

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

RFP TITLE: Post Production Training Program

PIN: 2019WDC0002

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: September 17, 2018

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

B. Questions Due Date and Time: September 24, 5:00PM (EST)

C. Proposal Due Date and Time and Location: October 8, 2018, 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:

**Workforce Development Corporation
Attn: Chenelle Dennis, Deputy Director
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 Contract Start Date: November 5, 2018

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. Organizational Background

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. 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.

WDC, in partnership with SBS and the City’s Mayor’s Office of Media and Entertainment (“MOME”), have developed a portfolio of media and entertainment workforce development programs for un- and underemployed New Yorkers. The portfolio includes training programs in writing, theatre, and post production. The goal of these training programs is to train individuals for career opportunities and support the workforce development system for the media and entertainment industry in NYC.

B. Context and Purpose of this RFP

Piloted in 2017 and 2018, the Post Production Training Program pilot (“PPTP”) was funded to test the efficacy of the program model and the demand for entry-level positions in post production from media and entertainment businesses in NYC. PPTP trained over forty (40) trainees across three (3) cohorts. Trainees completed five (5) weeks of full time didactic and technical training in post production and technical training in Adobe’s After Effects, Photoshop, Premiere, Avid Technology Inc.’s Media Composer and The Foundry’s Nuke software programs. Workshops in financial coaching, legal primer and marketing and sales for project-based workers in the media and entertainment industry were integrated into the didactic classroom-based training as employment opportunities can often be project-based in the media and entertainment industry. Following completion of the classroom-based training, trainees were supported with job placements and work-based learning opportunities with businesses in the media and entertainment industry operating in NYC and assisted with job placement support services and employment opportunities for a minimum of six (6) months post completion of the PPTP.

Following the PPTP pilot, the WDC is issuing this RFP to identify a qualified training provider (“Contractor”) to develop and deliver a comparable training model in post production that will adequately train participants for entry-level careers in post production (“Program”). The Program is expected to provide qualified and eligible unemployed and underemployed New Yorkers (“Participants”) with classroom-based training on the post production environment and software programs commonly used in post production and prepare those with limited industry experience, for entry-level positions in post production. Sample titles of positions in post production may include, but is not limited to, positions in animation, client services, editing, visual effects, motion graphics and post production assistants or coordinators, or other related industry positions in NYC’s post production companies.

C. Anticipated Contract Term

It is anticipated that the term of the contract awarded from this RFP will be one (1) year with renewal and extension options at the WDC’s sole discretion for up to an additional two (2) years (up to three (3) 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 **\$500,000.00**. 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

It is anticipated that the payment structure of the contract awarded from this RFP will be a combination of line-item reimbursements and performance-based payments tied to outcomes. It is anticipated that the WDC will retain a certain percentage of the budget for payments tied to outcomes. Although the proposer must include a proposed percentage in their submission, the actual percentage will be determined through contract negotiations with the WDC and the successful proposer. However, the WDC reserves the right to select any payment structure that is in the WDC's best interest. No payments will be made, nor funds applied to other uses. WDC will endeavor to accommodate reasonable requests for payment structures that incorporate work performed and the Contractor's allocation, dedication and expenditure of resources. Work performed by the Contractor beyond the scope of this solicitation and the resulting contract award, will not be compensated without 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.

1. Proposer has at least one (1) year of experience delivering media and entertainment-related workforce training programs.
2. Proposer has at least one (1) of experience delivering classroom-based training for workforce training programs.
3. For proposer's subject to regulation by the New York State Bureau of Proprietary School Supervision ("BPSS"), proposer must be licensed by BPSS or, has been awarded candidacy status by BPSS in accordance with New York State Education Law Section 5001, or is otherwise exempt.
4. Institutions of higher education must comply with the New York State Education Law and at a minimum operate under a provisional charter granted by the New York State Board of Regents, as applicable. The New York State Education Law can be accessed at the following link: <https://www.nysenate.gov/legislation/laws/EDN>.

