

Workforce Development Corporation (“WDC”)

Request for Proposals

PIN: 2026WDC0002

**Title: Cannabis Job Opportunity Pipeline and
Training Program**

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

Name: Chenelle Dennis
Title: Executive Director
Mailing Address: Workforce Development Corporation
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New York, New York 10006
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SECTION I – TIMETABLE

A. Release Date of this RFP: Tuesday October 15, 2025

Responses should be submitted electronically by email in Adobe PDF or Microsoft Word to Chenelle Dennis at WDCcontracting@sbs.nyc.gov.

B. Information and Networking Session: Wednesday October 29, 2025, 4:00PM-6:00PM

Location: 1 Liberty Plaza, 11th Floor, New York, New York 10006

Please register at: <https://www.eventbrite.com/e/1797645468989?aff=oddttdtcreator>

Cannabis NYC will host a non-mandatory information and networking session. Cannabis NYC will provide an overview of the RFP and provide an opportunity for vendors to network. Please note questions about the Request for Proposal will not be answered at the session and instead must be submitted in writing per Section C below.

C. Questions due by: Wednesday November 5, 2025, 5:00pm EST

All questions should be submitted via email to Chenelle Dennis at WDCcontracting@sbs.nyc.gov. Please regularly check the WDC Contracting Opportunities (https://www.nyc.gov/site/sbs/about/wdc-contracting-opportunities.page_) for the responses to the questions.

D. Proposal Due Date: Tuesday November 25th, 2025, 5:00pm EST

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

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

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: March 2, 2026

Note: The Contractor 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

Cannabis NYC, the Workforce Development Corporation (“WDC”), the Mayor’s Office for Economic Opportunity (“NYC Opportunity”), and the New York City Department of Small Business Services (“SBS”) are issuing a Request For Proposals (“RFP”) to implement an On-the-Job Training (“OJT”) program to promote economic opportunity and equity in NYC’s new and growing legal cannabis industry by matching workers from targeted communities to quality jobs at businesses which will receive funding and training development assistance.

About Cannabis NYC

Located within NYC Department of Small Business Services, Cannabis NYC is on a mission to become a global leader for cannabis industry excellence in equity and education across business, science and culture, and is reaching this goal by actively creating an interagency hub of free resources and services for all New Yorkers interested in the cannabis industry. Leveraging existing city resources paired with newly created city-wide initiatives, the office is charged with leveraging equity-driven strategy, on-the-ground outreach, public education, business services, application support, workforce training, policy development and more to support the creation of good jobs, successful small businesses, and sustainable economic opportunities to address historic harms of cannabis prohibition.

About the Workforce Development Corporation

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

About the Mayor’s Office for Economic Opportunity

The Mayor’s Office for Economic Opportunity uses evidence and innovation to reduce poverty and increase equity throughout New York City. It advances research, data, and design in the City’s program and policy development, service delivery, and budget decisions. NYC Opportunity manages a portfolio of initiatives it has developed with partners and oversees directly, as well as a set of services that it offers to agencies to support evidence-based policymaking. Its work includes analyzing existing anti-poverty approaches, developing new interventions, facilitating the sharing of data across City agencies, and rigorously assessing the impact of key initiatives.

About the NYC Department of Small Business Services

The Department of Small Business Services helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building a fairer economy in neighborhoods across the five boroughs.

B. Context and Purpose of this Project

The criminalization of marijuana possession and distribution has resulted in devastating, race and place-based impacts felt most by communities of color. From 2010 to 2017 in New York City, 51% of marijuana-related arrests were of Black New Yorkers, and 35% were of Latinx New Yorkers, and 11% were of white New Yorkers. Seven (7) out of the ten (10) NYC neighborhoods with the highest marijuana-related arrests are also among the city's ten (10) lowest-income neighborhoods based on median household income rank, highlighting the disproportionate impact cannabis prohibition has had on low-income New Yorkers.¹

