

**Request for Proposal  
Workforce & Career Development  
Secret Shopper Services  
July 2013 – June 2014**

**Introduction/Background**

Goodwill Southern California (GSC) is a leader in workforce & career development services, putting thousands to work each year in Los Angeles (above Rosecrans Blvd), San Bernardino, and Riverside Counties. In 2013, we begin a new strategic plan, which emphasizes providing “deeper” more intensive services to several key constituencies: people with disabilities, veterans, at-risk youth, ex-offenders, and the working poor. High quality interaction with participants is a hallmark of this more intensive approach to services; therefore, as a part of our continuous quality improvement efforts, GSC intends to utilize secret shoppers to gauge the quality of the interactions between staff and participants.

**Purpose**

The purpose of this RFP is to engage an independent contractor who will provide secret shopper services at GSC’s WorkSource Centers, Career Resource Centers, and other programs and services as deemed necessary.

**Target Audience**

The target audience for these services is the management and direct service staff in GSC’s Workforce & Career Development (WCD) department. The ultimate beneficiaries of this capacity building will be the persons served.

**Scope of Work/Deliverables**

The selected independent contractor will be responsible to

- Conduct quarterly telephone and in-person secret shopper services at GSC’s workforce development programs as prioritized by GSC to assess the quality of services provided to job seekers and employers alike; and provide recommendations for improving service delivery.

*Deliverables: Summary report of strengths and opportunities for improvement*

**Bidder Capabilities**

Bidders submitting proposals must demonstrate proven knowledge of the workforce development system, exemplars of quality in job development and retention, understanding of strengths and barriers to employment for the identified target populations, and working with employers. Additionally, proposers must have a demonstrated ability to deliver quality materials promptly. Familiarity with Goodwill Industries strongly preferred.

**Timeframe/Critical Dates**

The bidder must be able to begin work by July 22, 2013 and be available to conduct secret shopper services quarterly throughout the fiscal year (ending June 30, 2014) at each of three WorkSource Centers. Specific availabilities and dates for completion of each task should be outlined in the Scope of Work of the proposal.

**Cost Limitations**

The maximum value of the contract is five thousand dollars (\$5,000). Funding is for winning bidder’s completion of the scope of work only, and does not cover travel, transportation, accommodations, meals, or other unrelated costs.

**Non-disclosure**

All information presented in this RFP and accompanying materials are to be considered strictly confidential and remain the sole property of Goodwill Southern California.

**Proposal Format**

Bidders should include the following in their proposal:

- Bidder Contact Information
- Bidder Qualifications
  - Organizational history and experience with performing tasks as described in the scope of services describing specific ability to provide this service.
  - Description and outcomes of prior similar work.
  - Knowledge of GSC’s target populations, as well as familiarity with the organization.
  - Client list/references (contact name, number).
- Resume of bidder staff who will perform work.

**Project description/approach**

- Provide an overall project timeline with quarterly benchmarks.
- Provide detailed description of in person and telephonic secret shopper strategies to be used at workforce development programs operated by GSC and how they will assess quality of services provided to both job seekers and employers.
- Describe how results will be compiled and delivered, and how they will be used to identify opportunities for improvement.
- Include a sample report from previous similar work, if available.

**Cost Proposal**

Provide a project budget and narrative explaining all anticipated costs, including costs for each type (telephonic and in-person) of secret shopper services.

**Proposal Submittal/Due Date & Time**

Proposals should be submitted electronically to Janet Marinaccio, Vice President, Workforce & Career Development ([jmarinaccio@goodwillsocial.org](mailto:jmarinaccio@goodwillsocial.org)) by 5:00 pm (Pacific Time) July 12, 2013.

**Selection Criteria**

The bidder that is selected to complete this contract will be selected based on the following criteria:

- Subject matter expertise
- Previous similar experience
- Ability to meet schedule requirements
- Feasibility of cost proposal
- Priority is given to women-owned, veteran-owned and small businesses.

The selected bidder will be notified by July 17, 2013 at which time a contract will be prepared. Work will begin upon final execution of the contract.