

**WORKFORCE DEVELOPMENT CORPORATION (“WDC”)
REQUEST FOR PROPOSALS**

RFP TITLE: Industry Partnership Outreach

PIN: 2019WDC004

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, WDC
Mailing Address: 110 William Street, 7th Floor, New York NY 10038
Telephone #: 212-513-6437
E-mail Address: CDennis@sbs.nyc.gov

SECTION I - TIMETABLE

A. Release Date of this RFP: January 16, 2019

Note: All questions and requests for additional information concerning this RFP should be directed to the Authorized WDC Contact Person identified above.

Questions Due Date: January 25, 2019, 5:00 pm EST

B. Proposal Due Date and Time and Location: February 4, 2019, 5:00pm EST

1. Responses must be submitted electronically by email, in either Adobe PDF or Microsoft Word, to Chenelle Dennis at CDennis@sbs.nyc.gov, **with a copy to** creel@sbs.nyc.gov. If preferred, applicants may submit their information in hard copy to:

Attn: Chenelle Dennis
Deputy Director
Workforce Development Corporation
110 William Street, 7th Floor
New York, New York 10038

2. 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.

C. Anticipated Start Date: February 18, 2019

Note: The Contractors must be able to begin immediately upon receipt of a written notice to proceed from WDC.

SECTION II: SUMMARY OF THE REQUEST FOR PROPOSALS

A. WDC Background

The WDC is an independent not-for-profit organization created by the City of New York (“City”) for the purpose of assisting the City in developing and funding workforce initiatives. The WDC works closely with the City’s Department of Small Business Services (“SBS”) to contribute to the economic vitality of New York City (“NYC”) by promoting workforce development and job creation through public and private partnerships.

The Manufacturing and Industrial Innovation Council (“MaIIC”) is one of SBS’ Industry Partnerships, bringing together disparate entities of the manufacturing (“Manufacturing”) and industrial (“Industrial”) ecosystem to address the industry’s rapidly changing labor force needs and the business environment of NYC. The MaIIC vision will ensure that Manufacturing and Industrial businesses have the necessary adaptability skills for the 21st Century innovation economy. The MaIIC Mission is to build an ecosystem in NYC that supports the growth and sustainability of Manufacturing and Industrial businesses. To do this MaIIC is working to: (i) align public policy and regulatory efforts to support real estate, operation and infrastructure stability; (ii) establish a reliable system to deliver talent pipeline for Manufacturing/Industrial jobs; (iii) equip businesses to transition into Industry 4.0 to change perception of industrial sector, inside and out.

The NY Alliance for Careers in Healthcare (“NYACH”) is an Industry Partnership, bringing together multiple stakeholders of the healthcare industry in order to address the sector’s rapidly changing labor force needs. NYACH’s mission is to build an effective healthcare workforce development system in NYC by engaging employers and industry leaders in the identification of workforce needs and solutions; helping education and training organizations adapt their approach to better meet those needs; and building accessible onramps and community pipelines to ensure low-income and unemployed New Yorkers have access to viable career pathways in healthcare.

The NYC Tech Talent Pipeline (“TTP”) was launched by Mayor Bill de Blasio in 2014. Managed by SBS, TTP is designed to support the inclusive growth of the NYC tech sector by delivering quality jobs for New Yorkers and qualified talent for the City’s businesses. TTP works with 250 companies, 17 local colleges, and additional public and private partners to define employer needs, develop training and education models to meet these needs, and scale solutions throughout the City. TTP delivers quality talent for the City’s businesses and quality jobs for New Yorkers. For more information, visit techtalentpipeline.nyc/.

