



Council Meeting: August 13, 2013

SUBJECT: Authorization to Award Contract to Bill Wilson Center in an Amount not to Exceed \$600,000 to Provide NOVA Youth Services

BACKGROUND

In an effort to assure the most efficient and effective means of providing services to local youth, on May 9, 2013 NOVA issued a Request for Proposals (RFP) to solicit innovative youth workforce development programs. Staff estimated that \$600,000 would be available for contracting for a year beginning October 1, though only \$250,000 would be made available for the first six months until NOVA's next youth allocation amount is known. Programs must serve in- and/or out-of-school youth ages 16-21 residing or attending school in NOVA's seven-city area and who are low-income and have one or more barriers to employment. Providers were required to have at least two years of direct or related experience, in the last three years, in operating a youth workforce development program. They were also required to identify a minimum of one physical location within the NOVA area at which services would be provided. The NOVA Workforce Board (WB) Youth Committee endorsed the idea of performing a "market test" for local youth service providers and assisted with the scoring criteria.

EXISTING POLICY

The proposed activities are consistent with the City of Sunnyvale's Socio-Economic Goal 5.1F: Provide job training and employment services, within constraints of operative Federal regulations and available Federal funding, to address the locally-determined employment and training needs of economically disadvantaged residents and others with special needs.

CEQA REVIEW

N/A

DISCUSSION

The purpose of the RFP was to do a market test to see if other organizations, already providing services to similar youth, could help NOVA reach more youth by leveraging scarce Workforce Investment Act (WIA) resources.

In their responses, proposers were asked to describe their target population, their plan for addressing the required WIA youth service elements, detailed program strategies, and their program management processes. They were also

required to provide evidence of demonstrated effectiveness with services to disadvantaged youth, as well as a proposal budget. Four proposals were received by the June 19 deadline, from the following organizations: Bill Wilson Center, Goodwill Industries of Silicon Valley, GreenMouse Inc., and Henkels & McCoy Training Services.

A review committee consisting of one NOVA manager, one NOVA WB member, one staff member from another workforce board, and one representative from the County Housing Authority reviewed and scored all proposals. The issues considered most important in the review and ranking of proposers were experience with NOVA's target youth population, ability to expand NOVA services and deliver them to the target population in NOVA's seven-city area, and budget. Three proposers meeting a minimum scoring threshold were invited for follow-up interviews with the committee. The three organizations submitted similar budgets but all proposed different program designs.

The interviews focused on several key criteria that the review committee felt were essential in determining whether the proposed program could help NOVA expand services to youth: 1) Further clarification on specific in-school and out-of-school services, including the identified provider, location of services, and previous experience with at-risk youth; 2) process for providing work experience opportunities and existing relationships with employers; and 3) more details on participant supportive services and/or youth stipends.

Based on the results of this process, the review committee recommended to the NOVA WB that NOVA contract with Bill Wilson Center for all or a portion of the services identified in the RFP. The NOVA WB approved the recommendation at its July 24 meeting.

Bill Wilson Center has 37 years of experience in serving at-risk youth, including youth in foster care, homeless and runaway youth, parenting and pregnant youth, youth in the juvenile justice system, gang-involved youth, and youth who have dropped out of school. Their program proposes to recruit youth through their existing network of youth service providers and to provide comprehensive services including counseling, mentoring, housing assistance, and work experience. Their program would work with 200 youth to provide all required WIA services, primarily out of their facility in Santa Clara. They will collaborate with Vision Literacy to assess educational performance goals and ensure they are met. The proposed program is budgeted at \$600,000.

FISCAL IMPACT

The source of funds for the services in the RFP is Workforce Investment Act funds. Since funds are obligated to programs only based upon appropriations dedicated to NOVA, sufficient Workforce Investment Act funds will exist to cover all anticipated obligations of day-to-day program operations. If funding is cut, then staffing and program services will be accordingly reduced. Please note

that existing NOVA staff will retain the youth participant eligibility determination and overall program management. NOVA youth staff not involved in these activities will be re-assigned to other NOVA programs.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's Web site.

The RFP was made publicly available through DemandStar.

RECOMMENDATION

It is recommended that the Sunnyvale City Council, on behalf of the NOVA seven-city consortium, concur with the NOVA Workforce Board and authorize the award of a contract for youth services to Bill Wilson Center in an amount not to exceed \$600,000.

Reviewed by:



Kris Stadelman, Director, NOVA Workforce Services

Prepared by: Jeanette Langdell, Employment Training Manager

Approved by:



Gary M. Luebbers
City Manager