



Request For Proposal

Labor Market Information & Forecasting
MassHire Greater Brockton Workforce Board
PROPOSALS DUE BY: June 6, 2023

Company Background

The MassHire Greater Brockton Workforce Board is a business-led, policy-setting board that oversees workforce development initiatives in our ten-community region. MassHire Greater Brockton Workforce Board, along with the Mayor of Brockton, charters MassHire Greater Brockton Career Center, the One Stop Career Center operated by the University of Massachusetts Donahue Institute and YouthWorks, the youth career and educational resource center. Providing oversight and leveraging resources, MassHire Greater Brockton Workforce Board works with our community leaders to respond to current trends in our region.

Project Overview

MHGBWB utilizes current Labor Market Information to build our programs and services with accuracy and insight. We are seeking an individual/firm to conduct the research and analysis necessary to evaluate the industry. The industry/cluster that will be considered for the project are the skilled trades (HVAC, Electrical, Plumbing, Construction, etc.) and construction occupations in SE MA. The result of the research will be presented to Professionals in Workforce, Education and Economic Development that will focus on the skilled trades. The area of research includes:

- Demographics of industry
- Supply vs. demand, wages
- Occupational outlook, where will we be in 5 years.
- Career Pathways and Educational requirements for the occupation (licensure required, certifications)
- Regional employers

Project Goals

The goals of this project include:

- i. To research and analyze industry demographics and status of occupations in the cluster.
- ii. To produce an analysis of the industry, requirements to enter the field, training opportunities and future expectations.
- iii. To present information collected to professionals in the areas of education, economic & workforce development at a convening held by MHGBWB.

To reach these goals, MassHire Greater Brockton Workforce Board is now accepting bids in response to this Request for Proposal.

WHO MAY APPLY Individuals, institutions of higher learning, consulting organizations, or related organizations with expertise in this arena and/or Companies with Labor Market Research and Analysis Experience.

Scope of Work

MHGBWB is seeking Labor Market Information and other data-related services through a contract with an individual consultant, institution of higher learning, consulting organizations, or related organization with expertise in this arena. These services will ensure that up-to-date information on local labor market and other demographic issues are available to WB/Career Center staff and partners, and of value both internally and externally for continuous improvement purposes. This work involves analyzing performance and activities from a perspective of thoughtful analysis, quality, and a trend forecasting standpoint, communicating the results of this analysis in various formats. The work to be completed for this project will help drive the programs and activities of the organization for the next 2-3 years and will help define the priority skilled trades industries and occupations for the region. It is anticipated that through interviews, focus group and labor market research a concise report on the state of the building trades and skilled trade occupations will be produced and shared by the vendor.

Target Deliverable Schedule

It is anticipated that the project will start in late-June 2023 and have three checkpoints, determined by the Board and selected vendor.

Final Project Due: October 15, 2023

The expected project completion date is October 15, 2023. If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.

Budget Constraints

MHGBWB will accept proposals that fall below the limit of \$25,000.

Evaluation Metrics

MassHire Greater Brockton Workforce Board will evaluate bidders and proposals based on previous experience/past performance history and responsiveness and answers to questions in the next section. The matrix for evaluation will include the following criteria:

- 30% on cost estimate.
- 35% on technical requirements
- 20% on management
- 15% on innovation & approach

EVALUATION AND SELECTION MINIMUM CRITERIA

1. The applicant has responded to each of the areas required in the Proposal Narrative instructions
2. The applicant has at least 5 years' experience performing Labor Market Research
3. The applicant demonstrates an ability to utilize available LMI resources (including databases) and computer software packages (i.e. advanced excel) to present data and findings.

Questions Bidders Must Answer To Be Considered

- i. What resources will you utilize to produce the analysis and report?
- ii. What challenges do you foresee in completing this work?
- iii. Describe your past experience working with Labor Market Information Data. Document tools you have used in the process of assessing Labor Market Information.
- iv. Document successful performance in utilizing economic development and workforce development research to document trends.
- v. Summarize the overall design of your services. Highlight the strengths of your services.

Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all metrics in the evaluation section should submit a proposal.
- Proposals must be sent in by June 6, 2023. Bidders who are interested in submitting a proposal should submit to Rachel Cherry-Adams at Radams@MassHireGBWB.org no later than that date.
- Include samples and references with your proposal.
- Proposals should not be more than three pages. Failure to comply with this guideline will result in an automatic rejection.
- Budget Narrative Provide a brief one-page narrative for the costs proposed. (This will not count towards the three-page limit.)
- A proposed schedule must also be included and clearly expressed. (This will not be counted towards the three-page limit.)

Contact Information

For questions or concerns connected to this RFP, we can be reached at:

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