Allegheny County Department *of* Human Services
RFQ Response Form

RFQ for Recruiting Talent for DHS

APPLICANT INFORMATION

Proposer Name: Urban Grow Group, LLC

Authorized Representative Name & Title: Click here to enter text.

Address: █████

Telephone: ████████████

Email: estewart@urbangrowgroup.com

Website: Click here to enter text.

Legal Status: ☐ For-Profit ☐ Nonprofit ☒ Sole Proprietor/Individual ☐ Partnership

Women Owned: ☐ Yes ☒ No

Minority Owned: ☒ Yes ☐ No

If yes, select the ethnicity: ☐ American Indian or Alaska Native ☒ Black or of African descent ☐ Hispanic or Latino/a ☐ Native Hawaiian/Pacific Islander ☐ Western Asian/Middle Eastern ☐ East Asian/Far Eastern ☐ South Asian/Indian (Subcontinent) ☐ Southeast Asian ☐ Other Asian ☐ Multi-racial Self-Describe: Click here to enter text.

Faith Based: ☐ Yes ☒ No

Partners included in this Application: Click here to enter text.

How did you hear about this RFQ? *Please be specific.* Click or tap here to enter text.

REQUIRED CONTACTS

	Name	Phone	Email
Chief Executive Officer	Dr. Devon Freeny	████	dfreeny@urbangrowgroup.com

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Contract Processing Contact	Khristian Merrell	■■■■■■	kmerrell@urbangrowgroup.com
Chief Information Officer	Ericha Stewart	■■■■■■	estewart@urbangrowgroup.com
Chief Financial Officer	Jazell Williams	■■■■■■	jwilliams@urbangrowgroup.com
MPER Contact*	Ericha Stewart	■■■■■■	estewart@urbangrowgroup.com

* MPER is DHS's provider and contract management system. Please list an administrative contact to update and manage this system for your agency.

BOARD INFORMATION

* For the Board Chairperson, you must list an address, phone and email address different than the organization.

Board Chairperson Name & Title: Click here to enter text.

Board Chairperson Address: Click here to enter text.

Board Chairperson Telephone: Click here to enter text.

Board Chairperson Email: Partners included in this Proposal: Click here to enter text.

How did you hear about this RFP? *Please be specific.* Click or tap here to enter text.

REFERENCES

Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization. *Please do not use employees of the Allegheny County Department of Human Services as references.*
Indelible Business Solutions/ Dr. Shamarial Roberson/sroberson@indelible-solutions.com/■■■■■■
Indelible Business Solutions/ Dr. Jontae Sanders/jsanders@indelible-solutions.com/■■■■■■■

Healthcare Equity Soluruins/ Dr. Bruce James/■■■■■■■■■■■■■■

CERTIFICATION

Please check the following before submitting your Application, as applicable:

☒ I have read the standard County terms and conditions for County contracts and the requirements for DHS Cyber Security, EEOC/Non-Discrimination, HIPAA and Pennsylvania's Right-to-Know Law.

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☒ By submitting this Application, I certify and represent to the County that all submitted materials are true and accurate, and that I have not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

Choose one:

☐ My Application contains information that is either a trade secret or confidential proprietary information and I have included a written statement signed by an authorized representative identifying those portions or parts of my Application and providing contact information.

OR

☒ My Application does not contain information that is either a trade secret or confidential proprietary information.

ATTACHMENTS

Please submit the following attachments with your Response Form. These can be found at http://www.alleghenycounty.us/dhs/solicitations.
- Partner commitment letters, if applicable
- W-9
- MWDBE and VOSB documents
- Certification of an office location in Allegheny County

REQUIREMENTS

Please respond to the following. **All Applicants must complete the Work Plan and Fee Structure Sections. Please complete these sections only once, regardless of the type of jobs you are proposing to recruit.** The score from these sections will be added to the score for each job category. Each strategy will be scored and evaluated separately and the maximum score an Application can receive in each strategy is:

- Direct Service Role Applicant = 55 points possible
- Administrative Support Role Applicant = 55 points possible

Complete only the section for the category of job you wish to provide. If you are not applying for a job category, that area may be left blank. Please stay within the page limit listed at the top of each section.

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A. Direct Service Role Applicant (30 points)
Complete this section only if you are applying for qualification to provide recruitment services for Direct Service Roles. If you are not proposing to provide this role, please leave this section blank. Your response to this section must not to exceed 5 pages.

