

**REQUEST FOR PROPOSALS (RFP)  
 STATE OF THE WORKFORCE REPORT  
 RFP#SOW-PY'16  
 JULY 18, 2016**

**I. INTRODUCTION**

Opportunity Inc. of Hampton Roads (OppInc), in partnership with the Peninsula Council for Workforce Development (PCWD) and the Hampton Roads Economic Development Alliance (HREDA) is seeking proposals from qualified bidders for a comprehensive State of the Workforce report to broadly include analysis of regional labor supply, the emerging workforce, labor demand and employment trends as further detailed in this RFP and the attached suggested scope of work.

**II. RFP AVAILABILITY AND PROPOSAL DUE DATE**

The RFP Package will be available on the Opportunity Inc. website <http://opp-inc.org/who-we-are/program-application/> and at the Opportunity Inc. Office located at Suite 1314, 999 Waterside Drive, Norfolk, Virginia 23510 beginning July 18, 2016 at 10:30 A.M. Eastern Time. RFPs may be mailed upon request by calling (757) 314-2370. **Proposals are due to Opportunity Inc., at the address above, or emailed to [rsharak@oihr.org](mailto:rsharak@oihr.org), by 4:00 p.m. Eastern Time on Thursday, August 4, 2016.** Proposals received after this date and time will not be considered.

Questions regarding this RFP may be addressed Mr. Robert Sharak, Director of Workforce Analytics at (757) 819-3729 or [rsharak@oihr.org](mailto:rsharak@oihr.org). Answers to questions that are not available in the RFP Package or any other clarification(s) or addendum(s) regarding the RFP will be posted on the Opportunity Inc. Website without further notice.

<b>Tentative Schedule of Events</b>	
RFP Release Date	July 18, 2016
Proposal Deadline	August 4, 2016
Formal Review of Proposals	August 15-18, 2016
Bidder Interviews, tentative	August 22-25, 2016
Award of Contract	September 5, 2016
Anticipated Contract Completion No Later Than	November 7, 2016

**III. PARTNER OVERVIEW**

Opportunity Inc. of Hampton Roads is the operating arm of the Hampton Roads Workforce Development Board, Virginia Local Workforce Development Board 16 (LWDB 16), and serves (Cities) Chesapeake; Franklin; Norfolk; Portsmouth; Suffolk; and Virginia Beach; and (Counties) Isle of Wight and Southampton. Opportunity Inc. seeks to meet business community's need for trained and qualified workers; increase per capita income; promote greater corporate competitiveness and improve regional prosperity through initiatives that strengthen the regional workforce.

The Peninsula Council for Workforce Development (PCWD) and the Greater Peninsula Workforce Development Consortium (GPWDC) comprise Virginia Local Workforce Development Board 14 (LWDB 14), and serve (Cities) Hampton; Newport News; Poquoson; and Williamsburg and (Counties) Gloucester; James City; and York. The PCWD and GPWDC work to ensure a robust local economy with economic opportunity through a wide variety of services and programs designed for both adults and youth seeking employment, career direction or job advancement.

The Hampton Roads Economic Development Alliance (HREDA) is an Accredited Economic Development Organization representing (Cities) Chesapeake; Franklin; Hampton; Newport News; Norfolk; Poquoson; Portsmouth; Suffolk; and Virginia Beach; and (Counties) Isle of Wight and Southampton. HREDA markets Hampton Roads as the primary region of choice for economic investment and business expansion and serves as the area's lead regional economic development and marketing organization to recruit and encourage new and expanded business development and a talented business employment pool to locate in Hampton Roads.

The localities listed below are the study region for this RFP. Data should be reported for LWDA 14, LWDB 16 and the combined region as outlined in the Scope of Work (Attachment A). Virginia Beach-Norfolk-Newport News MSA data may be substituted but only when locality data are unavailable or would yield a less accurate analysis.

**Sub-region LWDB 16 Localities**

Chesapeake; Franklin; Isle of Wight; Norfolk; Portsmouth; Southampton; Suffolk; and Virginia Beach.

**Sub-region LWDB 14 Localities**

Gloucester; Hampton; James City; Newport News; Poquoson; and Williamsburg; and York.

