RFP TITLE: ApprenticeNYC On-The-Job Performance Management
RFP PIN: 2022WDC0003

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: Tuesday February 8, 2022**

Responses should be submitted electronically by email, in either Adobe PDF to Chenelle Dennis at CDennis@sbs.nyc.gov, with a copy to WDCFiscal@sbs.nyc.gov.

B. **Question due by: Tuesday February 15, 2022**

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 Friday February 18, 2022.

C. **Proposal Due Date: Wednesday February 23, 2022**

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:**

It is anticipated that the term of the contract award from this RFP will begin in April of 2022. This is one time funding, and the Workforce Development Corporation reserves the right, prior to contract award and renewal contract execution, to determine the length of the initial and each option to renew, if any.
SECTION II – SUMMARY OF THE REQUEST FOR PROPOSALS

A. Organizational Background
The Department of Small Business Services (SBS) hosts the Manufacturing and Industrial Innovation Council (MaiiC), an industry partnership that works with employers across the industrial spectrum (Manufacturing, Transportation, Logistics, Distribution, Utilities, Waste Management, and Construction) to design and deliver solutions to their talent, technology, and policy needs. ApprenticeNYC for Advanced Manufacturing (“AppNYC”), among other talent programs that MaiiC supports, prepares New Yorkers with the hands-on experience they need to get an entry level career in Advanced Manufacturing field. The AppNYC consists of a pre-apprenticeship, and apprenticeship program that combines both classroom instruction and on-the-job training at the employer site. During the on-the-job portion, continuous assessment of both apprentice and supervisor performance and satisfaction is needed to remedy problems in real time, increase retention, and contribute to program redesign as needed, to address programmatic issues.

B. Context and Purpose of this Project
Employers working with the AppNYC program and members of the Manufacturing and Industrial Innovation Council (MaiiC), both initiatives administered in SBS through WDC, need additional support on best methods to train their apprentices, entry level staff and other employees. When supervisors are trained in how to teach specific technical tasks and manage diverse teams, satisfaction and retention increase.

To achieve the highest outcomes (long term apprentice and employee retention), SBS is seeking a contractor to design feedback surveys, create performance scorecards, distribute surveys, monitor performance and concerns, and provide updates on a monthly basis and quarterly report for AppNYC’s on-the-job portion. The purpose is to increase retention and help SBS identify any programmatic gaps that need to be solved for in real time and for future AppNYC cohorts.

Prior to the on-the-job portion of AppNYC, supervisors will be attending 10 hours of virtual training on job instruction (the best way to teach a technical task), and 10 hours of virtual training on job relations (the interpersonal and team management skills required for dealing with conflict, negotiations, and diverse teams). Meanwhile, Apprentices will be attending a hybrid of in class and virtual training on a variety of advanced manufacturing modalities, as well as, training in professional skills and one-on-one career coaching.

It is anticipated that the on-the-job portion of for Cohort 1 will begin in July 2022. Materials will need to be created and approved by SBS prior to this start date. Cohort 2 start date is still to be determined but is anticipated for fall of 2022. Each cohort is 10 months long and will have 10-20 supervisors.

SECTION III – SCOPE OF SERVICES

A. Deliverables
   a. On-the-job monitoring and supports
Throughout the on-the-job portion of AppNYC, the contractor will monitor progress of both the supervisors for their knowledge transfer implementation and apprentices for the skill acquisition in the program. Specific activities include:

1. Create feedback surveys for both apprentices and supervisors.
2. Collect, organize, and share bi-weekly feedback survey data from all participants, identifying results not meeting expectation (of either the apprentice or employer), diagnosing supervisory / interpersonal challenges, and developing remediation plans.
3. Analyze apprentice feedback to identify sustained performance issues or flags for both apprentices and supervisors and ensure apprentices are receiving effective feedback from their supervisor.
4. Pass along survey data regarding technical skills and personal (not job related) apprentice issues to the appropriate parties for remediation, as determined by SBS.
5. Participate in monthly check in calls with SBS and other AppNYC vendors as determined by SBS.
6. Conduct 2 site visits per employer for the duration of the apprentices’ respective on-the-job portion of their apprenticeship to assess supervisor performance and suggest to SBS any changes for better compliance to On-the-job training best practices.

Specific deliverables include:

1. Performance Evaluation Tools: Surveys, scorecards, and other tools required to gather specific weekly progress and feedback from supervisors and apprentices.
2. Exit Satisfaction Survey: to be completed by all supervisors, employer’s senior leadership, and apprentices.
3. Create a standardized process for when apprentices leave that includes the above-mentioned survey, and phone interviews with both the apprentice and the direct supervisor.

b. Data and Reporting

i. The contractor will provide SBS with quarterly reports on lessons learned to further enhance the continued success of apprentices and employers in the program. The work products identified in the previous sections will undergo continuous improvement with the oversight of MaiiC staff.

B. Anticipated Contract Term

It is anticipated that the term of the contract award from this RFP will be 14 months. This is one time funding and the Workforce Development Corporation reserves the right, prior to contract award and renewal contract execution, to determine the length of the initial and each option to renew, if any.

