

Built Environment Marketing RFP Pre- Qualification Meeting-20231109_140220- Meeting Recording

November 9, 2023, 7:02PM

39m 25s

 **Tillie, Anne** started transcription



Tillie, Anne 0:07

We'll log all the questions, provide answers and put them on the website. So with that being said, this is a request for proposal that we are searching for.

Umm.

Marketing services, both in terms of producing and creating collateral and putting together a marketing strategy as a whole, this is in support of the Ohio means jobs, Cleveland, Cuyahoga Built Environment initiative built environment here, meaning things like green jobs, construction, umm and specifically supporting the pipeline of workers.



Destinee B. (she/her) joined the meeting



Tillie, Anne 0:39

You know who are black?

Latinx minorities?

Getting them into that pipeline, this project was, uh, part of our our BUA funding.

You know our our brand initiatives, it is a cohort of 14, I believe, different partners all working in this space to further support that the pipeline of workers in this initiative, this legislation was passed in June I believe.

So we've been working since about July up to this point, I'm the contract is a very firm \$240,000.

There are no.

There's no more money to be had, so that is our budget that we're looking at and we're looking for this work to commence upon execution of a contract.

So we're really looking for someone who's ready to do this work.

Now the only other comment I have in terms of the basis of you know kind of city expectations, our office of Equal Opportunity has prescribed a

10% Cleveland small business requirement.

And on this project which we we think makes sense for for the work we are doing to support minority and female business entrepreneurs.

With that being said, I'm gonna turn it over to Laura and excuse me.

Lauren.

Michelle, there they can introduce themselves a little further and they're gonna tell you a little bit more about what they're looking for and support of this initiative.

RD **Rose, Michelle D** 2:10

Sorry, I thought I was on mute.

Hello everyone.

Thank you for joining us today.

It's really exciting to see so much interest in this work because this is a favorite project of ours and frankly a really unique and we hope transformational investment in workforce.

 **Nicole Rosario** joined the meeting

RD **Rose, Michelle D** 2:28

Reaching more residents and enrolling them into training and connecting them to employment is hard to do, and it's hard to everywhere and it's hard here and we've tried a lot of things in our community and this is one of the biggest investments that the workforce ecosystem will make in this idea of connecting residents to plate, to training, to jobs.

NR **Nicole Rosario** 2:34

But.

RD **Rose, Michelle D** 2:48

And so I'm we're thrilled to have a nice selection of potential, right fit partners and we're happy to take questions on on the RFP as we go.

NR **Nicole Rosario** 2:49

And then.

Yeah.

RD **Rose, Michelle D** 3:01

And just really looking forward to seeing what you all cook up, Laura, anything that you would add to kick us off?

CL Chalker, Laura 3:08

No, I think you covered it.
I you covered it well.

NR Nicole Rosario 3:11

Which one?

RD Rose, Michelle D 3:13

Great.

So you know, we anticipate that, uh, one thing I'll note about the built environment project or investment, again it's \$10 million of the mayor Bibs Arqua funding.

So he had discretionary ARPA funds.

This is the biggest investment made in workforce development and focused on a broad and evolving category of skilled trades and so.

We expect that the marketing consultant or consultants will spend a fair amount of time, not just with and for it first.

NR Nicole Rosario 3:44

Yeah.

RD Rose, Michelle D 3:46

And then Laura and me, but also the collaborative of organizations who are organizing around this, who are training people and eventually to the employers who are hiring these newly prepared residents.

NR Nicole Rosario 3:50

And to uh for.

RD Rose, Michelle D 4:01

So, umm, you know, I think it will be a real team effort and we're looking for someone too who is interested in that kind of collaboration.

NR Nicole Rosario 4:01

Some.
The.

 **Rose, Michelle D** 4:14
And what's next on our agenda?

 **Tillie, Anne** 4:17
Uh, yes.
So I'll I'll talk briefly about some you know.

 **Nicole Rosario** 4:22
You know, let me see.

 **Tillie, Anne** 4:24
Let me see.
Hold on.
I have to have it in front of me or I will misspeak.
Umm, there it is.

 **Nicole Rosario** 4:31
Like.

 **Tillie, Anne** 4:31
So in terms in terms of timeline, you know today is our day for you to ask any questions, but if you log off this call, you think of any questions that you want us to answer.

