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03-8-12-2

AGENDA COVER MEMORANDUM

AGENDA DATE: August 12, 2003

TO: LANE COUNTY BOARD OF COMMISSIONERS

FROM: Economic Development Standing Committee, Bill Dwyer, Chair

PRESENTED BY: Peter Thurston, Community and Economic Development Coordinator

AGENDA ITEM: ORDER/IN THE MATTER OF AWARDING CONTRACTS FOR ECONOMIC DEVELOPMENT STRATEGIC INVESTMENT PROJECTS

I. MOTION

IT IS MOVED THAT THE ORDER BE ADOPTED IN THE MATTER OF AWARDING CONTRACTS FOR ECONOMIC DEVELOPMENT STRATEGIC INVESTMENT PROJECTS

II. ISSUE OR PROBLEM

Shall Lane County contract for economic development services listed, rated, and ranked in Attachment A by the Economic Development Standing Committee (EDSC)? Shall the amount budgeted in FY 03-04 for Strategic Investment projects (\$337,000) be fully expended on the projects presented in the Initial Proposal Cycle?

III. DISCUSSION

A. Background.

Based on Order 03-5-14-2, the Economic Development Standing Committee to the Board of Commissioners released a request for proposals on June 2, 2003 to implement the Economic Development Strategic Investment Program, described in Lane Manual Chapter 4.110(2). Attachment B to this agenda packet includes the one-page proposal summaries from all applicants, in the rank order shown in Attachment A. Attachment C describes the RFP process and schedule. Part 2 in the RFP description states that \$337,000 is available for projects and that the Board of Commissioners may award all, part, or none of it. Additionally, the video lottery economic development reserve in the current fiscal year is budgeted with \$131,700 that may be used at the Board's discretion. In recent years, five percent of economic development funds has been considered the minimum amount to retain a prudent-person reserve. Expenditure of the reserve funds requires use of the

supplemental budget process. On the proposal deadline of June 23, 2003, ten proposals were received, opened, and passed on to the EDSC for rating and ranking in accordance with the RFP. Copies of all proposals, as submitted, are available in the board secretary's office.

Upon completing the preliminary rating and ranking of projects on June 26, the EDSC forwarded the project descriptions and preliminary ranking to the Lane Economic Committee (LEC) for review and comment, as provided for in Lane Manual 4.110(2)(e). The LEC assigned a subcommittee to prepare comments and the full LEC discussed their comments at a regular meeting held July 21. After reviewing LEC comments (Attachment D), the EDSC completed its rating and ranking process on July 24. All applicants and interested parties were notified by mail on July 29 of the EDSC recommended rank order of the applications. According to the RFP, this notice to interested parties ended the Initial Proposal Cycle and initiated the Open Proposal Cycle, under which proposals may be considered until December 31, 2003, as described in Part 10 of the RFP. The notice also initiated the 5-day appeal period for applicants to protest the award recommendation process. This appeal period ends August 4.

B. Analysis

The EDSC followed a deliberate process rating and ranking proposals against the criteria described in the request for proposals (RFP). The preliminary rating process resulted in two projects (numbers 2 and 5) disqualified from the rating and ranking process because they did not meet the threshold criteria for producing more than a plan, study, or report. Of the eight remaining proposals, three projects (numbers 9, 1, and 6) were determined by applying the point structure to achieve seventy percent (84 points) needed for further consideration in the Initial Proposal Cycle. Most all of the projects were considered to be of public benefit, however not necessarily a good match for economic development funding. In the final ranking (Attachment A) only the top three ranked projects achieved this threshold, therefore, according to the RFP, they are the projects that may be funded through the 2003-04 Initial Proposal Cycle. To receive the highest ranking, projects had to demonstrate their benefit to the economy of Lane County, including such factors as: long-term job and business development, creation or retention of jobs with wages and benefits sufficient to support a family, potential for upward advancement on a career path, and workforce training opportunities that increase job opportunities.

EDSC took the following steps to rank each project: 1) committee members and an appointee by the County Administrator (described in Part 10 of the RFP) rated the proposals using the point structure described in Part 12 of the RFP. The total points available are 120, and the number of points in each category are shown at the top of Attachment A. The initials of each review committee member indicate the points they each assigned. The

points were added and averaged, based on the number of committee members that rated each project. Chuck Forster, director of Lane Workforce partnership, removed himself from rating and ranking projects in the Workforce Development category of projects because his agency is an applicant in this category of funding.

The preliminary ranking, with averaged scores from the committee, was then forwarded to the Lane Economic Committee for review and comment, as provided for in Lane Manual Chapter 4.110 (2), and the LEC chair summarized their comments on July 21, 2003, attached as Attachment D. The LEC used three criteria to rank proposals: project readiness, match/leverage, and job and economic impact. One project - Eugene Chamber's business retention, expansion, and development project - received the most points. LEC cautioned that . . . "the projects do not provide significant direct economic benefit" . . . and . . . "that Lane County could quite easily hold or build the reserves . . . for projects that . . . provide compelling, substantial, long-lasting benefits . . .".

The Economic Development Standing Committee received the LEC input, and other information discussed at its regular meeting on July 24, and confirmed its final rating and ranking of proposals for the Initial Proposal Cycle. This resulted in three projects that meet or exceed the 70 percent proposal threshold of 84 points, described in the RFP as necessary for funding consideration. The EDSC recommends the Board consider the project ranking shown in Attachment A. The Board of Commissioners may choose to fund one or more projects, or elect not to fund any project at this time.

Appeal of the raking and rating process is provided for in the RFP. Notice of the EDSC recommendation was sent to all interested parties stating that if an appeal of the EDSC ranking process was received by August 4, five days after mailing of the recommended awards list, then an evaluation of such an appeal will be brought to the Board for consideration as part of the project award process. The Board's determination on such an appeal may then be incorporated in the final action on the Initial Proposal Cycle, as determined appropriate. No appeal was received by the August 4 deadline.

C. Alternatives/Options

The Board may:

- 1) Approve ORDER awarding contracts for projects determined to be in the best interests of Lane County. The Order will be completed by listing the selected project(s) and dollar amounts of such award(s), or
- 2) Determine to expend only the \$337,000 budgeted for Strategic Investment projects and provide direction regarding the specific amounts for each project, or

- 3) Decide not to award strategic economic development funds at this time. Economic development project funds not awarded at this time are retained in the economic development strategic opportunity reserve for future award by the Board of Commissioners.

D. Recommendations

The EDSC recommends the ranked list of projects for the board's consideration.

E. Timing. Contracts will be processed during the month of August and into September, as may be necessary.

IV. IMPLEMENTATION/FOLLOW-UP

Upon approval of the Board, contracts will be prepared and processed in substantial conformance with the proposals submitted and after County Counsel review.

ATTACHMENTS

ORDER

- A – Summary of Final Rating and Ranking – EDSC RFP Project Proposals
- B – Project summaries from all applications
- C – Request for Proposals process and schedule description
- D – LEC comments on project proposals

Note: The board secretary has copies of all proposals, as submitted.

IN THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY, OREGON

ORDER NO. **) IN THE MATTER OF AWARDING CONTRACTS**
) FOR ECONOMIC DEVELOPMENT STRATEGIC
) INVESTMENT PROJECTS

WHEREAS, by Order 02-1-2-1, Lane County Board of Commissioners established a policy for distributing video lottery economic development funds that is adopted in Lane Manual Chapter 4, and

WHEREAS, Order 03-5-14-2 authorized release of a request for proposals (RFP) for the Economic Development Strategic Investment Program, and

WHEREAS, the Economic Development Standing Committee has completed rating and ranking of proposals received in accordance with the RFP, and

WHEREAS, the Lane County Board of Commissioners has reviewed the ranked list of projects and determined those that are in the public interest to fund, now, therefore, IT IS HEREBY ORDERED that the following Lane County Strategic Investment Projects are awarded in the amounts indicated:

- a) _____, \$ _____
- b) _____, \$ _____,
- c) _____, \$ _____; and it is

FURTHER ORDERED that the County Administrator is authorized to sign the contracts authorized under this Order.

Signed this _____ day of _____.