In March 2021, New York State ("NYS") passed the Marijuana Regulation and Taxation Act ("MRTA") legalizing adult-use recreational marijuana. Since legalization, the state's cannabis industry has generated over \$1.06 billion in retail sales and created more than 5,000 jobs.² However, a 2025 landscape study conducted by Urbane of the rollout of cannabis legalization in other states found that those most harmed by cannabis prohibition have faced tremendous challenges reaping any of the benefits of its legalization. For those seeking jobs in the industry, key challenges included hiring discrimination and lack of support and education to build required skills. For those interested in starting their own businesses, challenges included lack of access to initial financing and difficulty attracting and retaining talent.³ New York State's cannabis legalization offers a key opportunity to work to address the harms of cannabis prohibition by ensuring that the new economic opportunities and investments that come with legalization are made available to low-income communities.

Project Overview

In partnership with the WDC, NYC Opportunity, and SBS, Cannabis NYC is issuing this Request For Proposals to identify one (1) qualified provider to serve as the Contractor to develop and launch a pilot On-the-Job Training (OJT) program intended to alleviate challenges faced by both job seekers and entrepreneurs from communities disproportionately harmed by cannabis prohibition in order to promote opportunity in New York City's burgeoning legal cannabis industry.

On-the-job training" ("OJT") programs are programs in which employers hire new employees and receive financial reimbursement for providing them with hands-on training directly in the workplace. This training is specifically tailored to the employees' job requirements, allowing new hires to learn while working on actual tasks under the guidance

¹ [Addressing the Harms of Prohibition: What NYC Can do to Support an Equitable Cannabis Industry](#), 2018. Office of NYC Comptroller

² [ICYMI: New York State Surpasses 300th Licensed Cannabis Dispensary Opening](#). New York State Office of Cannabis Management, 2025

³ "Cultivating Equity: Advancing Workforce and Economic Opportunity in NYC's Cannabis Industry", Urbane, 2025. <https://www.nyc.gov/assets/ymi/pdf/reports/Cannabis-Equity-Study-Report.pdf>

of experienced staff. This OJT program pilot adapts that model for the cannabis sector, supporting jobseekers in entering cannabis industry career pathways, and reducing onboarding costs for eligible cannabis industry businesses.

The Contractor will develop a pool of job seekers, focusing recruitment on this initiative's Target Population who are individuals from New York City Communities Disproportionately Impacted (CDI) between 1980 and 2021, as defined in New York State Cannabis Law § 87(5)(g).⁴ They will develop a process and pipeline to match these job seekers with employers with job openings in the cannabis industry. These employers may include those in the adult use and medical cannabis sectors, as well as in ancillary industries - businesses that support cannabis operations without directly handling cannabis products.⁵

The Contractor will work with these employers to develop an OJT plan for their new hires. The Contractor will supply standardized training materials, covering foundational cannabis industry knowledge and job skills, which they will tailor to the requirements of each job position. The employers will develop their own OJT plans which will include structured onboarding and training that provides new hires with instruction in and hands-on learning experience with job-ready skills, necessary employment competencies, and relevant occupational skills, which they will submit to the provider for approval.

Upon approval, participating employers will be eligible for Talent Development Reimbursements. Those reimbursements will provide wage subsidies and training development support to offset costs of new employees' onboarding and training. In doing so, this pilot program aims to 1) increase hiring of job seekers from the Target Population and 2) reduce the burden of staff recruitment and training costs for NYC-based cannabis businesses and ensure their workforce has the needed skills to excel in their jobs.

C. Anticipated Contract Term

It is anticipated there will be one (1) award under this solicitation. The term of the contract awarded from this RFP will be up to three (3) years with renewal and extension options at the WDC's sole discretion for up to an additional two (2) years, up to five (5) 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 or extension, if any. The WDC, at any time and for any reason whatsoever in WDC's sole discretion, may terminate the contract for WDC's convenience.