1. Describe your organization, mission and experience and experience working with quality, diverse candidates seeking employment opportunities. (5 points)
   Urban Grow Group (U.G.G.) is a social equity-driven consulting firm with a diverse team of business, government, and healthcare professionals. Our mission is to provide strategic consulting plans and regulatory compliance with a specialization in social equity and inclusion. We specialize in consulting for stakeholders in the industrial hemp sector and have experience in governmental affairs, policy analysis, and diversity and inclusion practices. Our consulting services are personalized and tailored to the needs of each client. We collaborate with government policy makers, community leaders, and business industry experts to provide strategic consulting plans that address individuals and communities who have been adversely impacted by previous public health & healthcare policies. We also provide support to stakeholders in the industrial hemp sector to navigate the complex regulations of the industry. Our associates are experts with varying technical and professional backgrounds that enable us to provide statutory compliance consulting and advocacy services. We are dedicated to helping our clients meet their goals and navigate the ever-changing regulatory landscape. We use a variety of recruitment strategies, including targeted outreach to underrepresented groups, job fairs, and networking events to attract a diverse pool of candidates. We believe in the importance of lived experience and actively seek out candidates who bring diverse perspectives and experiences to the workplace. We work closely with our clients to understand their specific needs and culture and use this information to identify and attract candidates who are the best fit for their organization. Our goal is to ensure that candidates are prepared and confident throughout the recruitment process and are able to make informed decisions about their career. We provide support to candidates throughout the recruitment process, including resume review, interview preparation, and job search coaching.

2. Describe your organization's experience identifying candidates seeking employment opportunities and placing them successfully in full-time employment in Direct Service Roles. (15 points)

   Urban Grow Group (U.G.G.) has extensive experience in providing recruitment services to agencies in the public sector, including state and federal government entities. Specifically, our experience includes staffing emergency management projects and public health epidemiologists and contact tracers during the COVID-19 pandemic. During the COVID-19 pandemic, our organization provided recruitment services to multiple government agencies to help them quickly identify and hire qualified professionals for emergency response efforts. This included recruiting and hiring public health epidemiologists and contact tracers to help track and contain the spread of the virus. Our team worked closely with government agencies to understand their specific needs and requirements and developed customized recruitment strategies to identify and attract the best candidates. We utilized our extensive network of contacts in the public health and emergency management fields to source and screen candidates and provided ongoing support throughout the hiring process to ensure a smooth and efficient experience for all parties involved.

   In addition to our work during the COVID-19 pandemic, our organization has a long track record of successfully providing recruitment services to government agencies across a range

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of industries and disciplines. In the aftermath of Hurricane Ian, our firm provided more than 200 full-time case managers to assist the Florida Department of Children and Families.

We understand the unique challenges and requirements of working with public sector clients, including the need for transparency, accountability, and compliance with relevant regulations and guidelines. Overall, we believe that our organization's experience in staffing emergency management projects and public health professionals during the COVID-19 pandemic, as well as our broader experience in providing recruitment services to government agencies, make us well-suited to provide high-quality services to your organization. We are committed to working closely with you to understand your specific needs and requirements, and to develop customized solutions that meet your unique needs and exceed your expectations.

3. Describe your organization's experience placing individuals with lived experience with human service delivery in full-time human service positions. (5 points)

Urban Grow Group has a strong history of placing individuals with lived experience in full-time human service positions. Our experience has taught us that individuals with personal experience in the human services field can bring a unique perspective and level of empathy to their work. In 2022, we had the opportunity to utilize this approach in a notable staffing and recruitment project for the Florida Disaster Supplemental Nutrition Assistance Program (DSNAP).

Our team recognized the importance of recruiting locally and identifying candidates who had been impacted by hurricane Ian. We utilized a multi-pronged approach to recruitment that included targeted advertising, outreach to professional networks, and partnerships with community organizations. This approach allowed us to identify and recruit candidates who not only had the necessary qualifications for the position but also had a personal connection to the work. In addition to our recruitment strategies, we worked closely with our clients, the Florida Department of Children and Families (DCF) in collaboration with the Federal Emergency Management Administration (FEMA) and Indelible Business Solutions, to ensure that we identified candidates who were aligned with the unique needs and values of the organization. We understand the importance of matching candidates to the organizational culture and values to ensure the success of the program.