Peter Sorenson, Chair
LANE COUNTY BOARD OF COUNTY COMMISSIONERS

EDSC Final RFP Rating and Ranking - July 24, 2003

Attachment

A

Rank	Proposal	Amount Requested	Name	Opp. For future Devlp.	Leverage of other funds	Readiness	Partnerships	Increases work readiness	L.C. Strategic goals and Oregon B.Marks	Budget	Audit and accounting adequacy	Total
1	Lane Workforce Partnership ⁽⁹⁾	\$86,605		15	15	25	10	15	20	10	10	120
			BD	10	10	20	10	15	15	10	10	100
			TL	10	10	20	10	15	15	10	10	100
			JG	10	10	25	10	15	15	10	8	103
			CF	Refrained from rating and ranking workforce development proposals								
			TH	5	15	20	8	15	12	8	8	91
			Total	35	45	85	38	60	57	38	36	394
			Avg.	8.75	11.25	21.25	9.5	15	14.25	9.5	9	98.5
			BD	10	10	20	10	10	15	10	10	95
			TL	15	12	25	10	10	20	10	8	110
2	Eugene Area Chamber of Commerce ⁽¹⁾	\$39,000	JG	10	15	20	10	5	10	8	10	88
			CF	10	12	25	9	3	15	8	8	90
			TH	7	10	20	7	0	10	10	?	64
			Total	52	59	110	46	28	70	46	36	447
			Avg.	10.4	11.8	22	9.2	5.6	14	9.2	9	89.4
			BD	10	5	15	10	10	10	8	8	76
			TL	15	15	25	10	10	20	10	10	115
			JG	15	10	25	10	0	20	8	8	96
			CF	12	8	25	10	0	15	7	7	84
			TH	15	10	20	8	0	5	8	5	71
3	Lane Council of Governments ⁽⁶⁾	\$91,297	Total	67	48	110	48	20	70	41	38	442
			Avg.	13.4	9.6	22	9.6	4	14	8.2	7.6	88.4
			BD	5	5	15	10	15	10	5	5	70
			TL	15	15	25	10	15	20	10	10	120
			JG	5	5	20	10	15	5	10	8	78
			CF	Refrained from rating and ranking workforce development proposals								
			TH	5	8	15	6	8	5	8	7	62
			Total	30	33	75	36	53	40	33	30	330
			Avg.	7.5	8.25	18.75	9	13.25	10	8.25	7.5	82.5
			BD	5	5	5	5	15	20	8	8	71
4	Lane Business Education Compact ⁽¹⁰⁾	\$131,627	TL	5	5	5	5	10	5	8	8	51
			JG	10	8	25	10	15	10	8	8	94
			CF	Refrained from rating and ranking workforce development proposals								
			TH	5	12	25	8	15	10	8	8	91
			Total	25	30	60	28	55	45	32	32	307
			Avg.	6.25	7.5	15	7	13.75	11.25	8	8	76.75
			BD	5	5	5	5	15	20	8	8	71
			TL	5	5	5	5	10	5	8	8	51
			JG	10	8	25	10	15	10	8	8	94
			CF	Refrained from rating and ranking workforce development proposals								
5	McKenzie-Willamette Hospital ⁽⁷⁾	\$40,125	TH	5	12	25	8	15	10	8	8	91
			Total	25	30	60	28	55	45	32	32	307
			Avg.	6.25	7.5	15	7	13.75	11.25	8	8	76.75
			BD	5	5	5	5	15	20	8	8	71
			TL	5	5	5	5	10	5	8	8	51
			JG	10	8	25	10	15	10	8	8	94
			CF	Refrained from rating and ranking workforce development proposals								
			TH	5	12	25	8	15	10	8	8	91
			Total	25	30	60	28	55	45	32	32	307
			Avg.	6.25	7.5	15	7	13.75	11.25	8	8	76.75

Rank	Proposal	Amount Requested	Name	Opp. For future Devlp.	Leverage of other funds	Readiness	Partnerships	Increases work readiness	L.C. Strategic goals and Oregon B.Marks	Budget	Audit and accounting adequacy	Total
6	Lane Community College Foundation ^(a)	\$39,875		15	15	25	10	15	20	10	10	120
			BD	10	0	5		10	10	7	7	49
			TL	10	0	5	10	10	10	7	7	59
			JG	10	0	20	10	15	10	5	8	78
			CF	Retained from rating and ranking workforce development proposals								
			TH	5	0	20	5	15	10	8	7	70
7	Organization for Economic Initiatives, Inc ^(a)	\$24,115	Total	35	0	50	25	50	40	27	29	256
			Avg.	8.75	0	12.5	8.33	12.5	10	6.75	7.25	64
			BD	5	5	15	5	0	5	5	5	45
			TL	8	8	25	5	5	5	5	5	66
			JG	5	5	20	5	0	5	8	8	56
			CF	8	5	25	5	3	5	5	5	61
8	Cushman Hole Resort & Marina ⁽⁴⁾	\$130,000	TH	5	8	20	5	3	5	6	5	57
			Total	31	31	105	25	11	25	29	28	285
			Avg.	6.2	6.2	21	5	2.2	5	5.8	5.6	57
			BD	5	5	5	5	0	5	5	5	35
			TL	5	5	5	5	5	0	5	5	35
			JG	10	5	20	0	0	5	6	6	52
N/R	Springfield Area Chamber of Commerce ⁽²⁾	\$40,000	CF	5	5	10	5	5	7	4	4	45
			TH	3	5	10	4	0	0	4	3	29
			Total	28	25	50	19	10	17	24	23	196
			Avg.	5.6	5	10	3.8	2	3.4	4.8	4.6	39.2
			EDSC determined that these proposals did not meet the rating and ranking requirements									
			Oregon Council for Business Education ⁽⁵⁾									

Attachment B

Project Summaries from applications, in the rank order shown in Attachment A.

Lane Workforce Partnership

(9)

Project Summary

This project is a Workforce Development proposal focused on job creation through the development of career maps for 30 emerging and current workers in the entry-level positions of the Health Care industry, in particular, Certified Nurses Assistant, Medical Office Assistants, Medical Lab Assistants and Attendants specific to their place of employment. This project will serve workers in Lane County (Florence, Eugene and Springfield) and is a collaborative effort combining the resources of the Lane Workforce Partnership's Health Care Career Alliance, Looking Glass/ Riverfront School, Peace Harbor Hospital in Florence and McKenzie Willamette Hospital in Springfield. The program will be implemented immediately upon funding and will run for twelve (12) months.

There is a critical need for skilled workers in this sector. Career progression assistance is available through federal funds administered by the Lane Workforce Partnership at The Workforce Network Centers located in Eugene at 2510 Oakmont Way and at Lane Community College. However, many current employees are unable to benefit from these services, as they are working or attending school during The Workforce Network's operating hours. In addition the distance to these centers is considerable for those workers employed on the coast. This project will provide The Workforce Network services on-site and will train human resource personnel on how to link current workers to The Workforce Network career progression funds. This training will give the human resource staff at participating hospitals the ability to access career progression funds beyond the life of the grant – thus the sustainability of the project is not dependent on additional grant funds.

This project will be developed and rolled out at Peace Harbor Hospital in Florence of Western Lane County and, once this is developed and delivered to the coastal areas of the regions, the model will be expanded to include McKenzie Willamette Hospital in Springfield.

By developing these pathways, this project will create a pipeline for: 1) students to become entry level workers, 2) tap the existing talent of current workers to progress to higher wage jobs by climbing a career pathway to an area of skills shortage; 3) develop career paths in health care that are clearly articulated; 4) weave together and then build upon the existing efforts to create a system that is easily accessible by current workers; and 5) create a continuum from pre-employment to current worker to career ladders and advancement – a full pipeline that addresses the needs of employers and workers and that creates a win-win for all stakeholders. This project expects to serve a minimum of 15 students and 15 current workers during the life of the grant by providing:

- Job Creation- A pipeline to allow 15 students the opportunity to obtain training in the health care industry and to gain meaningful entry-level employment in the field of health care.
- Job Retention- Provides 15 scholarships for current workers to receive training and skill development to advance to higher paying positions.
- Access to a Lane Workforce Partnership career coach at place of employment
- Training to the human resource personnel in the administration of The Workforce Network's career progression funds and career coaching – creating sustainability beyond the life of the grant.

Eugene Area Chamber of Commerce

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Section 2 -Project Summary

The Eugene Area Chamber of Commerce is submitting a grant request of \$39,000 to address business development goals in the Lane County Strategic Plan. The request focuses on a series of efforts designed to maintain and create new jobs for Lane County residents by supporting the growth and development of existing companies. Healthy communities have strong, healthy businesses. As competition among communities for increasingly mobile businesses heats up, business retention programs have become an essential component of economic development efforts in communities nation-wide. It is estimated by a variety of economic development experts that 80%-90% of all net new jobs come from existing companies.