Collaborative proposals are encouraged if partnering organizations together meet the required qualifications defined below, as this approach may offer a more comprehensive solution. For example, a long-time workforce organization that does not currently have programming

⁴ More information on the identification of these communities can be found here:

<https://cannabis.ny.gov/communities-disproportionately-impacted>

⁵ "Career Guide." Cannabis Workforce Initiative, 2023. <https://cannaworkforceny.org/wp-content/uploads/2023/06/2023-Career-Guide.pdf>.

tailored to those from the Target Population seeking jobs in the cannabis industry might partner together with an organization that serves cannabis industry job seekers from the Target Population to undertake this project together. For a collaborative proposal, applicants should identify one (1) organization as the prime organization with which the other organization(s) will sub-contract.

Proposals from certified Minority and Women-Owned Business Enterprises (M/WBE) are encouraged.

D. Work Product Licenses

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.

E. Anticipated Available Funding

It is anticipated that the total available funding awarded from this RFP will be up to **\$1,525,000** over the three (3) year initial contract term with an additional \$500,000 available per year for the up to two (2) years of additional funding should the contract be renewed or extended. 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.

The chart below provides estimated funding amounts available each year based on phase of the Project. Vendors may propose alternative breakdowns if supported by appropriate rationale or justification.

Item	Year 1	Year 2	Year 3
Creation of Training Content	\$150,000.00	\$0.00	\$0.00
Talent Development Reimbursements for Cannabis Businesses	\$125,000.00	\$250,000.00	\$250,000.00

Other Program Costs (recruitment of jobseekers and businesses, technical assistance, program administration)	\$250,000.00	\$250,000.00	\$250,000.00
Total	\$525,000.00	\$500,000.00	\$500,000.00

F. Anticipated Payment Structure

It is anticipated that the payment structure of the contract awarded from this RFP will be line-item reimbursements. 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.

G. Minimum Qualification Requirements

Below are the minimum qualification requirements for the solicitation. Proposals that fail to meet any of these requirements may be found non-responsive and rejected.

1. The Proposer has been in business and operating for at least two (2) years.
2. The Proposer or its subcontractors operates or has operated workforce development services in New York City (or similarly sized metropolitan city) for at least one (1) years.

Preferred Qualifications

1. The Proposer or its subcontractors have experience placing at least 75 job seekers into employment within the last two years.
2. The Proposer or its subcontractor(s) have direct experience delivering services to job seekers and businesses in New York City for at least two (2) years.
3. The Proposer or its subcontractors have at least one (1) year of experience administering direct funding or reimbursements to businesses, including disbursing funds, tracking expenditures, and providing financial reporting.
4. The Proposer or its subcontractors have at least two (2) years of experience addressing labor market needs and partnering with employers to provide input and technical assistance related to onboarding and workforce training.
5. The Proposer or its subcontractors have at least one (1) year of experience engaging with cannabis businesses and job seekers entering the cannabis industry, either at the organizational level or through key project staff.
6. The Proposer or its subcontractors have experience engaging with and serving job seekers from the Target Population.

7. The Proposer or its subcontractors have the capacity to provide assistance to businesses in developing customized training plans that meet their business needs.
8. The Proposer or its subcontractors have experience designing On-the-Job training programs, including developing new hire training plans with clear guidance for employers.
9. The Proposer or its subcontractors have experience developing training and instructional materials for employer implementation.
10. The Proposer or its subcontractors have at least one (1) year of experience delivering cannabis industry-specific training, career services, and/or technical assistance aimed at placing economically disadvantaged individuals into cannabis-related jobs and supporting cannabis businesses.

SECTION III – SCOPE OF SERVICES

A. Scope of Services

The selected Contractor will be responsible for designing, implementing, and managing a comprehensive workforce development initiative to support the growth of the legal cannabis industry in New York City. The Contractor will provide services including:

- Recruitment, matching, and placement of job seekers from the Target Population with participating employers
- Conduct outreach to and build relationships with potential employers, provide participating employers with foundational training materials, and support participating employers in the development of OJT training plans
- OJT Talent Development Reimbursement administration, including distribution to participating employers

Specifically, the selected Contractor will:

Recruit and Place Job Seekers:

1. **Recruitment of Job Seekers:** The Contractor is expected to coordinate with Cannabis NYC to develop and implement outreach strategies to recruit a minimum of 100 job seekers from the Target Population, defined above as individuals from New York City communities disproportionately harmed by cannabis prohibition prior to legalization in New York State. This may include but not limited to recruiting participants from other workforce development programs like Cannabis NYC's Cannabis Reentry Employment Assistance & Training Experience (CREATE) pilot. The Contractor is expected to maintain a pool of job seekers large enough and with a diverse enough range of expertise to enable them to easily match all participating cannabis businesses with qualified applicants.
2. **Job Seeker Application and Eligibility:** The Contractor is expected to develop a job seeker application, screening and intake process that is to be completed by each job

seeker that could be hired by eligible employers. Job seeker eligibility criteria are expected to include but not limited to being full-time work ready, seeking a job in the cannabis industry, and being a “new hire” for a participating employer. The screening process should determine both their career goals and what relevant skills and experience could offer an employer in order to facilitate strong matches with participating employers.

3. Job Seeker Support and Placement: The Contractor will establish a database of their job seeker pool, and work with Cannabis NYC to refer these job seekers for basic job readiness support services at SBS as needed. The Contractor will connect eligible job seekers in the pool with participating employers. It is expected that at least 50% of job seekers placed with participating employers in this program will be from the Program’s pool of job seekers. Additional participants may be recruited by participating employers, but must meet criteria that will be determined by Cannabis NYC and NYC Opportunity in partnership with the Contractor after selection.

Employer Recruitment and Support

4. Outreach and Recruitment of Cannabis Businesses: The Contractor is expected to actively recruit employers to apply for Talent Development Reimbursements. This may include leveraging existing relationships, online and in-person outreach campaigns, coordination with SBS, Cannabis NYC and more. Eligible employers are those operating in the adult-use cannabis industry, medical cannabis industry, and/or ancillary industries that are seeking to hire NYC residents.
5. Application and Eligibility: The selected Contractor(s) is expected to develop a competitive application for employers to determine their eligibility to receive Talent Development Reimbursements, including their capacity to successfully implement the OJT program, and their commitment to the permanent placement of trained employee(s). Employer eligibility criteria for the OJT program is expected to include having a physical location in New York City, compliance with all applicable state, local and federal tax requirements and labor regulations, having at least **six (6)** full time employees; actively providing NYS licensed services in the medical or adult-use cannabis industry or ancillary industries in NYC, seeking to hire NYC residents, and being the entity directly hiring and overseeing the employment of new hires through the program. Employer applications are expected to include job descriptions for open positions and OJT implementation plans that map out the steps the employers will take to help each new hire achieve proficiency in their roles, including the incorporation of foundational training materials provided by the Contractor.
6. Provide Foundational Training Materials: The Contractor will source, adapt, or where necessary, develop supplemental training materials to enhance the on-the-job learning provided by participating employers. This will include incorporating no-cost trainings and certificate programs from New York State Cannabis Workforce Initiative (CWI) no-cost training modules and certificate programs. It may also include the creation of stand-alone training modules should the Contractor choose to include additional training topics not covered by CWI. Training content should align with New York State and City

cannabis regulations, adult learning best practices, and vocational training standards. The Contractor will also use the City's existing industry analysis, with updates as needed, to ensure that additional training modules reflect current job roles and in-demand skills. Input from employers and job seekers must inform material selection and adaptation.

7. Support the Development of OJT Plans: The Contractor is expected to coordinate with employers applying for Talent Development Reimbursements to review and further develop OJT plans. OJT plans should consist of structured onboarding and training, providing new hires with a combination of instruction in job-ready skills, necessary employment competencies, and relevant occupational skills that enable them to be successful in their roles. It is expected that the OJT plans will include work-based learning, and sustained interactions with professionals in the workplace setting that are designed to provide in-depth, firsthand engagement with the tasks required in the job role being filled. OJT plans must include:
 - a. Job Duties – Primary activities and tasks each new hire will perform in their position during the OJT period (210 - 420 hours of employment, inclusive of Foundational Training Materials).
 - b. Frequency – How often the employee will be completing each job duty.
 - c. Training Method – Description of how each new hire will gain proficiency in each listed job duty, and how any relevant Foundational Training Materials will be incorporated into this training.
 - d. OJT Hours – A comprehensive breakdown of the number of hours per job duty, and corresponding training that new hires will spend learning each task. This breakdown must account for all hours to be compensated during the OJT period. It is expected that the Contractor may need to coordinate with Cannabis NYC and SBS to provide or refer employer applicants for technical assistance in completing and revising OJT training plans as needed.

