Request for Proposals (RFP)

Mayor’s Fund to Advance New York City:
Washington Heights Workforce1 Center Outreach Initiative
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I. **Basic Information and Instructions**

The Mayor’s Fund to Advance New York City (Mayor’s Fund), with the support of the Department of Small Business Services (SBS), invites organizations to submit a written response to this Request for Proposals (RFP) regarding how they will conduct targeted outreach to foreign born New Yorkers in Washington Heights and the surrounding areas with the goal of increasing foot traffic at the Washington Heights Workforce1Career Center, located at 516 West 181st Street, 5th Floor; New York, NY 10033.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Details</th>
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<tbody>
<tr>
<td><strong>RFP Release Date</strong></td>
<td>March 1, 2018 by 5PM - Monday, March 19, 2018 by 5PM</td>
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<tr>
<td><strong>RFP Response Due Date</strong></td>
<td>March 15, 2018 by 5PM - Thursday, April 6, 2018 by 5PM</td>
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<tr>
<td><strong>Anticipated Award Term</strong></td>
<td>April 16, 2018 – March 16, 2019</td>
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<td><strong>Anticipated Number of Awards</strong></td>
<td>Mayor’s Fund will award 2 organizations.</td>
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<tr>
<td><strong>Anticipated Funding</strong></td>
<td>Up to $170,000 total, to be split between up to two vendors</td>
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**Questions**

- Questions regarding this RFP must be transmitted in writing to fundrfp@cityhall.nyc.gov by **Wednesday, March 7, 2018 by noon**. Friday, March 23, 2018 by 12PM.
- Substantive information/responses to questions will be released in an addendum to be posted on the Mayor’s Fund’s website www.nyc.gov/fund by **March 8, 2018 by noon**. Monday, March 26 by 12PM, unless the question is of a proprietary nature.

**General Guidelines**

- Applicants must be non-profit organizations that are either 501(c)(3) or have a fiscal sponsor that is a 501(c)(3).
- All applications must be submitted to the Mayor’s Fund at fundrfp@cityhall.nyc.gov.
- Applicants are responsible for the timely electronic submission of applications. It is strongly recommended that applicants complete and submit their applications at least 24 hours in advance of the Application Due Date and Time. Late submissions will not be accepted.

**Technical Requirements**

- RFP documents must be combined into a single PDF.
- Formatting requirements: 12pt font, 1-inch margins, include page #.

**Required Documents**

- Application: Application Cover Sheet and Application Responses
- Key Staff Resumes: Resumes and/or Description of Qualifications for Key Staff Positions
- List of Board Members: Names and Affiliates
- Financials: Most Recent Audit and Organizational Budget
- **Doing Business Data Form**: Completed Doing Business Data Form
II. Program Background

A. Program Background and Description

This Request for Proposals (RFP) invites organizations to submit information to the Mayor’s Fund regarding their ability to conduct outreach to foreign born New Yorkers in Washington Heights and surrounding areas, with the goal of increasing traffic at the Washington Heights Workforce1 Career Center (the Center). Outreach to foreign born New Yorkers in these communities represents part of a larger strategy to improve their job outcomes (as measured by placements, retention, and job quality) through public benefit enrollment, workshops, bridge trainings, occupational trainings, and direct connection to employment.

The New York City (“City”) Department of Small Business Services (“Agency” or “SBS”) helps unlock economic potential and creates economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building a fairer economy in neighborhoods across the five boroughs. Since 2003, SBS has administered the City’s Workforce Investment Act (“WIA”), superseded in 2015 by the Workforce Innovation and Opportunity Act – federally funded adult and dislocated workforce development programs (“Workforce1 Career Center System” or “Workforce System” through a network of One-Stop Career Centers (“Workforce1 Career Centers” or “Centers”). This structure directly links the City’s workforce with economic development efforts. By supporting the needs of more than 200,000 small businesses across hundreds of neighborhoods with distinct cultural and economic characteristics, the City is better able to serve and advance a diverse labor force. There are 21 Workforce1 Career Centers which, in conjunction with NYC Business Solutions Centers and Industrial Providers, fulfill new and expanding businesses hiring and training needs by finding, preparing, and connecting the most qualified local residents to their available job opportunities. The main tasks of the Workforce1 Career Centers include, but are not limited to, helping companies grow through access to skilled NYC jobseekers, recruiting, screening, and connecting qualified New Yorkers to employment and training that leads to employment, and providing jobseekers with high quality career development services that are informed by a deep understanding of employer needs and labor market trends in particular sectors.