B. Purpose of RFP

1. WDC is issuing this request for proposals (“RFP”) to engage (an) appropriately qualified firm(s) (the “Contractors”) to deliver and execute strategies (“Strategies”) for achieving goals identified by the City’s tech and manufacturing Industry Partnerships (“IPs”) through outreach to critical stakeholders (collectively the “Services”). WDC may select a Contractor to perform services requested for one or multiple sectors. Proposers should specify which sector(s) they are applying to provide services for (e.g. tech, manufacturing, and/or healthcare). Proposers may be considered for multiple sectors if desired.
2. The Contractors will work closely with staff of MaIIC, NYACH, and TTP to 1) understand the objectives and audiences of each IP, 2) deliver one strategy for each Industry Partnership for engaging critical stakeholders in the development and scale of industry-driven solutions, with a focus on achieving an immediate specific IP objective, and, pending approval, 3) execute the two strategies by providing a series of services related to the mobilization of targeted stakeholders.

Contractors selected to provide the Services for (a) a specified sector(s) will be expected to complete the Services for the agreed upon fee or within the proposed budget.

WDC reserves the right to make a single award from this solicitation if WDC determines that the highest technically ranked proposer has sufficient experience to perform all the Services expected to be provided in connection with this solicitation.

C. Anticipated Contract Term

The Contractor(s) is/are expected to complete all deliverables by June 30, 2019 with renewal options at the WDC's sole discretion for up to an additional (1) year (up to two (2) years in total), commencing upon Contractor'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.

D. Anticipated Available Funding

It is anticipated that the total available funding awarded from this RFP will be \$100,000. The 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. Greater consideration will be given to proposers that propose more competitive prices.

E. Anticipated Payment Structure

WDC anticipates that contract payments will be tied to the submission of Contractor deliverables, which will be defined by the WDC, in conjunction with MaIIC, NYACH, and TTP, during the term of the contract and in support of the development and execution of the Strategies. However, the WDC reserves the right to select any payment structure that is in the City's best interest. WDC will endeavor to accommodate reasonable requests for payment structures that incorporate work performed and the Contractors' allocation, dedication and expenditure of resources. Work performed by the Contractors beyond the scope of this solicitation and the resulting contract award will not be compensated without the WDC's prior approval.

F. Minimum Qualification Requirements

The following are the Minimum Qualification Requirements of this RFP. Proposals that fail to meet any of these requirements will be found non-responsive and rejected.

Minimum Qualification Requirements

1. Prior experience of at least one (1) year in developing and executing objective-oriented outreach strategies; and
2. Prior experience of at least one (1) year in collaborating with government and working on government-related projects.

Preferred Qualifications

3. Working knowledge of NYC tech and/or manufacturing and/or healthcare businesses.
4. Demonstrated experience conducting audience research, generating original content, designing and delivering collateral, and distributing messages through appropriate communications channels.
5. Previous experience working with private sector clients, preferably in the tech, manufacturing, or healthcare sectors.
6. Demonstrated ability to meet schedules and deadlines in a timely manner as well as a successful record of liaising with government entities in an outreach context.

SECTION III - SCOPE OF SERVICES

A. Goals and Objectives for this RFP

WDC's goal for this RFP and the resulting contract(s) is to secure a Contractor(s) to create and execute effective strategies for conducting outreach to support the realization of specific IP goals.

B. Assumptions Regarding Contractor Approach

- Phase 1:** Deliver three (3) strategies, one for each IP (MaIIC and TTP), that outline primary IP goals, target stakeholder communities, specific actions required of those stakeholder communities, and proposed timeline and tactics to mobilize appropriate audiences towards one initial, specific programmatic objective.

Pending review of proposed timeline and tactics, and unless otherwise specified by WDC, it is expected that initial objectives for each IP will be:

