

Request for Proposals on behalf of the Mayor’s Office of Talent and Workforce Development

I. BASIC INFORMATION

Application Release Date: 02/05/2024
Application Due Date & Time: 03/05/2024
Anticipated Contract Term: 1 Year
Anticipated Award: Up to \$73,494.12
Announcement Date: 04/05/2024
Maximum Number of Contracts Awarded: 1
Maximum Funding Amount: \$73,494.12

Questions: Questions regarding this application must be transmitted in writing to fundRFP@cityhall.nyc.gov by February 19, 2024 at 5:00 p.m. Answers will be posted on www.nyc.gov/fund on or about February 26, 2024.

II. APPLICATION SUBMISSION INSTRUCTIONS

General Guidelines:

Required Documents **(incomplete applications will not be considered)**:

- Application Cover Letter
- Responses to Proposal Instructions 1-3 (Section VI)
- The organization’s Form W-9. A blank one can be downloaded [CLICK TO DOWNLOAD](#)
- A completed Doing Business Data Form, which can be downloaded [CLICK TO DOWNLOAD](#)

Technical Requirements

- Application documents must submitted to fundRFP@cityhall.nyc.gov and be combined into a single PDF.
- Formatting requirements:
 - 12pt font, 1-inch margins
 - Page numbers
 - Name of applying organization at the top of every document

III. PROGRAM BACKGROUND & RATIONALE

The industrial sector represents 16% of the NYC workforce and includes jobs in manufacturing and production; transportation, logistics, and distribution; infrastructure services, waste management, and utilities; and building and construction. Combined, these industries tend to provide higher wages (\$65-75k on average) among jobs that don’t require college accreditation, and have more BIPOC

representation (73%) than the overall NYC workforce (56%). But industrial sector leadership and owner roles are predominantly white and male, and women's representation (usually in administrative roles) falls between 28% and 42%, lower than NYC overall (53%).

In addition to the moral imperative to deliver equitable outcomes for staff members, industrial businesses must address their DEI practices as a means of economic survival and business viability. As the labor pool becomes increasingly diverse, DEI efforts will help businesses attract and retain people of color, women, and immigrants to industrial and manufacturing jobs, particularly at the management and leadership level.

As voiced by the Community of Practice's intermediaries, Manufacturing and Industrial Innovation Council (MaiiC) DEI Taskforce, and other initiatives, many NYC business owners lack an understanding of what HR issues like wage, equal opportunity, and discrimination laws mean for their operations. Many more are unaware of the tools and resources they can use to support their employees beyond the bare minimum required by law.

By establishing and improving DEI practices, the business community can increase economic mobility for more New Yorkers, and build a workforce that are more productive, more innovative, and that produce more revenue for an industry whose work is essential to economic mobility, city upkeep, and innovation.

IV. PROGRAM DESCRIPTION

The Mayor's Fund in support of the Mayor's Office of Talent and Workforce Development (NYC Talent) seeks proposals from an experienced consultant to create products that will help NYC Talent promote equitable employment practices for NYC-based businesses with the goals of 1) Promote "high road" employer practices and advance racial and gender equity among NYC businesses, 2) ensure pre-existing efforts continue to inform this work to increase its impact, and 3) improve businesses' diversity, equity, and inclusion recruitment, hiring, and workplace practices.

The Manufacturing and Industrial Innovation Council (MaiiC), a program of NYC Talent recently concluded two initiatives that highlighted this need directly. First, the *MaiiC DEI Taskforce*, a collection of industrial businesses committed to improving DEI practices, concluded with the beginnings of a draft 'DEI Journey Map.' This tangible document outlines key opportunities and challenges of implementing DEI processes within the setting of small to medium-sized manufacturing and industrial sector businesses. Second, in response to the underrepresentation of BIPOC talent at the leadership level, the *MaiiC Manufacturing Entrepreneurship & Business Innovation (MEBI) Accelerator* produced a leadership training series for BIPOC employees and entrepreneurs working in the industrial and manufacturing sector.

The Mayor's Fund will contract with a consultant, likely consisting of a lead organization with the possibility of one or more subcontractors. The consultant would need to possess technical assistance

experience serving small businesses; subject matter expertise on human resources and job quality for small businesses; and expertise on high road employer practices, including best practices in diversity, equity, and inclusion. Additionally, 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, and tailor the content for industrial and manufacturing businesses operating in NYC.

The Mayor's Office of Talent and Workforce Development, acting as the project manager, will coordinate the development of the DEI toolkit with the consultant.

V. EXPECTED DELIVERABLES AND TIMELINE

The awarded consultant will be responsible for completing and reporting the following deliverables over an 8-month period:

In response to business insights from industry partnerships and those gained from the close relationship with the SBS NYC Business Solutions Center and Industrial Business Service Provider systems, the Board seeks to procure a consultant that would develop and deliver a DEI Toolkit for small to medium sized industrial and manufacturing businesses consisting of three components below. Based on the response from businesses following the implementation phase, the DEI Toolkit is expected to be adapted in future iterations to support small to medium sized businesses in other industries.