OJT Implementation, Administration, Oversight and Reporting:

8. Final Approval and Contracts with Participating Cannabis Businesses: The Contractor is expected to submit the proposed participating employers, OJT training plans, and potentially placed jobseekers to Cannabis NYC for final review and approval. After final approval is granted by Cannabis NYC, the Contractor is expected to enter into contracts or agreements with approved employers for formal participation into the program.
9. Disbursement of Talent Development Reimbursements: Talent Development Reimbursements will be used to provide wage subsidies to participating employers for job seekers participating in the OJT program. They will be offered as reimbursements for a minimum of 210 hours and maximum of 420 hours of on-the-job training, meaning that participating employers must be able to pay the onboarding and training costs up front until they are reimbursed. The programmatic guidelines for reimbursement to participating employers, and the target number of employers participating in the program are expected to be determined by the Contractor, Cannabis NYC and NYC Opportunity after vendor selection. The Contractor is expected to oversee the disbursement of Talent Development Reimbursements. It is expected that participating cannabis businesses may begin receiving reimbursements from the selected Contractor on a monthly basis after completing the initial four (4) weeks of OJT activities.

10. OJT Verification and Documentation: The Contractor is expected to verify that participating employers are delivering OJT activities as planned. Verification should include oversight of participant training and compensation, including conducting financial oversight of reimbursement funds and ensuring compliance with all applicable requirements and regulations. The selected Contractor is expected to document feedback from participating workers, the participant's supervisor's perspectives on the progress of training, and a review of the participating employer's payroll records.
11. Office Hours for Participating Employers: The Contractor is expected to provide OJT plan implementation support to participating employers. This includes offering monthly office hours for participating employers during the OJT reimbursement period, using a train-the-trainer approach to address issues, and working with participating employers to revise training plans as needed.
12. Reporting: The Contractor will submit monthly, quarterly and annual data reports about process and outcome metrics to Cannabis NYC. It is expected that the selected Contractor will collect client feedback annually, and consistently review program data and feedback to make data informed improvements. The Contractor will be expected to produce reports on findings and program success, including best practices, challenges, and recommendations for program improvement and possible replication. These reports will include comprehensive narratives on findings and program success, with specific topics for inclusion to be determined by the Cannabis NYC, and NYC Opportunity. The selected Contractor will also participate in any evaluation of the overall initiative by the City.

Summary of Initiative Phases

Phase 1: Materials Development and Outreach Launch (Months 1–4)

- Develop and launch job seeker recruitment, screening, and intake process
- Build job seeker pool and corresponding database
- Develop Talent Development Reimbursement application and eligibility criteria for employers
- Initiate employer recruitment campaign for OJT program
- Finalize foundational training materials for incorporation into OJT plans (sourced from CWI and/or developed by Contractor)

Phase 2: Application and Matching Process (Ongoing)

- Accept and review applications from employers
- Coordinate with participating employers to refine OJT plans and incorporate foundational training materials
- Screen and match eligible job seekers from job seeker pool to eligible employers
- Submit OJT plans for matched employers and job seekers to Cannabis NYC for final approval

Phase 3: Program Implementation and OJT Delivery (Ongoing)

- Monitor implementation of OJT plans with matched new hires at participating employers
- Provide technical assistance to participating employers during implementation of OJT plans
- Conduct site visits and OJT plan verification, and collect performance feedback
- Begin reimbursement after initial 4 weeks of verified training
- Continue employer and jobseeker recruitment on a rolling basis

Phase 4: Reporting and Program Evaluation (Ongoing)

- Track key performance indicators, including metrics on job placements and training outcomes
- Submit monthly, quarterly, and annual reports to SBS/Cannabis NYC
- Participate in any evaluation of the overall initiative by the City.

