

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

827



FROM: Economic Development Agency

SUBMITTAL DATE:
January 28, 2010

SUBJECT: Funding Recommendation for Road Trip Nation

RECOMMENDED MOTION: That the Riverside County Board of Supervisors approve the sole source funding recommendation of \$450,000 of Workforce Investment Act (WIA) Youth Formula and American Recovery and Reinvestment Act (ARRA) funding to Road Trip Nation to provide guided career exploration and labor market collection experience for 1,000 youth participants and authorize the Director of Workforce Development to negotiate and execute an agreement. The agreement will be approved by County Council.

BACKGROUND: The Riverside County Workforce Investment Board (WIB) approved this recommendation at its December 16, 2009 Executive Committee meeting. Riverside County Purchasing and Fleet Services approved the Sole Source procurement on December 21, 2009. Road Trip Nation (RTN) is a unique organization which empowers young people to define their own roads in life by interviewing professionals in careers they are interested in and how they got there.

(Continued)

Robert Field

Robert Field, Assistant County Executive Officer/EDA
by Lisa Brandl, Assistant Director EDA

FINANCIAL DATA

Current F.Y. Total Cost:	\$ 450,000	In Current Year Budget:	Yes
Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
Annual Net County Cost:	\$ 0	For Fiscal Year:	PY 09/10

COMPANION ITEM ON BOARD OF DIRECTORS AGENDA:

SOURCE OF FUNDS: Federal Workforce Investment Act (WIA) Title 1B Youth and American Recovery and Reinvestment Act (ARRA) Youth Funds	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE

BY: *Jennifer L. Sargent*
Jennifer L. Sargent

County Executive Office Signature

Prev. Agn. Ref.:	District: All	Agenda Number:
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3.20

FORM APPROVED COUNTY COUNSEL
BY: NEAL R. KIPNIS
DATE: _____
Departmental Concurrence

- Dep't Recomm.: Consent
- Per Exec. Ofc.: Consent
- Policy
- Policy

BACKGROUND: (Continued)

Road Trip Nation (RTN) presented their program at the 2009 California Workforce Association (CWA) Youth conference. The CWA recommended that RTN pilot a program in Riverside County. If successful, the RTN programs could become part of many future WIA Youth Programs in other Local Workforce Investment Areas.

Subsequently, RTN proposed a program for 1,000 youth participants. RTN will provide technical and logistical support to enable students across the County to hit the road and interview professionals in our communities in our participants' assessed areas of interest. This program would be an added component to the existing WIA Youth Formula Year Round and ARRA Summer Work Experience programs. Approximately 500 participants will participate from the 2010 ARRA Summer Work Experience Program and 500 participants will participate from the 2010/11 WIA Year-Round Youth Program in the fall. RTN will develop the program and curriculum, train Riverside County Service Providers, host a number of media events in Riverside County with their Green RV's. Additionally, RTN will design, develop and support a Riverside County On-line Portal which will display and archive all the videotaped interviews. The internet portal will be a Labor Market Information resource to all youth in Riverside County. Additionally, all participants and youth in Riverside County will have access to all the other videos RTN has developed in the past. Further, RTN will professionally produce episode quality videos which may be viewed on their PBS Television Series. Their proposal provides for all necessary video equipment and media management.

As the Road Trip Nation is a unique organization, the services it provides are not available from another source. Therefore, Riverside County EDA is recommending these services be approved as a sole source.

Date: December 21, 2009
From: Loren Sims Department/Agency: EDA
To: Board of Supervisors
Via: Purchasing Agent
Subject: Sole Source Procurement; Request for

The below information is provided in support of my Department requesting approval for a sole source. Outside of a duly declared emergency, the time to develop a statement of work or specifications is not in itself justification for sole source.

Supply/Service being requested: A guided Labor Market Information experience to 1,000 Year Round and Summer youth participants.

Supplier being requested: Road Trip Nation

Alternative suppliers that can or might be able to provide supply/service: none

Extent of market search conducted: Internet Research on Google was unsuccessful in finding organizations which deliver this type of service.