TTP	MaIIC	NYACH
Primary Objective: NYC companies hire quality tech talent from local sources	Primary Objective: Establish a MaIIC to represent a body of leaders who embrace the innovation mindset and are willing to work with government to foster change	Primary Objective: NYC healthcare employers pipeline talent from local education and diverse communities
Primary Outcomes: <ul style="list-style-type: none"> Tech companies launch Associate Engineer programs to support high potential talent in NYC Tech companies expand existing # of Associate Engineer roles in NYC Companies expand existing Associate Engineer programs to NYC Tech companies hire local tech talent for early career roles in NYC through Workforce 1 tech recruitment team 	Primary Outcomes: <ul style="list-style-type: none"> Council leaders believe that by working together they will be heard by government Work with participating employers to collect data on the opportunities and challenges facing the sectors Council members lead the charge in validating feedback from pain point survey and Return on Investment 	Primary Outcomes: <ul style="list-style-type: none"> Healthcare employers use micro-credentials for core competencies in hiring and promotion decisions Healthcare employers engage in high school work-based learning Healthcare employers turn to CUNY “Centers of Excellence” for emerging healthcare needs
Ancillary Outcomes: <ul style="list-style-type: none"> Tech companies recognize the value of local talent from nontraditional sources Businesses that are not already partners see the value of partnering with TTP Engage and recognize existing partners Provide SBS communications team with assets to meet their own goals 	Ancillary Outcomes: <ul style="list-style-type: none"> NYC Industrial companies recognize their voices are heard Engage and recognize existing partners Provide SBS communications team with assets to meet their own goals 	Ancillary Outcomes: <ul style="list-style-type: none"> Increased recognition of the value of CUNY and the DOE for workforce development Increased awareness and recognition of NYACH as a strategic partner Provide SBS communications team with assets to meet their own goals

- Phase 2:** If approved by the Executive Directors of MaIIC, NYACH, and TTP, execute the tactics proposed to achieve the outcomes in the Objectives Chart above by generating messaging, media, and outreach through relevant outlets that have been strategically chosen to mobilize the target audience of NYC businesses.

In addition, WDC’s assumptions regarding which approaches will most likely achieve the goals and objectives set out in the Objectives Chart above are:

1. Research

- Contractor(s) will be expected to conduct conversations with SBS IP staff and existing partners as needed to better understand partnership goals and objectives;
- Contractor(s) will be expected to review provided information on IP strategic maps and programs; and

- C. Contractor(s) will be expected to augment knowledge of the NYC manufacturing, industrial, and tech ecosystems with supplemental research as needed.

2. Draft Plan

- A. Topics which may be covered include but are not limited to:
 - 1) Summary of overall initiative context, including profile of unique stakeholder groups, desired actions, and relevant topline messages; and
 - 2) General summary of which channels/methods of engagement might be most useful for particular audiences.
 - 3) Specific strategy for achieving the **initial specific objective for each IP** outlined in the Objectives Chart above:
 - a. Description of proposed research, messages, tactics, & deliverables for achieving initial goals;
 - b. Proposed approach to any required research including focus groups, market research, audience analysis, a/b testing, etc.
 - c. Description of available assets and those that will need to be created in order to execute employer-facing outreach plan effectively;
 - d. Where appropriate, description of the role that existing partners and stakeholders will be expected to play in the execution of the strategy;
 - e. Estimated costs for each deliverable; and
 - f. Any additional approaches required for realizing ancillary goals described in the Objectives Chart above, for example:
 - 1. Specific messaging required to mobilize industry partners towards set objectives;
 - 2. Tactics to be deployed to meet these goals; and
 - 3. Messengers that will be most effective in delivering each tactic.
 - 4) Timelines for interim milestones and deliverables related to these specific strategies.

3. Plan Execution

- A. Pending approval by the Executive Directors of MaIIC, NYACH, and TTP, it is expected that the Contractor(s) will execute plans in order to achieve the **initial programmatic objectives listed above**. This could include but is not limited to:
 - a. Executing relevant audience research
 - 1) Determining which messaging, ambassadors, channels, and format will best achieve the IPs' programmatic goal as defined in the Objectives Chart above;
 - b. Developing and refining together with the IPs said messaging tailored to mobilize industry partners towards the objectives outlined in the Objectives Chart above;
 - c. Creating an inventory of existing assets that can be edited and utilized to effectively support messaging and delivery;
 - d. Capturing any remaining video, photo, written, or digital content required to deploy appropriate messages;
 - e. Designing employer-facing collateral to be distributed in venues and channels most appropriate for mobilizing target audience towards the objectives above. This may include:
 - 1) employer-to-employer communication;
 - 2) print and digital news outlets that are appropriate for mobilizing the required audience;
 - 3) public-facing events in which employers are speaking;
 - 4) social media; and
 - 5) 'Playbook' development for target audiences.
 - f. Finalizing digital and print collateral based on a/b testing and feedback from target audience;
 - g. Executing any ad buys that might be required in digital, print, or social media;
 - h. Developing a press strategy focused on achieving the initial objectives and pitching examples of employer experiences to media outlets with appropriate framing designed to appeal to the tech industry;
 - i. Event development; and

