

Mayor's Office of Talent and Workforce Development
REQUEST FOR PROPOSALS
RFP TITLE: IMPLEMENTING NEW APPRENTICESHIP PROGRAMS
PIN: 2024WDC011

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

Name: Chenelle Dennis
Title: Executive 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 – TIMELINE

A. Release Date of this RFP:

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

B. Questions due by: April 18, 2024

All questions should be submitted via email to Chenelle Dennis CDennis@sbs.nyc.gov and WDCFiscal@sbs.nyc.gov.

C. Proposal Due Date: May 8, 2024

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: July 1, 2024

SECTION II – SUMMARY OF THE REQUEST FOR PROPOSALS

A. Organizational 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 Mayor’s Office of Talent and Workforce Development (“NYC Talent”) and 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.

B. Context and Purpose of this Project

In 2022, NYC Talent and the Adams Administration assembled the [Future of Workers Task Force](#), a group of 80+ external leaders from business, labor, the provider community, funders, and other areas, and tasked them with making recommendations for transforming the City’s public workforce development system. In its [blueprint](#), the Task Force identified expanding and diversifying apprenticeships as one of five top recommendations.

NYC Talent believes that the apprenticeship model is a way to simultaneously benefit jobseekers and employers. The model seamlessly integrates structured training with paid, on-the-job learning, offering jobseekers not only access to a job but a tangible pathway to a family-sustaining wage and career. NYC Talent seeks to prioritize expanding access to apprenticeships for economically disadvantaged individuals and communities who have faced historical disparities. The apprenticeship model enables employers to build a robust talent pipeline for in-demand occupations by accessing a well-trained and diverse talent pool. At scale, apprenticeships are a more effective way to match talent to opportunity and to power the local economy sustainably.

In his 2023 State of the City address, Mayor Eric Adams announced the moonshot goal to connect 30,000 New Yorkers to apprenticeships by 2030. In addition, the Mayor announced the establishment of an **Apprenticeship Accelerator**, a team now housed at NYC Talent. This team is charged with bringing together public and private partnerships to support the expansion of apprenticeships, including supporting employer partners in creating new programs and enhancing the quality of and access to existing programs across the city.

This Request for Proposals aims broadly to expand and diversify apprenticeship opportunities available to New Yorkers, particularly to economically disadvantaged individuals and communities.

More specifically, we seek individual organizations, or groups of organizations, that fall into one of two categories:

- **New Programs:** The proposer has developed but not yet launched a *new* apprenticeship program that meets all of our “threshold” or minimum criteria for an apprenticeship as detailed in Exhibit B.

- **Conversion of Existing Programs:** The proposer has developed an apprenticeship-like program for their employees that meets some but not all of the minimum criteria for an apprenticeship program as delineated in Exhibit B and seek to “convert” their existing program into an apprenticeship program.

A. Eligible Organizations

Two types of organizations are eligible to submit a proposal:

- **Individual Employers:** For the purposes of this RFP, we define an employer as any for-profit, nonprofit, or other eligible organization that operates in New York City and has 10 or more full-time employees.
- **Intermediary organizations** – single organizations or partnerships of two or more organizations that can demonstrate relationships with multiple employers in the New York City area as well as a successful track record of preparing and connecting economically disadvantaged individuals and communities to training and job opportunities. An intermediary organization could be the lead employer among a group of employers, a workforce provider, a training provider, a business services organization, or any other entity with the administrative capacity to help a group of employers launch a new apprenticeship program or add elements to their existing talent development program to “convert” it into an apprenticeship program that meets our threshold criteria in Exhibit B.

Note that we reserve the right to limit a lead applicant to one award through this RFP. In addition, the apprentices hired through contracts awarded through this RFP must be adults aged 18 or older and perform the vast majority of their work in New York City.

B. Definition of an Apprenticeship Program

An apprenticeship program combines classroom learning with extensive on-the-job training that helps an apprentice master a set of skills related to a specific occupation. Apprentices are paid, receive increases in their wage over time as they hit milestones in their learning, and have a clear path to permanent employment with their employer (for a full list of threshold criteria, please see [Exhibit B.](#)) In the United States, apprenticeship programs have historically been concentrated in the construction trades, but increasingly other sectors – including healthcare, professional services, tech, and others – are starting to adopt apprenticeship programs as a robust way to develop talent.