Our *Business Retention, Expansion, and Development Initiative* includes three interrelated initiatives aimed at retaining and creating family-wage job opportunities for Lane County residents by concentrating on the needs of existing businesses. These effort include:

- CONTACT - a business retention, expansion, and development program that focuses on outreach to local employers. CONTACT has been directed and implemented over the past four years by the Eugene Area Chamber of Commerce with support from the Springfield Chamber of Commerce. Each year CONTACT combines the efforts of 80-100 volunteers from businesses and government, 10 public and private organizations who serve the needs of businesses and 100 CEOs of companies in the Eugene/Springfield area that collectively represent over 11,000 employees in key industries with family-wage level jobs for Lane County.
- Executive Outreach - an extension of CONTACT intended to strengthen relationships with key decision makers of local companies whose headquarters are located outside of the area. The objective is to retain existing jobs, promote local expansion opportunities, and strengthen the commitment these companies have to Eugene/Springfield and Lane County. Executive Outreach will connect a team of community leaders and key decision-makers of ten significant employers over the course of a year in order to discuss the needs of those companies in our market and to explore opportunities for expansion.
- International Trade Promotion - an on-going effort to help Lane County businesses grow through the development of new international markets for their products. This is accomplished by increasing the diversity of markets local companies sell to by training them on how to do business internationally, exposing them to new market opportunities, and connecting them with resources that can facilitate the movement into international markets. By helping businesses grow the international component of their market we can make our economy less susceptible to changes in any given market and of bringing more "new" money into the local economy from outside of the area.

Upon award notification, each program described above will begin immediately. Each program promotes a high level of business and community partnership to further the economic development goals of Lane County. Collectively the proposal will maintain existing jobs, add new jobs, increase tax revenue, stabilize the economy, and increase net cash flow into Lane County.

Lane Council of Governments

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Section 2 – Project Summary

Lane Council of Government's **Building Job Readiness Proposal** directly supports Business Development for Lane County and its communities. The proposal consists of three compatible and inter-related projects: 1. *Targeted Industries Analysis*; 2. *Industrial Site Readiness*; and 3. *Technology Transfer Advancement in Lane County*. Each project functions independently and will result in successful outcomes in support of both the Lane County and the state goals and benchmarks. All projects will result in available products or services within six months to one year of the contract date. Projects 1. and 2. are made possible by the successes of LCOG's collaborative 02-03 Economic Development Project which advanced the economic well-being and preparedness in urban and rural locations throughout Lane County. All three projects have strong public and private support.

Targeted Industries Analysis: This project will result in an inventory of specific, "targeted" industries and businesses that are most appropriate for the needs and characteristics of the participating cities. Each analysis will be part of an overall strategic plan for diversified business development for that community that will be completed by LCOG within the one-year timeframe. Participants in the '04 Project are the cities of Oakridge and Creswell, two of the most economically distressed communities in Lane County ('03 OECD data). Oakridge's analysis will focus on areas outside its industrial park, and will include asset mapping to identify where small scale employers can increase their work forces. The project will build upon the lessons learned in the '03 Targeted Industries Analyses done for four Lane County cities. Current year's participants highly endorse both the processes followed and the products created.

Industrial Site Readiness: In '03, LCOG conducted a Commercial/Industrial Lands Update. Our proposed '04 Project takes this tool to its next critical step by making an identified number of potential sites "shovel ready" for a new or expanding businesses. This process will increase a community's ability to market their community and compete for new businesses, particularly those on their preferred inventory list. This project is compatible with the governor's statewide site preparation list. In particular, it provides those communities who do not meet the 25-acre site threshold the opportunity to develop business ready land. It also creates a preparation process that will be replicable for other urban and rural cities.

Technology Transfer Advancement: This project embodies the Business Development category by actively and directly transferring new, cutting-edge technology from the university lab to investors, existing businesses, and entrepreneurs. It will create a permanent bridge between discovery and application and increase regional, private sector access to the transfer process, resulting in new family-wage jobs and local economic growth. We have many of the needed conditions to strategically move forward: a willing/interested University and a coalition whose mission and re-structured agenda focuses on business development through technology transfer (SWRC). LCOG, with County support, will serve as a catalyst to bring the parties closer together and create the mechanisms by which information, invention, and resources may flow.

Our focus is a stronger Lane County economy through the creation of family-wage jobs. Each project builds on past project achievements and strengthens local self-determination through access to critical information and through collaboration among willing resources within our county.

Section 2 – Project Summary

The Rural Partnership Development Program – Students-at-Work Project (SAW) is aligned in full support of the Lane County Strategic Plan Workforce Development goals, in creating a “strong regional economy to expand the number of family wage jobs available in Lane County” and promoting “Job Creation and workforce development in private-sector developing industry.” The Students-at-Work Project sets the County up to achieve these, and other, critical organization goals.

Nature of the industry/business, geographic area, target population, number of individuals to be served. The nature of our industry/business is the Student-Based Business Project-**Students-at-Work**. These include, but are not limited to: Adult Care/Adult Health Care (Cottage Grove-Creswell area)-up to 5 students with paid positions caring for senior citizens and other adults with health-care issues; Technology Center (Oakridge-Lowell-Pleasant Hill)-up to 5 students working as paid computer/cell phone repair technicians; Hospitality/Tourism (Florence-Mapleton)-up to 5 students working in visitor information/business referral; Landscape Services (McKenzie)-up to 5 students working in all phases of landscape work from planning to planting to cleaning. These newly created student positions are geared toward transitioning them into above-entry-level wage jobs in the industries.

Category of economic development: Workforce Development

Timelines for implementation and delivery of services, materials, and specific activities.

9/01/03 – 9/30/03	Design and initial implementation of program plans for our Students-at-Work Project
10/01/03 – 11/30/03	Formalize agreements with identified partners. Recruit, interview, and conduct background/reference checks on potential students for the various projects as well as on prospective clients. Hire students.
12/01/03 – 12/31/03	Develop/distribute materials advertising our Students-at-Work Project . Utilize existing workplace readiness curriculum with our students for develop of workplace skills while in a student-based business position. Distribute these materials to the students, and their supervisors/mentors, through a one-day class held in each of our geographic work areas. Hold Injury-Prevention workshops for our student workers, and their supervisors/mentors, if needed. Hire/contract with Supervisors.
1/01/04 – 7/31/04	Students-at-Work Project will be put into operation, which will lead to immediate and direct job creation. Periodic review of worker performance and growth. Advertise/market services-for-hire to communities. Transition workers to industry jobs. Ongoing project management.

Project partners include Labor Education Research Center, University of Oregon; Private Adult Care Specialist; Creative Composites (Oakridge); PeaceHealth (Cottage Grove); CVALCO (Florence); McKenzie Watershed Council, Robert Whipple Landscaping, Larry Wilcox Construction (McKenzie); Lane Education Service District.

Performance targets: The performance targets (see Section 5) are reasonable given that the Project has identified high demand needs in each community and the industries have difficulty finding qualified applicants. The Project will address these needs by opening student-based businesses to meet demand while training and certifying workers to meet industry hiring needs. Accomplishment of the performance targets will improve rural economic well being by creating a local workforce that is ready to transition into a family wage job.

McKenzie-Willamette Hospital

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Section 2 - Project Summary (1 page)

McKenzie-Willamette Hospital (Hospital) is a 114-bed acute care, general hospital located in Springfield, Oregon, serving more than 200,000 Eugene/Springfield area residents each year. In 2002 the Hospital treated 6,200 inpatients; 38,600 emergency patients; 5,600 surgery patients; and provided 195,000 outpatient procedures. One of the Hospital's premier services is a 16-bed Women's Health & Birth unit where 1,200 babies were delivered last year, most without complication. Unfortunately some of these newborns are delivered in respiratory distress and require neonatal intubation in order to take their first breath. According to a 1990 study reported in *Pediatrics* magazine, approximately 12% of normal deliveries are complicated by the presence of meconium in the amniotic fluid, causing respiratory distress. Neonatal intubation is a critically important service that the Hospital's Women's Health and Birth unit must provide to stay in business and is a requirement of the American Academy of Pediatrics. Local pediatricians have performed this procedure, but notified the hospital of their unwillingness to continue this practice. To retain Labor & Delivery Room services, and therefore retain jobs of staff working there, the Hospital must provide extensive training for specific Registered Nurses (RNs) and Respiratory Therapists (RTs) who, with enhanced skills, can assume responsibility for performing neonatal intubation. This additional training not only enhances job retention, but also maintains family wage jobs in Lane County.