SECTION III - SCOPE OF SERVICES

A. WDC's Goals and Objectives for this RFP

The WDC's goal for this RFP is to award a contract to an appropriately qualified Contractor to conduct full-time post production training program at a location within the five boroughs of NYC. Additionally, the WDC intends that the resulting contract award will ultimately accomplish the following related goals and objectives:

1. Develop and deliver a WDC-approved curriculum and instructional model for the didactic and technical classroom-based components of the Program, including an introduction to the post production environment and technical training in industry-informed software programs. The technical training may include, at minimum, previously utilized software programs from the pilot including Adobe's After Effects, Photoshop, Premiere, Avid Technology Inc.'s Media Composer and The Foundry's Nuke software programs, or comparable industry-informed software programs.
2. Provide professional identity training services to all Participants during and following the completion of the classroom-based component of the Program. This may include, but is not limited to, cover letter and resume development, elevator pitch, email and phone etiquette, mock interview critique, narrative development, networking guidance and techniques, etc.

3. Integrate a job placement or work-based learning component to the Program following completion of classroom-based training.
 - i. Job placement will match qualified Participants with entry-level positions in post production with local businesses in the media and entertainment industry.
 - ii. Work-based learning will match Participants with customized, paid training in entry-level positions in post production with local businesses in the media and entertainment industry. WDC will provide an eighty-percent (80%) reimbursement for up to two hundred eighty (280) hours of full-time work at a Contractor procured business. Contractor will be responsible for business recruitment, relationship management and training management for the work-based learning component of the Program. WDC will support contract and reimbursement management for businesses participating in the work-based learning. Participants must be paid at a wage of no less than \$15/hour and in accordance with all applicable federal, New York State and New York City labor laws, rules and regulations.
4. Provide Participants with career guidance and job placement support services for at least six (6) months post training completion.

B. WDC's Assumptions Regarding Contractor's Approach

The WDC's assumptions regarding which approach will most likely achieve the goals and objectives set out above are as follows. The Contractor is expected to:

1. Develop and deliver a Program model that equips Participants with limited industry experience and strong computer skills with the necessary skills to enter into entry-level careers in post production.
2. Implement a comprehensive outreach and recruitment strategy to identify eligible training Participants interested in a career in the post production industry. This may include an industry-validated application, pre-requisite skills assessment and final candidate interviews before selection to the Program.
3. Implement a comprehensive outreach and business recruitment strategy for media and entertainment businesses interested in participating in the work-based learning component of the Program or in employment and job placement opportunities for Program graduates.
4. Deliver an instructional classroom-based training including didactic and technical training that will include practical and introductory knowledge of the post production industry and technical training in commonly used software programs in the industry. Classroom-based training should also provide Participants with opportunities to practice what they have learned to assist in learning and retention of the information.
5. Integrate pre-existing curriculum developed by the WDC in financial coaching, legal primer and marketing sales into the didactic classroom-based component of the Program. The WDC will support seamless integration of these additional curriculum modules into the Program.
6. Lead all business recruitment efforts to develop and engage businesses in the media and entertainment industry for employment connections, job placement or work-based learning placements for Participants. Business recruitment should be targeted to businesses in the media and entertainment industry that have entry-level positions in post production. This may include, but is not limited to, positions in animation, client services, editing, visual effects, motion graphics and post production assistants or coordinators, or other related industry positions in NYC post production companies.

7. Manage and serve as the primary point of contact for businesses participating in the work-based learning component of the Program.
8. Comply with all required reporting during the course of the contract period. This may include conference calls, submission of reporting dashboards, interim and final narrative reports.

Note: The WDC's assumptions regarding the proposer's approach represent what the 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 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. Contractor Responsibilities

The Contractor is expected to be responsible for the following services, activities and deliverables during the contract term:

1. **Staffing Requirements.** Contractor will be expected to designate the equivalent of at least one full-time staff person to oversee the daily operations of the Program and identify additional capacity as needed to oversee business recruitment, employment connection and job placement.
2. **Recruitment Process.** Contractor will be expected to plan and execute a comprehensive marketing, outreach, and recruitment strategy to recruit, screen, and enroll eligible Participants in the Program.
3. **Assessment and Screening of Participants.** Contractor will be expected to design and implement a fair and reasonable WDC-approved assessment and screening process that focuses on prerequisite skills for post production opportunities and general competencies to identify and enroll the most qualified and eligible Participants in the Program.
4. **Training Model.** Contractor will be expected to develop a training model for entry-level jobs in post production. Specifically, the Contractor is expected to:
 - i. Develop a post production training model that will equip Participants with relevant skills and connection to full-time jobs in the media and entertainment industry through a combination of didactic and technical classroom-based training and job placement or work-based learning in a relevant position with a NYC-based media and entertainment business.
 - ii. Provide a post production curriculum that will effectively equip Participants in relevant concepts in post production and software programs for entry-level jobs that NYC businesses will hire.
 - iii. Align the training model and curriculum with input from industry professionals who can articulate topics, skills and technical abilities commonly sought by employers.
5. **Curriculum Materials.** Contractor will be expected to provide all described curriculum and instructional materials to the WDC in electronic form as described below:
 - i. A syllabus for both the didactic and editing technical trainings to be used in facilitation of the curriculum along with a detailed outline identifying curriculum topics, learning objectives, instructional strategy, including number of hours and schedule of content, and assessments of Participant learning outcomes.
 - ii. Associated presentation decks, and other visuals, including course content and applied practice activities, to be used in facilitation of the various curriculum components.
 - iii. Detailed facilitator manuals including talking points and guidance for supporting instructors in facilitating curriculum activities. Contractor will ensure that the manual includes information

- specific to post production businesses and the media and entertainment industry, competencies relevant to delivery of the various curriculum, and suggestions for an effective class size and duration of each class.
- iv. Participant resource packets to complement all curriculum activities and additional reference materials expanding on curriculum content. Contractor will work in consultation with the WDC to determine structure, format, and length of the instructional model and relevant Participant hand-outs.
6. **Training Delivery.** Contractor will be expected to deliver the full instructional model for the didactic and technical classroom-based components of the Program to a minimum of forty (40) Participants per year, through at least two (2) cohorts per year. Contractor is expected to deliver the training with current staff or via a train-the-trainer model with qualified instructors and/or facilitators that have the knowledge of the post production industry and advanced knowledge of the software programs selected for the technical training.
- i. Contractor is expected to be required to provide or budget for all requisite training material, equipment, hardware/software and associated costs, including any technological needs (e.g., computers, monitors, printers, overhead projectors, software, database or website access), necessary to effectively deliver the Program, unless otherwise specified by WDC.
 - ii. Contractor is expected to develop and submit to WDC for prior approval all Program requirements for course completion, including a policy for making up missed classes.
 - iii. Contractor is expected to develop the course structure, including number of hours of training, times of day, and class size, all of which shall be subject to the WDC's prior approval.
 - iv. Contractor is expected to develop a course schedule for the full instructional model for classroom-based training prior to the commencement of each cohort.
7. **Training Instructors.** Contractor will ensure that a sufficient number of knowledgeable and experienced instructors and facilitators are available throughout the full class-room based training. All training instructors/facilitators must speak clearly and effectively in English and comply with training course schedule developed in advance of the onset of training.
8. **Training Location.** Contractor must provide at least one (1) physical location within the five boroughs (The Bronx, Brooklyn, Manhattan, Queens and/or Staten Island) for the provision of the Program. This location must provide a professional and positive learning environment for Participants and must have the requisite capacity to accommodate the number of Participants in the training and the equipment needed for conducting the training. The location should also be reasonably convenient to mass transit and be in compliance with Title III of the Americans with Disabilities Act, ensuring that auxiliary aids and services or other appropriate accommodations are provided if requested, and otherwise ensuring individuals with disabilities have an equal opportunity to participate in and benefit from the respective training. **The final set-up of the Program space will be subject to the WDC's approval.**
8. **Job Placement Support Services.** As part of the Program, the Contractor will be expected to implement a comprehensive strategy to proactively support Participants with professional development resources during and up to six (6) months following completion of the training. This may include, but is not limited to, cover letter and resume development, email and phone etiquette, mock interview critique, etc.
9. **Employment Services.** As part of the Program, the Contractor will be expected to specify and implement a strategy to proactively connect Participants who complete the classroom-based training to employment opportunities, which may include, but is not limited to one of the following:
- i. Full-time employment opportunities with businesses in the media and entertainment industry that have entry-level positions in animation, client services, editing, visual effects, motion

graphics and post production assistants/coordinators or related industry positions in with NYC media and entertainment businesses.