In June, 2016, SBS launched the Washington Heights Workforce1 Career Center in collaboration with the Human Resources Administration (HRA) and with the support of the Robin Hood Foundation. The Center’s programming includes services designed to provide the necessary support for foreign-born New Yorkers to be successful in growing industries in the New York City labor market. The Center focuses on providing integrated and customized services to help foreign born New Yorkers to effectively connect to job opportunities. At the center, jobseekers can receive support to connect to employment opportunities, connect to training opportunities and post-training employment, develop skills to strengthen their job candidacy and get connected to HRA benefits. The Center offers Occupational Training Programs, including Bilingual Medical Assistant Training; Commercial Driver’s License Training; and Web Development Training.

Statement of the Problem

Given that foreign born New Yorkers face unique challenges in connecting to living wage employment, and are often “over-employed” but at or near the threshold for poverty in New York City, a coalition of City and private partners have engaged in a partnership to design a set of tailored employment and training services. These tailored services will be piloted at a Workforce1 Career Center in Washington Heights and include:

- Customized workshops focused on increasing income in current or new jobs
- Business Development strategies that reflect the unique talents and abilities of foreign born New Yorkers interested in or currently managing their own businesses
Bridge trainings for living wage jobs focused on in-demand occupations and/or the specific strengths of this population

- Transition Safety net, to help support HRA benefits during periods of job search or training, as well as the potential impact upon benefits that could result from over/under employment

The Center’s customized design endeavored to solve for the various challenges that foreign born New Yorkers face in their quest to connect to living wage employment and careers. In an effort to increase the number of foreign born New Yorkers who are aware of and access the unique set of employment and training services offered at the Center, the Mayor’s Fund and partners seek two community-based organizations to conduct outreach efforts that can successfully drive clients to the Center’s tailored services.

**Program Description**

The Mayor’s Fund, with the support of SBS, will identify two organizations that can:

- maintain strong community networks and knowledge of Washington Heights and surrounding areas
- demonstrate a track record conducting outreach in the target areas
- develop targeted outreach methods to increase traffic at the Center
- reach and drive at least 900 new individuals (customers) to the Center

Outreach efforts will begin in April 2018 and run one year through March 2019.

**B. Program Model**

The Mayor’s Fund seeks up to two community-based organizations to hire dedicated outreach staff that can effectively identify and refer for enrollment 1,800 foreign-born jobseekers to the Center. The enrolled candidates should be pre-screened by community-based organization to insure that these prospective customers meet the general standards of the Workforce1 model: being at least 18 years of age and legally able to work in the United States and should be interested and able to utilize the resources provided by the Center. Customers will be required to self-attest their country of origin with any country other than the United States or its territories qualified as “foreign”.

Once referred, jobseekers (customers) will be able to access career services, customized workshops, and training programs to connect to employment. Jobseekers may also be referred by the Center to additional services, facilitated by other community partners, to support their job search and utilization. Once those services are secured, jobseekers are connected to a pathway to employment, such as: training, workshops, and referrals to interviews.

The target populations for the Center’s services are foreign-born New Yorkers in Washington Heights and the surrounding community. The program model will include curated jobs, customized workshops, and bilingual (Spanish) services that are designed for the Washington Heights community, which is largely Dominican and has Spanish as its most commonly spoken foreign language.

**C. Expected Deliverables**

Selected community-based organizations will be expected to:

- Receive orientation and training on Workforce1 services
- Identify staff person(s) to lead the foreign-born New Yorker outreach effort, who will split time between
the Center and vendor’s office
• Design, implement and update an outreach plan
• Tracking and report outreach efforts (i.e. media, events, etc.)
• Attend and participate in Center staff meetings
• Recruit and facilitate the enrollment of 900 new foreign-born New Yorkers into the Center that result in
  an enrollment in a workshop, training program facilitated through the Center, or a referral for an
  interview via the Center
  o Complete referral document to receive credit for referrals
  o Facilitate the completion of Customer Information Forms during select community events
• Maintain regular communication with Center leadership and select Center staff
  o Coordinate and integrate efforts with the Center to have outreach events on the Center
    calendar
• Report weekly on foreign-born New Yorkers referred to the Center (see C.7 in RFP requirements)

D. RFP Considerations
This RFP is issued to inform interested parties and stakeholders of New York City’s plan to increase foot traffic
by foreign born New Yorkers at the Center in Washington Heights.