This workforce development training program will begin in July 2003 and will train thirteen RNs and RTs over 12 months. The Hospital has secured \$23,920 from the state Workforce Skill Development project and \$1,200 from the McKenzie-Willamette Community Health Foundation. This request is for \$40,125 to help launch the training program, which will be sustained by the hospital. Training will take place at the Hospital, Oregon Health and Science University (OHSU), and another hospital in Oregon, yet to be determined. Training includes: didactic instruction, infant mannequin practice, clinical laboratory experience, three days of SFE, ongoing monthly repetitive mannequin practice, and final examination and skill demonstration.

The Hospital developed this program in partnership with OHSU, who will provide didactic instruction and a supervised clinical laboratory, and Lane Workforce Partnership.

Workers completing this program will acquire measurable, demonstrable, and desirable skills that are currently lacking, yet necessary and in demand in hospitals with birthing units. These workers will have priority for full employment over workers without these skills, thus ensuring job retention and increasing or maintaining wages. They will be less vulnerable to lay offs or mandatory uncompensated time off during low patient census at the Hospital. The RNs may earn \$1 more per hour in accordance with the Oregon Nurses Association union contract, however, they must complete additional study on their own and successfully pass a national certification. The RTs are also covered by a union contract and future negotiations may include higher wages.

Healthcare suffers from a shortage of skilled workers, especially RNs, and must create joint ventures with educational institutions to meet the training needs of workers. This project creates a private/public partnership that leverages resources to provide a training program that increases skills and potential earnings, and addresses an industry-wide skill gap where training is not currently available to workers. We are requesting support for the initial training program that will retain healthcare worker jobs, increase potential earnings, and improve patient care.

Section 2 - Project Summary

The health care service industry is one of the largest industries in the country. It contributes to about 11.3 million jobs, makes up more than 460,000 establishments, and is projected to expand by 14.4% by 2008. The Bureau of Labor Statistics estimates that 12 of the 30 occupations projected to grow the fastest will be concentrated in health services. Health care providers in Oregon and the nation are becoming increasingly alarmed at the shortages of healthcare workers in many fields.

It is well documented that the demand for nurses is outpacing the current supply. National data projects a 20% shortfall of nurses by 2008. Nursing education programs have been unable to expand enrollments to keep pace with population growth. All Oregon nursing education programs report a significant pool of qualified applicants for which there are no slots available. Many groups, including the Oregon Nursing Education Consortium, are addressing this pressing issue. The potential solutions are as diverse as the needs, however, all solutions have a common element: a stable, skilled workforce.

Less well publicized is the urgent need for Respiratory Therapists in Oregon. Respiratory Care is an allied health specialty concerned with the treatment, management, control and care of patients with deficiencies and abnormalities associated with respiration. In 2000, there were 928 jobs available in the state. This is projected to expand by 23.5% by 2010 to reach 1,168. Lane County will experience the greatest need—a 35.1% increase. (In Lane County, there were 94 jobs available in 2000 and the projection is 127 jobs by 2010).

Further complicating the situation—the current annual openings in the state outpaces the number of graduates from accredited programs. There are 38 annual job openings in Oregon. Respiratory Care is a two-year Associate of Applied Science Degree program offered by three community colleges in Oregon (Lane Community College; Mt. Hood Community College; Rogue Community College). The Rogue program has been eliminated. Lane Community College (Lane) and Mt. Hood each graduate 15 students annually. The Lane program may not be able to admit a fall 2003 cohort due to education funding decline. This would make the problem worse.

Lottery funds will allow the Lane Respiratory Care program to admit one cohort of students (15) into the program in September 2003. Funds will be used to provide clinical teaching supervision for students in the clinical setting. This will allow the college to pursue a long-term solution.

The project will measure its success based on proposed measures that are consistent with workforce development goals and Attachment B. The measures and corresponding activities to reach targets are outlined in Section 3. Based on our performance October 1, 2003, through September 30, 2004, we also request consideration for multiple year funding.

Organization for Economic Initiatives

③

Section 2 – Project Summary

The Organization for Economic Initiatives' Government Contract Assistance Program (GCAP) will improve the economic well being in Lane County by creating and retaining jobs and improving the skills of the local workforce. The Government Contract Assistance Program's economic development activities will primarily focus on business development, with workforce development as a secondary focus.

The targeted population that will be served in Lane County is small businesses, particularly manufacturers; professional services providers, suppliers, and contractors seeking to work on public lands. The businesses that we will serve will also include women and minority owned businesses and businesses located in rural and distressed areas of the county.

GCAP will provide comprehensive procurement technical assistance to businesses seeking to pursue selling goods or services to local, state, or federal government agencies. This will include every aspect of the procurement process, from counseling businesses on the market opportunities, to finding out about contract openings, to reviewing a businesses structure and quality standards, to pre-bid registrations and certifications, bidding, award, and payment issues. The program is currently in operation and will require no start-up time. Businesses will benefit immediately upon award of funds.

The Lane County Economic Development funds will go to help match the Federal cooperative agreement already in place. Without the non-Federal match, we cannot access the Federal dollars.

In addition to providing technical assistance in accessing Federal, State and local government contracts, GCAP will provide a training workshop for local businesses, contractors, and workers seeking to perform on government contracts. We have a successful history of measurable and verifiable performance measures, including both outcomes and outputs. We expect that GCAP will provide over 300 counseling sessions to over 100 different businesses, resulting in approximately \$2 million in contracts, creating or retaining 50 jobs. We expect many of these jobs to be technical in nature. We expect to train over 100 businesses and workers in accessing this market.

GCAP provides training in cooperation with the Lane Community Colleges' Small Business Development Center and the University of Oregon's Ecosystem Workforce Project, the Northwest Environmental Business Council, and the Oregon Association of Minority Entrepreneurs. We have also provided training forums with sponsorship by Congressman DeFazio, and Senators Wyden and Smith. GCAP has a long and successful history of provided businesses and workers the tools necessary to successfully find out about and compete on public contracts.

Cushman Hole Resort and Marina

4

Project Proposal

Cushman Hole Resort and Marina Business development plan for new Kayak Shop and interpretive center

The Cushman Project in it's entirety presents a very unique and powerful opportunity to combine conservation and recreational tourism together to provide an alternative source of revenue to the nature resource industries. This start-up business will provide immediate family wage jobs in an otherwise distressed area. It will provide a broader tax base and help to expand and diversify the local economy.

Water sport and recreational tourism have been steadily on the rise throughout the Country. Kayaking in particular along the developed and planned water trails has shown phenomenal growth as evidenced by several government and private sector studies. Recent figures show a growth in recreational tourism of 30% annually, however the current lack of facilities in the area are prohibitive to the economic opportunities for the community as a whole. Implementation of the Cushman Project will mean the immediate creation of five full time family wage jobs, with an additional three to five jobs upon the opening of services to the public. While this proposal seeks funding for the Kayak shop only, together with the interpretive center, a first year goal of creating ten to twelve full time family wage jobs is achievable, with more growth expected.

The old Cushman Store is located three miles east of Florence, and has been a roadside icon for nearly eighty years. Situated along the northern bank of the Siuslaw River, and with access directly from hwy 126 and to the river and estuarine environment. Cushman Hole Resort and Marina provides the necessary access to eco-historical educational resources that draw a wide variety of tourists that in turn will generate a wider base of revenue for the local economy

The Cushman Project has been divided into three phases of development.

1). The restoration of approximately 1,000 feet of Siuslaw River front. This restorative effort will include the removal of debris and noxious weeds and the planting of native plants and grasses in order to improve indigenous habitat.

2). Restoration of an old logging building for the facilitation of a Kayak shop and interpretive center.

3). Restoration of existing and previously exiting dock space in order to accommodate motorized and non-motorized vessels, and the construction of a boardwalk area for river/ habitat viewing.

While this proposal seeks funding for business development of the Kayak shop the entire project should be taken into consideration for an overall measure of success.

Project start date will be October 1, 2003 and will begin with phase 1 and two. Funding from this grant will be used for the development of the Kayak shop, and hiring of employees for the first year, inclusive of construction and staffing of the kayak shop. May 1, 2004 will see the opening of service to the public with projected individuals served at 3000 people from may 1, to October 31, 2004. 6 mo.

