

EXECUTIVE COMMITTEE



ACTION ITEM #1.4

SUBMITTAL DATE: December 16, 2009

SUBJECT: Sole Source Funding Recommendation for Road Trip Nation (RTN)

RECOMMENDATION: That the Workforce Investment Board (WIB) Executive Committee approves \$450,000 of Workforce Investment Act (WIA) Youth Formula and American Recovery and Reinvestment (ARRA) funding to Road Trip Nation to provide guided Career Exploration and Labor Market Collection experience to 1,000 youth.

BACKGROUND: Road Trip Nation (RTN) is a unique organization which empowers young people to define their own roads in life by interviewing people from different professions to gain insight on what they do and how they got there. RTN has been in existence since 2003. RTN provides the training and logistical support to enable students across the world to hit the road and interview their own list of individuals.

RTN presented at the 2009 California Workforce Association (CWA) Youth conference which resulted in their desire to expand services to out-of-school youth. CWA recommended that RTN pilot a program in Riverside County. If successful, the RTN program could become a part of many WIA Youth Programs in other Local Workforce Investment Areas.

Following CWA's recommendation, Road Trip Nation presented to our Council for Youth Development (CYD) in May and the Workforce Investment Board in August. At the request of the CYD and WIB, staff met with Road Trip Nation to gain more information about the program. RTN proposed to implement a program to serve 1,000 WIA Year-Round and Summer Youth participants. The proposal scope of work includes:

- Develop the program curriculum and train the Service Providers
- Host a number of media events in Riverside County with their Green RV's
- Design, develop and support a Riverside County On-line Portal to display and archive all the videotaped interviews
- Provide resources and information to all youth in Riverside County
- Professionally produce episode quality videos which may be viewed on their PBS Television Series, and provide all necessary video equipment and media management.

RTN will bring their Green RVs to a select number of interviews with a professional film crew to produce TV quality interviews for possible use on their PBS Series, showcase the impact the RTN experience had on the participants and display the videos on the Riverside County Internet portal. Additionally, RTN will create small media centers at the Service Providers' locations so the participants can edit their interviews before they are downloaded to the internet portal.

This program will begin immediately with the creation of project plans for summer and fall program roll-outs, development of the RTN Riverside County Internet Portal, outreach to and training of service providers, printing needed materials and curriculum and planning of events. The program will launch in May for the ARRA Summer program and October for the WIA Year-Round Program.

Content production and resource development would last for approximately 3 additional months following each program.

The expected length of the program for each participant is approximately 3 weeks. The first two weeks, participants will be guided through the curriculum learning how to research, cold call, and interview professionals. The next week, the participants will “hit the road” in their own communities to interview and video tape their interviews. Participants will generally work in a team of two or three who share some common career interests. It is expected that each team will produce two or three interviews. This will result in approximately 1,000 videos for inclusion on the Riverside County portal. Additionally, Riverside County youth will have access to all other videos RTN has developed in the past.

As the Road Trip Nation is a unique organization, the services it provides are not available from another source. Therefore, Riverside County EDA is recommending these services be approved as a sole source.

EXECUTIVE COMMITTEE	BOARD OF SUPERVISORS CONCURRENCE
Date: December 16, 2009 Approval: Yes/No	Required: Yes/No