- ii. Integrate work-based learning in partnership with the WDC. Work-based learning will match Participants with customized, paid training in entry-level positions in post production in NYC's media and entertainment industry. WDC will provide an eighty-percent (80%) reimbursement for up to two hundred eighty (280) hours of full-time work at a Contractor procured business. Contractor will be responsible for business recruitment, relationship management and training management for the work-based learning component of the Program. WDC will support contract and reimbursement management for businesses participating in the work-based learning. Participants must be paid at a wage of no less than \$15/hour and in accordance with all applicable federal, New York State and New York City labor laws, rules and regulations.

10. Administrative Requirements. Contractor will be expected to:

- i. Cooperate with the WDC in meeting all administrative obligations identified in this solicitation and the resulting contract award;
- ii. Register all Participants prior to the start of training by using and submitting to the WDC a Customer Information Form (CIF) or another standard capture mechanism to be specified by the WDC.
- iii. Monitor, record and submit to the WDC an attendance log. The form and frequency of submission for tracking the attendance of each enrolled Participant during the Program shall be determined during contract negotiations.
- iv. Participate in conference calls every week or at a schedule specified by the WDC and a minimum of two (2) in-person meetings with the WDC and MOME (after the conclusion of each cohort at a time to be specified by the Contractor, WDC, and MOME) to review curriculum and Program success.
- v. Develop a WDC-approved method or set of evaluation metrics.
- vi. Undertake performance assessments of enrolled Participants that focus on Participant progress and skill attainment at the conclusion of training, based on said metrics.
- vii. Collect information, verify, and report data on each Participant's employment status and salary information following completion of the Program at intervals to be specified by the WDC, and collect feedback from employers on Participants performances based on key indicators to be developed in partnership with the WDC.
- viii. Maintain an administrative office during the Term of the resulting contract to meet all administration and management requirements required by this RFP and the resulting contract award.
- ix. Provide weekly progress updates on the above-referenced metrics and logs to the WDC.

11. Reporting. At the end of each cohort, the Contractor will be expected to produce a report on findings and Program success, including best practices, challenges, and recommendations for Program revision. At the end of the Program, Contractor will be responsible for producing a more comprehensive narrative report on findings and Program success to improve Program design and replication, with specific topics for inclusion to be determined by the WDC.

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. Program Proposal (Attachment B)

The Program Proposal is a clear, concise narrative. **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 Program Proposal (Proposed Approach) description submitted by each proposer should **not exceed four (4) pages** in length. Specifically, proposals should address the following:

A. Key parameters

- i. Duration of training by cohort (# of weeks)
- ii. Number of Participants served
 - a. Number of cohorts
 - b. Number of Participants per cohort
- iii. Anticipated % of Participant graduates connected to employment in related occupations

B. Training model (Curriculum)

- i. If the proposer plans to adopt their own pre-existing developed curriculum (or curricula) approach for this Program:
 1. Attach the syllabus for the existing curriculum (or curricula) proposer plans to adopt; and
 2. Describe how the proposer would adopt this curriculum (or curricula) for the Program. Be sure to call out any additions or changes the proposer would make to the curriculum or related elements in order to fulfill the WDC's goals and objectives for this Program.
- ii. **If the proposer plans to create a new curriculum for this Program:**
 1. Describe how the proposer would approach this process; and
 2. Attach a proposed syllabus for the Program.

C. Participant success. Describe how proposer would support Participants through training and work proactively to help them succeed. Should include a plan for how proposer would:

- i. Conduct assessments frequently and provide targeted support
- ii. Provide support as needed for Participants beyond classroom hours, including supportive wrap around services if appropriate and
- iii. Cultivate a supportive community through cohorts

D. Business development and job connection plan. Describe how proposer would proactively connect Participants with full-time job-placement or work-based learning opportunities for training Participants including:

- i. Targeted employers (note existing relationships and new targets);
- ii. Approach to engaging new employers;
- iii. How proposer would work with Participants to understand their strength and interests, and use this information to proactively connect them with appropriate opportunities; and
- iv. Monitoring process to track Participant's employment status and salary attainment for six months following graduation from the Program.

E. Recruitment and screening. Describe how proposer would recruit and screen candidates, including prerequisite skills or competencies required for the training, and any relevant aptitude tests. Approach should include:

- i. Industry-informed screening that includes non-technical skills and
- ii. Expanding student pool through community-based recruitment partners

F. Proposed training delivery. Describe the following:

- i. Training schedule, including frequency (e.g. number of days per week, weekday/weekend breakdown, and total number of training sessions) and the time of day when training is to be provided, the number of hours of instruction per training, and duration of any workplace component (including, for example, work on active client projects or internships); and
- ii. Staffing plan (include instructors, additional technical staff, and non-technical staff).