 **Nicole Rosario** 4:34
It's yes.
Question.
Like.

 **Tillie, Anne** 4:42
If you can send that to us by Wednesday, November 15th, you know we will answer those questions and post them on the website at the same place where you found this RFP will then be looking for you to submit your proposals by Monday, November 27th.

 **Nicole Rosario** 4:44

Umm.
And you know.
I I.
I'm.
The.

 **Tillie, Anne** 4:57

We know that is.
Hey, you know, this fall, this falls closely around a the Thanksgiving holiday.

 **Nicole Rosario** 5:00

You know.

 **Tillie, Anne** 5:02

However, we are very eager to get this work done and up and running, and we also know, you know, we'll need some time to to get the contracting process rolling out.

 **Nicole Rosario** 5:10

That.

 **Tillie, Anne** 5:12

And so then we would hope to, umm, you know, either review and score proposals if we need interviews, we will conduct those.

 **Nicole Rosario** 5:16

You know.
I think.

 **Tillie, Anne** 5:22

You know, the second week of December and we hope to have someone selected by December 15th.

 **Nicole Rosario** 5:22

If.



Tillie, Anne 5:26

So that is our goal.

Of course, it's subject to change that as soon as things go well, that is not always the case.

Umm but that that that's the expectation moving forward.



Nicole Rosario 5:35

Differently.



Tillie, Anne 5:36

We would hope that, you know, once we get that contract executed and you would be then meeting with our partners, uh, both at Umm Jay, the city and the Built Environment initiative to get things rolling.



Nicole Rosario 5:38

You get that?

I.



Tillie, Anne 5:49

And with that, I will open up the floor for any questions.



Nicole Rosario 5:53

With this question.



Tillie, Anne 5:54

Again, umm, I I'm gonna do my best.

You might hear me typing to to note the questions, so if we don't answer, if we can't answer it today, we will answer it for you eventually.



Nicole Rosario 6:00

You know, they bring which has.



Tillie, Anne 6:03

But it would be very, very helpful if you could put it in the chat as well, and that can also help us create a queue.

So that being said, I've I've done a lot of talking and I know I talk kind of fast, so please forgive me, but I'll go ahead and I will.

I will stop talking and open up the floor.
Or perhaps the the RFP was so well written that no one has any questions, but I doubt that that is the case.

PF Peter Fitzpatrick 6:42

Yeah.

Hi, this is Peter Fitzpatrick from District 1.

I know the audience is black and Latinx, and women residents of Cleveland.

Are there any age specifications or you know, targets within those audiences that you're most interested in?

RD Rose, Michelle D 7:04

Uh no.

Although we've noticed that most of our uh funded training partners are themselves focused in their day-to-day work on training youth, we can serve people as young as 16 and.

But in construction in particular, we tend not to see a lot of good job opportunities until 18.

 **Kenn Dowell** joined the meeting

RD Rose, Michelle D 7:26

So I I say a focus on 18 to 24 and because this is really a workforce development initiative focused on people earlier in their careers without a lot of experience, I would think of it that way.

PF Peter Fitzpatrick 7:43

Thank you.

RD Rose, Michelle D 7:46

A big umm, sort of related to age, I would say a big objective of this project and why we've prioritized enrollments into training over all other measures is that we are hoping to reconnect people to the workforce system, to the resources that we offer and to the labor market generally. And we anticipate that a lot of those 3000 enrollments will come from people who currently aren't connected to the labor market and you kind of see this as a as differentiated opportunity.



Tillie, Anne 8:20

We all we also have a question from Arlene says.

Can you please elaborate on the structure of the built environment Workforce Development Initiative?

Is there a physical space where all this happens?

How do the partners interact?

Is there a list of these partners?



Rose, Michelle D 8:33

Great question.

There is not a physical space.

This is distributed.

The 10 million is distributed across outreach partners, primarily Cleveland neighborhood progress, who has hired organizers in some neighborhoods and who will use the marketing collateral produce through this work to retry residence and then a number of training providers.

And yes, we'd be happy to share.

And then there's also some focus within the project on minority business development.

So I I often think of it as 9,000,000 for frontline workforce development and 1,000,000 for entrepreneurial development.

