



**Date:** December 17, 2013

**To:** Thomas J. Bonfield, City Manager  
**Through:** Keith Chadwell, Deputy City Manager  
**From:** Kevin Dick, Director, Office of Economic and Workforce Development  
**Subject:** Contract between the City of Durham and Educational Data Systems Incorporated to provide Workforce Investment Act (WIA) Adult and Dislocated Worker services

**Executive Summary**

The purpose of this item is a contract between City of Durham and Educational Data Systems Incorporated (EDSI) from April 1, 2014 through June 30, 2014 in an amount not to exceed \$280,000 to provide Workforce Investment Act (WIA) Adult and Dislocated Worker services for up to 581 WIA eligible adults and dislocated workers.

Approval of this contract will allow uninterrupted services to be provided to WIA adults and dislocated workers.

**Recommendation**

The Office of Economic and Workforce Development (OEWD), based on the unanimous recommendation from the Durham Workforce Development Board, recommends that City Council authorize the City Manager to execute a contract with Educational Data Systems Incorporated (EDSI), in order to provide uninterrupted adult and dislocated worker services from April 1, 2014 through June 30, 2014 for a total contract amount not to exceed \$280,000.

**Background**

As a result of the Request for Proposals (RFP) that closed on October 14, 2013, the Durham Workforce Development Board (DWDB) received five responses to the Adult and Dislocated Worker RFP. The respondents to the Adult and Dislocated Worker RFP included the following: ManpowerGroup, Educational Data Systems Incorporated, General Management Solutions, Inc., Ross Innovative Employment Solutions, and Business Interface, LLC. Notice of this RFP was made through advertisements in the Durham Herald Sun, Que Pasa, Triangle Tribune, The Carolina Times, and The News and Observer. The RFP was also announced via the City of Durham Purchasing Department's *Current Bid Opportunities* and the Office of Economic and Workforce Development's website. The Adult and Dislocated Worker RFP task force allowed for potential responders to ask questions and receive answers through the bidders' conference held on September 11, 2013 at the OEWD office. Additional questions from bidders were accepted until September 23, 2013, and responses were provided electronically and posted to the OEWD website.

After approval of the five responses by the City of Durham's Office of Equal Opportunity and Equity Assurance Department, the RFP Task Force reviewed each response. Each task force member was provided a copy of the RFP responses, and the responders were

provided the opportunity to present to the task force on November 5, 2013. After the five presentations, task force members scored the responses based on the pre-designed scoring matrix allowing for a possible total of one hundred and thirty points. The recommendation to approve GMSI was made at the Durham Workforce Development Board (DWDB) meeting on November 21, 2013. This recommendation was not met with a motion and was sent back to committee for further discussion. The second task force meeting was held on November 26, 2013, and the current recommendation was finalized. Based upon combining the two Review Task Force meetings (between the two meetings, the evaluations of five individuals would have been included), EDSI received four votes and GMSI received one vote.

The respondents were reviewed for their ability to provide effective and efficient WIA Adult and Dislocated Worker Services including the provision of the following:

#### *Service Delivery and Performance*

Using the State of North Carolina's new integrated Service Delivery model, this Request for Proposal solicited a dual role of services (WIA and Wagner-Peyser) with the core function being WIA adult and dislocated worker core and intensive services at the Durham Career Center and designated satellite sites referred to in the program overview. The services to be provided under this proposal included assessment, intake, case management, development of an individual employment plan, placement, and follow-up for all eligible adults and dislocated workers seeking services at the Durham Career Center. Program staff will be required to provide the following:

- Assistance with enrollment and direction to services within Wagner-Peyser
- Determination of eligibility to receive assistance under Title I-B of the WIA
- Outreach, intake, and orientation to the procedures and other services available through the Integrated delivery system
- Initial assessment of skill levels, aptitudes, abilities and need for supportive services (does not include testing)
- Labor market information
- Intensive Services as defined by WIA regulations
- Vouchers for supportive services such as personal protective equipment, tools and/or transportation
- Referrals to other intensive, supportive and WIA training services, as needed
- Job referral and placement assistance
- Job development activities that will help increase employment opportunities for WIA participants
- Follow-up services after exit for participants placed in employment in need of additional assistance to retain employment

#### *Federally Mandated Minimum Intensive Services*

Per WIA regulations, the following are minimum Intensive Services to be provided:

- Comprehensive and specialized assessment of skill levels and service needs
- Development of an individual employment plan
- Group Counseling
- Individual counseling and career planning
- Job Referral and placement assistance
- Case Management
- Short-term pre-vocational services

### *Locally Identified WIA Service Needs*

In addition to the mandated services above and based on locally identified needs, the DWDB solicited the following Case Management, Placement and Follow-Up services in this RFP:

- Continued contact with and support of WIA enrolled customers at all stages of the case management process
- Development of an individual employment plan for all program participants
- Collection of eligibility and data validation documentation as required by state and local area policy
- Maintenance of participant records in accordance with local area policy
- Specialized assistance with seeking, finding, and maintaining quality employment
- Referrals to other programs for which the participant is eligible
- Writing of supportive-services vouchers to vendors on the DWDB-approved list
- Referrals to Work Experience, On-the-Job Training and other subsidized employment opportunities
- Writing of training vouchers to participant-chosen training providers on the eligible training provider list
- Follow-up with customers who enter unsubsidized employment, including referrals to supportive and workplace services, as needed, to overcome barriers to retention
- Staff must be able to provide a budget analysis as part of assessing client needs
- Data entry of client contact and other required information into the State of North Carolina's NC Workforce Solutions Management Information System (NCWORKS.GOV)
- Job development with local businesses for WIA participants and On-The-Job training opportunities
- Provide partner agencies with releases of information (disclosure agreement), as needed
- Share relevant participant information at the time of referral
- Maintain regular contact with service providers regarding the participant attendance and progress
- One case manager must be bi-lingual in English and Spanish; if this becomes impossible, other provisions must be immediately made to ensure language access for speakers of other languages

### **Issues and Analysis**

The recent reduction in unemployment insurance from 26 weeks to a maximum of 20 weeks and the more recent reduction in food stamp benefits will potentially increase the number of unemployed individuals actively seeking employment and the need for quicker employment opportunities for those who have been unemployed. The DWDB has taken steps in the design of the program delivery to offer more short-term training opportunities. Responses were judged for their ability to achieve performance expectations necessary within the current budgetary constraints, while being innovative with programmatic strategies that would be effective and allow the DWDB to achieve current and future goals and objectives.

Responses and presentations were scored using the scoring matrix and discussed at the November 13, 2013 Scoring and Selection meeting. Two proposals were identified as the strongest based on their scores, EDSI and GMSI. Based upon combining the two Review Task Force meetings (between the two meetings, the evaluations of five individuals would have been included), EDSI received four votes, and GMSI received one vote. Consistent with the aforementioned note, Mr. Williams elected to keep his individual vote consistent with his scoring, but was amenable to consensus recommendation of the group for EDSI. Jessie

Pickett-Williams had recorded a higher numerical score for GMSI but voted in favor of EDSI and the consensus recommendation of EDSI. Therefore, the vote of Mr. Williams counted for GMSI. However the dissenter was amenable to consensus recommendation. It should also be noted that Ms. Mattioli was amenable to the consensus recommendation in spite of a higher individual score for GMSI.

Based upon the above consensus recommendation, the review panel recommended that EDSI be awarded the contract to provide WIA Adult and Dislocated Worker services for up to 581 WIA eligible participants (totaling 169 Adults, 227 Dislocated Workers, and 185 participants in follow-up) between April 1, 2014 through June 30, 2014. OEWD will recommend renewing this contract for one year on July 1, 2014, and the contract may be renewed based upon performance and funding availability for a maximum of three total years. This recommendation has been reviewed and was approved at the December 13, 2013 Durham Workforce Development Board meeting.

### **Alternatives**

The City Council could elect not to contract with EDSI leaving the City without a provider of the services outlined in the background section for the adult and dislocated worker program, and forcing the City to advertise for proposals or directly manage the program until a new provider is identified. If another provider is not identified through the RFP process, this would require the Office of Economic and Workforce Development to directly manage the program which is inconsistent with the language in the federal Workforce Investment Act that states that WIA services should be provided under contract or voucher.

The City Council could also elect to reduce the amount of the proposed contract renewal with EDSI which could result in fewer services provided to WIA eligible adults and dislocated workers and/or result in less individuals being served under this contract from April 1, 2014 through June 30, 2014.

### **Financial Impact**

EDSI would be approved for payments of up to \$280,000. Funds for this contract will have no impact on the City of Durham General Fund. Funds for this contract are paid with WIA Adult and Dislocated Worker dollars that are received by OEWD from the United States Department of Labor through the North Carolina Department of Commerce *Division of Workforce Solutions* to the City and the DWDB.

### **SDBE Summary**

**Memo To:** Kevin Dick, Director  
Office of Economic and Workforce Development

**From:** Deborah Giles, Director  
Department of Equal Opportunity/Equity Assurance

**Subject:** Compliance Report – WIA Adult/Dislocated Worker Services  
Program Year - 2014

The Equal Opportunity/Equity Assurance Department reviewed the proposal submitted by Educational Data Systems, Inc. (EDSI) of Dearborn, MI and have determined that they are in compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting.

### **SDBE REQUIREMENTS**

No M/SDBE or W/SDBE goals were set.

**WORKFORCE STATISTICS**

Workforce statistics for Educational Data Systems, Inc. (EDSI) are as follows:

Total Workforce	361	
Total Females	247	(68%)
Total Males	114	(32%)
Black Males	26	(7%)
White Males	77	(21%)
Other Males	11	(3%)
Black Females	115	(32%)
White Females	101	(28%)
Other Females	31	(9%)

Cc: Jason Wimmer

**Attachments**

Workforce Investment Act Contract between the City of Durham and Educational Data Systems, Inc. (EDSI) of Dearbourn, MI.