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. The proposal should be submitted electronically in either PDF or Word format and attached to a single email (further delivery details 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 WDC. It should be completed, signed and dated by an authorized representative of the proposer.

2. Program Proposal (Attachment B and C)

The Program Proposal is a clear, concise narrative that addresses in detail the proposer's qualifications and how the proposer will provide the work described in Section III – Scope of Services of this RFP, and demonstrates that the proposer's proposed approach will fulfill the WDC's goals and objectives.

The Program Proposal submitted by each proposer shall not exceed ten (10) pages in length (excluding the Project Timeline). Specifically, proposals should address the following:

Proposed Approach (Attachment B) – 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. Specifically, proposals should address the following:

- a. Key parameters on the proposed scope of this initiative, specifically:
 - i. Number of job seekers in the candidate pool
 - ii. Number of job seekers hired by participating employers as part of the OJT program
 - iii. Number of employers receiving Talent Development Reimbursements
- b. Overview of the proposed job seeker recruitment plan and strategies to engage the Target Population.
- c. Overview of the proposed cannabis industry employer engagement and recruitment strategy.
- d. Overview of plan to support participating employers in the development and implementation of their OJT plans.
- e. Overview of plan to source, adapt, or where necessary, develop supplemental training materials to enhance the on-the-job learning provided by participating employers.
- f. Overview of proposed management process for the verification of OJT implementation and disbursement of reimbursements to participating employers.
- g. Overview of the proposed performance outcomes.

- h. Overview of proposed data management and continuous program improvement plan. Include how proposer will solicit and utilize feedback directly from participating job seekers and employers.
- i. Rationale as to why the proposer's approach will be successful at achieving the objective of improving entry into the cannabis industry for job seekers from the Target Population.
- j. Project Timeline: Proposers should provide a schedule for completion of the deliverables proposed in Section III, including identification of key dates, deadlines or timeframes for submission of deliverables.

Relevant Experience (Attachment C) – Describe the successful relevant experience of the proposer, proposed key staff, and its subcontractors, if any, in providing the work described in Section III – Scope of Services. Specifically address the following:

- a. Proposer's mission, commitment and organizational strengths as they relate to the goals of the project.
- b. Prior experience (and current capacity given expertise of instructional and administrative staff) developing occupational training focused on onboarding new employees and tailored to the specific needs of businesses, preferably in the cannabis industry.
 - a. Include a list of workforce outcomes achieved, including but not limited to placing at least 75 jobseekers in employment and demographics served in each of the past two (2) years.
- c. Prior experience placing jobseekers, preferably into the cannabis industry and/or unionized cannabis job roles for adults ages 21+, including a breakout by occupation title and wages.
- d. Prior experience designing and implementing an OJT program.
- e. Prior experience partnering with relevant state or federally registered On the Job Training programs.
- f. Prior experience creating formal partnerships with businesses, preferably in the cannabis industry to meet their employee recruitment and training needs.
- g. Prior experience working with jobseekers and employers in New York City

Organizational Capability (Attachment C) – Describe the proposer's organizational, technical, managerial, and financial capacity to provide the work described in Section III – Scope of Services. Specifically, address the following:

- a. Name(s), qualifications, and relevant experience of the lead contact/project manager responsible.
- b. Attach a resume and/or description of the qualifications required for each lead contact/organizer and a statement certifying that the proposed staff will be available for the duration of the project. Include staff time commitment for each of the proposed staff.
- c. Attach an organization chart showing where, or an explanation of how, the proposed services will fit into the proposer's organization.
- d. Demonstrate the Proposer has sufficient resources, including financial and human resources, to begin the Program by the expected contract start date.

- e. Demonstrate the Proposer has sufficient resources, including financial and human resources, to cover costs between each reimbursement payment. Note: Reimbursements for line-item reimbursement-based contracts occur on a 30-60-day period.
- f. Demonstrate the Proposer has sufficient capacity to oversee the disbursement of reimbursements or other financial or in-kind resources to individual businesses
- g. Demonstrate the Proposer has the capacity to collect, manage, and analyze program data for continuous quality improvement (CQI), while ensuring data privacy, security, and compliance with all applicable regulations

***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.*

- 3. **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. WDC reserves the right to select any payment structure that is in WDC’s best interest. While not allocated an evaluation percentage, price will remain a factor in the overall evaluation in determining best value.