Taking small and even medium sized minority owners of firms and helping them grow and connect them to these opportunities.

But primarily this is distributed between training providers to scale work.

They already do in skilled trades and do that more.

More of that.

So the partners interact through an ongoing collaborative, which is a required part of their funding agreement, which represents a little bit of a systems change in this sector.

And in this in workforce development generally it's similar to a sector partnership model.

If you're familiar with that where employers band together and address their workforce needs collectively, this is similar, except instead of employers banding together, it's training providers and intermediaries banding together with the eventual connections to employment.

So there, the collaborative is facilitated by an outside consultant, ACS, who some of you might know, and then it is there are five committees of

that work, one of which is the marketing committee that will review the proposals from you all and kind of have accountability over that particular contract.

And if you're interested, the other four committees are I data.

Employer engagement, the trainee fund and referral processes.

So how and referral processes really gets to how these members of the collaborative work together?

And one other thing I want to say about the trainee fund is that is our name for the \$1,000,000 of the 10 million that is dedicated solely to supportive services and barrier reduction for the residents that enroll in the program with the idea being that for many people they have social determinants of work barriers to.

Persisting in training and employment, and we are testing the idea of what it means to truly eliminate and reduce those barriers so that you know they can fully participate in in training and be employed in in what we know to be good jobs.

Uh, I hope that has answered more about the Bills Environment collaborative.

It's it's a pretty unique model, both locally and nationally.

And we'll provide the uh partners and then what does success look like for this project and how will we know the project delivered on expectations?

Umm, the key performance indicator for this entire \$10 million enterprise is 3000 residents enrolled into training while meeting those demographic requirements around must be Cleveland residents, 65% Black Clevelanders, 13% Latino or Latin X, Umm Clevelanders, and 30% women.

Uh, if we reach that, we will collectively have been successful and the marketing piece is critical to that.

I also think that success looks like a shifted cultural.

Understanding, and I mean cultural and as societal, that these are good jobs, that this is a worthy profession, particularly for people who don't want to seek a college degree, and that there is sort of beauty in being part of remaking the spaces in which we live, work and play.

And so for that reason, these, umm, these occupations are intriguing to more residents.

Is that too touchy feely, or does that feel like uh?

Yeah.

So there's gotta be a good touchy feely component to it.

RD **Rose, Michelle D** 13:09
Enough guidance.

MK **Megan Kacvinsky** 13:11
I mean, marketing's art and science, right?

RD **Rose, Michelle D** 13:13
Yeah, right.

MK **Megan Kacvinsky** 13:14
So it's got to have both sides to it.

RD **Rose, Michelle D** 13:14
Right.
Yeah.
I mean, can I?
So can I just say one more thing about success before you ask your question?

MK **Megan Kacvinsky** 13:19
Yeah.
Oh yeah, yeah.

RD **Rose, Michelle D** 13:20
Megan.
Umm, there's also an expectation that because this grant goes through the end of 26, but most of the marketing work will be more immediate that we are able to allow for course correction and that we are also gathering information on how this investment is and is not working. I mentioned at the beginning that this is really hard for workforce to market certain jobs and occupations and training.
And, umm, success would also look like us learning a lot about what is a successful model that could be replicated in other sectors like healthcare and manufacturing.

MK **Megan Kacvinsky** 13:54

Are there are there specific targets like if you get 3000 applications but let's say like 2000 of them are for one organization and everyone else only gets you know the rest of it?

Like, how do you?

I'm curious about like how are you thinking about the balance of the 14 different partners and I think there is some competition that's going on here and you know what's the agency level of role in that versus what you all will be providing, you know how how will that work?

RD **Rose, Michelle D** 14:10

Uh-huh.

Yeah.

Mm-hmm.

So that is a question that is being sorted out in the referral process.

He's committee that I mentioned and it really isn't something that the I would expect.

The marketing consultants that respond to this RFP to have to address and the reality is that even though there's fourteen partners, most of them are training partners.

 **Kenn Dowell** left the meeting

RD **Rose, Michelle D** 14:43

There will be even more training partners coming into the mix that a resident who is intrigued by these ideas may go to.

One of the ones now, but in a year there might be even more training curriculum options that would be included, and that's why we've broadly defined built environment but.