Unique features of the supply/service being requested from this supplier, which no alternative supplier can provide:

Road Trip Nation (RTN) is a unique organization which empowers young people to define their own roads in life by interviewing people who are doing what they are interested in about how they got there. RTN has been in existence since 2003. With its "behind the Wheel" program and its Indie-Road Trip Network, RTN provides financial and logistical support to enable students across the world to hit the road and interview their own list of individuals.

Their program was presented at the 2009 California Workforce Association (CWA) Youth conference and to the Riverside County Council for Youth Development at its May 20, 2009 meeting. RTN would like to expand its youth services to Out-of-School Youth and the CWA recommended that RTN pilot a program in Riverside County. If successful, the RTN programs could become part of many future WIA Youth Programs in other Local Workforce Investment Areas.

Subsequently, Road Trip Nation proposed to do a Road Trip Nation program to 1,000 WIA Year-Round and Summer Participants. 500 participants would participate from the 2010 ARRA Summer Work Experience Program and 500 participants would participate from the 2010/11 WIA Year-Round Youth Program in the fall.

This program would be an added component the existing WIA and ARRA youth programs. RTN will develop the program and curriculum, train Riverside County Service Providers, host a number of media events in Riverside County with their Green

RV's, design, develop and support a Riverside County On-line Portal which will display and archive all the videotaped interviews and provide resources and information to all youth in Riverside County, professionally produce episode quality videos which may be viewed on their PBS Television Series, and provide all necessary video equipment and media management.

The expected length of the program for each participant is approximately 3 weeks. The first two weeks, participants will be guided through the curriculum learning how to research, cold call, and interview professionals. The next week, the participants will "hit the road" in their own communities to interview and video tape their interviews. Participants will generally work in a team of two or three who share some common interests. It is expected that each team will produce two or three interviews. This will result in approximately 1,000 videos for inclusion on the Riverside County portal. Additionally, participants and youth in Riverside County will have access to all other videos RTN has developed in the past.

RTN will bring their Green RV's to a select number of interviews with a professional film crew to produce TV quality interview for possible use on their PBS Series, showcase the impact the RNT experience had on the participants and display the videos on the Riverside County Internet portal. Additionally, RTN will create small media centers at the Service Providers locations so the participants can edit their interviews before they are downloaded to the internet portal.

This program will begin immediately with the creation of project plans for summer and fall program roll-outs, development of the RTN Riverside County Internet Portal, outreach to and training of service providers, printing needed materials and curriculum and planning of events. The program will launch in May for the ARRA Summer program and October for the WIA Year-Round Program. Content production and resource development would last for approximately 3 additional months following each program.

As the Road Trip Nation is a unique organization, the services it provides are not available from another source. Therefore, Riverside County EDA is recommending these services be approved as a sole source.

Reasons why my department requires these unique features and what benefit will accrue to the county:

Entered Employment and Attainment of Work Readiness Skills are performance goals of the Workforce Investment Act Youth Program and the American Recovery and Reinvestment Act Summer Work Experience Program. This service will provide enhanced knowledge of the labor market and teach the participants crucial work readiness skills such as interviewing, conducting labor market research, and communicating effectively with potential employers.

Price Reasonableness:

The cost per participant will be approximately \$450 per youth. Each youth will participate in 3 labor market videos. RTN will develop and host an internet portal which will house all these videos and all youth in Riverside County will have access to these

videos and thousands of others taken by other RTN participants. Additionally RTN will be producing several TV quality videos and hold media events with their green RV's. All equipment purchased for this program will remain the property of the county for use in future programs. Although there is nothing to compare this to, Riverside County EDA believes this to be extremely cost effective.

Does moving forward on this product or service further obligate the county to future similar contractual arrangements? No

Selicia M. Florman
Department Head Signature

1/19/10
Date

Purchasing Department Comments:

need to see a breakdown of costs to determine if we can procure equipment and do painting for a lower cost.

Approve

Approve with Condition/s

Disapprove

[Signature]
Purchasing Agent

12-21-09
Date