Some organizations choose to formally *register* their apprenticeship program with the New York State Department of Labor or the U.S. Department of Labor. We consider [Registered Apprenticeships](#) to be the “gold standard” of apprenticeship programs, given all of their requirements and intended supports for apprentices and employers. All apprenticeship programs awarded through this RFP will be required to either register with the New York State Department of Labor or meet all of the standards listed in [Exhibit B.](#)

C. Target Occupations and Sectors

Apprenticeships are based on a target occupation, since there are a set of competencies that an individual needs to master to be proficient at that occupation. Refer to Exhibit C for a list of occupations that NYC Talent has identified as key occupations that help power the NYC economy and good candidates for apprenticeship models. We expect respondents will articulate the occupation(s) or job families (groups of similar occupations) they intend to explore or focus efforts on.

D. Source and Availability of Funding

We anticipate using federal Workforce Innovation and Opportunity Act (WIOA) funding for any contracts awarded through this competition. Further, we anticipate using Adult WIOA funding, which means that programs proposed should be targeted to adults aged 18 or older. Contractors will be expected to meet all relevant WIOA requirements, which are detailed in Appendix B and Appendix C.

E. Anticipated Contract Term

We anticipate that contractors will begin work in July 2024. Contracts will be for two years with one option to renew for an additional year. The WDC anticipates that Year 1 funding would be a maximum of \$200,000 per contract and Year 2 funding would be a maximum of \$100,000 per contract, with the expectation that the participating employer(s) will take on an increasing share of the costs of the apprenticeship program in Year 2.

F. Anticipated Available Funding

It is anticipated that the maximum funding available for each contract awarded from this RFP will be \$200,000 in Year 1 and \$100,000 in Year 2 in federal Workforce Innovation and Opportunity Act (WIOA) funding. Accordingly, the contractor shall comply with all applicable provisions of WIOA (for more information visit <https://www.dol.gov/agencies/eta/wioa/guidance>) and the applicable provisions set forth in the appendices annexed hereto as Appendix B and Appendix C.

WDC anticipates awarding up to five (5) contracts through this competition. 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.

G. Anticipated Payment Structure

The WDC anticipates that these contracts will be 80% reimbursement-based. The other 20% of the contract will be performance-based and related to the retention rate of apprentices hired.

H. 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.

- The lead organization has operated for at least one year
- The lead organization has one or more locations in New York City
- The lead organization has 10 or more full-time employees

I. Preferred Qualifications

WDC prefers the contractor to possess the following non-exclusive list of qualifications and or/skills:

- At least one year of successful experience designing and implementing apprenticeship, internship, and/or other employee development programs
- At least three years of successful experience recruiting and hiring low-income individuals

J. 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:** 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.*

K. Price Proposal (Attachment C) -- For the purposes of comparison, Proposers are required to complete and submit the Price Proposal Attachment (Attachment C). Proposers should indicate how they propose to utilize the WIOA funding from this solicitation, the existing funds they will leverage, and the total cost of the program. 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.

SECTION III – SCOPE OF SERVICES

All of the items in this section are the expectations we have for what each contractor would need to do or provide.

A. Contractor Responsibilities

- **Threshold Criteria:** Finalize the program design to ensure that the apprenticeship program meets all 11 of the threshold criteria listed in Exhibit B. Implement an apprenticeship program that meets all of the threshold criteria listed.
- **Program Administration:** Develop and implement a plan to ensure there is coordination either within a single employer or across a group of employers with respect to recruiting, training, and supporting apprentices, as well as their supervisors.
- **On-the-Job Training Plan:** Develop a detailed description of the competencies that each apprentice will be expected to master by the end of the apprenticeship program. Identify one or more internal staff – including supervisors – to provide on-the-job training to apprentices. Provide appropriate professional development and training to this staff.
- **Classroom Training Plan:** Develop a detailed curriculum for the competencies that each apprentice will learn through classroom training. Identify one or more appropriate training providers to deliver classroom training and ensure that apprentices complete the training.
- **Recruitment of Diverse Apprentices:** Develop and implement strategies for recruiting, screening, and preparing economically disadvantaged individuals or residents of economically disadvantaged communities to participate in the apprenticeship program. Then recruit, screen, and hire diverse apprentices.
 - All apprenticeship participants must meet the following minimum eligibility criteria:
 - at least 18 years of age or older;
 - authorized to work in the United States;
 - meets all applicable federal selective service requirements which are available at the following address:
<https://www.sss.gov/wp-content/uploads/2020/11/WhoMustRegisterChart.pdf>
- **Provision of Supportive Services:** Develop and implement strategies to provide appropriate supports to apprentices, which could include access to childcare, transportation, counseling, etc.
- **Workforce Innovation and Opportunity Act (WIOA) Eligibility:** The contractor must work with SBS and their Workforce1 Career Centers to ensure all apprentices meet WIOA eligibility requirements.