Partnerships have been developed with General contractors (Dan Lofy Const. and Atlas Const.), who will match construction funds. Additionally, The owner of Cushman Resort and Marina is committed to providing a capitol investment for the inventory and additional training of employees for the Kayak shop in order to insure the permanence of created jobs. Further partnerships include the assistance of the Siuslaw Watershed Council, Confederated Tribes, And volunteer support through conservation groups and recreational organizations. Additional grant funding will be sought for further development and implementation

Springfield Area Chamber of Commerce

②

SECTION 2 – PROJECT SUMMARY

The Springfield Area Chamber of Commerce (Chamber of Commerce) seeks funding to complete the Conceptual Development of the Northwest Center at Springfield (Northwest Center). The Northwest Center will be a unique civic facility and destination place located in Springfield. It will create scores of new family-wage jobs and will be a major economic driver for the region. Importantly, the Northwest Center is being designed as a signature building that boosts civic pride, attracts new out-of-town visitors, and incorporates educational and cultural components. In addition to the Chamber of Commerce, project participants identified so far include the City of Springfield, the Convention and Visitors Association of Lane County Oregon (CVALCO), the Springfield Utility Board (SUB).

The Northwest Center will feature a high-quality mix of uses including professional services, retail, restaurants, services, places to meet, attractions for families and children to enjoy, and a strong connection to the unique natural and cultural history of the region. The Northwest Center will be comprised of a complex of building, spaces, and connections that fall into two basic categories: A Central Civic Area and a Mixed-Use business park.

The Central Civic Area will include four interpretive wings, a conference center core, and visitor center components. The interpretive wings will engage and attract residents and out-of-town visitors who can explore such topics as Oregon Rivers, Northwest Arts, Native American Culture, or the Pioneer History of the Northwest. Pathways to the waterfront and pocket parks will create a true civic center in Springfield that fulfills a wide range of social and economic goals for the community.

The Mixed-Use Business Park at the Northwest Center will include restaurants, retail, office, and other commercial uses. The Northwest Center will be a *high performance commercial building* that uses whole-site design to achieve energy, economic, and environmental performance that is substantially better than standard practice. By incorporating these high standards into the development at this early stage, we can create energy-efficient buildings that are healthy places to live and work, and preserve natural resources by reducing the impact of the development on the environment. According to the U.S. Department of Energy's National Research Environmental Laboratory, *high performance buildings* are highly competitive and can attract investors and highly desirable tenants.

In April 2003, a detailed scoping study demonstrated a strong community need for a civic facility that plays a key role in the heart of Springfield, and also serves the greater Lane County region by providing meeting and convention space. The next step will be to continue with the Conceptual Development Phases II and III, which will take a total of six to seven months to complete. These phases will include detailed facility utilization analysis, fiscal analysis, and determination of site requirements. Activities also will include public meetings, preliminary business recruitment, and exploration of potential partners in the development and operation of the Northwest Center facility. These Phase II and Phase III activities will further develop the project's economic and social enhancement potential including financial investments in the region, job creation, ability to attract tourist and business travelers, new business development, and increases in per capita wages.

Oregon Council for Business Education

(5)

Section 2 – Project Summary

As the economy slowed in Lane County, Oregon Council for Business Education explored the best practices in the United States for growing small businesses. OCBE found an economic development program in Western North Carolina that is revitalizing the region, HandMade in America. OCBE proposes a Business Development Project that will assist the growth of Lane County's economy by replicating aspects of HandMade in America here.

The geographic and economic issues of Western North Carolina are strikingly similar to those of Lane County. There, the primary industries tobacco farming and furniture manufacturing have left the region. Here, Lane County has suffered the loss of the timber industry and the departure of major manufacturing. Both regions have a hidden wealth of creative talent: potters, painters, sculptors, fabric artists, weavers, basket makers, calligraphers, furniture makers, and glass artists.

The success of the HandMade in America program is discovering these artists and then bringing the market – the consumer – to them. HandMade in America publishes attractive and informative guidebooks of a "trail system" of the region's artisans. HandMade in America has lead to numerous economic development successes. 42% of tourists now spend over \$200 each on handcrafts while visiting Western North Carolina. There are new art galleries, restaurants, and other small businesses.

The Oregon Crafted Program proposed by OCBE will be a comprehensive project that builds upon the arts and handcraft community base in Lane County. Using the successful "trail system", Oregon Crafted will direct tourists to local art studios and galleries using printed material in the form of a book or booklet. The "trail system" is a key component of the access to market concept for this project. The "trail system" will cover Lane County's city and rural areas.

Oregon Crafted will bring the consumers to the creators. As with the Handmade in America program it is anticipated that tourists will stay at least an extra half-day in Lane County. This will impact art sales, restaurants, lodging, and other tourist related businesses. Oregon Crafted will initially help retain jobs and as the program develops, will create new employment opportunities as business income increases.

Oregon Crafted's primary outcomes are to increase the artists' per capita incomes and increase employment dispersion. This economic development proposal addresses the outputs for the first year of the program during which a foundation for the success of Oregon Crafted will be built. To determine a baseline, a study of the current economic impact of the handcraft industry in Lane County will be conducted in partnership with the University of Oregon Institute for a Sustainable Environment. A database of artists and galleries will be developed and used for tracking purposes. This database will also be used for the economic impact study and to achieve the output of identifying at least 100 potential businesses to participate in the "trail system". To insure that local communities are involved in the development process of Oregon Crafted, community meetings will be held in five locations in Lane County. OCBE will partner with the Rural Development Initiative to achieve the maximum involvement of local residents. At least three signed partnerships should be achieved during the first year. OCBE has the experience and staff to achieve these outputs and to make Oregon Crafted a successful economic development program for Lane County.

**Lane County 2003-04 Economic Development
Request For Proposal (RFP)
June 2003**

Initial Proposal Cycle: Received until June 23, 2003 at 2 p.m.
Open Proposal Cycle: Received until December 31, 2003

Submit Proposals to:

Lane County Economic Development Standing Committee
Attention: Peter Thurston
County Administration Office
125 E. 8th Avenue
Eugene, OR 97401

Contents

A – Request for Proposals Description

B – Proposal Forms and Submittals

Section 1 – Proposal Cover Page
Section 2 – Project Summary
Section 3 - Project Narrative
Section 4 – Budget Proposal and Narrative
Section 5 – Project Performance Measures and Targets
Section 6 – Program Assurances
Section 7 – Letters of Support
Section 8 – 2002 project status report

C – Attachments

A - Video Lottery Allocation Policy (Strategic Allocation [4.110 (2)] description in **Bold**)
B – Performance Measures Framework
C – Oregon Benchmark Economic Development Index factors
D – Protest Process
E - Draft contract form, including: *Insurance Coverages Required*
F – Lane County Strategic Goals
G – RFP Advertisement
H – Advertisement to extend RFP Open Proposal Cycle

Pre-proposal conference opportunity: June 12, 2002, 1:30 p.m., Bob Straub Conference Room, Lane County Public Service Building, 125 E. 8th Avenue, Eugene, Oregon.

Proposal Deadline: June 23, 2002, 2 PM, in the Lane County Administration Office.

Lane County 2003-04 Economic Development Request For Proposal

June 3, 2003

2003 Initial Proposal Cycle Deadline: June 23, 2003

2003 Open Proposal Cycle Deadline: December 31, 2003

Part 1. What is the purpose of these funds?

The Lane County Video Lottery Allocation Policy (Lane Manual Chapter 4) defines economic development and provides for funding of Economic Development Strategic Investment Program activities (Attachment A, including all, except Section 4.110 (1)). The projects funded under this program must address economic development needs, described below, produce measurable results in a specific period of time, and justify the need for funding, in order to accomplish Lane County Strategic Plan economic development goals¹ to: 1) work for a strong regional economy to expand the number of family wage jobs available in Lane County, and 2) contribute to appropriate community development in the areas of transportation and telecommunications infrastructures, housing, growth management and land development. Job Creation and workforce development in private-sector developing industry and global business applications and products are the primary focus of the 2003 Lane County Strategic Investment Program.

Economic development² is a program, a group of policies, and/or activity that seeks to improve the economic well being and quality of life for a community. Ideally, it will create and retain jobs and provide a stable tax base. In order to create an effective program that works to improve the local economy, the County will consider the following categories of development, based on the geography, economy, and policies of local jurisdictions including unincorporated areas:

(1) Business Development. Programs that encourage business growth and investment such as business attraction, retention and expansion, tourism, and start-up and emerging businesses.