You know, just to answer honestly, Cleveland bills is one of the training partner providers.

They do a pre apprenticeship readiness program and then place people in apprenticeship union apprenticeship apprenticeships.

Umm, they are about half what we anticipate they will handle about half of those 3000 enrollments and then the rest is a composite of try see who else, Laura.

MK **Megan Kacvinsky** 15:19
Yeah.

 **Lauren Sogor, ACS** joined the meeting

RD **Rose, Michelle D** 15:28
Urban League, other other training partners towards employment, and so.

 **Lauren Sogor** left the meeting

CL **Chalker, Laura** 15:29
Cool words, employment.

RD **Rose, Michelle D** 15:36
That process of how a person moves from initial engagement to placement is uh, I'm sure we'll be important for the marketing consultant to understand, but that you would not need to inform that process. Does that help?

MK **Megan Kacvinsky** 15:54
Yeah, yeah, yeah.
OK, that helps.

RD **Rose, Michelle D** 15:55
OK.

MK **Megan Kacvinsky** 15:56
That helps.

CL **Chalker, Laura** 15:58
I would just add and I'm not to make it even more complicated, but we have this really is a I mean we're trying to really be a collaborative with this partners and thinking about this differently and us getting to the 3000.
We've all done it and they a lot of these customer or clients that go through this pipeline might touch several of these partners and if we're all doing the, each has their scope of work and their individual contracts with

this.

But it's we're really trying to do this differently in that getting to the 3000 and not that you know Cleveland build to get X towards has to get X. So it is a different approach to this that we are really trying to do because we really think that this will be more successful versus I love your term of the kind of the, AH, the cooperation.

MK **Megan Kacvinsky** 16:53
Art and science.

CL **Chalker, Laura** 16:54
But it was also competing, competing with each other.
So yes, the cooperation.

MK **Megan Kacvinsky** 16:56
Yeah, the cooperation, yeah.
Yeah.
Yeah.

Well, it's it's great to see this all coming together, you know, and I do think that the collective will have a lot more impact, you know, beyond hopefully 3000 and beyond, right?
You know, so that'll be good.

RD **Rose, Michelle D** 17:13
Yeah, we think so.

MK **Megan Kacvinsky** 17:15
Yeah.

RD **Rose, Michelle D** 17:15
One other thing about your comment about art and science is it's it's the same at the participant level, which is, you know I have, I wish everybody would go into these occupations and healthcare, but we also have to respect what people want to do with their careers.
And so a lot of that the participants help us sort themselves by their interest in different kinds of training programs.
We're not going to tell everybody they have to become like rician.
We're going to make sure people want to become electricians, become

electricians and that's why, you know, I would think of this as a project to market towards a broad variety of built environment professions and not specific ones they're in or training providers they're in.

Mariella, did you have a question?

ML **Mariely Luengo** 18:01

Yes, please say that say more about the sentiments.

RD **Rose, Michelle D** 18:01

There you.

ML **Mariely Luengo** 18:06

That is the gold for the campaign.

I am so excited.

It sounds like you wanna campaign that talk about the transfer to the larger economy versus one specific institution or one is specific force.

Can you tell us more about why you envision the larger sentiment to be?

RD **Rose, Michelle D** 18:26

You mean why we've broadly defined built environment instead of just focusing on construction?

For example, yeah.

ML **Mariely Luengo** 18:31

Yes, I again, I find it remarkable that we have the opportunity to do a campaign to talk about at large.

But I wonder more about what he wants.

RD **Rose, Michelle D** 18:39

Umm.

ML **Mariely Luengo** 18:41

This this will be important for us to touch.

RD **Rose, Michelle D** 18:43

Yeah.

So I can talk a little bit about the genesis for why we defined built environment as beyond just construction.

When I initially started making this project, I called it construction plus in my head, but it was based on a few.

We'll really two different areas of need that I saw one was known, let's say 3 areas of need.

One was a known deficit in residential and commercial construction locally, which we have a lot of data about how there's just not enough workers and construction, residential and commercial to we had locally made a number of commitments around lead and brownfield remediation and then later the site redevelopment fund as well as broadband deployment and closing the digital divide and at the same time, we know that there were huge federal investments made that will flow to Cleveland for climate reduce climate strategies and the bipartisan infrastructure law.

