

**WORKFORCE DEVELOPMENT CORPORATION (“WDC”)
REQUEST FOR PROPOSALS
RFP TITLE: Incumbent Worker COVID-19 Recovery Training
Digital Skills, Communication/Marketing, and Technology Trainings
PIN: 2020WDC0003**

AUTHORIZED WDC CONTACT PERSON

Proposers are advised that the **Authorized WDC Contact Person** for all matters concerning this Request for Proposals (“RFP”) is:

Name: Chenelle Dennis
Title: Deputy Director
Mailing Address: Workforce Development Corporation
1 Liberty Plaza, 11th Floor
New York, New York 10006
Telephone #: 212-513-6437
E-mail Address: CDennis@sbs.nyc.gov

SECTION I – TIMETABLE

A. Release Date of this RFP: Wednesday, September 9, 2020

Responses should be submitted electronically by email, in either Adobe PDF or Microsoft Word, to Chenelle Dennis CDennis@sbs.nyc.gov and WDCFiscal@sbs.nyc.gov .

B. Question due by Monday, September 14, 2020

All questions should be submitted via email to Chenelle Dennis CDennis@sbs.nyc.gov and WDCFiscal@sbs.nyc.gov . All questions and answers will be posted online by end of day September 15th, 2020.

C. Proposal Due Date: Tuesday, October 6, 2020 at 5:00pm EST

All responses to this RFP are to be prepared and submitted at the proposer’s expense. The WDC will not pay any costs incurred by proposers in connection with the preparation, submission, and evaluation of the RFP response.

Note: The WDC will consider requests made to the Authorized WDC Contact Person to extend the Proposal Due Date and Time prescribed above. However, unless the WDC issues a written addendum to this RFP which extends the Proposal Due Date and Time for all proposers, the Proposal Due Date and Time prescribed above shall remain in effect.

D. Anticipated Contract Start Date: Monday, October 19th, 2020

SECTION II – SUMMARY OF THE REQUEST FOR PROPOSALS

A. Organizational Background

The Workforce Development Corporation (WDC), the NYC Department of Small Business Services (SBS), and the Mayor’s Office of Economic Opportunity have partnered to provide training necessary for NYC businesses to survive and thrive in this new economy. The WDC is an independent not-for-profit created by the City of New York (City) specifically for the purpose of assisting the City in developing and funding workforce initiatives. The WDC works closely with SBS, which 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. The Mayor’s Office of Economic Opportunity uses evidence and innovation to reduce poverty and increase equity in New York City.

As New York City steadily reopens amidst the COVID-19 pandemic, New York City small businesses need training for their employees to respond to the changing economy. The COVID Recovery Training: Digital Skills, Communication/Marketing, and Technology (“Program”) consists of consultation sessions and trainings for businesses and their staffs located in New York City. Contractor(s) will be considered based on the course offerings they are able to provide from the three classes of trainings and the courses identified within each. See Section 2 below for more details. The Contractor(s) must be able to conduct consultation to businesses and/or business owners and training for incumbent workers. This includes, but is not limited to, training providers, consulting firms, and higher education institutions.

B. Context and Purpose of this Project

This Project seeks to address two issues:

1. New York City businesses in specific neighborhoods have struggled more than others accessing local, state, and federal funding. These areas include Low to Moderate Income (“LMI”) areas and neighborhoods hardest hit by the COVID-19 pandemic. The goal of this project is to ensure businesses in these neighborhoods have access to training. The types of businesses the WDC is focused on reaching includes, but is not limited to, restaurants, beauty salons, barbershops, and retail stores such as clothing and shoe stores. Businesses that apply to participate must be located in either a neighborhood that was hardest hit by COVID-19 or located in an area that is Low to Moderate Income. The team at SBS will review each application to confirm applicant’s location. A list of neighborhoods heavily impacted by COVID-19 and LMI neighborhoods can be found below. This list will be referred to as “Targeted Neighborhoods” throughout this proposal.

