



**Request for Proposal:
Roll Call System for Hotel Room Attendants
under the High Road to Hospitality Project**

I. Purpose of the Request for Proposal

The Hospitality Training Academy is seeking a qualified and experienced organization to **design, develop, and deploy a Web-Based/Mobile App-Based Roll Call System for Hotel Room Attendants** in connection with its High Road to Hospitality Project. The project is funded by the State of California High Road Training Partnership (HRTP), an initiative of the California Workforce Development Board (CWDB), which is supported by its Workforce Innovation and Opportunity Act (WIOA) Governor’s Discretionary grants.

II. Background on the Hospitality Training Academy

The Hospitality Training Academy (HTA) is a 501(c)(3) non-profit institution and a labor-management partnership/Taft-Hartley fund sponsored by UNITE HERE Local 11’s more than 160 contributing employers. HTA provides benefits to Local 11 members and employees of contributing employers. Local 11’s membership is diverse, comprising workers from many immigrant communities as well as African-American, Latino, and Asian-American workers. Members are predominantly women and people of color.

HTA receives funding from federal, state, county and municipal agencies to work with low-income jobseekers to assist with resumes, mock-interviewing, and job skills training and then places these clients into union hospitality jobs with good wages and benefits. The majority of this funding is made available under WIOA.

HTA also utilizes public funding and Taft-Hartley dollars to train and upskill the current Local 11 workforce by providing instruction in many topics affecting the hospitality industry such as ServSafe Food Certification and TIPs Safe Alcohol Service training. HTA offers Chef de Partie/Line Cook and Room Attendant/Hotel Worker Apprenticeship Programs, which are approved by the U.S. Department of Labor. HTA has also received numerous grants to operate specialized training and ESL/Workplace English programs.

In addition to its role in providing the above-described training and employment readiness and referral services, HTA was selected by the Los Angeles County and City Workforce Development Boards (WDB) as its Hospitality Sector Intermediary to analyze current trends in the hospitality industry, identify training needs, propose workforce solutions, and coordinate with the workforce development system and sector-based partnerships.

For more information on the HTA, visit www.LAHTA.org.

III. Background on HTA's High Road to Hospitality Project

In January 2017, the CWDB and the State Employment Development Department (EDD) announced the availability of approximately \$6 million for grants to design, develop, implement, and/or advance model "high-road training partnerships." HTA was one of several organizations that received an H RTP grant award as the result of a competitive bid process. The H RTP initiative aims to build, document, and evaluate a field of practice that addresses critical questions of income mobility, economic competitiveness, and climate change through ground up skills strategies.

Under HTA's High Road to Hospitality Project, it will develop, implement, and test systems that hold significant potential for achieving progress in meeting businesses' and workers' goals. Among them are strategies that improve the career prospects of incumbent workers, create career pathway on-ramps for low skilled immigrants, and provide increased support for the recruitment, hiring, and training needs of new and expanding hospitality businesses. One of the three objectives of the Project is the design and implementation of a Roll Call System for Hotel Room Attendants.

IV. Background on the Project's Planned Roll Call System for Hotel Room Attendants

Hotel room attendants at union-represented hotels make self-sustainability wages. However, because occupancy rates vary throughout the year, some workers experience periods where they are scheduled just a few hours per week or not at all. This creates income insecurity and financial hardships. To promote equity and stability for these workers, HTA will implement a Roll Call System for hotel room attendants that enables those who sign-up for this program to bid for shifts at union hotels when staff is needed. As a requirement to sign up for the Roll Call System, workers would agree to participate in HTA-administered Environmental Health and Safety, Customer Service, and Hotel Logistics courses. Hotel room attendants would have the opportunity to regularly work full-time, thereby ensuring a stable income.

