

REQUEST FOR PROPOSALS (RFP)
Feasibility & Implementation Study for an Apprenticeship
Consortium in Cobb County

Issued by: SelectCobb and WorkSource Cobb

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1. Introduction & Purpose

SelectCobb and WorkSource Cobb invite qualified workforce and economic development consulting firms and similar entities to submit proposals for a **Feasibility & Implementation Study** to evaluate the need, structure, and viability of an **Apprenticeship Consortium in Cobb County/Metro Atlanta**.

Cobb County's and Metro Atlanta's economy is growing across manufacturing, healthcare, logistics, construction, energy, and technology sectors. Employers are increasingly challenged to find and retain skilled talent, especially in technical and trade occupations. Apprenticeships provide an effective, employer driven strategy for building talent pipelines that support local businesses and connect residents to high quality career pathways. The purpose of this study is to assess workforce gaps, determine industries where apprenticeships would be successful, map existing training assets, evaluate consortium management and financial models, and produce an actionable, data-driven roadmap for launching a sustainable apprenticeship consortium aligned with Georgia's workforce priorities.

2. Scope of Work

The selected consultant will complete the following:

A. Workforce Needs Assessment

- Analyze labor-market data and identify workforce gaps in high-demand sectors (manufacturing, healthcare, logistics, construction, energy, IT, and emerging occupations).
- Review demographic trends and projected talent needs.

B. Industry Assessment

- Propose industries in Cobb County/Metro Atlanta that would benefit from an apprenticeship consortium and have shared workforce pain points and standardized competencies.
- Identify specific companies in each industry sector to target for participation in the apprenticeship consortium.

C. Apprenticeship & Training Asset Mapping

- Inventory existing apprenticeships, technical education programs, work-based learning, and workforce initiatives.
- Identify areas for alignment, expansion, and collaboration.

D. Consortium Model Evaluation

- Assess regional and national apprenticeship consortium models to evaluate with the SelectCobb and WorkSource Cobb teams.
- Recommend governance, operational structures, methods for maintaining shared training quality, financial sustainability, employer ROI, Participant outcomes and KPIs, Overall impact for SelectCobb, WorkSource Cobb, and the participating companies.

E. Stakeholder Engagement

- Support the Cobb Chamber and WorkSource Cobb in conducting structured interviews, focus groups, or roundtables with employers, education partners, workforce agencies, and community organizations.
- Document partnership opportunities and stakeholder roles.

F. Implementation & Sustainability Roadmap

- Develop a phased implementation plan with timelines, pilot program recommendations, expected outcomes, and resource needs.
- Propose long-term sustainability strategies, including funding sources and governance models.

3. Deliverables

The consultant will provide:

- Project Work Plan
- Workforce Gap Analysis
- Industry Assessment
- Training and Apprenticeship Asset Map
- Best-Practice Review of Consortium Models
- Stakeholder Engagement Summary
- Implementation & Financial Sustainability Roadmap
- Final Report (PDF + editable format)
- Executive Presentation to SelectCobb, WorkSource Cobb, and partners

4. Budget

Proposal must include a detailed, itemized cost breakdown to conduct each section and deliverable.

5. Proposal Requirements

Proposals should be concise and include the following sections:

A. Firm Profile

- Organization name, address, primary contact
- Overview of firm expertise and services

B. Relevant Experience

- Description of similar workforce or apprenticeship-related projects
- Experience with labor-market research and stakeholder engagement
- Georgia or regional experience (preferred but not required)

C. Project Team

- Bios and qualifications of team members

- Roles and percentage of time allocated
- D. Approach & Work Plan
 - Proposed methodology and data sources
 - Engagement strategy
 - Project timeline and milestones
- E. Budget
 - Itemized cost proposal
 - Hourly rates and estimated hours
- F. References
 - Minimum of two recent clients for similar work

6. Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated expertise in workforce development and apprenticeships
- Strength and feasibility of the proposed methodology
- Quality and experience of the project team
- Cost-effectiveness
- Clarity, completeness, and professionalism of the proposal

7. Project Timeline

Milestone	Target Date
RFP Release	February 4, 2026
Voluntary Information Session	March 9, 2026 at 3:00 pm
Deadline for Questions	March 13, 2026 at 5:00 pm
Proposal Submission Deadline	March 31, 2026 at 5:00 pm
Consultant Interviews (if needed)	April 10, 2026
Consultant Selection	April 17, 2026
Project Kickoff	TBD with Consultant
Draft Report Delivered	TBD with Consultant
Final Report & Presentation	TBD with Consultant

Final dates will be determined by SelectCobb and WorkSource Cobb based on internal planning and funding timelines.

8. Submission Instructions

Submit proposals as a single PDF to:

- **Email:** info@cobbchamber.org
- **Subject Line:** *RFP – Apprenticeship Consortium Study*
- **Voluntary Information Session** – The SelectCobb and WorkSource Cobb team will hold a voluntary virtual Q&A session with interested parties to discuss the project

and our goals. The session will be on March 9, 2026 at 3:00 pm. Please reach out to us at info@cobbchamber.org to obtain a link to the meeting.

- **Proposal Due Date:** March 31, 2026 at noon. **Please note, no proposals will be accepted after this date and time and no expectations will be made.**

9. Rights Reserved

SelectCobb reserves the right to:

- Modify or cancel this RFP
- Request additional information
- Negotiate scope or pricing
- Reject any or all proposals
- Award the contract based upon our needs.