIC DEVELOPMENT - REQUEST FOR INFORMATION – RESPONSE

Please email this form by August 20, 2007 to: RFI@hcs.ocgov.com with the subject line “RFI.”

<p>COMPANY NAME & HEADQUARTERS MAILING ADDRESS:</p>	
<p>CONTACT NAME, TELEPHONE NUMBER AND EMAIL ADDRESS:</p>	
<p>COMPANY WEBSITE URL:</p>	
<p><i>Please respond to each of the following questions by double clicking and checking the appropriate box:</i></p>	
<p>1. Would your company be able to act as a project manager as outlined in Section 5.1.1?</p>	<p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> YES, BUT WE WOULD NEED TO SUBCONTRACT THE FOLLOWING PORTION(S) OF THE WORK: PLEASE DESCRIBE:</p> <p><input type="checkbox"/> No</p>
<p>2. Would your company be able to develop a new CEDS for Orange County as outlined in Section 5.1.1(a)?</p>	<p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> YES, BUT WE WOULD NEED TO SUBCONTRACT THE FOLLOWING PORTION(S) OF THE WORK: PLEASE DESCRIBE:</p> <p><input type="checkbox"/> No</p>
<p>3. Would your company be able to identify recommendations and “Next Steps” as part of the CEDS as outlined in Section 5.1.1(a)(a-1)?</p>	<p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> YES, BUT WE WOULD NEED TO SUBCONTRACT THE FOLLOWING PORTION(S) OF THE WORK: PLEASE DESCRIBE:</p> <p><input type="checkbox"/> No</p>
<p>4. Would your company be able to act on the recommendations and coordinate their accomplishment as outlined in Section 5.1.1(a)(a-2)?</p>	<p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> YES, BUT WE WOULD NEED TO SUBCONTRACT THE FOLLOWING PORTION(S) OF THE WORK: PLEASE DESCRIBE:</p> <p><input type="checkbox"/> No</p>

<p>5. Would your company be able to submit the CEDS report and annual updates as outlined in Section 5.1.1(a)(a-3)?</p>	<p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> YES, BUT WE WOULD NEED TO SUBCONTRACT THE FOLLOWING PORTION(S) OF THE WORK: PLEASE DESCRIBE:</p> <p><input type="checkbox"/> No</p>
<p>6. Would your company be able to conduct other LMI-related research and act as a single point of contact for the coordination of deliverables as outlined in Section 5.1.1(b)?</p>	<p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> YES, BUT WE WOULD NEED TO SUBCONTRACT THE FOLLOWING PORTION(S) OF THE WORK: PLEASE DESCRIBE:</p> <p><input type="checkbox"/> No</p>
<p>7. Would your company be able to annually update the Workforce Indicators Report as outlined in Section 5.1.1(b)(b-1)?</p>	<p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> YES, BUT WE WOULD NEED TO SUBCONTRACT THE FOLLOWING PORTION(S) OF THE WORK: PLEASE DESCRIBE:</p> <p><input type="checkbox"/> No</p>
<p>8. Would your company be able to update the industry clusters of Orange County in the first and third years of the contract as outlined in Section 5.1.1(b)(b-2)?</p>	<p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> YES, BUT WE WOULD NEED TO SUBCONTRACT THE FOLLOWING PORTION(S) OF THE WORK: PLEASE DESCRIBE:</p> <p><input type="checkbox"/> No</p>
<p>9. Would your company be able to conduct other LMI Research as outlined in Section 5.1.1(b)(b-3)?</p>	<p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> YES, BUT WE WOULD NEED TO SUBCONTRACT THE FOLLOWING PORTION(S) OF THE WORK: PLEASE DESCRIBE:</p> <p><input type="checkbox"/> No</p>
<p>10. Would your company be able to provide Geographic Information Systems (GIS) mapping as outlined in Section 5.1.1(b)(b-3)?</p>	<p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> YES, BUT WE WOULD NEED TO SUBCONTRACT THE FOLLOWING PORTION(S) OF THE WORK: PLEASE DESCRIBE:</p> <p><input type="checkbox"/> No</p>
<p>Additional Comments:</p>	

THANK YOU FOR TAKING THE TIME TO PROVIDE THIS VALUABLE INFORMATION!