V. Services Sought under this RFP

HTA is seeking a qualified and experienced organization to **design, develop, and deploy a web-based/mobile-app-based Roll Call System for Hotel Room Attendants.**

The Roll Call System project for which the HTA is seeking proposals will include the following four (4) services:

A. *Design and Develop a Web-Based/Mobile-App-Based System to Manage Roll Call Processing*

The Roll Call system must be accessible from both web-based and mobile-app-based platforms. The bidder must design a database, a responsive design website interface supported by the latest versions of popular browsers and mobile

apps, both for iOS and Android. The Roll Call System must be customizable for future adjustments as the scope of the users/project expands. It may include, at minimum, the following features:

- Enable employers to post available jobs and workers to bid for them online and via smartphones.
- Process the matching of available jobs and interested workers periodically at specified times.
- Ensure that the matching process follows rules/logic, including but not limited to the following factors: availability scheduling, overtime controls, qualifications, restrictions, seniority controls, work opportunities, and operational needs.
- Include employer-user, employee-user and administrator-user functionalities.
- Provide ability for administrators to post, modify, and customize content.
- Provide roll call processing, assignment confirmations, and texting capabilities.
- Include security and reporting functions.
- Post content in English and Spanish (HTA will provide the content in Spanish).
- Include user-friendly interface designs accommodating users with limited English proficiency.
- Ensure a life span of a minimum of 3 years.

B. Deploy the New Website/Mobile App on a Hosting Server along with Supporting Functions

- Determine best web server for desired functionality.
- Server must handle at least 400 users.
- Perform all required functions to deploy the application and database to the web server.
- Provide analytics and reporting functionalities, such as website/app traffic monitoring services.

C. Provide Training Support for Successful Launch of the Roll Call System

- Provide a full-day, in-person, and in-depth training of the website and app platforms for at least 2 system admin employees.
- Provide at least one basic user training in a group environment.
- Provide operations manual.
- Develop training materials for system administrators, employers, and employees.

D. Deliver Customer Service/Trouble Shooting Support for 150 Days Following Successful Launch of the Roll Call System

- Provide customer service/trouble shooting support for 150 days to handle any bugs, fixes or adjustments that are needed.
- Participate in weekly calls, as needed, to identify any issues and address user adoption, system maintenance, and ongoing training.

VI. Procurement Requirements

The RFP follows federal requirements for soliciting professional services of the type sought herein using WIOA funds. Such requirements can be found in:

- WIOA (Public Law 113-128)
- Title 2 Code of Federal Regulations (CFR) Part 200: “Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards” (Uniform Guidance).

VII. Eligible Bidders

Public or private organizations are eligible to submit proposals in response to this RFP. The successful bidder will be a vendor to HTA and must meet the following criteria:

- Is a dealer, distributor, merchant, or other seller providing goods or services that are required for the conduct of this project;
- Provides the goods and services within normal business operations;
- Provides similar goods and services to many different purchasers; and
- Operates in competitive environment.

Respondents must have experience and a proven track record of success providing services substantially similar to those sought through this RFP. The successful bidder must be available for 2 in-person meetings, at its expense, at HTA: one initial planning meeting and one in-depth training near launch point.

VIII. Proposal Evaluation Factors

Proposals will be reviewed by an evaluation team, which will assign a score to each proposal in accordance with the following criteria:

Evaluation Criteria	Weight
Price	40%
Experience with similar project(s) and qualifications	40%
Ability to deliver within the timeframe	20%

IX. Award and Contract

HTA will enter into a contract with the successful bidder that will specify all services to be provided, associated costs and fees to be paid to the contractor in connection with the delivery of services, and timeframes for the delivery of services and completion of work.

The contractor must bid to provide all services requested in this RFP. The award will be made to a single entity able to deliver all requested services.

Approximately \$70,000 is available for the Project. All costs to successfully run the Roll Call System for the first year, including the hosting cost for year one, must be included in the proposed fixed fees. However, as indicated above, the successful bidder will be selected based on the cost/price proposed along with its experience and capability.

The estimated contract term will be March 1, 2018 through October 31, 2018.

