

I. Purpose of the Request for Proposals

The Hospitality Industry Training and Education Fund dba Hospitality Training Academy (HTA) is seeking an experienced individual or firm to redesign our website, www.lahta.org, and provide ongoing maintenance and updates.

II. Background on the Hospitality Training Academy (HTA)

The HTA is a 501(c)(3) non-profit organization and labor-management trust fund formed by major hospitality and food service employers and the UNITE HERE Local 11 (Local 11) labor union which represents over 32,500 workers at hotels, stadiums, restaurants, and event centers across Southern California and the State of Arizona. HTA is governed by its board of trustees and is subject to the federal Employee Retirement Income Security Act. Our mission is to transform the hospitality, food service, and tourism workforce by upskilling incumbent workers, providing high-level no-cost training to job seekers, and placing our students in good union jobs with high wages and benefits. Working with employers to develop our curricula, we offer pre-apprenticeship and upskilling courses and run best-in-class registered apprenticeship programs.

We make a concerted effort to recruit and serve BIPOC individuals; people experiencing homeless, at-risk of homelessness, or housing insecure; English language learners; immigrants and refugees; justice-impacted individuals; persons with disabilities; LGBTQ+ individuals; low-income and disconnected young adults; survivors of domestic violence and human trafficking; and veterans.

We partner with the workforce development system, public schools, and faith-based and community-based organizations to provide comprehensive support and wrap-around services. Our students and apprentices have access to case management, life skills coaching, Vocational English as a Second Language (VESL) classes, financial and computer literacy, and other services to help them complete training and retain and attain employment in a good union job with life-sustaining wages. We are committed to ensuring that our students not only succeed in their training but also in their new employment and up the career ladder into the middle class.

HTA also utilizes public funding and funds contributed by participating employers pursuant to collective bargaining agreements with Local 11 to train and upskill the current Local 11 workforce by providing instruction in many topics affecting the hospitality and food service industry such as ServSafe Food Certification and RBS Safe Alcohol Service training. HTA offers Chef de Partie/Line Cook, Room Attendant/Hotel Housekeeper, Barista/Latte Artist and Mixology/Bartender registered apprenticeship programs, which are approved by the U.S. Department of Labor and the State of California Division of Apprenticeship Standards. HTA has also received numerous grants to operate specialized training and ESL/Workplace English programs.

In addition to providing the above-described training and employment readiness and referral services, HTA was selected by the Los Angeles County and City Workforce

Development Boards as their 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 about the HTA, visit www.LAHTA.org.

III. HTA's Needs

Through this Request for Proposals (RFP) HTA is seeking a vendor to redesign its website, www.lahta.org

Website Objectives: The primary objective of the HTA website is to communicate the organization's mission to multiple audiences and increase participant recruitment in HTA programs.

- Improve user experience for job seekers with clear and intuitive pathways and interfaces.
- Optimize for mobile.
- Reflect commitment to justice, diversity, equity, and inclusion.
- Can be easily updated by trained internal staff.
- Complies with best-in-class security and U.S. Department of Labor cybersecurity best practices, available here: <https://www.dol.gov/sites/dolgov/files/ebsa/key-topics/retirement-benefits/cybersecurity/best-practices.pdf>

Primary audience: Prospective participants interested in training that leads to union jobs or upskilling in the hospitality sector in Southern California and the State of Arizona.

Secondary audiences: Stakeholders such as
Participating employers and prospective participating employers
Elected officials
Staff of government agencies, particularly in workforce development
Funders and potential funders
Workforce development partners
Other non-profit organization partners
Media

Website redesign requirements:

While the following list is subject to change based upon vendor recommendations and/or research of more optimal solutions, we are seeking a website with the following features:

- Clean and responsive design
- Easy and intuitive navigation
- Section 508 compliant
- Compliant with Department of Labor cybersecurity best practices
- Safe and secure
- Built on WordPress platform (current website is built on WordPress)

- Google Analytics integration
- Optimized for search engines
- Optimized for mobile device access
- Content forms, designed for use by non-expert users
- Events calendar
- All applicable content imported from current site
- Clear calls to action to become student, or attend event
- Resource library
- Image and video library
- Social media integration
- Integrated Spanish translation

IV. Procurement Requirements

This RFP follows federal and State of California requirements for soliciting professional services of the type sought herein utilizing WIOA funds. Such requirements can be found in:

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

Projected costs must be “reasonable” within the meaning of the Employee Retirement Income Security Act.

Work from this solicitation may support HTA projects which are in part funded by federally-sourced funds, including HTA active grant awards at this time: The Hospitality Training Academy's Comprehensive and Accessible Reemployment through Equitable Employment Recovery (CAREER) National Dislocated Worker Grant is supported by the U.S. Department of Labor Employment and Training Administration (DOL ETA), for which a total of \$3,000,000 or 95 percent of project will be financed with federal funds, and \$150,000 or 5 percent will be funded by other sources. The Hospitality Training Academy's QUEST National Dislocated Worker Grant (NDWG) is supported by the U.S. Department of Labor Employment and Training Administration (DOL ETA), for which a total of \$3,900,000 or 96 percent of project will be financed with federal funds, and \$150,000 or 4 percent will be funded by other sources. The Hospitality Training Academy's Hospitality Culinary Registered Apprenticeship Replication Project is financed by Critical Sectors Job Quality Grant Funding from the US Department of Labor Employment and Training Administration (DOL ETA), for which \$2,975,276 or 85% will be financed with federal funds, and \$508,140 or 15% financed from non-federal government sources.

