

WORKFORCE / JOB TRAINING PROGRAMS AMERICAN RESCUE PLAN ACT (ARPA) INFORMATION SESSION

Strategy A: Entrepreneurial Pathways

Strategy B: Earn and Learn Program

Strategy C: Vocational English / Supportive Services / Linkages to Employment

Program Terms: January 1, 2023, through December 31, 2024

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INFORMATION SESSION INSTRUCTIONS



Your audio is muted for the duration of the presentation



Enter your name, organization and email address in the “chat” feature. All questions must be submitted through the “chat” feature



Additional questions may be submitted

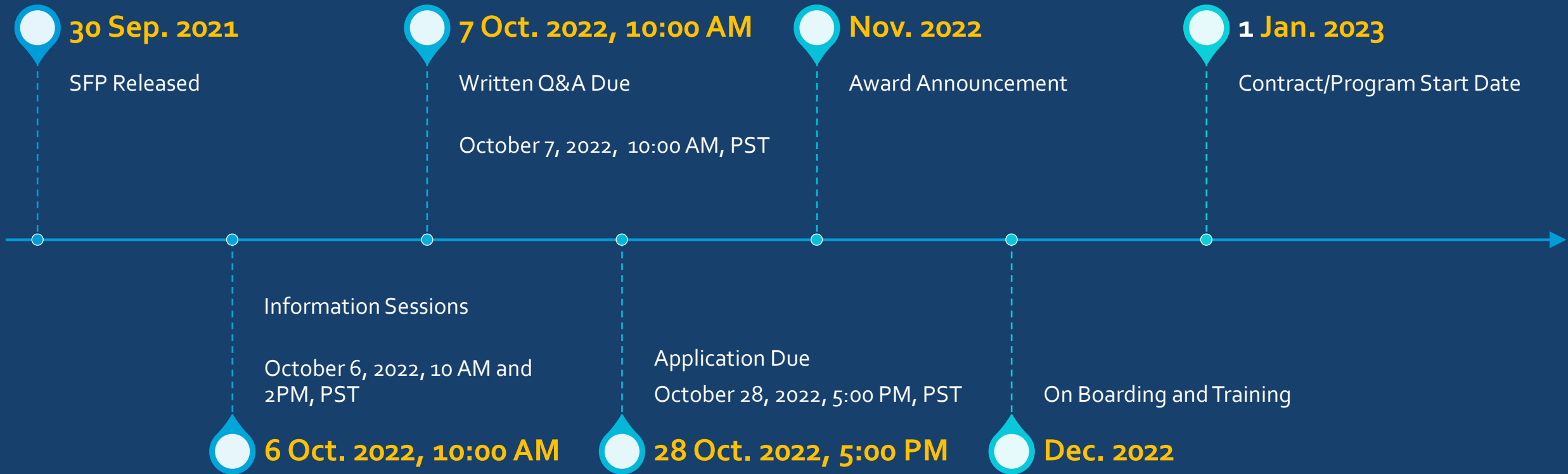
To the attention of Irene Wu
(irene.wu2@acgov.org)

10:00 a.m. Friday, October 7, 2022

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SFP TIMELINE



WORKFORCE / JOB TRAINING PROGRAMS OVERVIEW

- **American Rescue Plan Act (ARPA)**
 - Workforce / Job Training Programs serve eligible participants who are impacted by the COVID-19 pandemic, low wage earners, and those who reside in the unincorporated areas
- **Alameda County Workforce Development Board**
 - Assessed and identified the needs of the unincorporated areas of Ashland, Cherryland, Hayward Acres, part of San Lorenzo, and part of Castro Valley

WORKFORCE / JOB TRAINING PROGRAMS OVERVIEW

CONTINUED

- **Three strategies ACWDB will be soliciting responses:**
 - Strategy A: Entrepreneurial Pathways
 - Strategy B: Earn and Learn Program
 - Strategy C: Vocational English (including GED completion) / Supportive Services / Linkages to Employment
- **Program terms:**
 - **January 1, 2023, through December 31, 2024**

Serve eligible participants who are impacted by the COVID-19 pandemic, low-wage earners, and those reside within the unincorporated areas of Ashland, Cherryland, Hayward Acres, part of San Lorenzo, and part of Castro Valley communities of Alameda County

