

DriveOhio Workforce Development Support (2024-2026)
PID:121387

SCOPE OF SERVICES

SECTION I. OVERVIEW: DriveOhio Workforce Development Support 2024-26

1.1 Background

DriveOhio – an initiative of the Ohio Department of Transportation (ODOT) and the state’s center for smart mobility innovation on the ground and in the air – collaborates with educators and employers to prepare Ohio's talent for the future with workforce development programs from Pre-K to PhD. More information is available at: <https://drive.ohio.gov/workforce>



This workforce development portfolio is in direct alignment with the guidance in Ohio Executive Order 2019-26D for DriveOhio to “coordinate with the Governor’s Office of Workforce Transformation and the Departments of Higher Education, Job and Family Services, and Development (formerly the Developmental Service Agency) to prepare Ohio’s workforce for the transition of transportation-related jobs that will be needed in the future.”

The Ohio Governor’s Office of Workforce Transformation launched the **Auto and Advanced Mobility Workforce Strategy** in 2023 to strengthen and build Ohio’s advanced manufacturing workforce. DriveOhio is providing ongoing support for the statewide implementation of this strategy, across several initiatives. In alignment with Initiative 2 (“Drive Industry Desirability & Career Awareness”) and Initiative 4 (“Scale Education and Training to Meet Demand”) in the strategy,

DriveOhio Workforce Development Support (2024-2026)

PID:121387

DriveOhio has developed free toolkits for K-12 and higher education (described below). More information on the Auto and Advanced Mobility Workforce Strategy is available at: <https://workforce.ohio.gov/initiatives/initiatives/aam-workforce/aam-landing-page>

The **DriveOhio K-12 Educator Toolkit**, launched in 2023, provides free resources for K-12 and Career Technical educators, employers, and other workforce stakeholders to facilitate STEM education and career outreach programs. Content includes curriculum for a variety of grade bands, professional development and e-learning, career exploration resources, and information on grants and funding opportunities. Using experiential content and active learning for in-school and afterschool programs, DriveOhio is offering an immersive opportunity for K-12 students to explore smart mobility topics including electric vehicles, automated and connected vehicles, drones, advanced air mobility, and smart city planning. More information on the DriveOhio K-12 Educator Toolkit is available at: <https://drive.ohio.gov/toolkit>

The **DriveOhio Higher Education Toolkit**, to be launched during the 2024-25 academic year, provides free resources for faculty, staff and students at colleges and universities across Ohio to support smart mobility student projects, innovation challenges and career development, in collaboration with Ohio employers. Content includes smart mobility project topics and example curriculum to support capstone courses and a wide variety of multi-disciplinary courses, innovation challenge topics and best practices, career resources and networking opportunities. More information on the DriveOhio Higher Education Toolkit is available upon request.

During the 2023-24 academic year, DriveOhio published a baseline version of the K-12 toolkit to serve as a multi-year platform to support workforce development. During the 2024-25 and 2025-26 academic years, DriveOhio will focus on activities to expand the reach and impact of the K-12 and higher education toolkits, including:

- Toolkit content updates, incorporating new topics and ongoing feedback from educators
- Outreach and engagement with educators, students, employers, and collaborators
- Student project support
- Webinars, events, and professional development workshops
- Metrics and impact assessment

In addition, DriveOhio will continue to provide support to the statewide team that is leading implementation of the Ohio Auto and Advanced Mobility Workforce

DriveOhio Workforce Development Support (2024-2026)

PID:121387

Strategy, in coordination with multiple state agencies, industry associations, and other collaborators.

1.2 **Purpose and Objectives**

A task order agreement will be established after selecting a team with experience and qualifications in the following areas:

- K-12 and Career-Technical STEM Education
- Higher Education and Workforce Development
- Smart Mobility Technologies and Career Pathways
- Project Management and Communications
- Diversity and Inclusion

The selected team will provide support to DriveOhio, as identified and directed, in the following Categories:

- K-12 Educator Toolkit support
- Higher Education Toolkit support
- Workforce Strategy implementation support

The overall goal of this agreement is to increase the adoption of DriveOhio toolkit content with K-12 and higher education audiences and to support statewide implementation of the Ohio Auto and Advanced Mobility Workforce Strategy, in order to successfully prepare Ohio's talent for smart mobility career opportunities and to connect our emerging workforce with Ohio employers.

DriveOhio Workforce Development objectives for 2024-2026 include:

- Development of new toolkit content (target: 5+ new additions to website per semester)
- Increased adoption of the DriveOhio K-12 Educator Toolkit (target: 500+ toolkit registrations per year, 150+ professional development participants per year)
- Increased adoption of the DriveOhio Higher Education Toolkit (target: 5+ projects per semester)
- Increased engagement with Ohio educators and students (target: 250+ new social media followers per semester)

DriveOhio Workforce Development Support (2024-2026)

PID:121387

- Increased engagement with Ohio employers (target: 10+ new employer collaborations per year)

The selected team should be expected to perform the following types of work associated with the below areas of focus.

