



Request for Proposals for:  
**Ohio Manufacturers' Association: American Rescue Plan (ARPA) Good Jobs Challenge**

**Strategic Consulting Services**

**Ohio's Electric Vehicle Workforce Strategy**

RFP Issue Date: 11/23/22

Response **Due Date:** 1/3/23



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## INVITATION

### REQUEST FOR PROPOSALS

The Ohio Manufacturers' Association (OMA) is seeking bids for strategic consulting services for Ohio's Electrical Vehicle Workforce Strategy. This role will support the achievement of outcomes for a federally supported initiative called the American Rescue Plan Act (ARPA) Good Jobs Challenge program. This project is funded by the Economic Development Administration (EDA) through the ARPA Good Jobs Challenge grant EDA-HDQ-ARPGJ- 2021-2006964.

This work is driven by the Ohio Governor's Office of Workforce Transformation (OWT), in partnership with JobsOhio and the Ohio Manufacturer's Association (OMA) and support from DriveOhio and the Ohio Department of Transportation. OWT is developing Ohio's Electric Vehicle (EV) Workforce Strategy ("Strategy"). Through this partnership, a statewide EV workforce strategy will be developed to ensure Ohio has a workforce pipeline primed to capitalize on the electrification of the automotive industry.

### BACKGROUND

Ohio's vast history in the automotive industry and automotive supply chain as well as its overall proximity to resources, manufacturers, and end markets are two key factors making the state an ideal location for the automotive industry. The state's commitment to innovation makes it a natural fit for the emerging electric vehicle supply chain and electric vehicle manufacturing opportunities.

Ohio is the number one state in producing engines and the number two state in producing transmissions and automotive manufacturing. Ohio has the nation's second-largest workforce in motor vehicle manufacturing (OEM assembly) and motor vehicle parts manufacturing (auto parts suppliers). Ohio continues to lead in electric mobility, giving us an edge in the procurement process for EV charging stations. With states across the country vying for the same equipment, our National Electric Vehicle Infrastructure (NEVI) plan is deliberately crafted to attract the right companies to meet the growing demand for reliable charging across the state. As the automotive industry transitions to electrification, Ohio intends to capitalize on the historic investment opportunities while preparing to manage the risks associated with the transition.

One of the primary chokeholds for the transition to electrification is having a skilled workforce to produce EVs, batteries, associated components, and to install the required charging infrastructure to support domestic adoption. To position Ohio as the leader in electrification, Ohio must build the education and training infrastructure required to support this new workforce, while at the same time evaluating the current state of the automotive workforce and where job loss may occur to proactively prepare a reskilling strategy to seamlessly place dislocated workers into new EV-related careers.

To accomplish this, this RFP seeks to identify a consultant to assist OWT, JobsOhio, and OMA in developing Ohio's Strategy. This Strategy will be a statewide, multi-year, and multi-faceted approach to increase awareness of EV-related careers, build the education and training infrastructure required, and leverage state and federal resources to finance the Strategy. The Strategy will draw on existing research initiatives already underway, including JobsOhio's Talent Strategy, to ensure alignment and eliminate duplication of efforts.

## SCOPE OF WORK

OWT, JobsOhio, and OMA are seeking expertise to accomplish the following:

1. Collaborate with OWT, JobsOhio, and OMA to validate and prioritize the current draft EV occupation list. **See Attachment E for the current draft EV occupation list.**
  - a. Identify the competencies, credentials/degrees, and other requirements for each occupation.
  - b. Identify and validate career progression through a career pathways model.
  - c. Develop an industry engagement strategy to leverage industry expertise for qualitative components of analysis work.
2. Perform quantitative and qualitative research to map out current EV-related education and training infrastructure in Ohio.
  - a. Perform relevant benchmarking against peer states.
3. Evaluate how current education and training infrastructure complements existing and planned EV-related operations (manufacturing, supply chain, charging, etc.).
4. Conduct a gap analysis to identify current workforce shortages for existing EV-related operations and prioritize occupations and locations for intervention strategies.
5. Conduct a gap analysis to identify future workforce shortages based on planned EV-related operations (manufacturing, supply chain, charging, etc.) and prioritize occupations and locations for early intervention strategies.
6. Conduct an analysis of the current automotive workforce in Ohio and identify occupations "at-risk" for job losses in the near-, mid-, and long-term.
  - a. Crosswalk "at-risk" occupations with EV-related occupations to identify ideal reskilling opportunities.
7. Collaborate with OWT, JobsOhio, and OMA to develop strategies for inclusion in Ohio's EV Workforce Strategy related to:
  - a. Increasing EV-related career awareness;
  - b. Addressing current and future workforce shortages;
  - c. Preparing for the reskilling of Ohioans in "at-risk" automotive-related jobs that may be impacted by the EV transition; and
  - d. state and federal resources to finance the Strategy.



- 8. Develop a set of KPIs and related outcome measures to measure the performance of the Strategy.