Overall, our experience has shown us that placing individuals with lived experience in full-time human service positions can be a successful approach. By utilizing a variety of recruitment strategies and working closely with our clients, we are able to identify and recruit qualified candidates who are passionate about the work and can bring a unique perspective to their roles. Our experience in placing individuals with lived experience in full-time human service positions has been highly effective in identifying candidates who bring unique perspectives and a deep commitment to their work. Through our strategic recruitment and screening processes, we have been able to ensure that our clients have access to the most qualified and compassionate professionals to support their mission.

4. Describe your organization's experience ensuring quality, stable placement of individuals in employment opportunities. (5 points)

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Urban Grow Group has a proven track record of ensuring quality and stable placements of individuals in employment opportunities. One of our notable achievements in this regard was the staffing support we provided for the Florida Disaster Supplemental Nutrition Assistance Program (DSNAP) in 2022, where we recruited approximately 200 full-time case managers to assist with disaster relief efforts. Our team utilized a multi-pronged approach to recruitment, including targeted advertising, outreach to professional networks, and partnerships with community organizations, to ensure that we identified qualified candidates who were also aligned with the unique needs and values of the organization.

Urban Grow Group has developed a comprehensive approach to ensure the stable placement of individuals seeking employment opportunities. Our team is committed to identifying qualified candidates who are the right fit for the role and organization. We utilize various strategies to ensure that we match individuals with the right opportunities that align with their skills, experiences, and career goals.

One of the key strategies we employ is our rigorous screening and assessment process. We conduct in-depth interviews, reference checks, and credential verifications to ensure that we identify the most qualified candidates for the position. This process allows us to gain insight into each candidate's work history, skills, and strengths and to identify areas where they may need additional support or training. We also work closely with our clients to identify their specific needs and values and ensure that we match candidates who are aligned with their organizational culture.

Additionally, we provide ongoing support to both our clients and candidates to ensure that placements are successful and stable. We regularly check in with our clients and candidates to address any concerns or challenges that may arise and provide ongoing support and training as needed. Our team is committed to building lasting relationships with our clients and candidates to ensure that placements are successful in the long term.

Overall, our approach to ensuring stable placement is grounded in our commitment to identifying the right candidates and matching them with the right opportunities, providing ongoing support and training, and building lasting relationships with both our clients and candidates.

5. Describe the process your organization uses to identify candidates. (5 points)

   Urban Grow Group has a rigorous process for identifying qualified candidates that involves a dedicated team of professionals with years of experience in recruitment and staffing. Our team includes recruitment specialists, human resources professionals, and subject matter experts who work together to identify candidates that meet the unique needs and requirements of our clients Our process for identifying candidates begins with a deep understanding of our clients' needs, goals, and values. We work closely with our clients to develop a clear and detailed job description, which serves as the foundation for our recruitment efforts. We also take the time to understand the unique culture of each organization we work with, so we can identify candidates who not only meet the technical requirements of the role but also align with the organization's values and mission. Once we have a clear understanding of our client's needs, we utilize a multi-pronged approach to recruitment. This

includes targeted advertising, outreach to professional networks, and partnerships with universities and public health organizations. We also leverage technology, including our extensive database of potential candidates, to identify individuals who match our clients' requirements. Our team of experienced recruiters then conducts in-depth interviews with potential candidates to assess their technical skills and experience, as well as their fit with the organization's culture and values. We also conduct thorough reference and background checks to ensure that our candidates have a strong track record of success and are trustworthy individuals. Overall, our process for identifying candidates is designed to ensure that our clients have access to a pool of highly qualified individuals who are aligned with their organizational values and mission. We are committed to providing top-tier talent and customized solutions to meet the unique needs of each of our clients, and we believe that our recruitment process sets us apart as a leading staffing and recruiting firm.

B. Administrative Support Role Applicant (30 points)
Complete this section only if you are applying for qualification to provide recruitment services for Administrative Support Roles. If you are not proposing to provide this role, please leave this section blank. Your response to this section must not to exceed 5 pages.

1. Describe your organization, mission and experience working with quality, diverse candidates seeking employment opportunities. (5 points)

2. Describe your organization's experience performing recruitment services for agencies in the public sector, including any state or federal government entities. (5 points)

3. Describe your organization's experience identifying candidates and placing them successfully in full-time employment in Administrative Support Roles with annual salaries less than $65,000. (15 points)
Click or tap here to enter text.

4. Describe your organization's experience ensuring quality, stable placement of individuals in employment opportunities. (5 points)

Work Plan (20 points)
All Applicants must complete this section. Your response to this section must not to exceed 2 pages.