K-12 Typical Activities

- Development of K-12 toolkit content updates, incorporating feedback from educators and other stakeholders. Content categories will include curriculum, career connections, professional development, implementation support, and grants/funding guidance.
- Outreach and engagement with K-12 educators and administrators, students, employers, and STEM education collaborators; including development of content to support marketing and promotion campaigns, management of contact lists and inbound emails, participation in meetings, and other support activities as requested by DriveOhio.
- Planning and support for webinars and events (in-person, virtual, and/or hybrid), including K-12 professional development workshops and interactive presentations with students and educators, and other support activities as requested by DriveOhio.
- Updates to metrics and impact assessment, including updates to existing metrics, continuous improvement, development and implementation of pre- and post-assessment surveys, and other support activities as requested by DriveOhio.
- Support tasks as requested related to K-12 education related focus area

- **Higher Education Typical Activities**

- Development of higher education toolkit content updates, incorporating feedback from higher education faculty, staff and other stakeholders. Content categories will include student projects (including capstones and other multi-disciplinary team projects), innovation challenges, and career development.

DriveOhio Workforce Development Support (2024-2026)
PID:121387

- Outreach and engagement with higher education faculty, staff, students, employers, and collaborators; including development of content to support marketing and promotion campaigns, management of contact lists and inbound emails, participation in meetings, and other support activities as requested by DriveOhio.
 - Planning and support for webinars and events (in-person, virtual, and/or hybrid), including innovation challenges, interactive presentations with students and faculty, and other support activities as requested by DriveOhio.
 - Updates to metrics and impact assessment, including updates to existing metrics, continuous improvement, and other support activities as requested by DriveOhio.
 - Support tasks as requested related to Higher Education area of focus
- **Statewide Auto & Advanced Mobility Workforce Strategy Activities**
 - Attend meetings and develop content as requested by DriveOhio in support of Ohio Auto and Advanced Mobility Workforce Strategy implementation activities; topic areas can include: electric vehicle (EV) and electric vehicle supply equipment (EVSE, aka charging station) curriculum, training and credentials; EV career pathways, awareness and narratives; K-12 and higher education engagement and projects; and other topics related to workforce strategy implementation.
 - Support tasks as requested related to statewide workforce development initiatives

Stakeholders include:

- DriveOhio
- Ohio Department of Transportation
- Ohio Auto & Advanced Mobility Workforce Strategy implementation team

SECTION II. QUALIFICATIONS AND EXPERIENCE

Organizational Experience and Capabilities – responses will be evaluated based on the following:

DriveOhio Workforce Development Support (2024-2026)
PID:121387

- **K-12 and Career-Technical STEM Education:** Previous experience managing K-12 STEM (Science, Technology, Engineering and Math) outreach and education programs (minimum of 3 years, with citations provided in response). Familiarity with topics including industry-recognized credentials, career exploration, curriculum development, grants and funding for STEM education, K-12 professional development, collaboration with STEM education professionals, and managing connections with employers.
- **Higher Education and Workforce Development:** Previous experience developing and/or facilitating projects for higher education students (minimum of 3 years, with citations provided in response). Experience with workforce development for incumbent workers. Familiarity with topics including capstone education, multi-disciplinary projects, innovation challenges, career development, collaboration with higher education faculty and staff, managing connections with employers, up-skilling through credentials (including Ohio TechCred), and workforce development best practices.
- **Smart Mobility Technologies and Career Pathways:** Demonstrated familiarity with smart mobility technologies and career opportunities (with citations provided in response). Examples of applicable smart mobility topic areas include: electric vehicles (EV), charging stations and infrastructure, also referred to as Electric Vehicle Supply Equipment (EVSE); uncrewed aircraft systems (UAS), package delivery drones, electric vertical takeoff and landing (eVTOL) aircraft, and advanced air mobility (AAM) infrastructure (including vertiports); automated vehicles (AV) and infrastructure supporting the movement of people and goods, connected vehicles (CV) and connected infrastructure; smart city planning and data analytics
- **Project Management and Communications:** Strong project management and communications capabilities, demonstrated through past performance (with citations provided in response) and reflected in the proposed approach for this program.
- **Diversity and Inclusion:** Demonstrated commitment to diversity and inclusion, and experience working with underrepresented and disadvantaged communities and student populations (minimum of 3 years, with citations provided in response)

Staff Experience and Capabilities – responders should demonstrate significant expertise by assigning staff to key leadership roles. Responses must include, at minimum:

- Identified staff, by name and position, who are considered key to the project/program's success. Key staff includes at minimum: Project Manager, K-12 Toolkit Task Leader, Higher Education Toolkit Task Leader, and Workforce Strategy Support Task Leader

DriveOhio Workforce Development Support (2024-2026)
PID:121387

- Resumes/curriculum vitae of those key staff that describe appropriate education, experience and expertise needed for the project/program – 3 page maximum per person

SECTION III. LETTER OF INTENT (LOI) REQUIREMENTS

A Letter of Intent (LOI) must include the following information:

- 1) Project Manager
- 2) Assigned Staff, including Subconsultants
- 3) Current Workload / Availability of Personnel
- 4) Past Performance
- 5) Project Approach, including:
 - a) Technical approach and understanding of the project, including:
 - Statement of understanding of the scope.
 - Technical description of the methodology anticipated in the performance of the “typical activities” described in Section 1.2 above.
 - b) Qualifications for the project.
 - c) Innovative ideas, including opportunities to leverage other ongoing initiatives and/or funding sources.
 - d) Project management approach, including:
 - Approach to managing and communicating multiple simultaneous tasks
 - Plans for ensuring increased quality, reduced project delivery time, and reduced project costs.
 - Risk assessment and risk mitigation plan

Refer to ODOT Programmatic documents for additional guidance and requirements.