ML

Mariely Luengo 19:24

Yep.

RD

Rose, Michelle D 19:42

And the thing all those had in common with the which is that they were, you know.

Skilled trades, a more manual form of Labor, but where there was also some portability amongst those occupations you could see someone who maybe starts as a lead inspector becoming a leader, mediator, becoming a general contractor for residential or commercial construction.

Or you could see someone who starts as an electrician and maybe moves into broadband deployment and fiber optic deployment.

So there's some kind of portability of skills and of interest and the kinds of people who would want to do this work, which is why we broadly defined it that way.

What we are hoping though, in the responses from you all is a sense of what you think the specific methods of that campaign look like.

So I hope there is a fair level of granularity about.

What a campaign, what the many components of a campaign would be and and why.

So again, this is I understand that this RP can maybe seems like a tough assignment because we're asking for both the strategy and the execution of the strategy, which is one reason that we have uh encourage potential partnerships.

When you come into bid that some of you might do some components of

that really well and maybe need a more grassroots community organizing type partner on the ground to execute the strategies depending on what the strategies are.

So I would just really encourage you to keep that in mind as you think about bidding on this work.

ML **Mariely Luengo** 21:18
Thank you so much.

RD **Rose, Michelle D** 21:23
Umm.

So let me just make sure I'm going through the questions.

Maureen asked.

Has the collaborative gathered data about need in the market skills gaps in availability of training already, and if so, will that be available for review?

Yes, about need in the market across most of the categories and anticipated demand for workers.

And a pretty good sense of the availability of training.

One thing about this project is I don't think we'll be bringing or developing a lot of new curriculum to market.

We are leveraging curriculum and training programs that largely already exist here, so I may need to be imported from other cities, but that largely exist.

So I feel good about that.

And others have more data about the the need across categories that we could certainly provide?

Peter asked within the state of budget of 240K.

Is that inclusive of everything, including media placement?

If media placement is part of the strategy which it is, and yes, that is our entire budget for this work.

So when we say we need the strategy and the execution of the strategy that should be included.

Is Cuyahoga County engaged in this effort or is it solely focus on city residents and resources?

Great question.

The \$10 million came from Cleveland City from the city of Cleveland, with the city of Cleveland.

The sorry, the City Council's request that this be prioritized for city of Cleveland residents.

So umm, for the time being in the early years of this grant, it is focused on city residents.

Umm.

Kyoto County is involved in some ways.

Umm.

For example, the Director of Development sits on the Advisory Committee for this work.

Cuyahoga County invested 350,000.

It's ARPA.

Funds in Cleveland builds to begin to plant this seed.

This work, long before the mayor invested in it.

So they have a high interest here.

Umm.

And I think it's possible and probable that the employers that we end up working with are outside city limits, but the residents are the eligible enrollees and training.

I see someone typing while that person typing.

Does anyone else have a?

 **Allea Stefan** left the meeting

 **Rose, Michelle D** 23:57
World question.

 **Megan Kacvinsky** 24:01
Well, knowing that you're looking for, you know the strategy and the execution, I guess and and some semblance of maybe the strategy and the RFP, what other background documents exist, you know that could be shared that maybe we don't know what to ask for, but you're thinking this would help you better understand, you know what, what do we not know that we should know that would help us respond?

 **Rose, Michelle D** 24:27
So we are beginning to have more shareable materials about this project and how it works.
I think relatively soon we'll be able to share with you the process we

anticipate in individual will go from from.

Sparking their interest took placement, which I think would be helpful for you given the marketing consultants role in the early stages of that road. And obviously I think a list of the partners would be helpful.

Uh, there, we're happy to share some of our our our mission and values that have been set.

Uh, but, but there's not a lot of uh there, there on paper at this point, which is something frankly, that we need help with, which is sharing this story with not just enrollees but employers, but also potential additional funders over time.

I don't know.

Umm.

And so that sense, I think we'd like to see.

Umm, a proposed approach for employers versus uh.

Enrollees or residents.

Ah.

What else?

I'm just looking at some of my notes here from when we came together, I think we would like to understand if organizations are respondents have experience in some kind of website or landing page development.