English language learner

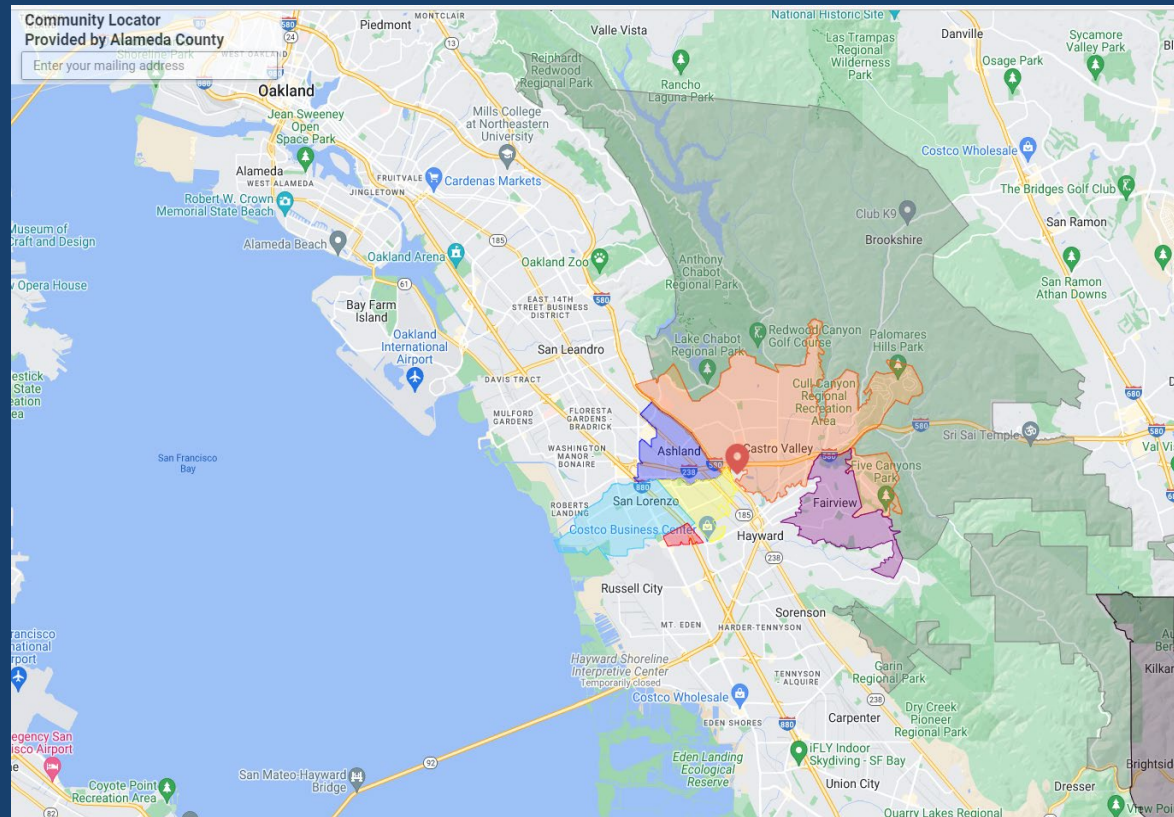
Outreach efforts must occur to target and connect Black, Indigenous, Latino, Asian, and Pacific Islander communities

Outreach efforts must target other marginalized groups such as low-wage earners, immigrants, people with disabilities, low-income single parents, the LGBTQ+ community, formerly incarcerated, and people experiencing homelessness

Ability to foster community collaboration and have capacity to engage in street-level outreach and canvassing as well as hybrid digital outreach

TARGET POPULATION TO BE SERVED

SERVICE AREA OF UNINCORPORATED COMMUNITIES



Community locator for the unincorporated areas of Ashland, Cherryland, Hayward Acres, part of Castro Valley, and San Lorenzo

<http://communitylocator.acgov.org/>

PROGRAM DESIGN ELEMENTS

Strategy A: Entrepreneurial Pathways

- Provide individuals with business planning and development of skills necessary to launch and maintain successful business enterprises.
- Business and start-up support, including the disbursement of funding to participants, mentoring, and other start-up activities.
- Licenses and industry certifications that will build business credibility as program participants engage in start-up activities.