**List of “Targeted Neighborhoods”
(Chart #1)**

Bronx	Brooklyn	Manhattan	Queens	Staten Island
East Tremont	Bed-Stuy	Central Harlem	Briarwood	Stapleton – St. George
Fordham	Borough Park	East Harlem	Corona	Willowbrook
Highbridge	Brighton Beach	Hamilton Heights and Morningside Heights	Elmhurst	

Longwood and Hunts Point	Brownsville	LES and Chinatown	Jamaica	
Morrisania and Crotona	Coney Island	Washington Heights and Inwood	Queensbridge	
Morris Heights	Bushwick		Rockaway and Far Rockaway	
Mott Haven and Melrose	Canarsie			
Pelham and Throggs Neck	Crown Heights			
Soundview and Soundview Bruckner	Ditmas Park			
Van Cortland Park and Jerome Park	Flatbush & East Flatbush			
	East New York and Starrett City			
	Flatlands			
	Midwood			
	Sunset Park			

2. In addition, each business and their staff will need new skills in order to thrive in the COVID-19 environment. The trainings selected have been split into three different classes: 1. Digital Skills, 2. Communication/Marketing, and 3. Technology. Within these classes the trainings include: Basic Computer Skills, Microsoft Office, ADP/QuickBooks (or equivalent software), Social Media, Website Creation, Remote Workplace Platforms (Zoom, MS Teams, Google Hangouts), Creating a Cloud-based business model, E-Commerce and Risk Assessment.

C. Project Overview

CONSULTATION

Each business will be required to participate in a pre-screening consultation with the team at SBS. This consultation will identify the business's main challenge(s), will help identify which trainings the business should participate in, and which employees will participate in training.

The initial consultation, conducted by SBS, will assist businesses with:

- selecting the best courses for their business and staff
- selecting which employees will participate in which training(s)
- creating a training plan, including a timeline and course of action
- planning and key steps for how the business will implement training and cross train their staff

- identifying key metrics for measuring success after training

The notes and recommendations from the initial consultation will be shared with the Contractor(s) so they are able to provide the mid-point (~2 hours) and final consultation (~2 hours) with the business. The Contractor(s) will be required to offer four (4) hours of consultation during the mid-point and at the conclusion of training to ensure successful implementation.

The Contractor(s) will also work with each business to establish a cross-training plan. By the end of the training, businesses and their staff should have new and/or improved skillsets that will directly impact the business's ability to stay in operation as well as provide employees with skills that will make them more successful and marketable in their current and future careers. It is the expectation that the Contractor(s) will share relevant and important metrics and data from these consultation sessions with the team at SBS.

The mid-point and final consultations, conducted by Contractor(s) will include:

- check-in and review of key metrics
- consultation and update on progress
- revisions to training plan, if needed
- evaluation of success

Note: The WDC acknowledges that if multiple Contractor(s) are selected for this RFP not every Contractor will have to conduct four hours of consultation. The Contractor(s) should be prepared to conduct this number of consultative hours, but the final number of hours may be adjusted at the discretion of SBS.

TRAINING

The trainings for this proposal fall into three classes: (1) Digital Skills, (2) Communication/Marketing, and (3) Technology. The Contractor(s) will be required to deliver high-quality trainings within **at least one** of these classes utilizing new or existing curriculum contextualized for employees at New York businesses in the Targeted Neighborhoods (refer to Chart #1). Any proposal submitted to the WDC must identify which class or classes of trainings they are submitting for. A Contractor can submit a proposal for one class and up to all three classes. The Contractor(s) must be able to offer at least three of the following subjects (refer to Chart #2) or their equivalent courses within the class or classes they are submitting a proposal for. Relevant and similar courses may be included within the proposal that the Contractor(s) submit. Any supplemental courses will be evaluated as an extra preference.

The Contractor(s) must be able to offer at least one training course in both English and Spanish with a preference for multiple courses being taught in both languages.

The training courses can be offered to new cohorts formed for the purpose of this project or via seats in existing training courses provided by the Contractor. Contractor(s) must offer and conduct trainings that are flexible and accessible to trainees. The trainings can be offered in-person or remotely, at the discretion/safety of both the Contractor(s) and the business.

The WDC acknowledges that one proposer may not be able to provide all the courses outlined below, therefore, the courses have been split into three classes. The WDC is open to contracting with multiple proposers for all classes as deemed necessary upon review of proposals.