I don't think it's a full website.

I think it's a landing page, but I think that's an important thing that we need because right now, as you know, there's really no place to send even you to better understand the project.

You can watch my appearances before Cleveland City Council, where I had to explain this.

Just kidding.

Don't do that, please.

Is there a national or international benchmark that best illustrates this model?

Uhm, no.

We kinda kind of made this up, I think a.

A project that people in this space often refer to as enormously successful as a project in Boston that remade the Inner harbor.

Umm.

And how they considered both resident and employer needs and developing strategies to get people into that workforce?

Uh, how do you think about retention over the three year arc retentions

really tricky in construction and other kind of skilled trades because there's movement from amongst projects.

What's different about this than the employer sector partnership that I mentioned earlier is that this is really built towards anticipated projects and not specific employers.

And so the retention question is tricky, but.

Umm, so I don't really have an answer to that, except that the focus here has been on the front end and getting the pipeline built.

Uh, will the marketing teams from the partner organizations be engaged in this as well?

Yes, but they are hungry.

For what you will produce, I think there is agreement from all of our collaborative partners that they will gladly take the collateral produce through this effort and use it instead of whatever they're currently doing to get people in.

I think they all acknowledge that they feel cohorts and training programs, but this project scales beyond what they're used to training and they need help filling those seats.

And they, they they.

Want people driven to their training programs by a new quarter?

Bigger message than what they have now.

And so they are also engaged in that they will with Laura and I and and review the responses to your, they will review your bids.

And so in that way they're involved.

And I frankly not all you have marketing teams, but they'll also, they're also involved in the marketing committee where the eventual consultant for this work will be spending most of their time engaging.

If the development of copy and other content to be generated by the consultant, yes, I think that's what we mean by the production of branded collateral.



Tillie, Anne 29:25

I can also see someone typing and so while we wait for that question.



Rose, Michelle D 29:28

Yeah.



Tillie, Anne 29:29

Umm, you know Laura and Michelle?

I wanna I wanna confirm with you kind of what I'm hearing from the partners, they are looking for some supplemental information about the you know the workforce environment in Cleveland specifically to the built environment as we can.

We can get that as something we can post as an addendum to the website corrects.

So so we can share that with you all to help you inform your proposals.

 **Rose, Michelle D** 29:48

Yeah, yeah.

Mm-hmm.

 **Tillie, Anne** 29:52

And then of course, as we as we get more the selected consultant or consultants will have, we'll have a lot of access to that information as well.

Any question of what is your goal date to have the campaign launched?

 **Rose, Michelle D** 30:19

I actually don't have a point of view on this because I don't know enough about what you all do to give a reasonable estimate, but Laura just unmuted herself, so maybe she does.

 **Chalker, Laura** 30:27

No, I I was going to be.

It was going to joke that July 1 of 2023 was what, but I think I agree with Michelle.

It's that's gonna be part of what?

Your recommendation is based on what you've deemed as most appropriate for this to we really obviously to be successful versus get a launch date.

 **Rose, Michelle D** 30:45

Yeah.

 **Chalker, Laura** 30:51

You know the expedite that so we'd rather it be the most meaningful and impactful.

ML **Mariely Luengo** 31:00

That's like the most thoughtful answer we're going to hear all week about it.

So you know, we never hear that.

RD **Rose, Michelle D** 31:05

Ah.

Yeah.

So include, I guess included in your proposals in terms of what is realistic and in general, I hope we are giving you a vibe that we really want to Co create and that we are great clients, so.

CL **Chalker, Laura** 31:23

And I I know we talked touched on this already, but this build environment initiative that is under way we're hoping is just the start. So that's why it's so important that we get it right and successful versus, you know having something launched by the end of December or something like that because we are hoping to leverage this to get additional funding, expand it.

As Michelle has already touched on, so we're really focused on doing it right and getting city residents in enrolled and through the program.

So that's much more important for us because this is definitely a long term project in our our eyes and well beyond what the initial \$10 million is providing to us.

RD **Rose, Michelle D** 32:23

So one other thing, I'll I'll add that I I've talked a little bit about.

But just to put a finer point on two questions that have come up, one around, umm, the composition of strategies we hope for and to around potential for partnerships is I think.