(2) Workforce Development. Partnerships between business, education and government that build the skills of the local workforce.

Part 2. How much money is available?

A total of \$337,000 is available for 2003-04 Strategic Investment projects that may be awarded through the Initial Proposal Cycle and the Open

¹ Adopted Lane County Strategic Plan, Lane County's Goals, page 13 (please see Attachment F)

² Lane Manual Chapter 4, paragraph 4.105 (please see Attachment A)

Proposal Cycle. Preliminarily, these funds are allocated in the following categories of economic development in these amounts: Business Development, \$168,500; Workforce Development, \$168,500. Awards are competitive and must be determined to be in the public interest. Lane County reserves the right to award all, part, or none of these funds, and to change the allocation of funds in each category or the total amount of funds awarded. The above funds will first be made available through the Initial Proposal Cycle, described in detail in Part 10.

In addition to the allocations listed above, Lane County has established a strategic opportunity reserve account of \$131,700 that may be awarded at anytime in fiscal year 2003-04 to projects that rank in the 85th percentile (85 %) of scoring. Funds in the strategic opportunity reserve account, and any strategic investment funds not awarded in the initial proposal cycle, may be awarded through the Open Proposal Cycle, described in Part 10.

Projects will be evaluated on their ability to leverage other funds and resources. Non-cash match can be, but is not limited to, the current fair-market value of donated employee time, space, materials, or equipment. Non-cash match requires documentation demonstrating the value of the proposed support and the method of calculating its value to the project. Successful Applicants will be required to document and report all expenditures – whether cash or non-cash - that are claimed as part of the match.

If no projects are recommended, or only part of the initial proposal cycle funds are awarded, then all uncommitted strategic investment funds may be awarded under the open proposal cycle deadline, or be retained for future strategic investment economic development projects. Lane County reserves the right to reevaluate, rate, and re-rank proposals from the initial proposal cycle and receive new proposal during the fiscal year 2003-04 open proposal cycle.

Part 3. How can the money be used?

Activities must be labeled as a Business Development or Workforce Development project. Applicants are encouraged to address demonstrable results that are measurable and improve and stabilize economic conditions for the residents of Lane County. Please refer to Attachment B for examples of performance measures for each category. In the event a proposal includes public improvements as defined in Oregon Revised Statutes Chapter 279.011, Subsection 8, the applicant must comply with all applicable provisions in ORS Chapter 279. Proposals that have as their sole product(s) a plan, study, or report will not be ranked for funding.

Part 4. What is the period of performance?

The project must demonstrate measurable results within twelve (12) months from the date of execution of the contract. The first report is due three months after the contract period begins. The initial contract period may be up to three (3) years, if documented as essential to project success, if regular performance measures are met, and if funding is available. Reporting of project outcomes may be required for tracking of results after the contract period.

Part 5. Who may apply?

Any individual, business, organization, or corporation who can demonstrate an adequate level of professional, fiscal and management capacity may apply. For illustrative purposes only, the following is a list of groups or organizations which would be eligible applicants:

1. Businesses or business organizations or associations
2. Non-profit corporations
3. Local governments, districts, and other public organizations
4. Economic Development Districts and organizations
5. A consortia of those mentioned above
6. Community Colleges, Universities, public and private education and workforce development organizations.

Part 6. What should the proposal address?

Project proposals must clearly demonstrate relevance to Lane County's economic development goals (Attachment F), selected economic development objectives listed in Part 1, and outputs and outcomes (as described in Oregon Progress Board materials in Attachment C) that are directed to making a measurable difference that benefits the economy of Lane County and its citizens. Proposals must address the Business Development or Workforce Development categories described in Part 2, above. Preference will be given to projects that integrate job creation and workforce development. Applicants may submit more than one proposal if funding is requested for more than one project covering more than one economic development category. In addition to Attachment C, please refer to Attachment B for examples of performance measures in each category. Applicants may use these measures or propose other outputs and outcomes specific to their proposal.

Applicants currently contracting with Lane County under 2002 competitive RFP contracts to deliver strategic investment services or products must include as a separate attachment (maximum of 2 pages) a comprehensive report on the status of output and outcome results as of the application submittal date.

Generally, proposals must demonstrate their relevance to Lane County's economic development goals and the principal goal to create or retain jobs. Proposals that have as their sole product(s) a plan, study, or report will not be ranked for funding. If the proposal includes communities or organizations outside Lane County, the primary focus must be demonstrated to be on the Lane County economy.

Part 7. How is project success evaluated?

Each applicant will be required to track no less than two (2) performance measures, at least one of which addresses Oregon Benchmarks, identified in Attachment C, Economy Benchmark Overview and Benchmark listings. Performance measures (outputs and outcomes) may be proposed by the applicant or be selected using Attachments B and C. Performance must be tracked through the duration of the project. The applicant will be required to demonstrate how the data will be collected and reported. Proposals must demonstrate that the project targets for each performance measure are reasonable and attainable.

Part 8. What are the reporting requirements?

Each grant recipient will be required, at a minimum, to submit a progress report, including all measures of outputs or progress to date, not later than three months after contract execution, and every three months thereafter until project completion. The format for reports will be prescribed in the contract, based on the applicant's proposal. Please see the sample form Contract (Attachment E) for an example. Reporting will be based on proposed outputs and outcomes presented in Section 5 of the proposal. The reports are designed to measure grantee success at meeting or exceeding their project targets. All reports are considered public information.

Part 9. What is the estimated schedule of procurement activities?

Issue Request for Proposals	6/02/03
Initial Proposal Cycle Pre-Proposal Conference, 1:30 p.m.	6/12/03
Initial Proposal Cycle Deadline, 2 p.m.	6/23/03
Initial Proposal Cycle rating, ranking and recommendations notice sent to all applicants – End of Initial Proposal Cycle	6/26/03
Letter of Interest (LOI) requested, as needed	6/26-12/31
Announce Contractor Awards from Initial Proposal Cycle	7/30/03
Negotiate and Finalize Contracts	8/31/03
Open Proposal Deadline	12/31/03
Advertise Open Proposal Cycle (if funds available)	Jan 2004
Letter of Interest (LOI) requested, as needed	
Open Proposal Cycle extended deadline	6/1/04

Part 10. What is the proposal evaluation and award process?

Initial Proposal Cycle. Each proposal will be reviewed by the Economic Development Standing Committee to the Board of County Commissioners, plus a County Administrator designee at management/administration level. Proposals will be preliminarily scored based on the criteria detailed in Parts 11 and 12. Proposals will be initially rated and ranked against other proposals submitted in the same category. Individual committee members' scores will be totaled and then averaged for each rating criterion. Proposals receiving at least seventy (70) percent of the total points available (70% = 84 points) will be considered for final rating and ranking by the committee. A seventy-percent (70) or higher score does not assure a project will be recommended or funded. Rating and ranking of proposals will be completed by the Economic Development Standing Committee, comprised of: Commissioner Bill Dwyer, Commissioner Tom Lininger (or County Commissioner assigned to replace him), County Assessor, Jim Gangle, and Chuck Forster, Lane Workforce Partnership Executive Director, and a County Administrator designee at management/administration level. The initial proposal cycle under this RFP is complete when the selection committee sends notice of recommended award(s) to all applicants who submitted a proposals by the initial proposal cycle deadline.

Open Proposal Cycle. Rating and ranking of Open Proposal Cycle projects may begin when the Initial Proposal Cycle is complete, as shown in Part 9. After the Initial Proposal Cycle is complete, the EDSC may reconsider, clarify, request and collect additional information about projects, negotiate with applicants and re-rate and re-rank proposals under the more stringent Open Proposal Cycle requirements of 85-percent (or more) score. Eight-five (85) percent equals 102 points. Upon receipt of a proposal, it will be rated and ranked using the selection criteria and Open Proposal Cycle evaluation process described in the RFP. Upon receipt of a proposal, Lane County may then place an ad in a newspaper of general circulation soliciting letters of interest for any other projects. Letters of interest (LOI) will be received from potential applicants for a period of two weeks from the publication of the notice. If a LOI is received in the designated period, all interested parties will be sent notice that two additional weeks from the date of the letter will be allowed to submit their complete proposal(s) under the open proposal cycle guidelines. The same process as in the initial proposal cycle for rating, ranking and recommending awards will be followed for the open proposal cycle. If funds remain available for strategic opportunity reserve at the end of the Open Proposal Cycle (shown in Part 9), then an advertisement in the form shown in Attachment H will be published providing notice that the Open Proposal Cycle deadline will be extended to June 1, 2004, following the same LOI process described above.