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1. Describe your organization's plan for how the relationship with DHS will be handled on a day-to-day basis. (5 points)

Urban Grow Group understands the critical importance of establishing and maintaining a strong relationship with state agencies. As a company proposing services, we recognize that effective communication is a key factor in building a productive partnership. Our approach involves using various communication channels such as email, phone, video conferencing, or project management tools to keep the state agency informed and updated regularly. We will assign a dedicated account manager who will act as the primary point of contact for the state agency, providing regular updates at least twice a week. In addition to communication, we also place great emphasis on setting clear expectations for the services provided, deadlines, and deliverables. Our approach involves defining the project scope, agreeing on timelines, and ensuring that the state agency has a complete understanding of the services to be provided. We will provide a comprehensive project plan with milestones, timelines, and deliverables, ensuring that there is complete transparency in the project's progress.

We will document the entire process in detail to avoid misunderstandings and disputes, and to provide a clear history of the project. We will maintain a detailed log of all communications, agreements, and changes made to the project, which will be made available to the state agency on request. Managing project scope is critical for success, and our team is skilled at managing changes in scope, re-prioritizing tasks, and adjusting timelines accordingly. We will maintain regular communication with the state agency to identify any changes in project scope and make necessary adjustments.

We recognize the importance of risk management and have a plan in place to mitigate potential issues such as technical glitches, delays, or changes to regulations. We will identify potential risks and develop a risk mitigation plan that will be reviewed and updated regularly. Our team provides high-quality services that meet the state agency's expectations. We will conduct regular quality assurance reviews and provide solutions to any issues that arise. Our approach involves setting specific quality standards and regularly tracking our performance against those standards.

Lastly, we will measure the success of our services against pre-defined metrics. We will track the project's progress against the project plan, analyzing user feedback, and assessing the overall satisfaction of the state agency. We will conduct a survey at the end of the project to evaluate the state agency's satisfaction with our services. Our goal is to achieve a satisfaction rate of at least 90%. By following these processes and metrics, Urban Grow Group is confident in its ability to establish a strong and productive partnership with the state agency and provide services that meet their unique needs.

2. Describe your organization's plan for recruiting quality, diverse candidates and candidates with lived experience. (10 points)

Our plan for recruiting diverse, quality candidates and candidates with lived experience is multipronged and developed to ensure optimal outcomes for DHS. As shown in the table below, Year 1 of the plan focuses on building awareness of the company brand, building a talent pipeline for key roles, improving the candidate

experience, and streamlining the hiring process. In Q1, the objective is to increase brand awareness and attract top talent. The indicator used to measure progress is the number of social media followers, and the milestone is the launch of a social media campaign. The metric used to evaluate success is an increase in social media followers. In Q2 of Year 1, the objective is to build a talent pipeline for key roles. The indicator used to measure progress is the number of qualified candidates in the pipeline, and the milestone is the development of a candidate sourcing strategy and outreach plan. The metric used to evaluate success is an increase in the number of qualified candidates in the pipeline. In Q3 of Year 1, the objective is to improve the candidate experience and engagement. The indicator used to measure progress is the candidate satisfaction survey results, and the milestone is the implementation of a candidate feedback and communication plan. The metric used to evaluate success is an increase in candidate satisfaction scores. In Q4 of Year 1, the objective is to streamline the hiring process and reduce time-to-fill for key roles. The indicator used to measure progress is the time-to-fill for key roles, and the milestone is the implementation of an applicant tracking system and hiring process. The metric used to evaluate success is a decrease in time-to-fill for key roles.

In Year 2 of the plan focuses on enhancing diversity and inclusion in hiring, developing an employer brand and Employee Value Proposition (EVP), expanding recruitment channels and partnerships, and evaluating and optimizing recruitment strategies and ROI. In Q1 of Year 2, the objective is to enhance diversity and inclusion in hiring. The indicator used to measure progress is diversity and inclusion metrics such as demographics, and the milestone is the implementation of diversity and inclusion initiatives. The metric used to evaluate success is an improvement in diversity and inclusion metrics. In Q2 of Year 2, the objective is to develop an employer brand and EVP. The indicators used to measure progress are employee retention rate and employee referrals, and the milestone is the conduct of employer brand and EVP research. The metrics used to evaluate success are an increase in employee retention and referrals. In Q3 of Year 2, the objective is to expand recruitment channels and partnerships. The indicator used to measure progress is the number of new recruitment channels and partnerships, and the milestone is the establishment of new partnerships and channels. The metric used to evaluate success is an increase in the number of recruitment channels. In Q4 of Year 2, the objective is to evaluate and optimize recruitment strategies and ROI. The indicators used to measure progress are cost per hire, quality of hire, and time-to-productivity. The milestone is the conduct of recruitment ROI analysis and optimization of strategies. The metrics used to evaluate success are a decrease in cost per hire and time-to-productivity.