- **Other Administrative Duties:** Participate in regular meetings (frequency to be determined) to provide program and fiscal updates to the Apprenticeship Accelerator team at NYC Talent and/or the Workforce Development Corporation. Provide appropriate program and fiscal reports and documentation on ongoing apprentice participation and retention to the Apprenticeship Accelerator team at NYC Talent and the Workforce Development Corporation. Provide any information requested by the WDC or NYC Talent about the level of financial investment made into the program by the participating employer or group of employers. (See more details in Section D: Eligible and Ineligible Costs below.)
- Participate in a formal evaluation conducted by NYC Talent and/or one of its City partners.

B. Anticipated Assistance Provided by NYC Talent and Engagement Expected with NYC Talent

In order to support contractors with developing robust, comprehensive plans to launch one or more apprenticeship programs, NYC Talent expects to provide contractors with technical assistance, primarily through the Apprenticeship Accelerator, in the following areas:

- Incorporating best practices in designing and implementing some elements of apprenticeship program(s)
- Incorporating best practices for conducting outreach and engagement of economically disadvantaged individuals and residents of economically disadvantaged communities
- Incorporating best practices for developing competencies and a related instructional plan
- Identifying and assessing digital tools for apprenticeship management, online learning, virtual mentorship, data collection and other purposes
- Understanding and addressing any legal or regulatory hurdles
- Developing a plan for sustainability of the apprenticeship program, including help identifying financial resources through funding opportunities, tax incentives, labor-management partnerships, and other avenues

Additionally, NYC Talent anticipates that it will coordinate regular convenings in which proposers selected through this competition will participate for the following purposes:

- Understand and incorporate NYC Talent’s minimum criteria for an apprenticeship program.
- Assess the progress of each contractor towards implementing their apprenticeship program and hiring and retaining apprentices.
- Identify challenges and best practices across all elements of an apprenticeship program.
- Foster a learning community by sharing best practices and lessons learned with other contractors.

C. Deliverables

Each contractor will be expected to produce the following deliverables by the end of the contract term:

- Launch a new apprenticeship program or “convert” an existing program into a program that meets the 11 threshold criteria.
- Hire a minimum of 20 apprentices in Year 1. In Year 2, employ a minimum of 20 apprentices; these can be the same apprentices hired in Year 1 or they can be new hires, depending on the length of the apprenticeship program.
- Provide a written, comprehensive plan describing the apprenticeship program.
- Provide a written curriculum of the competencies apprentices are expected to develop through both on-the-job training and classroom training (“related instruction”).
- Provide a written description of recruitment methods the organization plans to use to recruit apprentice candidates to participate in the apprenticeship program.
- Provide a description of the roles of key partners, including labor unions (if relevant), training providers, workforce providers, and any others.
- Provide a written sustainability plan for how the apprenticeship program will continue to function beyond the timeframe of the contract term.

D. Eligible and Ineligible Costs

Because this initiative is funded with federal Workforce Innovation and Opportunity Act (WIOA), some types of costs are eligible and others are ineligible. Broadly speaking, applicants can think of eligible costs as falling into staff time (for planning and development), classroom training, or on-the-job training (typically wages of apprentices). The contractor must cover any costs upfront and will be reimbursed after submitting appropriate documentation, described in Section G below.

There are also limits to how much we can reimburse on some items:

- We can cover up to a maximum of 50% of apprentice wages for a given period. Under federal WIOA law, the participating employer or employers must cover a “significant share” of the total cost of the apprenticeship program, including apprentice wages, the cost of supervisory time during on-the-job training, and the cost of classroom training.