**SUBMITTAL REQUIREMENTS**

**Inquiries and Information Requests Prior to Submission**

The OMA will act as the clearinghouse for all inquiries and information requests. All inquiries and information requests must be submitted electronically to Natisha Griffin, Director, Grant Compliance and Finance, at [ngriffin@ohiomfg.com](mailto:ngriffin@ohiomfg.com).

All answers will be electronically distributed to all those who submit questions or requests for additional information. Addendums will also be posted on the OMA website with the original RFP. Any other responses to questions, not via the Director, Grant Compliance and Finance, are considered casual and not binding.

**TIMELINE**

The tentative schedule for evaluation, selection, and implementation is as follows:

<b>Date(s)</b>	<b>Phase or Activity</b>
December 7, 2022	Clarifying questions due to OMA via email
December 12, 2022	Clarifying question responses distributed by OMA
January 3, 2023	Proposal submission due
January 2023	Interviews with potential firms
January 2023	Firm selected
February 2023	Firm contracted and work begins
March – May 2023	Research and design phase
June 2023	Implementation and execution begins

*Key dates may be altered by the OMA; interested parties will be updated via addendum should any alteration occur.*

**PROPOSAL INSTRUCTIONS**

An entity’s failure to submit a complete proposal or to respond in whole to RFP requirements will result in the proposal being deemed non-responsive and thus ineligible for funding. A proposal may also be deemed “non-responsive” if the submitted



price is found to be excessive or inadequate as measured by criteria stated in the RFP, or the proposal is clearly not within the scope of the project described and required in the RFP. The OMA reserves the right to cancel this procurement at any time, for any reason.

Each bid should be completed entirely, should not exceed 15 pages, and should be typed in font no larger than 12-point font, single-spaced, 1" margins on all sides. Bids should include page numbers and a table of contents. The cover page, table of contents, and attachments will not count against the 15-page limit. Once completed, interested parties must submit their proposal electronically to Natisha Griffin at [ngriffin@ohiomfg.com](mailto:ngriffin@ohiomfg.com).

1. Late responses may be deemed unresponsive. At its sole discretion, the OMA reserves the right to reject any proposal not deemed satisfactory and to waive any and all irregularities in the procedure. Omission, inaccuracy, or misstatement may be sufficient cause for a proposal to be deemed unresponsive and/or irresponsible.
2. There will be no public opening; submittals may be viewed by appointment with the OMA.

Please have your proposal organized in the following manner for each component:

- 1) Attachment A: Cover Page
- 2) Project Approach and Methodology
- 3) Organization Experience  
To include biographies and/or resumes highlighting the qualifications of each team member
- 4) Attachment B: Budget Form & Narrative
- 5) Attachment C: Conflict of Interest
- 6) Attachment D: References

## **THE SELECTION PROCESS**

### **Evaluation of Proposals**

OWT, JobsOhio, and OMA will evaluate proposals based on the following criteria:

1. Economic and workforce development experience, especially related to EVs.
  - a. Samples of previous work are highly desired.
2. Strategic and operational experience in capacity building, convening and working with a complex set of public and private sector stakeholders, including state and local education/workforce agencies, K12 and higher education organizations, training providers, nonprofits, and private industry.
3. Experience in education and workforce data analysis, mapping, and forecasting.



- a. Samples of previous work are highly desired.
4. Knowledge of Ohio's automotive, education, and workforce ecosystems.
  - a. Extensive knowledge and expertise in the automotive sector, specifically around electrification, is highly desired.
5. Ability to think creatively, come up with innovative solutions, and be adaptable to evolving circumstances.
  - a. Ohio is planning to create an A-to-Z workforce strategy to ensure we are a national leader in workforce capacity to enable the State to continue to land major EV projects.
  - b. We are looking for a team to think creatively with us and be innovative to accomplish this considering major headwinds such as a declining labor force participation rate, low unemployment, etc.
6. Projected costs.
7. Timeline for research, design, and implementation planning.

If necessary, interviews will be scheduled to clarify any concerns or questions.

### **Evaluation/Selection Committee**

All respondents will be notified by the OMA via email as to their award status. Unsuccessful respondents who wish to obtain information on the evaluation of their proposal should submit a written request to this effect to the OMA to Natisha Griffin at [ngriffin@ohiomfg.com](mailto:ngriffin@ohiomfg.com).

The evaluation committee is as follows:

- **Eric L. Burkland**, President Emeritus, The Ohio Manufacturers' Association
- **Eric Leach**, Deputy Director, Governor's Office of Workforce Transformation
- **John Sherwood**, Manager, Talent Strategy, Jobs Ohio
- **Sara Tracey**, PhD, Managing Director Workforce Services, The Ohio Manufacturers' Association

### **Contract Award**

The contract will be awarded based on the most responsive bidder whose offer is most advantageous to the OMA in terms of cost, functionality, and other factors specified in this RFP. The award may be negotiated at the discretion of the OMA or made on the basis of the initial bid/offer received, without discussions or requests for best and final offers.



