

## DEI Toolkit RFP Questions:

1. Has the MaiiC previously engaged a DEI consultant? If so, could the selected consultant for this project have access to the findings and insights from that engagement?

Yes, MaiiC has engaged with DEI consultants for prior initiatives. These efforts are outlined on the following webpage. <https://maiiC.nyc/diversity-equity-and-inclusion/>

The consultant selected for this project is welcome to access findings from these initiatives.

2. In what month are you hoping to start the project?

April, 2024

3. In the RfP, both of the terms "HR Toolkit" and "DEI Toolkit" are used. Can you clarify, or is the framing and branding of the product (and its title) what the consultant would be expected to facilitate?

MaiiC envisions a single toolkit designed for use by NYC-based industrial and manufacturing businesses to improve their DEI workplace and hiring practices. The terms "HR Toolkit" and "DEI Toolkit" are interchangeable and not meant to imply separate or multiple toolkits. MaiiC welcomes the selected consultant's perspective on designing and branding the toolkit in a way that is most accessible and user-friendly for targeted businesses.

4. Does the expected budget for the toolkit include high quality graphic design, or is this a capacity that can come from the Mayor's Office?

Graphic design capacity is not available from MaiiC and is expected to be accommodated within the existing project budget.

5. The Doing Business Data Form link appears to be broken. Please send the link to the desired form. [DBD Form Link](#)

The correct link is

[https://www.nyc.gov/assets/hra/downloads/pdf/business/doing\\_business\\_qanda\\_standard.pdf](https://www.nyc.gov/assets/hra/downloads/pdf/business/doing_business_qanda_standard.pdf)

6. Is it possible to share the details of the draft DEI Journey Map created by the MaiiC DEI Taskforce?

The DEI Journey Map is not publicly available, but the current draft iteration will be shared with the awardee.

7. Why was this initiative concluded in the draft stage?

The DEI Journey Map was a concept that emerged from the business members in the MaiiC DEI Taskforce. Their ideation identified a few of the key vectors of DEI engagement that businesses are keen to pursue, but the Taskforce concluded that the Map would require the unique expertise and perspective of a DEI expert in order to realize its full potential and value to businesses, in the form of a more robust DEI Toolkit.

8. Why was the MaiiC Manufacturing Entrepreneurship & Business Innovation (MEBI) Accelerator program closed?

The MEBI Accelerator program was designed and funded as a one-time and short-term pilot program. It was used to prototype program ideas developed by the MaiiC DEI Taskforce and, based on findings, learnings, successes, and available resources, sought to inform future programming.

9. The RFP notes that The Mayor's Fund will contract with a consultant, likely consisting of a lead organization with the possibility of one or more subcontractors. Will consideration be given to contracting with a single qualified entity who can provide the full range of services requested?

Yes, a single qualified entity will be considered without penalty

10. What is NYC Talent's definition of "high road" employer practices?

The term "high road" is meant to include but is not limited to employers that treat all paid associates with dignity, respect, social and employment support, and economic and career advancement, going above the legally required minimums for pay, paid leave, and other benefits afforded to workers in New York City.

11. The RFP notes that the consultant would be expected to conduct interviews with small businesses to assess their needs and review existing HR resources for small businesses to avoid recreating content that already exists. How many small businesses are expected to be interviewed and have their HR resources reviewed?

The description in this section, including the term "interviews," is meant to provide an example of qualitative research methods commonly used and of potential value to this process. MaiiC does not wish to be overly prescriptive with a predefined research methodology. Rather, MaiiC welcomes a proposed methodology from the consultant on the best method of research to achieve an understanding of the sector given the parameters of the project scope.

A demonstrated ability to conduct quality research and provide meaningful outreach and analysis will be considered more heavily than a commitment to interview a high number of businesses.

12. Can you expand on the role NYC Talent will play as project manager and describe how hands-on the team can be in coordinating the development of the DEI toolkit with the consultant?

MaiiC plans to be an active and supportive partner of the toolkit creation process but is not the subject matter expert on DEI initiatives, nor the primary project manager or executor. MaiiC will offer support in the form of regular check-ins (usually virtual/in-person as needed), introductions, insight into the industrial business sector, and feedback as to whether the project is on track to accomplish the agreed upon goals. There is not a pre-defined vision for the toolkit.