Note that we will only cover the cost of wages above minimum wage for the purposes of this RFP. Under New York State law, the minimum wage in 2024 is \$16 per hour and will rise in future years. So, for example, if an employer is paying its apprentices \$16 per hour in 2024, we would not cover any of the costs of wages for their program. As a second example, if an employer paid its apprentices \$18 per hour in 2024, we could cover up to \$2 per hour.

In general, all expenses must be reasonable, necessary, allowable and conform to the regulations found in the [Uniform Administration Guidance](#). We have provided some highlights below, but note that this is not an exhaustive list.

Eligible Costs	Ineligible Costs
<ul style="list-style-type: none"> • Staff time • Curriculum development • Training (can be through an external training provider and/or an internal trainer) • On-the-job training (wages provided to trainees) • Books, materials and supplies (related to training) 	<ul style="list-style-type: none"> • Producing good or services during training (books, materials, curriculum development, and supplies used for training cannot be used for anything that will produce goods or services for sale or be used during normal business operations) • Legally mandated training • Capital improvements • Fringe benefits

E. Supporting Documentation Required

In order for a contractor to be reimbursed, they will need to provide appropriate documentation of costs. See Appendix A for additional details.

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).

Page Limit: Proposers should limit their narrative response to **20 pages**, with additional pages for attachments and supplemental documents.

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 (Attachment B) – Using Attachment B, please provide a clear and concise narrative, limited to 20 single-spaced pages using Times New Roman 12-point font (not including attachments), which addresses the following:

1. **Experience** – Describe and provide evidence for the successful relevant experience of the proposer and the proposed key staff, consultants, or partners in providing the work described in Section III – Scope of Services. Specifically address the following: (20 points)
 - a. Prior successful experience developing apprenticeships, training programs, internship programs, or other types of relevant employee development programs.

- b. Prior successful experience creating formal partnerships with training providers, including institutions of higher education.
 - c. Prior successful experience recruiting low-income individuals for job or talent development opportunities, either directly or through formal partnerships.
2. **Organizational Capability** – Describe the organizational capacity of the proposer and any partners to provide the work described in Section III – Scope of Services. Specifically, address the following: (10 points)
- a. Describe the capacity of the lead organization, including any partners, to administer an apprenticeship program. Explain why the lead organization and any partners will be successful in implementing an apprenticeship program that meets all 11 of the threshold criteria described in Exhibit B.
 - b. Provide the name(s), qualifications, and relevant experience of the lead staff from the lead organization and any partners responsible for carrying out this project.
 - c. Attach a resume and/or description of the qualifications required for each lead staff member or consultant and a statement certifying that the proposed staff will be available for the duration of the project.
 - d. State how many years the lead organization has operated as a formally incorporated organization.
 - e. Provide the most recent audited financial statements for the lead applicant.
3. **Program Proposal** – Describe in detail how the proposer will provide the work described in Section III – Scope of Services and demonstrate that the proposed approach will fulfill WDC’s goals and objectives. Note that apprentices must be 18 years or older to qualify for the Adult WIOA funding we are using for these contracts. Specifically, proposals should address the following: (70 points)
- a. Explain whether you plan to launch a new apprenticeship program or convert an existing talent development program into an apprenticeship program that meets all of the minimum criteria as delineated in Exhibit B. Provide a compelling justification for why funding from this RFP will enable you to launch a new apprenticeship program or “convert” an existing program into one that meets all of the minimum criteria. (3 points)
 - b. Proposed coordination plan, including staffing responsible for implementing the program. Proposers should provide a schedule for completion of the activities proposed, including identification of key dates, deadlines or timeframes for submission of deliverables. (6 points)
 - c. Demonstration of Employer Commitment: In order to demonstrate evidence of employer commitment in hiring apprentices, provide one or more letters of commitment to hire and employ a minimum of 20 apprentices per year over a two-year period. Additionally, complete the chart and provide any explanation about how you arrived at the figures for each occupation you are targeting. (12 points)

Year 1

Occupation(s)	Unique Number of Employers Hiring at Least One Apprentice	Number of Apprentices to Be Hired	Number of Apprentices Still Working after One Year	Number of Apprentices Hired into Permanent Roles

