

C-5

July 13, 2021

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach

California

RECOMMENDATION:

Adopt Specifications No. RFP ED21-016 and award contracts to Bayha Group, of San Diego, CA; BOWA International, LLC, of Miami, FL; California Manufacturing Technology Consulting, of Torrance, CA; Chris Becerra Consulting, of Brea, CA; Educational Data Systems, Incorporated, of Dearborn, MI; Empowering Differences Incorporated, of Tampa, FL; Goodwill – Southern Los Angeles County (SOLAC), of Long Beach, CA; ICF International, of Fairfax, VA; Kiana Shaw Enterprises, LLC, of Rancho Cucamonga, CA; Modern Times, Incorporated, of Altadena, CA; Nichole Wesson Coaching and Consulting, of Long Beach, CA; Northridge Consulting Group, of Northridge, CA; Performance Excellence Partners, LLC, of Huntington Beach, CA; Public Consulting Group, Incorporated, of Boston, MA; Purple Reign Life Skills Center, LLC, of Gardena, CA; RefineM, LLC, of Springfield, MO; Resource Development Associates, Incorporated, Oakland, CA; RexWilde Consulting, of Los Angeles, CA; The Leadership Consultancy, Inc., of Diamond Bar, CA; TL Phillips Consulting Services, of Manchester, CT; TMG – The Munoz Group, of Long Beach, CA; and Veterans and Youth Career Collaborative, of Long Beach, CA, to provide various workforce development services through America's Job Center of California (AJCC), in a total annual aggregate amount not to exceed \$1,000,000, for a period of two years, with the option to renew for three additional one-year periods, at the discretion of the City Manager; and, authorize the City Manager, or designee, to execute all documents necessary to enter into contracts, including any necessary amendments. (Citywide)

DISCUSSION

City Council approval is requested to enter into contracts with 22 service providers for specialized workforce development services delivered through America's Job Center of California (AJCC) in support of strategies that provide training and employment services to residents and job seekers.

Pacific Gateway administers the federal Workforce Innovation and Opportunity Act (WIOA) and other employment and training funds received annually by the City of Long Beach (City). These funds support job training programs and business services delivered by the WorkPlace, Youth Opportunity Center, Harbor Gateway WorkSource Center, and selected community-based organizations, to assist residents in acquiring skills leading to employment in high-demand occupations with local employers.

A Request for Proposals (RFP) was advertised in the Long Beach Press-Telegram on February 20, 2021, and 5,736 potential proposers specializing in various services, constituting Subject Matter Experts (SME), were notified of the RFP opportunity. Of those proposers, 123 downloaded the RFP via the City’s electronic bid system. The RFP document was made available from the Purchasing Division, located on the sixth floor of City Hall, and the Division’s website at www.longbeach.gov/purchasing. An RFP announcement was also included in the Purchasing Division’s weekly update of Open Bid Opportunities, which is sent to 35 local, minority-owned, and women-owned business groups. There were 26 proposals received on March 18, 2021. Of those 26 proposers, 6 were Minority-owned Business Enterprises (MBEs), 7 were Women-owned Business Enterprises (WBEs), 9 were certified Small Business Enterprises (SBEs), and 4 were Long Beach vendors (Local).

A three-person selection committee evaluated the proposals and selected 22 firms, including 4 Long Beach-based businesses, as the most qualified to meet the City’s needs. The committee recommended the firms based on their expertise as demonstrated in their proposals. Specifically, these firms have a track record of success with their proposed types of projects, as well as clear understanding of what such services entail, as specified in their staffing plans and cost proposals. Lastly, each firm’s proposed cost is reasonable and comparable with the proposed services. Below are the 22 recommended firms:

FIRM	CITY, STATE	SBE/DBE	
		STATUS	SUBJECT MATTER EXPERTISE CATEGORY
Bayha Group	San Diego, CA		<ul style="list-style-type: none"> • Career Preparation and Life Skills Workshops for Job Seekers and Youth • Economic and Workforce Analysis • Media and Design Consultants • Quality Assurance Consultants (Continuous Improvement Practices) • Grant Writing/Project Development Consultants • Project Management and Workforce Intermediary
BOWA International, LLC	Miami, FL	WBE	<ul style="list-style-type: none"> • Career Preparation and Life Skills Workshops for Job Seekers and Youth
California Manufacturing Technology Consulting	Torrance, CA		<ul style="list-style-type: none"> • Consulting, Workshops, and Seminars for Employers
Chris Becerra Consulting	Brea, CA		<ul style="list-style-type: none"> • Career Preparation and Life Skills Workshops for Job Seekers and Youth • Quality Assurance Consultants (Continuous Improvement Practices) • Grant Writing/Project Development Consultants • Consulting, Workshops, and Seminars for Employers
Educational Data Systems, Incorporated	Dearborn, MI		<ul style="list-style-type: none"> • Career Preparation and Life Skills Workshops for Job Seekers and Youth • Economic and Workforce Analysis • Quality Assurance Consultants (Oversight Monitoring) • Grant Writing/Project Development Consultants • Consulting, Workshops, and Seminars for Employers • Project Management and Workforce Intermediary