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

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

1. ELECTRONIC SUBMISSIONS ONLY:

- a. One PDF or Word document labeled “Program Proposal [Proposer Organization Name]”
 - i. Proposal Cover Sheet (Attachment A)
 - ii. Program Proposal (Attachment B and C)
 - 1. Proposed Approach
 - 2. Timeline
 - 3. Experience and Organizational Capability
 - 4. Resumes and/or Description of Qualifications for lead contact/project manager and organizer
 - 5. Organizational Chart
 - 6. Proof of organization doing business for at least two (2) years

- b. A separate PDF or Word Document labeled “Price Proposal [Proposer Organization Name]”
 - i. Price Proposal Form (Attachment D)
- c. A separate or jointly attached Acknowledgement of Addenda (Attachment E)
- d. One email with previous files attached, which includes:
 - i. A message in the body of the email noting the Proposer’s name and address, the RFP Title and PIN of this RFP and the name and telephone number of the Proposer’s Contact Person.
 - ii. Sent to WDCcontracting@sbs.nyc.gov in the recipient (“To”) field and subject line: Cannabis Job Opportunity Pipeline and Training Program: [insert organization name] in the subject line.

SECTION V – PROPOSAL EVALUATION AND CONTRACT AWARD PROCEDURES

1. **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.
2. **Evaluation Criteria. Selection will be made to the proposer with the highest overall score. The criteria for evaluation and weight assigned are set forth below.** All proposals accepted by WDC will be reviewed, evaluated and rated based on the Evaluation Criteria prescribed below. WDC reserves the right to conduct site visits and/or interviews and/or to request that proposers make presentations and/or demonstrations, as WDC deems applicable and appropriate. Although discussions may be conducted with proposers submitting acceptable proposals, WDC reserves the right to award contracts on the basis of initial proposals received, without discussions; therefore, the proposer’s initial proposal should contain its best programmatic and price terms.
 - a. Demonstrated quantity and quality of successful relevant experience: 30%
 - b. Demonstrated level of organizational capability: 30%
 - c. Quality of proposed approach: 40%
3. **Basis for Contract Award.** A contract will be awarded to the responsible proposer(s) whose proposal is determined to provide the best value 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.

4. **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.
5. **RFP Postponement/Cancellation.** WDC reserves the right to postpone or cancel this RFP, in whole or in part, and to reject all proposals.
6. **Proposer Costs.** Proposers will not be reimbursed for any costs incurred to prepare proposals.
7. **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, the 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.
8. **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 on the [WDC Contracting website](#) or through the Authorized WDC Contact Person.
9. **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.

SECTION VI – ATTACHMENTS

Attachment A – Proposal Cover Sheet
Attachment B – Program Proposal (Approach
Attachment C – Program Proposal (Experience and Organizational Capability)
Attachment D – Price Proposal Form
Attachment E – Acknowledgement of Addenda
Attachment F – Privacy Protection Rider
Appendix A – Standard Terms and Conditions

ATTACHMENT A

PROPOSAL COVER SHEET

**RFP TITLE: Cannabis Job Opportunity
Pipeline and Training Program**

PIN: 2026WDC0002

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 III (Scope of Services) and Section IV (Format and Content of the 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 "Program Proposal" description submitted by each proposer should **not exceed 10 pages**.