- j. tracking and analyzing results against target programmatic outcomes as specified by the the Executive Director of MaIIC, NYACH and TTP .
- B. Conducting weekly meetings with a designated staffer from each Industry Partnership to report on progress, collect WDC input, refine approaches, and update execution as needed.

C. Contractor Responsibilities

Contractor(s) will be responsible for the following during the contract term:

1. Having appropriate staff with working knowledge of pertinent rules, regulations and law governing government contract procedures;
2. Provide regular updates, tracking and reporting on the progress of the review; and
3. Complete services in an efficient and timely manner.

D. Deliverables

The Contractor(s) will be expected to provide the following deliverables:

1. A draft strategy for achieving the stakeholder outreach goals for each IP as described above;
2. Deliverables related to execution of the proposed draft strategy as subsequently approved by WDC; and
3. A timeline outlining the anticipated delivery of the initial strategy for each IP and subsequent execution.

D. Licenses

Any and all materials delivered under any contract that is entered into as a result of this solicitation (the “Work Product”) are the exclusive property of WDC and the City. WDC and the City may use any Work Product prepared by the Contractor in any manner, for any purposes, and as often as WDC or the City 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. The Contractor shall not use, transmit, display, publish or otherwise license such Work Product without the WDC’s or the City’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 the WDC and the City 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 and the City, free and clear of any liens, claims or other encumbrances. The Contractor shall retain no copyright or other intellectual property interest in the Work Product. The selected proposer will be required to provide the WDC and the City with a non-exclusive license in perpetuity to use any software required to perform any of the Contractor’s services.

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 the WDC. Note, however, that the winning proposer will be required to provide the WDC and the City an irrevocable, world-wide, royalty-free, non-exclusive, sub-licensable license to reproduce, translate, publish, use, make derivative works, distribute and dispose of 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. All proposals should be written using Times New Roman font style and a 12-point font size whether submitted electronically or by hard copy.

Proposals submitted in hard copy should be printed on both sides of portrait 8 ½" by 11" paper. The WDC requests that proposals submitted in hard copy be printed on paper with no less than 30% postconsumer material content, i.e., the minimum recovered fiber content level for reprographic papers recommended by the United States Environmental

Protection WDC (for any changes to that standard please consult: <http://www.epa.gov/osw/consERVE/tools/cpg/products/printing.htm>). Pages should be paginated.

If submitted 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.

A. Proposal Format

1. Proposal Cover Sheet (Attachment A)

The Proposal Cover Sheet (Attachment A) transmits the proposer's Proposal Package to the 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.

2. Contractor Proposed Approach (Attachment B)

The Proposed Approach is a clear, concise narrative. **In no more than two pages, please describe the following:**

A. A summary of the proposer's most relevant previous experience/qualifications in the following categories:

- Working knowledge of NYC tech, healthcare and/or manufacturing businesses.
- Demonstrated experience conducting audience research, generating original content, designing and delivering collateral, and distributing messages through appropriate communications channels.
- Previous experience working with private sector clients, preferably in the tech or manufacturing sectors.
- Demonstrated ability to meet schedules and deadlines in a timely manner as well as a successful record of liaising with government entities in an outreach context.

B. Up to three (3) attachments, links to previously produced client deliverables that reflect similar work to that described in the RFP.

C. A brief description (no more than two paragraphs) of anticipated approach and deliverables needed to achieve each of the IP objectives listed in the scope of services.

3. Experience and Organizational Capacity (Attachment C)

- Resumes and/or Description of Qualifications for Key Staff Positions
- Organizational Chart

4. Price Proposal (Attachment D)

For the purposes of comparison, Proposers are required to complete and submit the Price Proposal Attachment (Attachment D). 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.