(Chart 2)

Class 1: Digital Skills	Class 2: Communication/Marketing	Class 3: Technology
Basic Computer Skills	Remote Workplace Platforms (Zoom, MS Teams, Google Hangouts)	E-Commerce
Microsoft Office	Social Media and Website Creation	Creating a Cloud-based business model/ Networking
QuickBooks/ADP/or equivalent software	Marketing for a Digital Audience	Risk Assessment and Prevention

The Contractor(s), using new or existing materials, will deliver high-quality trainings that encompass the following key aspects:

- 1) **Customized:** content that addresses current business challenges and incorporates expert curriculum and processes to equip employees with skills to help the business stay in operation in a remote, virtual, and technology-focused environment. Content and curriculum must also be adjustable to business's needs (i.e. timing and pacing) and focuses on key areas specified by the business.
- 2) **Industry-informed:** curriculum and trainings geared towards employees at small businesses with a particular focus on the following industries: retail, restaurant, professional services (barber shops, salons, accounting offices, etc.).
- 3) **Interactive and engaging:** content that keeps the Participants engaged in learning through curriculum that is relevant and updated to today's world and trainings that are well paced, easy to understand, encourage participation, and have hands-on implementation activities.
- 4) **Assesses candidate progress:** incorporates a clear method for determining whether the trainings had a measurable and effective impact on participating businesses and employees using key metrics and analysis created with the business prior to training.

D. Anticipated Contract Term

It is anticipated that the term of the contract awarded from this RFP will be **twelve (12) month** with possible renewal options at the WDC's sole discretion for additional periods not exceeding three years, commencing upon Contractor(s)'s receipt of a written notice to proceed from the WDC. The WDC reserves the right, prior to contract award and renewal contract execution, to determine the length of the initial contract term and each option to renew, if any.

E. Anticipated Available Funding

It is anticipated that the maximum available funding for the contract awarded from this RFP will be **\$233,750**. The funding allocation and final contract amount is dependent upon the availability and appropriation of funds and is subject to change. In addition, the WDC reserves the right to modify the funding allocation in the best interests of the WDC.

F. Anticipated Payment Structure

It is anticipated that the payment structure of the contract awarded from this RFP will be a reimbursement-based structure with the Contractor submitting invoices to be reimbursed by the WDC. If/when multiple Contractors are selected by the WDC, the payment structure will be split based upon submitted invoices by the Contractors. However, the WDC reserves the right to select any payment structure that is in the WDC's best interest. WDC will work to accommodate reasonable requests for payment structures that incorporate work performed and the Contractor(s)'s allocation, dedication and expenditure of resources. Work performed by the Contractor(s) beyond the scope of this solicitation and the resulting contract award will not be compensated without WDC's prior approval.

G. Minimum Qualification Requirements

Below are the **Minimum Qualification Requirements** for this solicitation. Proposals that fail to meet any of these requirements may be found non-responsive and rejected.

- Proposer has been in operation for at least two (2) years.
- Proposer has two (2) years of experience training multiple businesses and incumbent¹ workers simultaneously.
- Proposer has experience customizing existing curriculum to meet business' needs and address specific challenges.
- Proposer has two (2) years of consulting experience with small businesses that have 1 to 50 employees.
- Proposer has six (6) months experience providing virtual trainings.
- Proposer has one (1) year experience facilitating and conducting trainings in Spanish.

Below are the Preferred Requirements for this solicitation:

- Proposer has two (2) years of experience providing both asynchronous and synchronous trainings.
- Proposer is a certified M/WBE firm.
- Proposer has one (1) year of experience working with businesses located in LMI areas.

SECTION III – SCOPE OF SERVICES

A. Deliverables

The deliverables associated with implementing tailored Digital Skills, Communication/Marketing, and/or Technology training programs specifically for employees at small businesses located in Targeted Neighborhoods:

1. Training Delivery: The selected Contractor(s) is expected to deliver a training curriculum covering essential courses for participant preparation in Digital Skills, Communication/Marketing, and/or Technology. Specifically, the Contractor(s) would:

- Deliver a high-level overview for businesses in Targeted Neighborhoods that offers upskilling in Digital Skills, Communication/Marketing, and Technology and provides Participants with:
 1. A basic introduction to core digital activities, technology platforms, and technology updates for small businesses such as:

¹ Incumbent worker: an individual who has an established employment history with the employer for six months or more