Year 2

Occupation(s)	Unique Number of Employers Hiring at Least One Apprentice	Number of Apprentices to Be Hired	Number of Apprentices Still Working after One Year	Number of Apprentices Hired into Permanent Roles

- Note: Proposals that plan to hire and employ more than 20 apprentices per year will score higher.

d. Proposal to Meet Threshold Criteria (44 points)

- i. **Employer-informed:** Describe how you designed your program, including the skill set to be mastered by apprentices, to meet employer needs, whether that need is for a single employer or a group of employers.
 - **Priority Occupation(s):** Identify the occupation(s) you will target. Reference Exhibit C. Provide a rationale and any data to support your choice. If one or more of the occupations you identify are not listed in Exhibit C, provide a *detailed* rationale. Indicate whether you expect to target occupations that have not traditionally been served by apprenticeships (namely, positions outside of the skilled trades in the construction industry).
 - **Diverse Candidates:** Describe your plan to recruit apprentices from a diverse set of backgrounds, with an emphasis on individuals with less than an Associate’s degree who are either economically disadvantaged or residents of economically disadvantaged communities. Additionally, describe your plan for establishing apprenticeship programs that are fully accessible to people with disabilities.
- ii. **Structured Learning and On-the-Job Training:** Describe your approach to offering extensive on-the-job training to all participating apprentices

- including an outline of the skills they will develop. Additionally, describe your approach to structured learning, including an outline of the curriculum apprentices will learn and how you will deliver that curriculum (including if you will use internal trainers, one or more external training providers, or a combination of the two). Provide a justification for selecting the internal trainers and/or external training providers.
- iii. **Transferable Skills or Credentials:** Describe the skill sets or credentials that apprentices will earn and justify why they will be transferrable to other employers and other regions of the United States.
 - iv. **Minimum Learning Requirements:** Describe whether your apprenticeship will be time-based, competency-based, or a hybrid. Provide a justification for your approach. Estimate the total number of on-the-job training and classroom training. (Apprentices should participate for a minimum of 1,000 hours, even if the program is competency-based and a minimum of 2,000 hours if it is time-based).
 - v. **Paid Experience:** Confirm that apprentices will be paid starting on day 1 of the program. State the starting wage of the apprentices. Describe the benefits, if any, that they will be entitled to.
 - vi. **Wage Increase(s):** Describe the pay increases that apprentices can expect and at which milestones (e.g., either markers of time or mastery of certain skills).
 - vii. **Opportunity for Permanent Position:** Describe how apprentices will be considered for permanent positions upon completion of the apprenticeship program and describe the likelihood of their being hired into such positions.
 - viii. **Supervision:** Describe how you will select and prepare supervisors to oversee apprentices and provide them with on-the-job training. Describe the expectations you will set for supervisors to provide ongoing support and feedback.
 - ix. **Mentoring:** Describe how you will select and prepare mentors who are not the apprentice's direct supervisors who can help the apprentices more effectively navigate the organization and be successful in the apprenticeship. Describe the expected frequency and length of interactions.
- e. Provide a budget utilizing Attachment C provided, outlining how funds will be spent. Provide a narrative explanation for why the funds will help you implement the proposed apprenticeship program(s). Include the estimated contribution of the participating employer(s) in terms of supervisor time for on-the-job training, apprentice wages, classroom training, and any other reasonable contributions. Please note that we expect – and the federal WIOA funds require – proposers to contribute substantial leveraged funds. (5 points)

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 deems applicable and appropriate. Although discussions may be conducted with proposers submitting acceptable proposals, 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.

The criteria for evaluation and weight assigned are set forth below:

- Demonstrated quantity and quality of successful relevant experience: 20%
- Demonstrated level of organizational capability: 10%
- Quality of proposed program proposal: 70%

- 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. Additionally, if this Contract includes federal WIOA funds, any Contract will include and be subject to the attached "Appendix 1 – Uniform Federal Contract Provisions" and "Appendix 1A – Combined Federal & State Certifications WIOA Specific Rider."
- 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.