The decision of the final award for the contract will be made by the HTA Board of Trustees.

X. RFP and Service Delivery Timeline

HTA’s timeline for this RFP and the delivery of services is as follows:

Release of RFP	1/5/2018
Last opportunity for bidders to submit questions regarding the RFP	1/26/2018
Proposals in response to RFP due	2/1/2018
Award announced	2/15/2018
Appeals due	2/26/2018
Appeals process completed	3/9/2018
Contract executed with successful bidder	3/12/2018
Discovery and planning completed	3/26/2018
Roll Call system completed (Service A)	5/25/2018
Deploy website/mobile-app (Service B)	5/25/2018
Provide System Training (Service C)	6/4/2018
150-Days Post Launch troubleshooting period begins (Services D)	6/4/2018
150-Days Post Launch troubleshooting period ends (Services D)	10/31/2018

Please note that HTA expects that the Roll Call System website and mobile app will be deployed and able to perform the full array of the Roll Call functions no later than 12 weeks after contract execution.

XI. Request for Proposal Response Package

An RFP response package will consist of:

1. A completed and signed **Proposal Cover Page** (Exhibit 1);
2. **Proposal Narrative** (Exhibit 2);
3. **Proposed Fixed Fees** (Exhibit 3); and
4. **References** (Exhibit 4).

XII. Submission of Proposals

Responses to this Request for Proposal are due no later than 5:00 p.m. (Pacific) on February 1, 2018. Late applications will not be accepted.

Responses must be submitted by email, using the templates/forms provided herein. Bidders must email proposal response packages to Sandra Ko, HTA Project Director at Sandra.Ko@LAHTA.org. Receipt of proposals will be acknowledged by email.

XIII. Questions Regarding this Request for Proposal

Questions regarding this Request for Proposal should be directed by email to Sandra Ko, HTA Project Director at Sandra.Ko@LAHTA.org. Any questions posed will become part of an "RFP Question and Answer" document, which will be updated twice weekly during the open bid period. Bidders interested in receiving the "Question and Answer" document each time it is updated, should email Sandra.Ko@lahta.org, using the subject line "Add to RFP Q and A Recipient List." Sandra Ko can also be reached at 310-729-6250.

XIV. Appeals Process

The successful bidder will be announced by HTA on February 15, 2018. Following the announcement, other bidders may file an appeal. Bidders may appeal procedural issues only.


Appeal inquiries should be directed by email to Adine Forman, HTA Executive Director at Adine.Forman@LAHTA.org. All appeals are due no later than 5:00 p.m. (Pacific) on February 26, 2018.

To file an appeal, applicants must submit it in writing and identify the specific reason(s) for the appeal. Written appeals shall not be more than 1 page, single-spaced with one-inch margins and a 12-point Arial font.

Written appeals must include the following information:

1. The entity name, contact name, email, telephone number, and the address of the proposer; and
2. Detailed statement for appeal.

Written appeals may not include any new or additional information that was not submitted with the original proposal. Only one appeal per proposal will be permitted. All appeals will be reviewed by the HTA Board. The HTA Board shall be provided with a copy of the RFP and the appeal. The review of the appeal will be communicated no later than March 9, 2018. The decision of the HTA Board shall be final.

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1. Proposal Cover Page

APPLICANT INFORMATION AND SIGNATURE

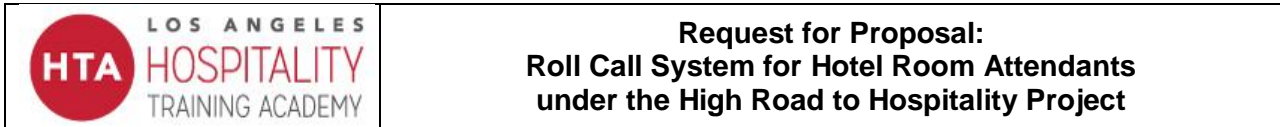
I. Applicant Information (indicate N/A for any item not applicable)