ATTACHMENT C

PROGRAM PROPOSAL (EXPERIENCE AND ORGANIZATIONAL CAPACITY)

Relevant Experience– Describe the successful relevant experience of the proposer, proposed key staff, and its subcontractors, if any, in providing the work described in Section III – Scope of Services. Specifically address the following:

- a. Proposer’s mission, commitment and organizational strengths as they relate to the goals of the project.
- b. Prior experience (and current capacity given expertise of instructional and administrative staff) developing occupational training focused on onboarding new employees and tailored to the specific needs of businesses, preferably in the cannabis industry.
- a. Include a list of workforce outcomes achieved, including but not limited to placing at least 100 jobseekers placed in employment and demographics served in each of the past two (2) years.
- c. Prior experience placing jobseekers, preferably into the cannabis industry and/or unionized cannabis job roles for adults ages 21+, including a breakout by occupation title and wages.
- d. Prior experience designing and implementing an OJT program.
- e. Prior experience partnering with relevant state or federally registered On the Job Training programs.
- f. Prior experience creating formal partnerships with businesses, preferably in the cannabis industry to meet their employee recruitment and training needs.

Organizational Capability – Describe the proposer’s organizational, technical, managerial, and financial capacity to provide the work described in Section III – Scope of Services. Specifically, address the following:

- a. Name(s), qualifications, and relevant experience of the lead contact/project manager responsible.
- b. Attach a resume and/or description of the qualifications required for each lead contact/organizer and a statement certifying that the proposed staff will be available for the duration of the project. Include staff time commitment for each of the proposed staff.
- c. Attach an organization chart showing where, or an explanation of how, the proposed services will fit into the proposer’s organization.
- d. Demonstrate the Proposer has sufficient resources, including financial and human resources, to begin the Program by the expected contract start date.
- e. Demonstrate the Proposer has sufficient resources, including financial and human resources, to cover costs between each reimbursement payment. Note: Reimbursements for line-item reimbursement-based contracts occur on a 30-60-day period.
- f. Demonstrate the Proposer has sufficient capacity to oversee the disbursement of funding or other financial or in-kind resources to individual businesses

- g. Demonstrate the Proposer has the capacity to collect, manage, and analyze program data for continuous quality improvement (CQI), while ensuring data privacy, security, and compliance with all applicable regulations.

ATTACHMENT D

PRICE PROPOSAL FORM

RFP TITLE: Cannabis Job Opportunity Pipeline and Training Program
PIN: 2026WDC0002

TOTAL PRICE: \$ _____

TOTAL PRICE IN WORDS:

DELIVERABLES

PRICE

Item	Year 1	Year 2	Year 3
Creation of Training Content		-	-
Talent Development Reimbursements for Cannabis Businesses			
Other Program Costs (recruitment of jobseekers and businesses, technical assistance, program administration)			
Total			

Printed Name of Proposer

Signature of Proposer

PLEASE COMPLETE ITEMIZED BUDGET ON NEXT PAGE IF APPLICABLE

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:

PIN #: 2026WDC0002

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

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		
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. Please show a break down year by year.

Expense	Cost to Contract	Notes (duration, number of items, etc.)
Hardware/Equipment		
Software		
Furniture		
Training Materials		
Insurance (Bonding & Liability)		
Other OTPS Costs (identify)		
Indirect (10%)		
Total OTPS Costs		

Total PS Costs		
Total OTPS Costs		
Total Budget (PS + OTPS)		

ATTACHMENT E
ACKNOWLEDGMENT OF ADDENDA

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. *All proposers are responsible for checking the [WDC Contracting Opportunities website](#) for any updates or addendums to this RFP.*

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 _____, 2025

Addendum #2, Dated _____, 2025

Addendum #3, Dated _____, 2025

Addendum #4, Dated _____, 2025

Addendum #5, Dated _____, 2025

Part II. Acknowledgment 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: _____

ATTACHMENT F

PRIVACY PROTECTION RIDER

Separately Attached

Rider can be found at:

[WDC Contracting Opportunities - SBS](https://www.nyc.gov/site/sbs/about/wdc-contracting-opportunities.page)

<https://www.nyc.gov/site/sbs/about/wdc-contracting-opportunities.page>

APPENDIX A

Separately Attached

Appendix A can be found at:

[WDC Contracting Opportunities - SBS](https://www.nyc.gov/site/sbs/about/wdc-contracting-opportunities.page)

<https://www.nyc.gov/site/sbs/about/wdc-contracting-opportunities.page>