3. **Experience and Organizational Capacity (Attachment C)**

Proposers should utilize Attachment C to demonstrate how and why they are qualified to carry out the training they propose. Proposers should include the following information:

- A. **Overview:** Short (1-2 paragraph) overview describing why the proposer is qualified to carry out the proposed training.
- B. **Experience and outcomes:** Information about the relevant experience that makes proposer qualified to carry out this training and indicate whether outcomes have been verified by a third party. If so, provide documentation. If not, describe how outcomes are verified.
- C. **Organizational Capacity:** Demonstrate the Proposer’s organizational, technical, managerial and financial capacity to provide the work described in Section III. Specifically, proposals should address the following:
 - i. Demonstrate the proposer has sufficient resources, including financial and human resources, to begin the Program by the expected contract start date. Demonstrate the proposer has sufficient resources, including financial and human resources, to cover costs between each reimbursement payment. **Note:** Reimbursements occur on a 30-60-day period.
 - ii. Demonstrate the proposer’s experience in developing similar programs in NYC or a similar city. In particular, please provide an overview of the Proposer’s experience (and current capacity given expertise of instructional and administrative staff) to develop trainings focused on adult learners and their specific needs.
 - iii. Demonstrate the ability to tap into the network of employers in NYC to connect Participants to jobs. Include proposed examples of 3-5 employers the proposer would engage in this process.
- D. **In addition:**
 - i. Attach a chart showing where, or an explanation of how, the proposed services will fit into the proposer’s organization.
 - ii. 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.
 - iii. Attach proof that the business has been in operation for at least one (1) year.

Note: Where applicable, proposers should complete annexed Attachment C to respond to the areas identified above relating to “Experience” and “Organizational Capability.” Proposers should attach additional sheets, as applicable, to submit their responses to the WDC if there is insufficient space or if a particular area does not appear on Attachment C.

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 Contract Start Date: **November 5, 2018**

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 and organizational capability:
 - Experience and Organizational Capability Proposer Response Form (Attachment C)
 - Organizational Chart
 - 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 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 Capability Proposer Response Form (Attachment C)

- Organizational Chart
 - 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 are set forth below.

- | | |
|--|-----|
| * Demonstrated quantity and quality of successful relevant experience. | 40% |
| * Demonstrated level of organizational capability. | 30% |
| * Quality of proposed approach. | 30% |

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 the responsible proposer 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

ATTACHMENT A

PROPOSAL COVER SHEET

RFP TITLE: Post Production Training Program

PIN: 2019WDC0002

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: Post Production Training Program

PIN: 2019WDC0002

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

EXPERIENCE AND ORGANIZATIONAL CAPABILITY PROPOSER RESPONSE FORM

RFP TITLE: Post Production Training Program

PIN: 2019WDC0002

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

OVERALL

Describe why the proposer is qualified to carry out the proposed training. (1-2 paragraphs.)

LICENSING/ACCREDITATION

Is your organization licensed by New York State Bureau of Proprietary School Supervision or been awarded candidacy status by the New York State Bureau of Proprietary School Supervision, or is otherwise exempt?

YES _____ NO _____

If **YES**, has the organization applied for inclusion on the ETPL for the training program being proposed herein, or is otherwise exempt?

YES _____ NO _____

If **NO**, is the organization an institution for higher learning compliant with New York State Education Law to administer the training program in the State of New York?

YES _____ NO _____

EXPERIENCE

Overview of relevant experience and outcomes.

Feel free to add additional rows or space if need.

Program Name	Location	When program began	Number of students completed to date	Targeted job outcomes: Titles and salary	Did Proposer develop the curriculum for this training? (Yes/No)	Link to curriculum

Program Name (same program(s) as above)	Number of students who...		Number of students who obtained full-time jobs related to their training, at or above a market-average salary, within the following months of training ending*:		
	Began training	Completed training	3	6	12

***Please provide information about:**

- A. How closely related to training a job needs to be to count as a placement (for example, whether data analyst training graduates working in product management are counted).
- B. Whether any of these jobs were short-term contracts, internships, or other opportunities that lasted less than three (3) months.
- C. Indicate whether outcomes have been verified by a third party. If so, provide documentation showing this has been done. If not, describe how outcomes are verified.
- D. Feel free to provide additional context as needed.