5. Project Timeline

Proposers should provide a schedule for completion of the deliverables and/or services required by the contract resulting from this solicitation, including identification of key dates, deadlines or timeframes for research service completion and/or submission of deliverables.

Anticipated Start Date: February 18, 2019

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

6. **Acknowledgment of Addenda (Attachment E)**

The Acknowledgment of Addenda Form (Attachment E) serves as the proposer’s acknowledgment of the receipt of addenda to this RFP which may have been issued by the WDC prior to the Proposal Due Date and Time, as set forth in Section I(B), above. The proposer should complete this form as instructed on the form.

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.

IF SUBMITTED IN HARD COPY:

1. A sealed inner envelope labeled “Program Proposal,” containing one (1) original and two (2) duplicates of the documents listed below and in the following order:
 - Proposal Cover Sheet (Attachment A)
 - Program Proposal (Attachment B)
 - Experience & Organizational Capacity (Attachment C)
 - Project Timeline
 - Acknowledgment of Addenda Form (Attachment E)
2. A separate sealed inner envelope labeled “Price Proposal” containing **one (1) original** and **two (2) duplicates** of the Price Proposal Form.
 - Price Proposal Form (Attachment D)
3. A separate sealed outer envelope, enclosing the all of the above-referenced sealed inner envelopes. The sealed outer envelope should have **two (2) labels** containing:
 - 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
 - The name, title and address of the Authorized WDC Contact Person

IF SUBMITTED ELECTRONICALLY

1. **One** PDF or Word document labeled “Program Proposal [Proposer Organization Name]”
 - Proposal Cover Sheet (Attachment A)
 - Program Proposal (Attachment B)
 - Experience and organizational capability:
 - Experience and Organizational Capacity Proposer Response Form (Attachment C)
 - Proof of Business of doing business for at least one year
 - Audit Report or Certified Financial Statement or a statement as to why no report or statement is available
 - Project Timeline
 - Acknowledgment of Addenda Form (Attachment E)
2. A separate PDF or Word document labeled “Price Proposal [Proposer Organization Name]”
 - Price Proposal Form (Attachment D)
3. One email with previous two files attached, which includes:
 - A subject line with the following format: Title of RFP, RFP PIN #
 - 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.
 - CDennis@sbs.nyc.gov in the recipient (“To”) field, and creel@sbs.nyc.gov in the “cc” 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 the contract 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

Award will be made to the Proposer with the highest overall score. The criteria for evaluation and weight assigned to each Occupational Track are set forth below.

* Demonstrated quantity and quality of successful relevant experience.	35%
* Demonstrated level of organizational capability.	30%
* Quality of proposed approach.	35%

Each proposal will be evaluated for how well it meets these criteria in each independent sector (tech, industrial/manufacturing, healthcare). Multiple contracts might be awarded pending Contractor performance in each of these respective sectors.

The WDC may, in its sole discretion, determine that it is in the WDC's best interests not to make an award.

- C. Basis for Contract Award.** A contract will be awarded to one (or more) 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 City. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by the City.
- 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 RFP and the resulting contract award, if any, unless otherwise stated, are subject to all applicable provisions of the 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 “Appendix A— General Provisions Governing WDC Contracts for Consultants, Professional, Technical, Human, and Client Services” 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.

SECTION VI – ATTACHMENTS

Attachment A – Proposal Cover Sheet

Attachment B – Program Proposal

Attachment C – Experience and Organizational Capability Proposer Response Form

Attachment D – Price Proposal Form

Attachment E – Acknowledgment of Addenda

Appendix A – General Provisions Governing WDC Contracts for Consultants, Professional, Technical, Human, and Client Services

Appendix B – Key Practices

ATTACHMENT A

PROPOSAL COVER SHEET

RFP TITLE: Industry Partnership Outreach

PIN: 2019WDCXXX

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: _____

If submitted in hard copy, is the response printed on both sides, on recycled paper containing the minimum percentage of recovered fiber content as requested by the WDC in the instructions to this solicitation?