In order to complete the final ranking in the initial proposal and open proposal cycles, the committee may call applicants for interviews to clarify the written proposals, seek additional written information or ask follow up

questions. Information derived from this additional inquiry will be used in the final rating and ranking of proposals. The committee will use its good faith judgment and discretion based on the criteria described in this RFP. The Board of County Commissioners will then receive recommendations from the Economic Development Standing Committee, in accordance with the schedule in Part 9, above. The committee will specify an allocation for each project that is recommended for award. Applicants may not receive all funds requested. EDSC may choose not to recommend any awards in the Initial Proposal Cycle process.

All awards will be made to those proposals that best meet the requirements set forth in this RFP and that are in the best interest of Lane County. Lane County reserves the right to waive minor irregularities and may reject any proposal not in compliance with all prescribed public bidding procedures and requirements, and may reject for good cause any or all proposals upon a finding that it is in the public interest to do so. Lane County also reserves the right to negotiate the scope of work based on any additional clarification or follow up responses and on the proposed budget as it is affected by negotiating the scope of work. If a proposal is submitted for professional services, the contract form (Attachment E) may be modified to appropriately reflect the applicant's labor standards requirements.

Part 11. What are the required format and sequence requirements?

To be considered for funding, proposals must be complete and meet the evaluation criteria cited below. *The county may reject a proposal not meeting any one of the following criteria:*

Required Format

Seven copies of the completed proposals

- ✓ 12-point font (applies to narrative only)
(Prefer Times Roman or similar font, but not required)
- ✓ No less than 1 inch margins on 8 ½ x 11 size paper
- ✓ No additional materials, e.g., tapes, videos, appendices or additional cover sheets
- ✓ No spiral bindings
- ✓ No faxed, e-mailed, late, or incomplete proposals. If incomplete they will be neither accepted nor reviewed.

Required Sequence:

Section 1 – Complete and signed Proposal Cover Page
Section 2 - Project Summary
Section 3 - Project Narrative
Section 4 - Accurate Budget Proposal and Narrative
Section 5 – Project Performance Measures and Targets
Section 6 - Signed Program Assurances

Part 12. What are the evaluation criteria for the proposal and budget narratives?

After considering the requirements in Part 11, the proposals will be evaluated on the information presented in all sections of the proposal. Answers will be evaluated, rated and ranked by the Economic Development Standing Committee (as described in Part 10) on how well they meet the program scoring criteria, below. Additionally, other factors, as set forth in the proposal description beginning on page 9, will be considered within this evaluation.

- 1) Opportunities for future development (15 points) – Evaluates the degree to which the results of the program will promote future development of industrial, commercial, and residential facilities, expands global economic opportunities, produces local products, increases the tax base and reduces future responsibilities of government.
- 2) Leverage of other funds (15 points) – Measures the commitment of other agencies and organizations to work toward the project goals by the degree to which they are willing to commit funds and other resources to the project.
- 3) Readiness to proceed (25 points) – Will the project begin immediately upon funding award.
- 4) Partnerships (10 points) – Evaluates how many public or private sector organizations are working in partnership to develop new and innovative ways of accomplishing economic development goals, and the relevance of the proposal to a strategic plan or regional economic development goal to create or retain jobs.
- 5) Increases work readiness (15 points) – Measures the degree to which the capacities of workers will be enhanced and improved to work in the changing economy.
- 6) Addresses Lane County Strategic Plan economic development goals and Oregon economy benchmark(s) (20 points) – Measures the degree to which the project will improve Lane County's net job growth, per capita income, wages, and employment factors.
- 7) Budget presentation (10 points) – The budget, and budget narrative, thoroughly discuss the project costs and the budget is reasonable and consistent with the proposal as a whole.
- 8) Audit and accounting adequacy (10 points) – Measures the extent to which the applicant accounts for project funds separately from other programs, minimizes overhead costs, and provides a clear method of reporting project expenses and related results.

Proposals are subject to the Oregon Public Records Law and open for public inspection.

Part 13. How is the budget evaluated?

In addition to the over all rating criteria described in Section 12, the committee will apply the following factors when evaluating the budget proposal and narrative describing the budget.

- ✓ Expenses are reasonable, necessary and reflect current cost trends to complete the proposed scope of work.
- ✓ Expenditures are clearly described , reflect all project activities, and relate directly to project activities, outputs and outcomes.
- ✓ Expenditures described in the budget narrative clarify the budget figures.

Part 14. What procedure is used if I wish to: 1) object to or clarify the provisions in the RFP document, 2) protest the evaluation committee's decision, or 3) protest the contract award?

Please see Attachment D.

Part 15. Where can I get technical assistance, if needed?

A free pre-proposal conference will be conducted on June 12, 2003 at 1:30 p.m. in the Bob Straub Conference Room, Public Service Building, 125 East 8th Avenue, Eugene. Attendance at the pre-proposal conference is strongly recommended, but not required. Please send your name, title, organization name, and contact information to Peter Thurston at the address below, stating your intent to participate in the pre-proposal conference.

Information and technical assistance about the request for proposals process is available by contacting Peter Thurston, Lane County Community and Economic Development Coordinator, at 541-682-4062. E-mail: peter.thurston@co.lane.or.us. Mailing address: Peter Thurston, Community and Economic Development Coordinator, County Administration Office, 125 E. 8th Avenue, Eugene, Oregon 97401

Seven (7) copies of the completed proposal, in the required sequence, and in a sealed envelope marked "EDSC Initial Proposal Cycle", must be received at Lane County Administration Office no later than 2:00 p.m. on June 23, 2003. Please mail or deliver proposals to:

**Lane County Administration Office, Attention: *Peter Thurston*,
Community and Economic Development Coordinator, 125 E. 8th
Avenue, Eugene, Oregon 97401**

Attachments

- A – Lane Manual Chapter 4**
- B – Examples of Performance Measure Indicators**
- C- Oregon Economy Benchmark Information**
- D – Protest Process**
- E – Sample Contract Form**
- F - Lane County Strategic Plan Economic Development Goals**
- G – Advertisement – Request for Proposals**
- H – Advertisement for Extend Open Proposal Cycle**

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Lane County Economic Development Project Proposal Description

Introduction. This description provides guidelines and factors to consider when preparing your proposal. The evaluation committee shall also consider these factors when evaluating proposals by the criteria described in Part 12 of this RFP.

Section 1 – Signed Proposal Cover Page

Complete the form and be sure to indicate the project focus for the proposal. All organizations identified as partners must sign the form.

Section 2 - Project Summary (Max. 1 page)

Briefly summarize your project, including:

- ☐ How the project will meet the Lane County Strategic Plan goals identified in Part 1 of this request for proposals;
- ☐ Nature of the industry/business, geographic area, target population, number of individuals to be served;
- ☐ The category of economic development the project focuses on (see Attachment A;
- ☐ Timelines for implementation and delivery of services, materials, and specific activities;
- ☐ Project partners; and
- ☐ Project need and evidence that the project Performance targets are reasonable and address economic development goals that create or retain family wage jobs in Lane County.

Factors to consider:

- ✓ Industry/business, geographic area, target population, number of individuals to be served are clearly described.
- ✓ Project focus is clearly identified.
- ✓ Timelines, materials, outcomes and specific activities are clearly described and consistent with the scope of the project.
- ✓ Partnerships and service providers are identified.
- ✓ Demonstrates a positive economic impact to achieve measurable economic development objectives.

Section 3 - Project Narrative

Project narrative must, at a minimum, address one of the categories of economic development, described in Part 1 of this RFP. Each application must address the questions and factors described below for the economic development category indicated (checked) on the Project Cover Page – Section 1 of the Proposal, as the focus of the proposal. A project may address more than one category of economic development, however, each project must choose a focus and scope which is directed to one of the categories identified in the definition of economic development

described in Part 1 of this RFP. Applicants may submit more than one proposal if funding is requested for more than one project covering more than one economic development category.

1. Project Focus and Scope (Max. 2 pages) Select one of the categories below as the focus of the proposal.

a. Business Development: Projects choosing to address this category must answer the following questions and consider these factors.

- (1) Does the proposal clearly describe the business development activities and expected measurable outcomes?
- (2) How does the project demonstrate specific job creation that will result from the project?
- (3) Does the project diversify the economy and provide jobs that support the economic development goals?