EXHIBIT A:
**Background on the Mayor’s Office of Talent and Workforce Development’s
Investment and Implementation Strategy**

A. Overall NYC Approach to Talent Development

The Mayor’s Office of Talent and Workforce Development (“NYC Talent”) works to mobilize New Yorkers and the local talent development infrastructure to achieve an inclusive economy and realize the citywide employment objectives laid out in Mayor Eric Adams’ Executive Order #22 (2022). To do this, NYC Talent partners with and mobilizes public agencies, educational institutions, non-profits, unions, communities, and industry so that:

- NYC residents succeed in fulfilling, economically secure careers
- NYC employers can thrive because they hire, train, and advance diverse talent and operate in a supportive local business environment
- All New Yorkers benefit from shared prosperity

To promote equity and relentlessly tackle historic employment disparities, we aggregate and align public and private resources to match talent to opportunity; disaggregate data to understand and adapt to the rapidly changing labor market; leverage technology advancements; promote targeted policies; and engage employers and jobseekers.

B. New York City Talent Investment Fund

Another recommendation of the Future of Workers Task Force was to launch a “Talent Investment Fund.” The **New York City Talent Investment Fund** is a model with public/philanthropic collaboration where public and private partners collaborate, innovate, and invest together in a co-design model by developing shared investment criteria, identifying joint learnings and data to influence and direct other investments, increase their transparency by creating a clear, public, and high-profile competitive process for grant awards, and braid together funding streams and close gaps in the system.

C. Goals of the Initiative

The overarching objective of this initiative is to expand and diversify apprenticeships in New York City, with emphasis on achieving the Mayor’s goal of 30,000 apprentices by 2030 and by enabling economically disadvantaged individuals and communities to access these opportunities. See Section II – Summary of the Request for Proposals above for more background on our approach to apprenticeships, Exhibit B for the minimum criteria that define an apprenticeship program, and Exhibit C for the list of occupations that we believe power the New York City economy and would make strong candidates for apprenticeship programs.

Key Goals:

- 1. Foster the development of new apprenticeship programs**

- a. Award contracts to **intermediary organizations** that can identify the needs of multiple employers and identify where apprenticeship is an appropriate solution, as well as develop effectiveness mechanisms for connecting economically disadvantaged individuals and communities to apprenticeships.
- b. Support the development of **comprehensive plans** for apprenticeship programs.

2. Award contracts to support the launch of new apprenticeship programs

- a. Provide financial support to **intermediaries** to launch new apprenticeship programs with groups of employers.

3. Explore strategies to align apprenticeship pipelines with the City of New York's procurement spending

- a. Develop strategies to ensure there are apprenticeship opportunities that are responsive to the needs of City of New York vendors that are subject to Community Hiring, a new state law that allows City agencies to set hiring goals on their procurement contracts across a broad range of industries. See section "D" below for more details.
- b. Ensure economically disadvantaged individuals and communities have access to pre-apprenticeship and apprenticeship programs.

D. Community Hiring

Authorized by recent State legislation, Community Hiring allows City agencies to set hiring goals on their contracts for vendors to provide employment and apprenticeship opportunities to eligible candidates. Community Hiring will apply to procurement contracts for construction, professional services, standard services, and human services. Community Hiring will be a key tool for NYC Talent's broader place-based workforce strategies, which will include connecting jobseekers to pre-apprenticeship and apprenticeship opportunities, serving employers by sourcing talent for them to meet their workforce needs, and identifying ways to strengthen how the public workforce system partners with non-profits and community-based organizations. NYC Talent will work with other City agencies to identify ways to strengthen how the public workforce system partners with place-based networks of nonprofit and community-based organizations.

EXHIBIT B:

Definition of an Apprenticeship Program

An apprenticeship program combines classroom learning with extensive on-the-job training that helps an apprentice master a set of skills related to a specific occupation. Apprentices are paid, receive increases in their wage over time as they hit milestones in their learning, and have a clear path to permanent employment with their employer. See below for the full list of threshold criteria. In the United States, apprenticeship programs have historically been concentrated in the construction trades, but increasingly other sectors – including healthcare, professional services, tech, and others – are starting to adopt apprenticeship programs as a robust way to develop talent.