Tasks

- Task 1: Development and execution of strategy on how manufacturing and industrial businesses can improve their diversity, equity, inclusion, and job quality practices through use of a DEI Toolkit.
 - A developed strategy will include but not be limited to:
 - Identifying the most applicable content for DEI Toolkit for industrial and manufacturing businesses
 - Identifying the most effective delivery and implementation of the DEI Toolkit recommendations for industrial and manufacturing businesses
- Task 2: Production of a DEI Toolkit consisting of physical and/or digital content designed to help industrial and manufacturing businesses improve their diversity, equity, inclusion, and job quality practices.
 - DEI and job quality topics may include, but would not be limited to:
 - Creating a Formal DEI Commitment
 - Accommodating Employees with Limited English
 - Celebrating and Supporting Employee Differences (including employee resource groups)
 - Recruiting, Promoting, and Empowering Diverse Talent
 - Tracking DEI Metrics
 - Identifying DEI Opportunities in Business Supply Chain
- Task 3: Delivering and implementing recommendations of the DEI Toolkit.
 - This deliverable would include, but not be limited to:
 - 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

Date	Milestone
Month 1	Initial meeting with selected vendor partner
Month 1	Expectations and contracts are formalized and signed
Month 1	Development partner shares work plan for product to Work Dev
Month 2	Conduct local sector research including interviews and focus groups with small businesses and business service organizations to assess most pressing HR needs.
Month 3	Develop first draft of HR toolkit
Month 4	Deliver toolkit draft to business service providers
Month 5	Implement toolkit refinements from business service providers
Month 6	Deliver final draft of toolkit
Month 7	Deploy toolkit through public outreach campaign
Month 8	Consultant submits report on findings and outcomes

VI. PROPOSAL INSTRUCTIONS

Interested research vendors are invited to submit a proposal for this solicitation. A proposal review committee (Committee), will review proposals and based on proposal scores, the Committee may request supplemental documents following the interview and presentation.

Proposals should include a narrative of no more than six pages (single-spaced, 12-point font) excluding attachments (see below) and attachments (A-C) described below. Sections 1 and 2 of the narrative described below should be no more than 3 pages (single-spaced, 12-point font).

1. Relevant Experience

The proposal must include a description of the vendor’s experience and qualifications, including years of experience, and the organization’s and staff’s history of success with similar research projects. Applicants should include a description of prior experience doing research relevant to this project.

2. Team and Organizational Capacity

The proposal must include the proposed staffing and project management plans, including the number and title or level of proposed staff to be used in this project and their availability to meet the schedule of

deliverables. Include the name of the person who will be the lead and/or directing the work of the project. Please also include brief descriptions of relevant qualifications.

3. Proposed Approach

The proposal must include a description of the vendor’s proposed approach to each task outlined herein, and the process by which each deliverable will be produced and presented within the timeline provided.

Please note that the Mayor’s Fund and Office of Talent and Workforce Development are interested in receiving from vendors a proposed strategy for (i) conducting business engagement, (ii) researching businesses and workplace practices within the NYC industrial and manufacturing sector, and (iii) documenting and incorporating findings from engagement and research activities into the final product. The proposed strategies may include qualitative or mixed methods approaches.

The proposed work plan must include a project timeline clearly showing how the vendor will perform all requirements within the project duration. If components of the work will be performed by a subcontractor, use of this subcontractor must be pre-approved by the Mayor’s Fund.

In addition to the sections described above, the proposal should include the following attachments and supplemental documentation:

A. The organization’s Form W-9. [CLICK TO DOWNLOAD](#)

B. Completed Doing Business Data Form. [CLICK TO DOWNLOAD](#)

C. The names of no fewer than two (2) clients for whom the vendor has performed tasks of similar size and scope, the time period during which such tasks were performed, whether such tasks were brought to successful completion, and contact information including name and telephone number (attached).

VII. APPLICATION EVALUATION

Proposals will be evaluated against the criteria set out below. The process does not assign points to individual questions, but instead awards a maximum score for each evaluation criterion.

Criteria 1	Quality of Successful Relevant Experience/Expertise: <ul style="list-style-type: none">• Quality of experience successfully providing similar services• Quality of experience working within businesses and workforce development spaces, with a wide spectrum of stakeholders• Quality of experience developing educational materials for business audience• Quality of experience evaluating and making recommendations related to workplace change management	40 points
------------	---	-----------

	<ul style="list-style-type: none"> • Quality of experience organizing workshops and events 	
Criteria 2	<p>Quality of Proposed Approach that aligns with RFP priorities:</p> <ul style="list-style-type: none"> • Includes collaborative and participatory design • Centers racial equity • Demonstrates a deep understanding of workplace systems change • Details plans to articulate relevant and replicable lessons based on business input • Demonstrates competence in business engagement, research, and documentation 	50 points
Criteria 3	Budget	10 points
	TOTAL	100