- Basic email and computer functions
 - Maintaining a web presence via social media
 - Creating and maintaining an up-to date website
 - Selling and marketing online
 - *Example: E-commerce training*
 - Digitizing business operations
 - *Example: ADP/QuickBooks, Microsoft Office, Cloud-based business model*
 - Ensuring digital safety
 - *Example: Risk Assessment and Prevention*
2. Real world exercises based on sector and job function;
 3. Workplace simulation and experience; and
 4. Assistance with the immediate steps necessary to implement newly learned digital skills into workplace.
- Provide consultation services as described above (Section II, C) to businesses to help identify, implement, and understand the different components and functions of a digitized workplace.
 - Deliver a customized training plan for employees at small businesses that prepares and assists them with applying new digital and technological skills in the workplace.
 - Provide a timeline and specific mechanisms for delivering the Program.
 - Outline approaches for delivering training to a bilingual audience.

2. Quantitative and Qualitative Goals: The selected Contractor(s) would be expected to meet the following quantitative and qualitative Program goals:

- Enroll a total of 200 Participants from 75 different businesses with a majority of participants being residents from one of the Targeted Neighborhoods. (*Note: these numbers will vary based on the total number of Contractors selected.*) Participants should be incumbent workers working for a business that is also located in one of the Targeted Neighborhoods. Business owners are eligible to participate in both consultations and trainings. Enrollment is defined as attending at least one of the Program sessions. Completion is defined as attending at least 75% of the Program sessions.
 - Include information on business type, industry, neighborhood of the business and the neighborhood in which staff members reside.
- All enrolled Participants are expected to meet the following requirements:
 - 18 years of age or older;
 - New York City resident; and
 - Working for a business that has applied to participate in the program
- SBS will conduct an initial consultation session with each business (to be shared with Contractor(s) via an introduction meeting to the business conducted by SBS) to discuss the following questions
 - What are the business's current challenges?
 - Which trainings are most needed by the business?
 - What will the selected training address or improve for the business?
 - How will the selected training courses be most effective in upskilling the business's employees?
 - Will there be opportunities for promotions after training?
 - What new or enhanced skills and/or responsibilities will the business's employees gain from this training and how will the business evaluate success for employees?

- The Contractor(s) will be expected to discuss the following questions with each business through a mid-point consultation:
 - How are the trainings addressing the business's challenges?
 - What areas are still unclear or addressed within the trainings?
 - How are employees responding to the trainings?
 - How is the implementation plan going?
- The Contractor(s) will be expected to discuss the following questions with each business through a mid-point consultation:
 - How will the business implement training and how will they cross train staff?
 - How does the business measure and define success?
 - How confident does the business feel regarding retention?
- The goal of the intervention is for businesses to sustain and grow in New York City. Additional data points that will be collected are:
 - Business status 6 months, 12 months, 24 months after the intervention
 - Number of employees retained
 - Number of employees hired
 - End of training surveys with businesses and their staff members to assess success.

3. Outreach & Recruitment: The selected Contractor(s) would help conduct outreach and recruitment for the Program with support from SBS and external partners. This entails:

- The Contractor(s) will promote the Program through multiple channels including social media, testimonials/success stories, snail mail and email marketing.
- The Contractor(s) will distribute and collect trainee registration forms provided by SBS. The Contractor(s) will ensure each trainee is registered in Worksource1 and enrolled prior to training commencement.
- The Contractor(s) will support Participants in completing trainings needed by the business.

4. Personnel: The selected Contractor(s) would hire or assign the appropriate number and level of programmatic staff to accomplish the goals outlined for this Program. Specifically:

- The Contractor(s) will demonstrate staff experience in delivering Digital Skills, Communication/Marketing and/or Technology training and counseling to small size businesses, preferably in the Targeted Neighborhoods.
- The Contractor(s) will have the organizational capability to deliver a high-quality program with exceptional performance.
- The Contractor(s) must be able to work concurrently with other Contractor(s) as needed.
- The Contractor(s) will attach a resume of key staff member(s) or a list of qualifications for staff that will be hired for key positions to perform the programmatic, administrative, technical, supervisory, and fiscal responsibilities for this Program.
- The Contractor(s) will attach an organizational chart that demonstrates how the Program will fit into the proposer's organizational structure.
- The Contractor(s) will maintain a maximum 1:20 instructor to student ratio. Although, a 1:15 ratio is preferable.