1.	Proposer’s Name (legal name of entity)	
2.	Name of Authorized Contact Person	
	Title of Authorized Contact Person	
	Phone Number – Contact Person	
	E-Mail – Contact Person	
3.	Administrative Address	
	Agency Website Address	
4.	Phone Number	
	TTY Number	
	Fax Number	
5.	Federal Tax ID number	
	State Business License number	
	Certificate of Good Standing – <i>Attach a copy of the certificate if available.</i>	

II. Signature

The name, title and signature of an individual authorized to submit the RFP is required below, along with the date of signature.

Name	
Title	
Signature	
Date	




2. Proposal Narrative

EXPERIENCE, QUALIFICATIONS, APPROACH AND TIMEFRAME

Answer the following 4 questions. Limit your total response to 2 pages, single-spaced, with one-inch margins, and a 12-point Arial font.


- A. Describe your experience and qualifications to design and develop a web-based/mobile-app-based system to manage roll call processing as part of the HTA's High Road to Hospitality Project. Describe your approach to the project including discovery and planning. Describe the type and version of technology that you will use for the development and design. State your ability to deliver the requested services within the stated timeframe.
- B. Describe your experience and qualifications to deploy the new website/mobile app on a hosting server along with supporting functions as part of the HTA's High Road to Hospitality Project. Describe your approach to the project. State your ability to deliver the requested services within the stated timeframe.
- C. Describe your experience and qualifications to provide training support for successful launch of the Roll Call System as part of the HTA's High Road to Hospitality Project. Describe your approach to the project. State your ability to deliver the requested services within the stated timeframe.
- D. Describe your experience and qualifications to deliver customer service/trouble shooting support for 150 days following successful launch of the Roll Call System as part of the HTA's High Road to Hospitality Project. State your ability to deliver the requested services within the stated timeframe.

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3. Proposed Fixed Fees

In the table below, indicate the cost of services you propose to deliver the project in its entirety, indicating the total proposed fixed fees in the final row. All costs to successfully run the Roll Call System for the first year must be included in the total proposed fixed fees.

<ul style="list-style-type: none"> • Design and Develop a Web-Based/Mobile-App-Based System to Manage Roll Call Processing <ul style="list-style-type: none"> • <i>Build in the travel cost for the initial in-person planning meeting at HTA.</i> 	
<ul style="list-style-type: none"> • Deploy the New Website/Mobile App on a Hosting Server along with Supporting Functions <ul style="list-style-type: none"> • <i>Build in the hosting cost for the first year.</i> 	
<ul style="list-style-type: none"> • Provide Training Support for Successful Launch of the Roll Call System <ul style="list-style-type: none"> • <i>Build in the travel cost for the full-day, in-person training at HTA.</i> 	
<ul style="list-style-type: none"> • Deliver Customer Service/Trouble Shooting Support for 150 Days Following Successful Launch of the Roll Call System 	
TOTAL PROPOSED FIXED FEES	

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4. References

Provide 3 references for clients for whom you have provided similar services:

Reference 1

1.	Name of Organization	
2.	Name of Contact Person	
	Title of Contact Person	
	Phone Number – Contact Person	
	E-Mail – Contact Person	
3.	Administrative Address	
4.	Type of Project	
5.	Timeframe – Start to Completion Dates of Project	

Reference 2

1.	Name of Organization	
2.	Name of Contact Person	
	Title of Contact Person	
	Phone Number – Contact Person	
	E-Mail – Contact Person	
3.	Administrative Address	
4.	Type of Project	
5.	Timeframe – Start to Completion Dates of Project	

Reference 3

1.	Name of Organization	
2.	Name of Contact Person	
	Title of Contact Person	
	Phone Number – Contact Person	
	E-Mail – Contact Person	
3.	Administrative Address	
4.	Type of Project	
5.	Timeframe – Start to Completion Dates of Project	