13. Task 3 references the delivery of 4 in-person business presentations on implementing the DEI Toolkit. In what location or locations will these sessions be conducted? What is the expected audience size for each session?

The location(s) have not yet been established but is imagined to be the conference room at MaiiC offices or a locally based business. MaiiC anticipates between 5 and 20 audience members for each presentation, but welcomes guidance from the selected consultant.

14. The RFP references “light-touch digital marketing partnership coordination” with industrial business service providers and other partners. Can you expand on the specific services you feel would be required?

MaiiC anticipates outreach and promotional support from a network of industrial-focused organizations. The consultant is expected to produce marketing assets such as e-flyer graphics, social media text, and related elements for use in electronic newsletters and social media posts by MaiiC and external partners. Website development and video can be proposed, but MaiiC is not able to provide funding beyond that explicated in this RFP for their development.

15. Timeline Month 2 references focus groups in addition to conducting the interviews with small businesses. What is the expectation for the quantity of focus groups desired to be conducted? Will focus groups be conducted by business (participants come from a single organization) or across a mixed combination of businesses (participants come from a variety of organizations?)

The description in this section, including the term “focus groups,” is meant to provide an example of qualitative research methods commonly used and of potential value to this process. MaiiC does not wish to be overly prescriptive with a predefined research methodology. Rather, MaiiC welcomes a proposed methodology from the consultant on the best method of research to achieve an understanding of the sector given the parameters of the project scope. Should focus groups be recommended by the consultant, the desired participants and number of focus groups is therefore also informed by the consultant. A demonstrated ability to conduct quality research and provide meaningful outreach and analysis will be considered more heavily than a commitment to conduct a high number of focus groups.

16. Timeline Month 7 references a public outreach campaign. What NYC Talent and/or other resources will be engaged for this effort? What is the intended consultant role in creating this campaign?

The “public outreach campaign” is a reference to Task 3 of the RFP. Which includes:

- Management and delivery of 4 in-person business presentations on implementing the DEI Toolkit
- Light-touch digital marketing partnership coordination with industrial business service providers and other partners

The consultant’s role will be to facilitate communication with businesses and other stakeholders to coordinate a venue (likely a business conference room), manage attendees (likely 5-20 individuals per presentation), and provide partner organizations with marketing assets related to the presentations and DEI toolkit. Graphic design, copy editing, and other associated tasks are also expected of the consultant. MaiiC can commit staff to support with introductions to businesses and organizational partners, concept ideation, and approval of outreach collateral.

17. What is NYC Talent’s vision for providing coaching and skills development to the people within each organization on how to deeply understand, apply, and execute the toolkit in meaningful ways that result in real change?

The current deployment of the toolkit is outlined in Task 3 of the RFP which includes:

- 4 in-person business presentations on implementing the DEI Toolkit
- Light-touch digital marketing partnership coordination with industrial business service providers and other partners

Because MaiiC is not seeking to be prescriptive regarding the medium of the toolkit, the ongoing implementation will adapt to the final product and response from partners and businesses. Where possible, MaiiC plans to share and make the toolkit available following the conclusion of this agreement. Where possible, MaiiC and the larger team at NYC Talent plan to adapt learnings from this initiative to other business sectors outside of the industrial and manufacturing business sectors.

18. Can I find the 'DEI Journey Map mentioned in the RFP somewhere? I didn't see this on MaiiC website.

The Draft DEI Journey Map is an internal document at this time that will be shared with the awarded consultant. See question 7 for more information.

19. Since the RFP should only be 6 pages and you didn't mention budget as one of key deliverables are you expecting the budget page to be one of the pages or can this be a separate attachment?

The budget may be included either as a separate attachment or included in the 6-page limit without penalty

20. Can the project timeline also be an attachment, to give us an additional page to showcase our approach?

The project timeline may be included either as a separate attachment or included in the 6-page limit without penalty

21. The link to the data form didn't work, and I found a few versions of data form so can you please provide it as an attachment in the email or share the proper link?

The correct link is

[https://www.nyc.gov/assets/hra/downloads/pdf/business/doing\\_business\\_qanda\\_standard.pdf](https://www.nyc.gov/assets/hra/downloads/pdf/business/doing_business_qanda_standard.pdf)