## **DISCLAIMERS AND DISCLOSURES**

### **Disclaimers**

In its sole discretion, the OMA may withdraw the RFP either before or after receiving submissions, may accept or reject submissions, and may accept submissions which deviate from the RFP as it deems appropriate and in the grant's best interest. In its sole discretion, the OMA may determine the qualifications and acceptability of any party or parties submitting in response to this RFP.

Following submission of a RFP, the respondent agrees to deliver such further details, information and assurances, including financial and disclosure data, relating to the response and/or the respondent, including the respondent's affiliates, officers, directors, shareholders, partners and employees, as requested by the OMA in its discretion.

The OMA and its advisors shall have no obligation or liability with respect to this RFP, the selection and award process contemplated hereunder, or whether any award or recommendation will be made. All costs incurred by a respondent in preparing and responding to this RFP are the sole responsibility of the respondent. Any recipient of this RFP who responds hereto, fully acknowledges all the provisions of this disclosure and disclaimer and agrees to be bound by the terms hereof. Any response submitted pursuant to this RFP is at the sole risk and responsibility of the party submitting such response.

Respondents are advised that participation in the design of evaluation strategies might result in exclusion or restriction from participation in other phases.

### **Accessibility and Equal Opportunity**

The OMA is committed to equal access for all customers to all services. All contractors must ensure equal opportunity to all individuals. No individual or organization shall be excluded from participation in, denied the benefits of, or subjected to discrimination under any Workforce Innovation and Opportunity Act funded program or activity because of race, color, religion, sex, gender identification, national origin, age, disability, English proficiency, sexual orientation, political affiliation or belief. All entities are expected to demonstrate full compliance with the Americans with Disabilities Act Amendments Act of 2008 (ADAAA) and all other equal opportunity laws. This includes ensuring contract staff receive accessibility training and may involve developing accessibility plans. All respondents must ensure all written materials and communications include the statement: "Reasonable accommodations and auxiliary equipment and services are available upon request."



## Disclosures

All submittals will be available for review by U.S. Economic Development Administration (EDA) and The Ohio Manufacturers' Association (OMA), the lead grantee for this opportunity, ensuring compliance with all EDA regulations in purchasing equipment. The OMA is governed by the Ohio "Open Records Law" and all responses and supporting data shall be subject to disclosure as required by the law.

Selected vendor, in accepting a Purchase Order or entering into an agreement with the OMA, agrees to comply with EDA regulations and cost principles as per the ARPA Good Jobs Challenge grant EDA-HDQ-ARPGJ-2021-2006964.



**ATTACHMENT A: COVER SHEET**

Please complete this **mandatory** cover sheet accordingly.

Organization Name			
Address			
Phone Number			
Number of Years in Business			
SAM.gov ID / UEI			
EIN			
Acknowledgement that Proposing Entity is up-to-date on taxes and not currently debarred or suspended.		<b>YES</b>	<b>NO</b>
Type of Organization (check all that apply)	Higher Education	Private	
	Community-Based Org.	Business Organization	
	Government Agency	Other (explain)	
	Labor Organization		
	Non-Profit		
Employment Service State Agency (Wagner-Peyser)			
Contact Person's Email Address			
Signatory Authority Signature			



## ATTACHMENT B: BUDGET AND NARRATIVE

Please complete the mandatory budget form and narrative explanation below.

Budget Line Item	Cost
Personnel	\$
Travel	\$
Other	\$
<b>TOTAL</b>	\$

**Budget Narrative:** Please provide a detailed explanation for each budget line item to justify the cost.



**ATTACHMENT C: CONFLICT OF INTEREST FORM**

By submitting a proposal, the authorized signatory authority of the bidding entity certifies to his/her knowledge and belief that there is no conflict of interest (real or apparent) inherent in the bid or in delivering the scope of work if the OMA awards a contract. A conflict of interest would arise if any individual involved in the preparation of this proposal and delivery of services has a financial or other interest or would be likely to gain financially or personally from the award of a contract. The same would hold true for any member of the individual's family, partner, or an organization employing or about to employ any of the above as a direct result of the successful award of a contract under the RFP. The OMA reserves the right to disqualify a bidding entity should a conflict of interest be discovered during the solicitation process.

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Signatory Authority Name and Title	Signature	Date
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*Note: This form is a **mandatory** required document to be considered for either component. Bidders should only complete this form once per entry.*



**ATTACHMENT D: REFERENCES**

Bidders are **required** to provide three references who can verify their experience, along with a contact phone number and email address. References should be for experience in the past 5 years.

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

\_\_\_\_\_



## Attachment E: Draft EV Occupation List

Automotive Service Technicians (AST) and Mechanics
Chemical Engineers
Chemists
Commercial and Industrial Designers
Computer-controlled Machine Tool Operators
Electrical and Electronic Equipment Assemblers
Electrical Engineers
Electrical Power-line Installers and Repairers
Electricians
Electromechanical Equipment Assemblers
Electronics Engineers
Engine and Other Machine Assemblers
Industrial Engineers
Industrial Production Managers
Machinists
Materials Engineers
Materials Scientists
Mechanical Drafters
Mechanical Engineering Technicians
Mechanical Engineers
Software Developers
Team Assemblers
Urban and Regional Planners