

# Memorandum



CITY OF DALLAS

DATE June 21, 2019

TO Honorable Mayor and Members of the City Council

SUBJECT **June 26 Upcoming Agenda Item: Authorize \$375,000 in Funding for a Workforce Readiness Program with City Wide Community Development Corporation**

At your June 26 Council Meeting, you will consider an agenda item to authorize a two-year service contract to deliver career pathways training as part of the City's Workforce Readiness, Placement and Retention Program. The service provider proposed is City Wide Community Development Corporation. The contract award is \$375,000, funded through the Public/Private Partnership Fund.

## **BACKGROUND**

On March 2, 2016, JPMorgan Chase consultants presented to the City Council an overview of the skills gap report, *New Skills at Work*. The report recognizes the City of Dallas (City) as a thriving center of commerce, but the measure also highlights the City as having one of the highest concentrations of Poverty in the nation. Many residents, especially in high poverty areas throughout the City, are unemployed and/or underemployed. Some of these residents lack specific industry skills which prevents them from benefitting from the region's economic growth. In response to the growing need for middle skilled workers, the City's Office of Economic Development developed the Workforce Readiness, Placement and Retention Program.

The strategy behind this Workforce Program involves funding neighborhood organizations, educational institutions, and employers who can train and prepare low income, targeted groups (formerly incarcerated, out-of-school youth, and single parents) for job placements with career opportunities in growing industries within the City of Dallas. These targeted industries include: Healthcare, Logistics/Warehouse distribution, Construction, Information Technology, and Advanced Manufacturing.

In May of 2016, and through the Request for Competitive Sealed Proposals (RFCSP) process, the City sought proposals from entities to provide cohort-based, industry certified, career-pathways training. On May 10, 2017, four awards were made under the 2016 RFCSP for a total of \$1.5 million. Two award recipients are actively delivering training services. The two active service providers are CitySquare and Serve West Dallas. An update on these providers was presented to the Economic Development and Housing Committee on June 3, 2019

A third contract was awarded to Habitat for Humanity, but this organization opted not to execute its contract. The fourth contract was awarded to Transformance Inc., which has

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subsequently defaulted under the terms of the agreement. The funds associated with the two non-performing contracts have been reprogrammed to support additional workforce training programs focused on training two cohorts of unemployed and under-employed low-income residents. Low income residents are defined as individuals with household incomes at or less than 80% of the City's median household income (qualifying income would be \$36,172 or less).

In September of 2018, the City of Dallas (City) issued a Request for Competitively Sealed Proposals (RFCSP) seeking proposals for the two additional cohort-based training programs. This first cohort is focused on participants from a general population of low-income, unemployed and under-employed residents. The second cohort targets formerly incarcerated participants. The method of awarding these contracts involved a six-member committee from five City departments and a formal evaluation of demonstrated qualification and competence.

Evaluation Committee:

- Office of Economic Development (2)
- Office of Budget/Grant Admin (1)
- Office of Equity & Human Rights (1)
- Operations and Performance Administrator (1)
- Business Development and Procurement Services (1)\*

\*The Office of Procurement Services only evaluated cost and the Office of Business Diversity evaluated the Business Inclusion and Development Plan.

Scoring criteria:

- Capability & Expertise 25%
- Program Budget 30%
- Approach & Methodology 30%
- Business Inclusion & Development Plan 15%

On March 27, 2019, the City awarded one contract to Oak Cliff Empowered. This cohort will recruit participants from a general population of low-income, unemployed and under-employed residents. The City now intends to provide the second award under this solicitation, focusing on a targeted population of formerly incarcerated residents. There were two applicants addressing the targeted population of formerly incarcerated residents, City Wide Community Development Corporation and Metroplex Economic Development Corporation.

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Applicant Scoring for Cohort of Formerly Incarcerated Residents:

<u>Proposer</u>	<u>Address</u>	<u>Score</u>
City Wide Community Development Corporation*	3730 S. Lancaster Ave., Suite 100 Dallas, TX 75216	74.20
Metroplex Economic Development Corporation	6777 West Kiest Blvd, Dallas, TX 75236	52.60

The recommended provider is City Wide Community Development Corporation (City Wide). City Wide proposes a comprehensive, re-entry workforce development program. The program is designed with collaborative partners including the Dallas County Community College District, PDQ Staffing and Packers Sanitation Services, Inc. City Wide will provide 8-weeks of logistics training. Individuals completing the training program are eligible to take the Manufacturing Skill Standards Council's certification for two entry-level logistics courses. Participants are provided support and guidance during training and post-employment support for up to 1-year. This support includes financial coaching, transportation assistance, clothing, housing and other guidance services. Deliverables include: a minimum of 47 individuals will receive comprehensive assessments, will complete certifications training, and will obtain and retain permanent employment for 1-year.

For additional details please contact Michael Mendoza, Chief of Economic Development and Neighborhood Services by email at [Michael.mendoza@dallascityhall.com](mailto:Michael.mendoza@dallascityhall.com) by phone at 214-671-3309 or Heather Lapeska by email at [heather.lapeska@dallascityhall.com](mailto:heather.lapeska@dallascityhall.com) or by phone at 214-670-1222.



Michael A. Mendoza  
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Joey Zapata, Assistant City Manager  
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