HONORABLE MAYOR AND CITY COUNCIL

July 13, 2021

Page 3

FIRM	CITY, STATE	SBE/DBE STATUS	SUBJECT MATTER EXPERTISE CATEGORY
Empowering Differences Incorporated	Tampa, FL		<ul style="list-style-type: none"> • Career Preparation and Life Skills Workshops for Job Seekers and Youth
Goodwill – Southern Los Angeles County (SOLAC)	Long Beach, CA		<ul style="list-style-type: none"> • Career Preparation and Life Skills Workshops for Job Seekers and Youth
ICF International	Fairfax, VA		<ul style="list-style-type: none"> • Economic and Workforce Analysis • Quality Assurance Consultants (Continuous Improvement Practices) • Feasibility Studies • Project Management and Workforce Intermediary
Kiana Shaw Enterprises, LLC	Rancho Cucamonga, CA	WBE	<ul style="list-style-type: none"> • Career Preparation and Life Skills Workshops for Job Seekers and Youth
Modern Times, Incorporated	Altadena, CA	DBE	<ul style="list-style-type: none"> • Grant Writing/Project Development Consultants • Project Management and Workforce Intermediary
Nichole Wesson Coaching and Consulting	Long Beach, CA		<ul style="list-style-type: none"> • Career Preparation and Life Skills Workshops for Job Seekers and Youth
Northridge Consulting Group	Northridge, CA		<ul style="list-style-type: none"> • Media and Design Consultants • Quality Assurance Consultants (Continuous Improvement Practices) • Quality Assurance Consultants (Oversight Monitoring) • Consulting, Workshops, and Seminars for Employers
Performance Excellence Partners, LLC	Huntington Beach, CA	LBSBE, OSB, MBE, MIC, WBE	<ul style="list-style-type: none"> • Career Preparation and Life Skills Workshops for Job Seekers and Youth • Economic and Workforce Analysis • Media and Design Consultants • Quality Assurance Consultants (Continuous Improvement Practices) • Quality Assurance Consultants (Oversight Monitoring) • Grant Writing/Project Development Consultants • Consulting, Workshops, and Seminars for Employers • Project Management and Workforce Intermediary
Public Consulting Group, Incorporated	Boston, MA		<ul style="list-style-type: none"> • Economic and Workforce Analysis • Quality Assurance Consultants (Continuous Improvement Practices) • Quality Assurance Consultants (Oversight Monitoring) • Grant Writing/Project Development Consultants • Feasibility Studies • Project Management and Workforce Intermediary
Purple Reign Life Skills Center, LLC	Gardena, CA	LBSE, MBE, MIC, WBE	<ul style="list-style-type: none"> • Career Preparation and Life Skills Workshops for Job Seekers and Youth
RefineM, LLC	Springfield, MO		<ul style="list-style-type: none"> • Project Management and Workforce Intermediary
Resource Development Associates, Incorporated	Oakland, CA		<ul style="list-style-type: none"> • Economic and Workforce Analysis • Quality Assurance Consultants (Continuous Improvement Practices) • Quality Assurance Consultants (Oversight Monitoring) • Grant Writing/Project Development Consultants

FIRM	CITY, STATE	SBE/DBE STATUS	SUBJECT MATTER EXPERTISE CATEGORY
Rex Wilde Consulting	Los Angeles, CA	OSB, MIC	<ul style="list-style-type: none"> Consulting, Workshops, and Seminars for Employers
The Leadership Consultancy, Inc.	Diamond Bar, CA	WBE, MBE	<ul style="list-style-type: none"> Consulting, Workshops, and Seminars for Employers
TL Phillips Consulting Services	Manchester, CT		<ul style="list-style-type: none"> Grant Writing/Project Development Consultants Feasibility Studies Project Management and Workforce Intermediary
TMG – The Munoz Group	Long Beach, CA	MBE	<ul style="list-style-type: none"> Grant Writing/Project Development Consultants Project Management and Workforce Intermediary One-Stop Operator – America’s Job Centers of California (AJCC)
Veterans and Youth Career Collaborative	Long Beach, CA	MBE	<ul style="list-style-type: none"> Career Preparation and Life Skills Workshops for Job Seekers and Youth Media and Design Consultants

Local Business Outreach

To align with the City’s outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses with registering on the PlanetBids database to download RFP specifications. Through outreach, 24 Long Beach vendors were notified to submit proposals, of which 22 downloaded and 4 submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

This matter was reviewed by Deputy City Attorney Amy R. Webber on June 3, 2021, Business Services Bureau Manager Tara Mortensen on June 14, 2021 and by Budget Management Officer Rhutu Amin Gharib on June 23, 2021.

TIMING CONSIDERATIONS

City Council action to adopt Specifications No. RFP ED21-016 and award contracts concurrently is requested on July 13, 2021, to ensure the contracts are in place expeditiously.

FISCAL IMPACT

The total annual aggregate amount of the contracts will not exceed \$1,000,000 for a period of two years, with the option to renew for three additional one-year periods. Costs associated with these contracts will be offset by WIOA and other employment and training funds. Sufficient funds are currently budgeted in the Community Development Grants Fund Group in the Economic Development Department. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN KEISLER
DIRECTOR OF ECONOMIC DEVELOPMENT

APPROVED:



THOMAS B. MODICA
CITY MANAGER