Respondents will be selected based on the information requested in Part III below, which will be reviewed
and evaluated by a committee. Selection will be made to the most qualified proposals as determined by
the committee, and final awards will be made based on the best interests of the Mayor’s Fund. The Mayor’s
Fund reserves the right to make selection and skip qualified proposals to preserve adequate geographic
reach and cultural competency.

E. Program Partners
The Washington Heights Workforce1 Center Outreach Initiative is being jointly managed by the:

Mayor’s Fund to Advance New York City
The Mayor’s Fund to Advance New York City is a 501(c)(3) nonprofit organization designed to promote
partnerships between the City and the private sector to support public programs. Established in 1994, the
organization serves as an important vehicle for foundations, corporations and individuals to contribute to
City programs that enhance the lives of New Yorkers.

Department of Small Business Services
The NYC Department of Small Business Services helps unlock economic potential and create economic security
for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building
thriving neighborhoods across the five boroughs.

Human Resources Administration
The New York City Human Resources Administration/Department of Social Services is dedicated to fighting
poverty and income inequality by providing New Yorkers in need with essential benefits such as Food
Assistance and Emergency Rental Assistance. As the largest local social services agency in the country, HRA
helps over 3 million New Yorkers through the administration of more than 12 major public assistance
programs, with more than 14,000 employees and an operating budget of $9.7 billion dollars.
III. INFORMATION REQUESTED

The Mayor’s Fund is requesting information and proposals that answer the following questions:

A. RFP Cover Sheet

<table>
<thead>
<tr>
<th>Organization’s Legal Name</th>
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<tr>
<td>Main Address(is)</td>
<td></td>
</tr>
<tr>
<td>Primary Contact</td>
<td>Primary contact name, title, phone number, email address</td>
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<tr>
<td>Website</td>
<td></td>
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<tr>
<td>Phone Number</td>
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B. Cultural Competency

1. Your organization’s experience and reach within foreign born New Yorkers.
   a. What is your organization’s goal and mission? Who is your base?
   b. Specify whether your organization serves other particularly underserved populations or geographic regions.

2. The linguistic and cultural competencies of your staff.

C. Ability to reach program deliverables

3. Your organization’s plan for conducting outreach, including:
   a. Demographics of foreign-born New Yorker population that can/will be engaged
   b. Strategies and resources to be used to engage foreign-born New Yorkers
   c. Methodology for identifying foreign-born New Yorkers interested in career services and connection to employment.

4. Please detail your organization’s experience with outreach.
   a. Please describe your existing outreach work. Be as specific as possible and include the populations that you serve, the mechanisms for reaching your target audience, total number of staff that conduct outreach in your organization, level of experience of each staff, existing workflow, and overall strategies for engaging your bases (e.g. categories of in-person/individual outreach, phone-banking, strategic field engagement, etc.).
   b. If your organization does not currently offer these services, how would you modify your activities to do so?
5. Identify the staff member(s) who will be the primary outreach lead.
   a. Please attach their resume(s).
   b. Please describe their community engagement experience.
   c. Please explain staff members’ capacity to take on this work, as well as your ability to integrate new staff member into daily operations (provision of space, materials, supervision, training, etc.)
   d. Would the staff be able to begin work immediately upon receiving the grant award?
   e. Please provide a preliminary job description for the outreach lead.

6. Describe your plan and commitment to outreach into your organizational mission and/or long-term growth plans, as well as your current knowledge or willingness to learn about the Workforce1 center model, and the dedicated Workforce 1 Center in Washington Heights.

7. Ability to track data and report per standards set out by Program management.

For individuals effectively referred to Washington Heights Workforce1 Career Center. Partners will expect providers to report on the following information (format to be provided):

- Customer Name
- Customer Address
- Primary Telephone Number and Email Address
- Last Four of Social Security Number
- Referring Partner (Organization Name)
- Method of engagement, i.e.: Job Advertisement & Publication, Event (date and host/facilitator), Community Institution (Name); Office of Elected Official (Name); flyer (Location); SBS Mobile Unit (Location/Date); Workforce1 Email Advertisement; etc.
- Foreign-Born (yes/no); Country of origin
  - If choosing not to confirm country of origin record reason why.
  - Years residing in the U.S.
- Work History (including any work abroad, location, and wage)
- Receipt of Public Assistance (self-attestation)
- New York City Housing Resident (self-attestation)

D. Organizational Capacity

8. Please provide your organization’s audited financials and entire agency budget.

9. Please list the leadership team members and number of employees employed at your organization.