V. Eligible Bidders

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

- 1) Is a dealer, distributor, merchant, or other seller providing goods or services that are required for the conduct of this website redesign;
- 2) Provides the goods and services within normal business operations;
- 3) Provides similar goods and services to many different purchasers;
- 4) Operates in competitive environment;
- 5) Work performed on this contract must be done by persons who are consistently available telephonically, via Zoom or similar platform, or via email, during the hours of 9:00 a.m. to 5:00 p.m., Pacific Time; and
- 6) Able to track and invoice billable hours and document work for HTA.

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 monthly or as needed in-person meetings, at its expense, at HTA's office at 1150 S Olive St, FL 26, Los Angeles, CA 90015.

VI. Proposal Evaluation Factors

Proposals will be reviewed by HTA utilizing the following criteria, which are listed in order of importance:

Evaluation Criteria
Proposal Narrative <ul style="list-style-type: none"> • Experience is clearly described for each requested service.
Fixed Rates
Model or Template Service Agreement <ul style="list-style-type: none"> • Fair and reasonable terms regarding indemnification and limitation of liability
References Submitted
Cover Page Completed and Signed

Incomplete proposals will not be considered.

The final selection decision will be made by HTA's Board of Trustees or the Administrative Committee of the Board of Trustees. The award may go to a bidder with a lower score, considering the relative benefit to HTA's programs based upon the considered judgment of the Board of Trustees or the Administrative Committee.

VII. Award and Contract

HTA will enter a contract with the successful bidder(s), provided there is agreement on contract terms, 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 bidder must bid to provide all services requested in the RFP. All costs to successfully perform the services requested for the term, including expenses, must be included in the proposed fixed rates. However, as indicated above, the successful bidder will be selected based on the cost/price proposed along with its experience and capability. The expected budget for the redesign of the website and first year of maintenance is \$10,000.

This bid cycle is for up to five-years with annual contract renewals based on funding and the needs of HTA. The estimated first contract term is September 2024 through August 2025.

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

VIII. RFP Timeline

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

Release of RFP	July 8, 2024
Last day to submit questions	July 23, 2024
Proposals in response to RFP due	August 9, 2024 at 5:00pm Pacific
Award announced	Estimated August 2024
Appeals due	10 working days after Award announced
Appeals process completed	Estimated 10 working days after appeals due
Award Approval	Estimated September 2024

IX. Request for Proposals Response Package

Bidders must submit the following as part of the response package:

- 1) A completed and signed Proposal Cover Page (Exhibit 1)
- 2) Proposal Narrative (Exhibit 2)
- 3) Proposed Fixed Fees (Exhibit 3)
- 4) References (Exhibit 4)
- 5) Model or Template Service Agreement

X. Submission of Proposals

Responses to this Request for Proposal are due no later than 5:00 p.m. (Pacific) on August 8, 2024. Late applications will not be accepted. Responses must be submitted by email, using the templates/forms provided herein.

The proposal response package including requested attachments must be submitted as one (1) combined PDF. Bidders must email the proposal response packages to Sean Glynn, HTA Contracts and Data Manager at Sean.Glynn@LAHTA.org. Receipt of proposals will be acknowledged by email.

XI. Questions Regarding this Request for Proposal

Questions regarding this Request for Proposal must be submitted on the website's RFP page on www.lahta.org. Any questions posed will become part of an "RFP Question and Answer" document which will be posted on the RFP page on www.lahta.org.

For any website issues, please contact Sean Glynn, HTA Contracts and Data Manager at Sean.Glynn@LAHTA.org.

XII. Appeals Process

The successful bidder will be announced by HTA in August 2024 (estimated). 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) 10 working days following the award announcement.

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 of Trustees or the Administrative Committee of the Board of Trustees, which shall be provided with a copy of the RFP and the appeal. The review of the appeal will be communicated estimated 10 working days after appeals are due. This decision shall be final.

**Exhibit 1
 Proposal Cover Page
 Applicant Information and Signature**

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	
	Website Address	
	Phone Number	
	Professional Social Media Handles	
4.	Federal Tax ID number	
	State Business License Number	
	Certificate of Good Standing – <i>Attach a copy of the certificate if available.</i>	

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	

**Exhibit 2
Proposal Narrative**

Page Limit: 10 pages

Formatting: 12-pt Arial, double-spaced, one-inch margins.

1. Describe your experience in website redesign. Please include platforms and technologies used, years of experience, experience with integrations of social media, experience with data analytics, and experience with integration with Salesforce based CRMs. Please also include what design and programming activities you outsource.
2. How would you approach redesigning www.lahta.org?
3. Describe your experience with updating and maintaining a client's websites.
4. Describe your experience with training non-technical staff in website content updating and maintenance.
5. Please include links to 3-5 websites which you have designed or redesigned in the last 2 years. Please indicate if you maintain and perform updates for each of these sites.
6. Attach a sample redesigned HTA homepage (does not count against page limit).

**Exhibit 3
Proposed Fixed Rates**

In the table below, indicate the hourly rate and estimated number of hours you propose to deliver in your bid to complete the deliverables. For maintenance and updating of the site, please include prices for both what the cost would be if you were to train HTA staff to do this work, and what the price would be if you were to do it for the term of the contract. If certain activities under a service category would have different rates than others, please list all such rates. All costs to successfully perform those services for the term must be included in the total proposed rates.

Deliverable	List related activities as applicable and include the <u>Rate x Estimated Hours = Amount</u> for each related activity
Cost for redesign of website	
Cost to develop additional pages as needed.	
Cost for you to update and maintain website content for the term of the contract	
Cost to train HTA Staff to update and maintain website content	
Total	

**Exhibit 4
References**

Provide three 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	