PROGRAM DESIGN ELEMENTS CONTINUED

Strategy A: Entrepreneurial Pathways (continued)

- Financial literacy education and support in building a solid business plan, marketing plan, and other components needed to successfully start a business.
- Ability to be responsive to the needs of entrepreneurs, including offering office or drop-in hours (virtually and in-person) to provide comprehensive support to entrepreneurs and microbusinesses.

PROGRAM DESIGN ELEMENTS CONTINUED

Strategy B: Earn and Learn Program

- Strategy to serve adults as well as youth and young adults (ages 16-24)
- Programs that combine applied learning career education and training may occur at a local educational institution or training provider and offer paid wages and on-the-job activities with an employer.
- Prepare job seekers through in-person and/or online classroom instruction that leads to an industry or occupational certificates and provide on-the-job experiences with a committed employer.

PROGRAM DESIGN ELEMENTS CONTINUED

Strategy B: Earn and Learn Program (continued)

- Must demonstrate that at least 80% of participants will be placed in employment and acquire related, industry-recognized certificates.
- Employer letters of commitment to hire must also be furnished as evidence of having working relationships with local area employers.

PROGRAM DESIGN ELEMENTS CONTINUED

Strategy C: Vocational English (including GED completion) / Supportive Services / Linkages to Employment

Vocational English (including GED completion) includes but not limited to:

- Interpretation assistance in participants native language
- Linkages to education and training programs to learn and/or improve vocational English
- General VESL classes that teach workplace communication skills
- Providing strong computer and financial literacy education

Supportive Services activities include, but are not limited to the following:

- Providing strong computer and financial literacy education
- Providing transportation support, computer and digital supplies
- Providing new-comer support for recently arrived participants
- Accommodating the needs of non and limited English speakers

PROGRAM DESIGN ELEMENTS CONTINUED

Strategy C: Vocational English (including GED completion) / Supportive Services / Linkages to Employment (continued)

Career education and linkages to employment includes:

- Providing access to career education in connection with local training providers, adult schools, and learning institutions
- Providing support in linking participants to middle-skill occupations that provide access to quality jobs
- Providing services that assist participants in completing employment applications, resume writing, job interviewing, customer service, and business English workplace communication

SUPPORTIVE SERVICES WITHIN THE PROGRAM STRATEGIES



\$300,000 for Strategy A: Entrepreneurial Pathways (includes up to \$1,500 in direct payments to assist program participants with a wide range of supportive services)



\$400,000 for Strategy B: Earn and Learn Program (include not to exceed \$300 per participant for supportive services) (childcare, which carries a higher cap of \$800 per participant and cannot be combined with other types of supportive services)



\$200,000 for Strategy C: Vocational English (including GED completion) / Supportive Services / Linkages to Employment (includes up to \$300 in direct payments)

PROGRAM DESIGN ELEMENTS CONTINUED

Include	Successful proposals must include program design that consider the following:
Demonstrate	Capacity to track recruitment efforts, enrollment, service delivery, and outcomes
Engage in	Multiple modes of community outreach
Well-established	Connections to community and organizations
Use	Of evidence-based service and promising program models
Provide	Culturally responsive and appropriate services to meet the needs of those impacted in the unincorporated community
Adequate	Infrastructure and administrative capacity to deliver

ELIGIBLE ORGANIZATIONS

Non-profits, community based-organizations (public or private), educational institutions, faith-based organizations, and other organizations that have capacity to provide services described in this SFP

QUALIFICATIONS

- ACWDB is seeking to contract with service providers and organizations that can demonstrate the ability to provide innovative workforce development, training, employment, and complementary supportive services.
- Capabilities include: tracking of eligibility determination, career and case management services, performance measures and outcomes and follow-up activities through use of the State's CalJOBS system.
- Must demonstrate the ability to successfully partner as needed, to execute the key components of the strategy.
- An additional five (5) points added if bidder can demonstrate a monetary match.

PROGRAM FUNDING

The project is funded by the County of Alameda Board of Supervisors through the federal American Rescue Plan Act (ARPA) for one-time funding.



SUBMISSION OF SFP

- Only electronic submission of proposals will be accepted
- Proposals and inquiries may be emailed to: Irene.wu2@acgov.org
- Subject: Solicitation for Proposal – ARPA Workforce / Job Training (with identified strategy)
- Deadline for inquiries submission: October 7, 2022 at 10AM, PST
- Postings of Q&A will be posted on our website

No submissions will be accepted after October 28, 2022, 5PM PST