5. Data Management: The selected Contractor(s) would collect and share with SBS Participant training data, including but not limited to, enrollment, performance and completion. Specifically:

- The Contractor(s) will conduct pre- and post-program surveys and mid-point evaluations approved by SBS for Participant feedback.
- The Contractor(s) will collect information pertaining to trainee information, registration, progress, and retention to be shared with SBS.

- The Contractor(s) will report on outcomes and performance metrics and end of program evaluations.
- The Contractor(s) could propose recommendations for improvements to the Program to SBS.

6. Budget Management: The selected Contractor(s) would perform the following functions as they pertain to budget management:

- The Contractor(s) will operate the Program with a budget based on the anticipated available funding.
- The anticipated payment structure of the contract awarded from this RFP will be 100% line-item reimbursement, therefore, the Contractor(s) will provide invoices or other appropriate proof of expenses to the WDC in a timely manner.
- The Contractor(s) will have sufficient financial and human resources to initiate the Program and cover programmatic costs between each reimbursement period.

B. Work Product License

Any and all materials created under any contract that is entered into as a result of this solicitation (the “Work Product”) are the exclusive property of WDC. WDC may use any Work Product prepared by the Contractor(s) in such manner, for such purposes, and as often as WDC may deem advisable, in whole, in part or in modified form, in all formats now known or hereafter to become known, without further employment of or additional compensation to the Contractor(s). The Contractor(s) shall not use, transmit, display, publish or otherwise license such Work Product without WDC’s prior written consent. The Work Product shall be considered “work-made-for-hire” within the meaning and purview of Section 101 of the United States Copyright Act, 17 U.S.C. § 101, and WDC is the copyright owner thereof and of all aspects, elements and components thereof in which copyright protection might subsist. To the extent that the Work Product does not qualify as a “work-made-for-hire,” the Contractor(s) hereby irrevocably transfers, assigns and conveys exclusive copyright ownership in and to the Work Product to WDC, free and clear of any liens, claims or other encumbrances. The Contractor(s) shall retain no copyright or other intellectual property interest in the Work Product.

NOTE: This section of the solicitation **DOES NOT** include any materials created by the successful proposer or Contractor(s) **prior to** entering into the agreement with the WDC. Note, however, that the winning proposer will be **required** to provide the WDC an irrevocable, world-wide, royalty-free, non-exclusive, sub-licensable, license to reproduce, translate, publish, use, make derivative works, distribute and dispose of, for governmental purposes, any pre-existing reports, documents, data, photographs, deliverables, and/or other pre-existing materials delivered under any contract that is entered into as a result of this solicitation.

SECTION IV – FORMAT AND CONTENT OF THE PROPOSAL

Instructions: Proposers should provide all information required in the format below. Proposals must submit electronically. Program Proposal and Price proposal should be submitted in either PDF or Word format and attached to a single email (further delivery details are below).

The proposal will be evaluated on the basis of its content, not length. Failure to comply with any of these instructions will not make the proposal non-responsive.

1. Proposal Format

a. Proposal Cover Sheet (Attachment A)

The Proposal Cover Sheet (Attachment A) transmits the proposer's Proposal Package to WDC. It should be completed, signed and dated by an authorized representative of the proposer. If the proposal is being submitted by a joint venture, include a Proposal Cover Sheet for each entity that is a party to the joint venture.

b. Training Program Proposal

Please provide a clear and concise narrative which addresses the following:

1. **Experience** – Describe the relevant experience of the proposer and the proposed key staff in providing the work described in Section III—Scope of Services. Specifically address the following:
 - a. Proposer's mission, commitment and organizational strengths as they relate to the goals of the project.
 - b. Prior experience delivering training and contextualized curriculum for small sized businesses interested in training for Digital Skills, Communication/Marketing and/or Technology.
 - c. Prior experience refining and updating curriculum to meet evolving industry needs.
 - d. Prior experience delivering training in the Digital Skills, Communication/Marketing and/or Technology sector to employees of businesses located in the Targeted Neighborhoods or similar areas. If no experience is available, please describe the proposer's approach to customizing curriculum and training specific to the goals outlined in this proposal.
 - e. Prior experience conducting trainings with small businesses.
 - f. Prior experience with delivering virtual trainings, including experience with asynchronous and synchronous trainings, or a combination of both, as well as a plan for how trainings would be offered to businesses.
 - g. Prior experience with facilitating and conducting trainings in Spanish.
2. **Organizational Capability** – Describe the proposer's organizational capacity to provide the work described in Section III—Scope of Services. Specifically address the following:
 - a. Name(s), qualifications, and relevant experience of the lead instructors responsible for the training delivery and related materials.
 - b. Name(s), qualifications, and relevant experience of the lead contact/instructor/consultant responsible for conducting the consultation and/or training.
 - c. Attach a resume and/or description of the qualifications required for each lead contact/instructor/consultant and a statement certifying that the proposed staff will be available for the duration of the project.
3. **Proposed Approach** – Describe in detail how the proposer will provide the work described in Section II – Summary of the Request for Proposals and demonstrate that the proposed approach will fulfill WDC's goals and objectives. Specifically, proposals should address the following:
 - a. Rationale as to why the proposer's approach will be successful at achieving the objective of improving and upskilling in digital skills, communication/marketing, and technology and working towards business continuity.
 - b. Overview of the proposed content and format of each deliverable request.
 - c. Overview of how the proposer will achieve the deliverables described in Section III – Scope of Services.
 - d. Overview of how the proposer expects to successfully outreach to businesses.
 - e. Selection and overview of Class or Classes the proposer is submitting for as referenced in Section II— Summary of the Request for Proposals.

4. **Project Timeline** – Proposers should provide a schedule for completion of the deliverables proposed in Section III, including identification of key dates, deadlines or timeframes for submission of deliverables. It is expected that the consultations and trainings will begin in October 2020.

Note: WDC’s assumptions regarding the proposer’s approach represents what the WDC believes to be most likely way to achieve its goals and objectives. However, proposers are encouraged to propose an approach that they believe will most likely way to achieve the WDC’s goals and objectives. Proposers may also propose more than one approach. However, if an alternative approach affects other areas of the proposal such as experience, organizational capability or price, that alternative approach should be submitted as a complete and separate proposal providing all the information specified in Section IV of this RFP.

c. Price Proposal (Attachment C)

For the purposes of comparison, Proposers are required to complete and submit the Price Proposal Attachment (Attachment C). However, proposers are also encouraged to propose innovative payment structures. The WDC reserves the right to select any payment structure that is in the WDC’s best interest.

Note: The Contractor(s) must be able to begin immediately upon receipt of a written notice to proceed from the WDC.

B. Proposal Package Contents (“Checklist”)

The Proposal Package should contain the following materials. Proposers should utilize this section as a “checklist” to assure completeness prior to submitting their proposal to the WDC.

ELECTRONIC SUBMISSIONS ONLY:

1. One PDF or Word document labeled “Program Proposal [Proposer Organization Name]”
 - a. Proposal Cover Sheet (Attachment A)
 - b. Program Proposal (Attachment B)
 - i. Narrative
 - ii. References for the Proposer and, if applicable, each SubContractor(s)
 - iii. Resumes and/or Description of Qualifications for instructors and key Staff Positions
 - iv. Organizational Chart
 - v. Proof of organization doing business for at least 2 years
 - vi. Audit report or Certified Financial Statement or a statement as to why no report or statement is available
2. One email with previous two files attached, which includes:
 - a) The subject line: Incumbent Worker: COVID19 Recovery Training: Digital Skills, Communication/Marketing, and Technology Trainings and Pin # 2020WDC0003
 - b) A message in the body of the email that includes:
 - a. Proposer’s name and address
 - b. the Title and PIN # of this RFP
 - c. the name and telephone number of the Proposer’s Contact Person
 - c) CDennis@sbs.nyc.gov and WDCFiscal@sbs.nyc.gov in the recipient (“To”) field.

SECTION V – PROPOSAL EVALUATION AND CONTRACT AWARD PROCEDURES

A. Evaluation Procedures

All proposals accepted by the WDC will be reviewed to determine whether they are responsive or non-responsive to the requisites of this RFP. Proposals that are determined by the WDC to be non-responsive will be rejected. The WDC's Evaluation Committee will evaluate and rate all remaining proposals based on the Evaluation Criteria prescribed below. The WDC reserves the right to conduct site visits and/or interviews and/or to request that proposers make presentations and/or demonstrations, as the WDC deems applicable and appropriate. Although discussions may be conducted with proposers submitting acceptable proposals, the WDC reserves the right to award contracts on the basis of initial proposals received, without discussions; therefore, the proposer's initial proposal should contain its best programmatic and price terms.