**IV. GOALS AND AUDIENCES**

The goal is to produce a clear assessment of regional: demographics and education/skills for the existing and emerging workforces; industry and occupational employment trends; industry and occupational skills requirements; and an analysis of how sufficiently workforce quantity and quality meets existing and future employer needs. The report should highlight favorable or unfavorable trends. Specific data requirements are further spelled out in the attached Scope of Work.

Primary audiences for this report include:

- Business / Industry (employers)
- Economic Development Organizations
- Higher Education Leadership
- K-12 School District Leadership
- Local and State Policy Makers
- Workforce Development Boards
- Workforce Related Non-Profit Organizations

Finally, it is our goal to perform a comprehensive workforce and talent capability study every two-to-three years. As part of this report we would like input on how the analysis might be expanded in a subsequent study or phase. Future studies might dig deeper into the workforce capabilities by industry sector, specific occupational categories and labor sheds, to identify their capacity to provide needed workforce for companies considering locations within the various labor sheds.

## **V. DELIVERABLES**

The State of the Workforce report will be prepared and delivered for: professional printing (offset lithography), copier printing, and digital reading. As long as the report is suitable for reproduction in all three formats, separate versions are not required. Underlying data tables will be provided in spreadsheet format for client use.

Proposers will also include as a separate line item, costs associated with a principal of the firm to present findings at a report event to be held somewhere in the Hampton Roads region. This should include: preparation, travel and presentation time; development of audio visual materials; and an estimate of travel expenses.

## **VI. PROPOSAL FORMAT**

All proposals must be organized and assembled according to the requirements of this section and in the order described:

- a. Proposal Cover Sheet. The cover sheet should include the name of the respondent, type of organization, address and contact information and name of person authorized to submit the proposal on behalf of the organization.
- b. Executive Summary. Each proposal must include an executive summary which at a minimum describes the respondent organization, summarizes its relevant experience and qualifications and outlines the scope of services being proposed. The Executive Summary is limited to two (2) pages.
- c. Narrative. A written narrative statement to include:
  - i. Experience and background of bidder in providing services requested in this RFP, including a record of past performance, the ability to meet specifications, and the technical skills to accomplish the work.
  - ii. Names, qualifications and experience of personnel to be assigned to the project.
  - iii. Specific plan for the collection, analysis, and presentation of data, including the proposed level of narrative detail. Identify sources of data including any proprietary models.
  - iv. Internet link to no more than 2 examples of reports completed by the proposing organization of a similar scope and design as the report under this RFP.
  - v. Timeline with specific deliverables and dates leading to the completion deadline.

- vi. Budget with line items for the:
  - 1. Report as described throughout this RFP.
  - 2. Presentation as described in Section V.
- vii. Additional Attachments. Additional attachments are optional and limited to three (3) pages.

## **VII. PROPOSAL EVALUATION**

Proposals will be evaluated by the following process:

- a. Compliance Review. Upon receipt of proposals, OppInc staff will review submitted proposals for completeness and compliance with the terms and conditions of the RFP. Proposals must include all of the requested information. Proposals that do not adhere to these requirements will be determined non-responsive and will not be considered. OppInc reserves the right to reject any proposal submitted.
- b. Evaluation Criteria and Review Process. An RFP Scoring Panel of partner staff will score and rank all proposals up to a maximum of 100 points based on the following criteria:
  - i. Experience in conducting economic and labor market research and analyzing Labor market information – 25 points.
  - ii. Method described to produce the report including use of existing data, and other information – 25 points.
  - iii. Evaluation of comparable reports – 20 points.
  - iv. Feasibility of work plan – 10 points.
  - v. Budget – 15 points.
  - vi. Knowledge of local area – 5 points.

**Total 100 points**

- c. Negotiation and discussion with proposers. OppInc may, at its discretion, meet with any proposers to clarify or negotiate modifications to the proposals. However, OppInc reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms the Proposer can provide from both technical and price standpoints.

## **VIII. ATTACHMENTS**

- a. ATTACHMENT A – SCOPE OF WORK
- b. ATTACHMENT B – INDUSTRY CLUSTER DEFINITIONS
- c. ATTACHMENT C – GENERAL TERMS AND CONDITIONS
- d. ATTACHMENT D – PROPOSAL SUBMISSION CERTIFICATION STATEMENT

July 18, 2016