Yes **No**

ATTACHMENT B

PROGRAM PROPOSAL (PROPOSED APPROACH)

RFP TITLE: Industry Partnership Outreach

PIN: 2019WDCXXX

The Proposed Approach is a clear, concise narrative. **In no more than two pages, please describe the following:**

A. Please select which sectors the proposer wishes to be considered for (multiple selections are allowed):

- Healthcare
- Manufacturing/Industrial
- Technology

B. A summary of the proposer's most relevant previous experience/qualifications in the following categories:

- Working knowledge of NYC tech, healthcare, and/or manufacturing businesses.
- Demonstrated experience conducting audience research, generating original content, designing and delivering collateral, and distributing messages through appropriate communications channels.
- Previous experience working with private sector clients, preferably in the tech or manufacturing sectors.
- Demonstrated ability to meet schedules and deadlines in a timely manner as well as a successful record of liaising with government entities in an outreach context.

D. Up to three (3) attachments, links to previously produced client deliverables that reflect similar work to that described in the RFP.

E. A brief description (no more than two paragraphs) of anticipated approach and deliverables needed to achieve each of the IP objectives listed in the scope of services.

ATTACHMENT C

EXPERIENCE AND ORGANIZATIONAL CAPABILITY PROPOSER RESPONSE FORM

RFP TITLE: Industry Partnership Outreach

PIN: 2019WDCXXX

Proposers should provide the information requested in the tables below regarding their Experience and Organizational Capability. Proposers may attach additional pages if necessary.

- i. Attach resumes and/or descriptions of qualifications for each relevant staff member.
- ii. Attach a chart showing where, or an explanation of how, the proposed services will fit into the proposer's organization.
- iii. Attach a copy of the proposer's latest audit report or certified financial statement, or a statement as to why no report or statement is available.
- iv. Attach proof that the business meets the following minimum requirements:
 - Prior experience of at least one (1) year in developing and executing objective-oriented outreach strategies; and
 - Prior experience of at least one (1) year in collaborating with government and working on government-related projects.

ATTACHMENT D

PRICE PROPOSAL FORM

RFP TITLE: Industry Partnership Outreach

PIN: 2019WDCXXX

Contractors are expected to use the template below and may submit a detailed attachment to the price proposal form.

Deliverable Description	Expected Date of Completion	Associated Cost
Research & Analysis <ul style="list-style-type: none">• Review of IP strategic goals, stakeholders, and existing assets• Supplemental research to augment Contractor’s understanding of NYC’s manufacturing and tech ecosystem		
Draft Strategic Plan for Each IP <ul style="list-style-type: none">• Initial draft & final• Notes or other materials associated with research		
If Approved, Plan Execution <ul style="list-style-type: none">• Research• Content Creation• Content Distribution		

TOTAL COST: \$ _____

TOTAL PRICE IN WORDS:

**ATTACH TO THIS PRICE PROPOSAL
NARRATIVE DESCRIBING COSTS FACTORED INTO EACH SPENDING CATEGORY**

Contractor Name (Print): _____ **Signature:** _____

Today’s Date: _____

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.

ATTACHMENT E

ACKNOWLEDGMENT OF ADDENDA

RFP TITLE: Industry Partnership Outreach

PIN: 2019WDCXXX

Directions: Complete Part I or Part II, whichever is applicable, and sign your name in Part III. All proposers must complete and include this page as part of their proposal package.

Part I. Acknowledgment of Receipt of Addenda

Listed below are the dates of issue for each Addendum received in connection with this RFP:

Addendum # 1, Dated _____, 2019

Addendum # 2, Dated _____, 2019

Addendum # 3, Dated _____, 2019

Addendum # 4, Dated _____, 2019

Addendum # 5, Dated _____, 2019

Part II. Acknowledgement of No Receipt of Addenda

_____ No Addendum was received in connection with this RFP

Part III. Proposer's Name and Authorized Representative

Proposer's Name: _____

Proposer's Authorized Representative:

Name: _____

Title: _____

Signature: _____

Date: _____

APPENDIX A

General Provisions Governing WDC Contracts for Consultants, Professional, Technical, Human, and Client Services

PDF ATTACHED SEPARATELY