B. Evaluation Criteria

Selection will be made to the proposer with the highest overall score. The criteria for evaluation and weight assigned are set forth below. All proposals accepted by WDC will be reviewed, evaluated and rated based on the Evaluation Criteria prescribed below. WDC reserves the right to conduct site visits and/or interviews and/or to request that proposers make presentations and/or demonstrations, as WDC deems applicable and appropriate. Although discussions may be conducted with proposers submitting acceptable proposals, WDC reserves the right to award contracts on the basis of initial proposals received, without discussions; therefore, the proposer's initial proposal should contain its best programmatic and price terms.

Evaluation Criteria:

❖ Demonstrated relevant experience	20%
❖ Quality of proposed approach	50%
❖ Demonstrated level of organizational capability	30%

C. Basis for Contract Award. A contract will be awarded to the responsible proposer(s) whose proposal is determined to be the most advantageous to the WDC, taking into consideration the price and such other factors or criteria which are set forth in this RFP. Contract award shall be subject to the timely completion of contract negotiations between the WDC and the selected proposer(s). The WDC shall rank proposers by technical merit, and the price proposal of ONLY the highest technically ranked firms will be opened and reviewed by the WDC to determine whether such price proposal(s) is responsive. The WDC may request best and final offers (BAFOs) and will then consider price by negotiating a fair and reasonable price with the highest technically ranked proposer(s). In the event that such a fee is not successfully negotiated, the WDC may conclude such negotiations, and enter into negotiations with the next highest technically ranked proposer, as necessary.

D. Confidential, Proprietary Information or Trade Secrets. Proposers should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide any justification of why such materials, upon request, should not be disclosed by the WDC. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by the WDC.

E. RFP Postponement/Cancellation. The WDC reserves the right to postpone or cancel this RFP, in whole or in part, and to reject all proposals.

F. Proposer Costs. Proposers will not be reimbursed for any costs incurred to prepare proposals.

G. Applicable Laws. This Request for Proposals and the resulting contract award, if any, unless otherwise stated, are subject to all applicable provisions of New York State Law, the New York City Charter and Administrative Code, the Rules of the City of New York. In addition, contract award is subject to applicable provisions of federal, state and local laws and executive orders, including those requiring affirmative action and equal employment opportunity.

H. General Contract Provisions. Contracts shall be subject to the WDC's general contract provisions, in substantially the form that they appear in the attached "Appendix A—Standard Terms and Conditions" or, if the WDC utilizes other than the formal Appendix A, in substantially the form that they appear in the WDC's general contract provisions. Copies of the applicable documents are available through the Authorized WDC Contact Person.

I. Prices Irrevocable. Prices proposed by the proposer shall be irrevocable until contract award, unless the proposal is withdrawn. Proposals may only be withdrawn by submitting a written request to the WDC prior to contract award. This shall not limit the discretion of the WDC to request proposers to revise proposed prices through the submission of best and final offers and/or the conduct of negotiations.

ATTACHMENT A

PROPOSAL COVER SHEET

RFP TITLE:

PIN:

Proposer:

Name: _____

Address: _____

Tax Identification #: _____

Years in Operation _____

Proposer's Contact Person:

Name: _____

Title: _____

Telephone #: _____

Email Address: _____

Proposer's Authorized Representative:

Name: _____

Title: _____

Signature: _____

Date: _____

ATTACHMENT B

PROGRAM PROPOSAL (PROPOSED APPROACH)

The Program Proposal (Proposed Approach) is a clear, concise narrative. Refer to Section IV (Program Proposal) for guidance about what should be included in this section.

Describe in detail how the proposer will provide the work described in Section III of this RFP and demonstrate that the proposer's proposed approach will fulfill the WDC's goals and objectives.

The "Proposed Approach" description submitted by each proposer should **not exceed four (4) pages** in length.

ATTACHMENT C

PRICE PROPOSAL FORM

TOTAL PRICE: \$ _____

TOTAL PRICE IN WORDS:

DELIVERABLE	PRICE
Total:	

Printed Name of Proposer

Signature of Proposer

Please Note: In case of discrepancies between the price in words and the price in figures, the price in words will be considered the price.