One thing we heard from our marketing committee colleagues was that it feels like the use of intermediaries is really important so.

How you anticipate, I guess seeking and ah, empowering sort of intermediary influencers to grow.

The enrollment numbers.

So for example, you know after school programs or pastors or the Greater Cleveland Career Consortium.

And so I think and to the extent that you have relationships where that can already be true is important to us as well.

So you know, within your, within your proposed strategies, how close are you to being able to easily execute those is of interest to us?

Umm can you share how progress on this initiative will be shared internally and externally?

What does the cadence and pace given the need to hit the ground running?

Umm, thank you for understanding the sense of urgency to get going. They.

There are a few ways in which we are collectively accountable.

One is to mayor bib for the success of the overall investment.

Two is the City Council who approved this investment.

Umm.

And again, for both the mayor and City Council, this was the single largest influx into workforce development outside of our core funding in in our organization's history.

And it was the only workforce proposal that I sought and received through the ARVA process.

So it's, you know, central, they believe it's central to our success.

I personally feel very countable for the 10 million.

Ohh and so quarterly updates to uh City Council.

And then there's also an advisory committee that is a click deeper than both the mayor and City Council on the details of both the industries we're talking about and workforce development generally.

And we will report to them quarterly on how we're meeting those core metrics, the spend down and then also received their advice on places that the collaborative or our consultants may need to tweak and shift.

So but generally.

The collaborative and Laura and I as the leaders of Omj, which is the hub of the collaborative, are your primary clients and we would report all progress of the marketing consultants to those external bodies as well as to the collaborative itself.

Yeah.

So one other thing I'll add is on the piece in terms of sort of partnership and Co creation, as I mentioned as I mentioned a few times, initiatives to.

Market.

Workforce services generally and enroll more residents into training, have been tried on small scales over the past many years.

 **Destinee B. (she/her)** left the meeting

 **Rose, Michelle D** 36:36

Here in Northeast Ohio and there are learnings from those experiences that will be made available to the consult, to the chosen consultant respondent and and also we should expect that there is great interest from those previous efforts and their funders on how this goes. And so I think, which I hope sounds like an opportunity and not a burden, because I do think that ohm that is it's helpful to learn from those experiences which I wouldn't call any of them successful except that we learn from them, but also many of them were either to. Much and during the pandemic, or too soon after it to really tell us all the things that we need to know about our currently remarket. But that is, you know, I think an opportunity if this is your life's passion, that you'll you'll sort of become part of that broader group of learnings.

 **Tillie, Anne** 37:45

OK.

Umm, I'll hold out some space for for some more questions in case anyone has them. But.

If not, we'll we'll wrap up, but I just want to say thank you all for for attending.

There's a lot of really great questions.

We will be sure to follow up with some of the additional information that was requested.

Well, like I said, we'll put it on the RFP page as an addendum.

This recording will also go up, so if you if you misheard or you can't remember, it'll be available to you.

Umm.

And then I just wanna have one final note, because I've had it happen before.

When you submit your proposal or if you submit your proposal and you send it to me, I will respond back that I have received it.

So if you do not hear that I haven't received it, you, you you know, you

may want to check your servers.

Check your outbox.

Make sure it went through just because I've had it be an issue in the past last year and I I don't want any frantic 4:59 PM phone calls because you know you're you're concerned about making the deadlines.

But again, if you have any other questions, feel free to email them to me. Laura, Michelle and I will answer them and we'll post them as quick as we can.

After that question, Sedline closes and if there's nothing else, I will let you all go and enjoy the rest of your afternoon.

As you can tell, there's like some nice sunshine outside, so hopefully if you're in Cleveland, you can get outside and enjoy that version where rare.

Sunshine, thank you.



Rose, Michelle D 39:13

Thank you everyone appreciate your time.



Mariely Luengo 39:16

Thank you. Alright.



Peter Fitzpatrick left the meeting



Rose, Michelle D left the meeting



Megan Kacvinsky left the meeting



Chalker, Laura left the meeting



Mariely Luengo left the meeting



Arlene Watson left the meeting



Jing Lauengco left the meeting



Jennifer Keirn left the meeting



Maureen left the meeting

- **Tillie, Anne** stopped transcription