C. Anticipated Available Funding

It is anticipated that the maximum funding for the contract awarded from the RFP will be $60,000 in City Tax Levy funding. The funding allocation and final contract amount is dependent upon the availability and appropriation of funds and is subject to change. In
addition, WDC reserves the right to modify the funding allocation in the best interests of WDC.

D. Anticipated Payment Structure
This will be a performance-based contract. Payments will be disbursed after successful completion of each milestone.

Minimum Qualification Requirements

Below are the minimum qualification requirements for the solicitation. Proposals that fail to meet any of these requirements may be found non-responsive and rejected.
1. Proposer has been operating for at least 5 (five) years.
2. Proposer has at least 5 (five) years of relevant experience.
3. Proposer has experience with the following sectors: manufacturing, utilities, waste management, construction and/or transportation.
4. Proposer has 5 (five) years' experience monitoring supervisor and employee performance.

E. 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 Contractors 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 Contractors. The Contractors 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 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 Contractors 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 prior to entering into the agreement with WDC. Note, however, that the winning proposer will be required to provide WDC an irrevocable, worldwide, 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 submitted in hard copy should be printed on both sides of portrait 8 ½” by 11” paper, using Times New Roman font style and a 12-point font size. Pages should be paginated. If submitted
electronically, Program Proposal and Price proposal should be submitted as a PDF 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.

A. 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. Program Proposal -- Please provide a clear and concise narrative which addresses the following:
      i. Experience – Describe the successful relevant experience of the proposer and the proposed key staff in providing the work described in Section III – Deliverables and Outcomes. Specifically address the following:
         a. Proposer’s mission, commitment and organizational strengths as they relate to the goals of the project.
         b. Prior experience to working with businesses in the industrial sectors (as described above).
         c. Prior experience in monitoring supervisor and employee performance.
   c. Organizational Capability – Describe the proposer’s organizational capacity to provide the work described in Section III – Deliverables. Specifically, address the following:
      a. Name(s), qualifications, and relevant experience of the lead contact/organizer responsible.
      b. Attach a resume and/or description of the qualifications required for each lead contact/organizer and a statement certifying that the proposed staff will be available for the duration of the project.
   d. Program Proposal – Describe in detail how the proposer will provide the work described in Section III – Deliverables 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 increasing retention and overall satisfaction from both supervisors and apprentices.
      b. Overview of the proposed materials and process for delivery.
      c. Provide a detailed budget for each deliverable.

Note: WDC’s assumptions regarding the proposer’s approach represent what WDC believes to be most likely to achieve its goals and objectives. However, proposers are encouraged to propose an approach that they believe will most likely achieve 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.

e. **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. WDC reserves the right to select any payment structure that is in WDC’s best interest.

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

i. **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 WDC.

ii. **ELECTRONIC SUBMISSIONS ONLY:**
   a. One PDF or Word document labeled “Program Proposal [Proposer Organization Name]”
   b. Proposal Cover Sheet (Attachment A)
   c. Program Proposal (Attachment B)
      o Narrative
      o References for the Proposer and, if applicable, each Subcontractor
      o Resumes and/or Description of Qualifications for instructors and key Staff Positions
      o Organizational Chart
      o Budget
      o Proof of organization of doing business for more than 5 years
      o Audit report or Certified Financial Statement or a statement as to why no report or statement is available
   d. One email with previous file attached, which includes:
      i. A subject line with the following format: Title of RFP, RFP Pin #
      ii. A message in the body of the email noting the Proposer’s name and address, the Title, and PIN of this RFP and the name and telephone number of the Proposer’s Contact Person.
      iii. **CDennis@sbs.nyc.gov** in the recipient (“To”) field, in the “cc” field, License to Careers proposal: [insert organization name] in the subject line.
   d. Program Price Proposal (Attachment C)
SECTION V – PROPOSAL EVALUATION AND CONTRACT AWARD PROCEDURES

A. Evaluation Procedures. All proposals accepted by WDC will be reviewed to determine whether they are responsive or non-responsive to the requisites of this RFP. Proposals that are determined by WDC to be non-responsive will be rejected. WDC’s Evaluation Committee will evaluate and rate all remaining proposals 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.

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.

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 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 WDC and the selected proposer(s). WDC shall rank proposers by technical merit, and the price proposal of ONLY the highest technically ranked firms will be opened and reviewed by WDC to determine whether such price proposal(s) is responsive. 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, 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 WDC. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by WDC.

E. RFP Postponement/Cancellation. 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 WDC’s general contract provisions, in substantially the form that they appear in the attached “Appendix A—Standard Terms and Conditions” or, if WDC utilizes other than the formal Appendix A, in substantially the form that they appear in 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 WDC prior to contract award. This shall not limit the discretion of 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 5 pages.
ATTACHMENT C
PRICE PROPOSAL FORM

TOTAL PRICE:
$ _______________

TOTAL PRICE IN WORDS:

DELIBERABLE

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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.