Year	Quarter	Objective	Indicators	Milestones	Metrics
Year 1	**Q1**	Increase brand awareness and attract top talent	Number of social media followers	Launch social media campaign	Increase in social media inquiries and post acknowledgments.
	Q2	Build talent pipeline for key roles	Number of qualified candidates in pipeline	Develop candidate sourcing strategy and outreach plan	Increase in number of qualified candidates in pipeline
	Q3	Improve candidate experience and engagement	Candidate satisfaction survey results	Implement candidate feedback and communication plan	Increase in candidate satisfaction scores
	Q4	Streamline hiring process and reduce time-to-fill	Time-to-fill for key roles	Implement applicant tracking system and hiring process	Decrease in time-to-fill for key roles

Year 2	Q1	Enhance diversity and inclusion in hiring	Diversity and inclusion metrics (e.g. demographics)	Implement diversity and inclusion initiatives	Improvement in diversity and inclusion metrics
	Q2	Develop employer brand and EVP	Employee retention rate, employee referrals	Conduct employer brand and EVP research	Increase in employee retention and referrals
	Q3	Expand recruitment channels and partnerships	Number of new recruitment channels and partnerships	Establish new partnerships and channels	Increase in number of recruitment channels
	Q4	Evaluate and optimize recruitment strategies and ROI	Cost per hire, quality of hire, time-to-productivity	Conduct recruitment ROI analysis and optimize strategies	Decrease in cost per hire and time-to-productivity

3. Describe your organization's plan for supporting referrals through the application process. (5 points)

Our plan for supporting employment referral candidates to DHS is to provide a seamless and efficient process that offers exceptional support and guidance to referred candidates. We understand the value of referrals and their unique perspective on the organization, and we want to ensure that they receive the best possible experience during the application process. To achieve this, we will create a dedicated point of contact for referred candidates, who will be available to address any questions or concerns they may have during the application process. Our point of contact will be reachable via email, phone, or in-person meetings, and they will provide regular updates to the candidate about the status of their application. We will also offer interview coaching to referred candidates to help them prepare for the interview process, including providing advice on how to answer common interview questions, how to dress appropriately for the interview, and how to conduct themselves during the interview. We will work closely with DHS to ensure that the referral process is as efficient as possible. We will provide regular updates to both the referring employee and the referred candidate about the status of the application, including any next steps that they need to take. We will also assist with any paperwork or documentation required during the hiring process to ensure that everything is completed in a timely and efficient manner.

Furthermore, we understand that referrals play a critical role in identifying high-quality candidates for open positions, and we are committed to ensuring that they are given the best possible chance of success during the application process. Our goal is to build a talented and diverse workforce that reflects the values and vision of our government client, and we believe that supporting employment referral candidates is a crucial step in achieving this goal.

Fee Structure (5 points)

All Applicants must complete this section. Your response to this section must not to exceed 1 page.

1. Describe your organization's proposed fee pricing structure for the job categories you are proposing to provide.

Our fee structure for recruiting candidates is carefully crafted to reflect the value we place on finding the right talent for your organization. We understand that every role and every salary range requires a unique approach, which is why we have proposed a fee structure that takes into account the varying levels of expertise required for each position.

- For salaries between $45,000 and $55,000, our proposed fee percentage is 20%. This means that our proposed cost for finding the perfect candidate for this salary range is between $9,000 and $10,000.
- For salaries between $56,000 and $65,000, our proposed fee percentage is 15%, which equates to a proposed cost of $8,400 to $9,800.
- For salaries between $66,000 and $75,000, we propose a fee percentage of 12.5%, which translates to a proposed cost of $8,300 to $9,400.
- For salaries of $75,000 and above, we propose a fee percentage of 10%, which means our proposed cost for finding the best candidate is $7,500.

We believe that our fee structure provides a fair and transparent representation of the value we bring to the table as a recruiting service. With this fee structure, you can rest assured that we are committed to finding the right candidate for your organization while keeping costs reasonable and predictable.