



## Request for Proposals

**Associated General Contractors – Oregon-Columbia Chapter** is committed to a region-wide workforce development system that meets the current and future workforce needs of AGC contractors. Within the current system AGC has identified two deficiencies: 1) a construction training sector that has the capacity to deliver a skilled workforce that meets the construction industry’s current and future demand and expectations; and 2) the lack of a region-wide communications strategy which effectively markets construction jobs across multiple demographics as viable career options. The AGC Oregon-Columbia Chapter is seeking proposals from agencies that outline strategic action plans to address these two deficiencies. The selected vendor will deliver an analysis and options to coordinate and more fully integrate Oregon’s construction training sector, as well as a strategic communications roadmap. Specific details of each deliverable are listed below.

### Overview

Construction across Oregon is booming. The Oregon Employment Department announced that construction has accounted for a quarter of all Oregon’s employment growth over the past year, adding 11,100 jobs and employing 108,200 people across the state. Additionally, construction wages continue to increase—construction now pays 10.7% higher than the average wage for workers in all other private non-farm industries.

Despite the overwhelming need and competitive wages, it has become increasingly difficult for construction companies to find skilled workers to fill open positions. In a 2018 industry survey, 84% of AGC Oregon-Columbia Chapter members rated the skill level of craft workers in the current pipeline as “poor” or “fair.” In the same survey, 80% of contractors reported having a difficult time filling some or all their craft labor positions, and 86% of surveyed members expect it to remain difficult to hire craft workers for at least the next 12 months. The Oregon Employment Department projects that contractors across the state will be looking to fill 123,611 openings by 2027 due to growth and replacement. To meet this staggering need, AGC wants to understand what actions are necessary to better align various industry workforce training programs into a truly integrated and coordinated training system that will sustainably deliver a skilled workforce, and then communicate these career opportunities to a wider audience.

### Training Sector Analysis – Proposal Elements

The vendor will deliver a report which includes the elements listed below. The report will be used to inform AGC’s Executive Committee and determine next steps.

### Proposal Elements

- 1) Inventory all construction related training programs and key stakeholders within AGC Oregon-Columbia Chapter’s service area.
- 2) Clearly outline training program certification processes, including the identification of key constraints and system limitations.
- 3) Assess the financial health and performance of these training programs, including recruiting methods, standards alignment, completion rates, and placement rates.
- 4) Research and identify training system best practices across the country which operate in similar environments as Oregon and SW Washington.

- 5) Provide a list of action-oriented options, including recommendations for action where appropriate, that will enhance Oregon and SW Washington training programs to meet the future workforce needs of the region's construction industry.
- 6) Identify how your team will interface with AGC's Workforce Development Committee, and who will oversee this work. Vendor may be asked to include additional items in the analysis as identified by the committee.
- 7) Include a detailed budget.

### **Communications Strategy Roadmap - Proposal Elements**

The vendor will deliver a roadmap that outlines a region-wide construction careers communication strategy, which includes the elements listed below. AGC is not asking for the strategy to be implemented. The roadmap will simply be used to inform AGC's Executive Committee and determine next steps.

#### **Proposal Elements**

- 1) Articulation of a broad industry-specific, region-wide construction careers re-branding strategy.
- 2) Identify target audience and key influencers, and the most appropriate media platforms to effectively reach them.
- 3) Identify geographical areas of campaign focus based on demographics and workforce needs.
- 4) Suggest changes to Build-Oregon.com for the website to properly serve as the campaign's landing page – a destination where people go to learn more, or take their next career step in construction, or suggest alternatives if Build-Oregon.com is not the most appropriate platform to perform this step.
- 5) Identify the type of content to be used for the campaign. Provide content examples from similar campaigns.
- 6) Identify how your team will interface with AGC's Workforce Development Committee, who will oversee this work. Vendor may be asked to include additional items in the roadmap as identified by the committee.
- 7) Include a detailed budget.

Submit a combined budget which includes the detailed budget for both proposals. Please direct questions and proposal submissions to Aaron Bouchane, [aaronb@agc-oregon.org](mailto:aaronb@agc-oregon.org). Please submit proposals by April 15<sup>th</sup>, 2019.

Since 1922 the AGC Oregon-Columbia Chapter has served as the voice of the commercial construction industry. The association provides its members with a forum for the exchange of ideas and services designed to enhance the professionalism of the construction industry, including workers' compensation and health insurance, legislative and governmental representation, safety management consulting, professional education, and training and workforce development programs. Visit [www.agc-oregon.org](http://www.agc-oregon.org)