Some organizations choose to formally *register* their apprenticeship program with the New York State Department of Labor or the U.S. Department of Labor. We consider [Registered Apprenticeships](#) to be the “gold standard” of apprenticeship programs, given all of their requirements and intended supports for apprentices and employers. We recommend that all proposers, if they ultimately launch an apprenticeship program, consider registering their apprenticeship program with the New York State Department of Labor. If a proposer does not register their apprenticeship program, then the program must meet all of the standards listed in Exhibit B.

Minimum Criteria for Apprenticeship Programs

Category ¹	Threshold Criteria	Best Practice
Career Path	<ul style="list-style-type: none">• Designed in partnership with industry, with a focus on jobs that power the economy.• Designated track into a full-time employment role – and a continued career path – upon program completion• Transferable skills recognized by employers other than apprenticeship sponsor/employer	<ul style="list-style-type: none">• Clearly defined skillset achieved that are transferable across multiple employers• Focus on in-demand, cross-industry occupations with economic mobility and access to multiple career pathways• Clear career path steps for apprentices

¹ The information in this chart is from the New York City Landscape Report, a report prepared by Accenture for the Mayor’s Office of Talent and Workforce Development: <https://www.nyc.gov/assets/wkdev/downloads/pdf/nyc-apprenticeship-landscape-report.pdf>

Category ¹	Threshold Criteria	Best Practice
Opportunity	<ul style="list-style-type: none"> • Commitment to accessibility and a programmatic design that supports people from a diversity of backgrounds • Program design should recruit broadly and in ways that address historic disparities 	<p>Ensure apprenticeship includes key practices, including but not limited to:</p> <ul style="list-style-type: none"> • Measurable commitment and goals internally and externally • Incorporation of participant voice in program design • Intentional recruitment efforts across wide range of education, community and workforce partners
Compensation	<ul style="list-style-type: none"> • Earn-and-learn (i.e., paid wages) throughout apprenticeship • Increased wages as skills and productivity increase; pathway to a living wage 	<ul style="list-style-type: none"> • Living wage (or above) based on the cost of living in apprenticeship location and benefits such as health insurance
Training	<ul style="list-style-type: none"> • Formal structured learning (i.e., industry-aligned curriculum in the form of instructor-led classroom courses, web-based academic trainings, webinars) either via in-person or virtual, combined with on-the-job training 	<ul style="list-style-type: none"> • Portable credential (industry or academic) achieved at the end of the apprenticeship, such as a certificate or associate degree • 144 hours of training time (structured learning only)
Apprentice Support	<ul style="list-style-type: none"> • Established supervisor relationship and dedicated mentorship 	<ul style="list-style-type: none"> • Soft skills development, cohort programming, stipends for transportation/childcare, mental health, services, covering program costs such as uniforms/exams fees, support to access benefits such as SNAP
Duration	<ul style="list-style-type: none"> • Can be time-based, competency-based or hybrid • If time-based, approximately 12 months or 2,000 hours minimum • If competency-based (and does not meet 2,000 hours requirement) must use formal competency framework 	<ul style="list-style-type: none"> • Competency-based assessments aligned with national frameworks / processes, such as USDOL

EXHIBIT C:
Occupations Identified by NYC Talent as
a Good Candidate for an Entry Level or Advancement Apprenticeship

SOC Codes ²	Occupations	Entry Salary	Median Salary	Experienced Salary	NYC Jobs 2023
11-3013	Facilities Managers	\$82,474	\$130,635	\$168,692	3,720
11-3071	Transportation, Storage, and Distribution Managers	\$88,073	\$130,409	\$177,358	1,900
13-1071	Human Resources Specialists	\$55,027	\$82,821	\$113,611	29,780
13-1082	Project Management Specialists	\$76,352	\$114,718	\$153,053	34,630
13-1111	Management Analysts	\$76,943	\$113,414	\$158,611	37,200
13-1161	Market Research Analysts and Marketing Specialists	\$59,665	\$98,349	\$122,398	54,460
15-1211	Computer Systems Analysts	\$84,251	\$131,770	\$156,983	10,070
15-1212	Information Security Analysts	\$96,342	\$144,713	\$186,206	4,530
15-1231	Computer Network Support Specialists	\$62,273	\$87,909	\$116,605	4,190
15-1241	Computer Network Architects	\$105,719	\$148,170	\$183,707	6,040
15-1242	Database Administrators	\$69,924	\$114,230	\$150,712	2,420
15-1243	Database Architects	\$94,888	\$144,380	\$175,635	2,520
15-1244	Network and Computer Systems Administrators	\$77,571	\$112,124	\$144,772	11,460
15-1252	Software Developers	\$101,527	\$146,062	\$186,721	60,630
15-2051	Data Scientists	\$84,072	\$135,682	\$171,784	10,100
21-1029	Social Workers, All Other	\$61,698	\$79,918	\$94,636	670
29-1031	Dietitians and Nutritionists	\$63,066	\$81,006	\$98,630	2,150
29-1122	Occupational Therapist	\$73,067	\$104,845	\$128,775	2,830
29-1123	Physical Therapist	\$82,074	\$106,614	\$137,382	5,180
29-1126	Respiratory Therapists	\$84,570	\$103,640	\$110,716	2,660