ORGANIZATIONAL CAPACITY

Demonstrate the proposer has sufficient resources, including financial and human resources, to begin the Program by the expected contract start date. Demonstrate the proposer has sufficient resources, including financial and human resources, to cover costs between each reimbursement payment. **Note:** Reimbursements occur on a 30-60-day period.

Current # of Full-Time Employees (FTE)	
Current available resources for program launch and coverage (\$ Amt)	

Please describe in 1-2 paragraphs, the proposer’s experience delivering similar training in NYC or another city (please specify which)

Please describe in 1-2 paragraphs, proposer’s experience (and current capacity given expertise of instructional and administrative staff) to develop trainings focused on adult learners and their specific needs.

Please demonstrate proposer's ability to tap into the network of employers in NYC to connect Participants to jobs. Include proposed examples of 3-5 employers in NYC the proposer would engage in this process.

In addition:

- i. Attach a chart showing where, or an explanation of how, the proposed services will fit into the proposer's organization.
- ii. 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.
- iii. Attach proof that the business has been in operation for at least one (1) year.

ATTACHMENT D

PRICE PROPOSAL FORM

RFP TITLE: Post Production Training Program

PIN: 2019WDC0002

TOTAL PRICE: \$ _____

TOTAL PRICE IN WORDS:

TOTAL COST PER PARTICIPANT: \$ _____

TOTAL NUMBER OF PARTICIPANTS PLACED INTO JOBS: _____

KEY METRIC

% of Total Budget Tied to Outcomes*: _____%

Printed Name of Proposer

Signature of Proposer

PLEASE COMPLETE ITEMIZED BUDGET ON NEXT PAGE

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 D (Continued)

PROPOSER’S ITEMIZED PRICE PROPOSAL

RFP TITLE: Post Production Training Program

PIN #: 2019WDC0002

Personnel Services: Please provide a line-by-line price proposal of Personnel Services (PS) costs in the table below.

Note: The format below is for reference only. Please add lines as needed.

# of Staff	Job Title	Name of Employee(s)	Wage/Hr Or Salary/Yr	Hours	% of Time*	Cost to Contract
Total Wages						
Fringe @ __%						
Total Personnel Costs						

**Put 100% if the employee is working solely on this project and will have no conflicting priorities.*

EXPENSE	COSTS	NOTES
Personnel Costs tied to Outcomes		Payments tied to outcomes after training. This is the amount that is used to calculate the key metric of “% of Total Budget Tied to Outcomes**” on page 1 of Attachment C
Personnel Costs not tied to Outcomes		Amount available as line item reimbursement during training.

Other Than Personnel Services: Please provide a line-by-line price proposal of Other Than Personnel Services (OTPS) costs in the table below. **Note:** The pre-populated items listed in the table below are not exhaustive and proposers are expected to list each OTPS cost for the Program on separate lines. The format below is for reference only. Please add lines as needed.

Expense	Cost to Contract	Notes (duration, number of items, etc.)
Hardware/Equipment		
Software		
Furniture		
Training Materials		
Insurance (Bonding & Liability)		
Other OTPS Costs (identify)		
Total OTPS Costs		
Total PS Costs		
Total OTPS Costs		
Total Budget (PS + OTPS)		

ATTACHMENT D (Continued)

PROPOSER'S PRICE PROPOSAL: KEY METRICS

RFP TITLE: Post Production Training Program

PIN #: 2019WDC0002

Proposers must complete the "Key Metrics" table below:

<u>Key Metrics</u>	
Estimated total hours of instruction per cohort	_____ Hours
Estimated total duration of each cohort training	_____ Weeks
Number of Participants in total	_____ Participants
Number of cohorts	_____ Cohorts
Cost per Participant	\$_____ per Participant

ATTACHMENT E

ACKNOWLEDGMENT OF ADDENDA

RFP TITLE: Post Production Training Program

PIN #: 2019WDC0002

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 _____, 2018

Addendum # 2, Dated _____, 2018

Addendum # 3, Dated _____, 2018

Addendum # 4, Dated _____, 2018

Addendum # 5, Dated _____, 2018

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