Factors to consider:

- ✓ Project meets definition of business development and outcomes are measurable.
- ✓ Employment opportunities are permanent jobs.
- ✓ The economy is diversified and stabilized as a result of the project.

b. Workforce Development: Projects choosing to address this category must answer the following questions and consider these factors.

- (1) Does the proposal clearly describe the workforce development activities and expected measurable outcomes?
- (2) How does the project address current and/or future demand occupations in the local labor market?
- (3) How does the project involve business in the design and implementation of the project?

Factors to consider:

- ✓ Project meets definition of workforce development and outcomes are measurable.
- ✓ Occupations are in demand and demand is documented.
- ✓ Businesses are involved in the design and implementation of the project

2. Project Goals, Performance Measures (outputs and outcomes)
(Max. 1 page)

The proposal must include at least two (2) specific outputs that measure and quantify the amount and frequency of the products resulting from the proposed project. Additionally, up to three (3) outcomes may be listed that measure results that come from the outputs and contribute to accomplishing job creation or retention. Outcomes and outputs are to be listed in Section 5 of the proposal and must include targets that will occur as a result of the project. Please refer to Attachment B for examples of outputs and outcomes and use the information in Attachment C to create your measures (outputs and outcomes), and consider the following questions and factors.

- a. Do the performance measures address the nature of the proposed project or program. Describe the project's objectives, and identify specific performance measures from Attachments B or using information in Attachment C.
- b. How do the proposed activities promote achievement of the goal, performance measures and targets? Describe the methodology that you will use for tracking and reporting the data that demonstrate achievement.
- c. What are the barriers to accomplishing the project goal? How does this project address the elimination of these barriers?
- d. What are the consequences if this project is not funded?

Factors to consider:

- ✓ Project goals, performance measures (outputs and outcomes) are clearly stated and relate directly to the project activities, outputs and outcomes.
- ✓ Activities relate to the performance measures; achievement of the performance measures are quantifiable and the methodology for tracking and reporting the data, which demonstrate achievement, is defined.
- ✓ Barriers faced by the project are described.
- ✓ Consequences if project is not funded are reasonable.

3. Selection and Involvement of Partners (Max. 1 page)

- a. Identify the partner(s) that contribute to the results of the project and why they were chosen.
- b. Explain how the partners are included in a cooperative planning process.
- c. What are the agreed-upon roles, responsibilities and contributions of each partner to the success of the project?

Factors to consider:

- ✓ Partners are identified with information indicating why they are important to the outcomes of the project.
- ✓ Cooperative planning by identified partners is evident.
- ✓ Roles and responsibilities of partners are clearly explained and reflect reasonable expectations.

4. New Opportunities, Capacity and Readiness (Max. 1 page)

- a. How do the project results increase long-term family-wage employment opportunities?
- b. What capacities will be enhanced to broaden the local economy, add tax revenues for local government services, or reduce long-term government welfare support?
- c. How will the project build on developing transferable skills and enhancing existing skills for business development in the global economy?

Factors to consider:

- ✓ New jobs created.
- ✓ Capacity improvements translate into reduced costs for local government.
- ✓ Project builds on developing transferable skills and enhancing existing needed for jobs that create global products.

Section 4 – BUDGET proposal and Narrative

The budget, and budget narrative, must describe planned expenditures. The narrative must, for example, describe: (1) how personnel costs are calculated including a detailed listing of each staff position, by annual salary, number of months assigned to the project, prevailing wage compliance (if applicable), and the FTE (full-time equivalency) percentage to be charged to the grant; (2) all planned contracts, vendors, the amount of the contract(s), activities and services provided, by whom, at what organization, and through what arrangement or agreement; and (3) other details that confirm the thoroughness and reasonableness of the budget.

The use of grant funds for capital outlays or equipment must be clearly described, including; purpose, ownership, and disposition after the project is complete.

Administrative costs are limited to no more than 10% of total grant funds. “Administrative costs” are those activities that are necessary for the proper and efficient performance of duties under the grant and that are not directly related to the provision of services to participants. Administrative costs may be related to personnel as well as to non-personnel costs (e.g., travel and supplies).

The following factors will be considered to evaluate the budget proposal:

- ✓ Expenses are reasonable, necessary and reflect current cost trends to complete the proposed scope of work.
- ✓ Expenditures are clearly and thoroughly described and reflect all project activities.

- ✓ Expenditures described in the budget narrative clarify the budget figures.

Section 5 – Performance Measures and Targets

As described in Attachments B and C, specific measurable outputs and outcomes must be identified in Section 5 of the proposal. A project target must be identified for each output and for each outcome.

Section 6 – Program Assurances

Complete form and sign before a Notary.

Section 7 – Letters of support

Attach as appropriate to support the application.

Section 8 – Status Report (current contractors only)

Applicants interested in 2003-04 project funding, and that received a 2002-03 economic development contract award, must attach a status report describing comprehensive progress to-date on their 2002-03 project.

July 21, 2003

To: Lane County Commissioners

From: Lane Economic Committee

Subject: LEC comments on Strategic Investment projects

Please see the attached ranking of Strategic Investment projects. The LEC recommends Lane County funding for Project #1 from the Eugene Area Chamber of Commerce based on review of all the proposals using the criteria important to the LEC. The Lane Economic Committee used the following three criteria to review the projects that were ranked by the Lane Economic Standing Committee. Use of other criteria could result in a different ranking:

- Project Readiness
- Leverage / Match
- Job and Economic Impact

LEC believes other listed projects could still be considered for funding by the County. Many of the projects applying for Lane County funding should be done and could provide substantial benefits. However, we would recommend additional scrutiny by the County and perhaps some rework by the applicants to refine, focus, and more clearly state the expected project outcomes and focus funds there.

The LEC believes each of the projects address important needs and intentions. However, with a few exceptions, the projects do not provide significant direct economic benefit to the Lane County community for the level of public funds requested or the effort of the projects. Therefore, the LEC suggests that other sources of funds, mostly non-public, may be more appropriate for several of these projects.

We recommend that Lane County provide additional clarity regarding its objectives for the use of this source of funds. Since flexible economic development funds are so scarce, they should be focused and available for solving short- and long-term problems that provide lasting benefits to the Lane County communities. We believe that Lane County could quite easily hold or build the reserves of these economic development funds for projects that have an immediacy of impact; provide compelling, substantial, long-lasting benefits; have no other ready source of funding; and efficiently provide or enable the creation of jobs in our Lane County community.

Thank you for the opportunity to review the applications and provide these comments.

Sincerely,

John Tamulonis
Chairperson – Lane Economic Committee

Lane County Economic Development Projects
2003 Video Lottery Allocation
Lane Economic Committee Assessment
July 15, 2003

#	LEC Rank	Project Title	Sponsor	Grant Request	County Ranking	LEC Point Total	Project Readiness	Match/ Leverage	Job and Economic Impact	Comments
1	1	Business Retention, Expansion, Development Programs	Eugene Area Chamber of Commerce	39,000	2	10.5	4	3	3.5	Projects have good impact on job retention. Could International Trade segment be funded from other sources?
2	NA	Northwest Center at Springfield	Springfield Area Chamber of Commerce	40,000	NA	NA	NA	NA	NA	Not ranked
3	2	Procure Technical Assistance for Lane County	Organization for Economic Initiatives, Inc.	24,115	7	7	4	0	3	This type of technical assistance is important to take advantage of federal contracts. Budget figures appear incorrect; therefore no points assigned for Match.
4	8	Cushman Hole Resort & Marina	Cushman Hole Resort & Marina	130,000	8	3	2	0	1	Should use bank financing. Budget figures appear incorrect; therefore no points assigned for Match.
5	NA	Oregon Crafted	Oregon Council for Business Education	71,617	NA	NA	NA	NA	NA	Not ranked
6	2	Building Job Readiness	Lane Council of Governments	91,297	3	7	4	2	1	Strong community support for project components but few measurable outcomes.
7	2	Neonatal Intubation Training Program	McKenzie-Willamette Hospital	40,125	4	7	4	1	2	Uncertain and inefficient job impact
8	7		Lane Community College Foundation	39,875	6	5	3	0	2	Uncertain and inefficient job impact. No match.
9	6	Health Care Career Pathways Project	Lane Workforce Partnership	86,605	1	6	3	1	2	Uncertain and inefficient job impact
10	2	Rural Partner Development Program	Lane Business Education Compact	131,627	5	7	4	1	2	Uncertain and inefficient job impact