² The data for these occupations was sourced from the New York State Department of Labor: https://www.bls.gov/oes/current/oes_ny.htm

SOC Codes ²	Occupations	Entry Salary	Median Salary	Experienced Salary	NYC Jobs 2023
29-1141	Registered Nurses	\$86,935	\$108,976	\$126,111	79,350
29-2034	Radiologic Technologists and Technicians	\$72,717	\$86,353	\$98,802	5,030
29-2035	Magnetic Resonance Imaging Technologists	\$88,402	\$104,959	\$112,141	1,210
29-2055	Surgical Technician	\$52,353	\$66,976	\$78,871	2,390
29-2061	Licensed Practical Nurse	\$54,761	\$65,378	\$70,786	12,410
29-2072	Medical Records Specialists	\$40,800	\$56,270	\$70,754	3,660
31-2011	Occupational Therapy Assistants	\$60,600	\$74,931	\$88,243	720
31-2021	Physical Therapist Assistants	\$58,067	\$68,179	\$76,743	1,250
31-9092	Medical Assistant	\$38,940	\$46,921	\$51,852	15,410
35-2019	Cooks, All other	\$38,140	\$53,232	\$64,160	N/A
47-2031	Carpenters	\$48,110	\$74,374	\$99,853	13,460
47-2061	Construction Laborers	\$40,042	\$59,976	\$80,583	15,330
47-2111	Electricians	\$52,774	\$88,374	\$114,096	16,920
47-2121	Glaziers	\$44,189	\$73,635	\$98,910	1,070
47-2141	Painters, Construction and Maintenance	\$42,554	\$59,768	\$76,686	5,620
47-2152	Plumbers, Pipefitters, and Steamfitters	\$50,522	\$81,189	\$109,991	10,380
47-2181	Roofers & Water proofers	\$42,791	\$58,671	\$80,007	950
47-2221	Structural Iron and Steel Workers	\$61,986	\$103,287	\$116,051	1,370
47-4011	Construction and Building Inspectors	\$59,144	\$83,305	\$103,297	3,570
49-3011	Aircraft Mechanics and Service Technicians	\$64,745	\$83,780	\$103,010	2,150
49-3031	Bus and Truck Mechanics and Diesel Engine Specialists	\$51,948	\$80,663	\$86,301	4,680
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	\$50,207	\$77,778	\$92,938	7,280
49-9041	Industrial Machinery Mechanics	\$49,071	\$64,922	\$87,152	1,820

SOC Codes ²	Occupations	Entry Salary	Median Salary	Experienced Salary	NYC Jobs 2023
49-9051	Electrical Power-Line Installers and Repairers	\$80,294	\$109,662	\$123,913	N/A
49-9071	Maintenance and Repair Workers, General	\$38,301	\$53,322	\$68,281	66,590
51-4041	Machinist	\$40,562	\$60,974	\$76,665	740
51-4121	Welders	\$43,804	\$60,937	\$81,556	1,480
53-3032	Heavy and Tractor-Trailer Truck Drivers	\$44,388	\$60,548	\$74,083	15,700

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 20 pages**, not including attachments.

ATTACHMENT C

PRICE PROPOSAL FORM

TOTAL PRICE: \$

TOTAL PRICE IN WORDS:

Cost Category	Funding Requested from this RFP	Funding Leveraged from Other Sources	Total Project Cost
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.