



is on a mission.

Cannabis Job Opportunity Pipeline and
Training Program – **Info Session**

October 29, 2025

Today's Agenda: NYC's Cannabis Job Opportunity Pipeline and Training Program

Welcome & Overview

- About Cannabis NYC | NYC Opportunity | Workforce Development Corporation (WDC)
- Key findings from NYC's Cannabis Equity Study that inform this program

RFP Deep Dive (5-8 minutes for each slide)

- Program Purpose & Scope | Who We're Seeking | Contract Structure & Definitions | Key Deadlines | How to Submit Questions

Discussion & Networking

- Networking



Cannabis NYC:

Mission: To become the #1 global hub for cannabis industry excellence in equity and education across business, science and culture.

- Launched initiative to lead on-the-ground outreach, public education, business services, application support, workforce training, policy development and more for the **City's developing cannabis industry**
- Align programming to **timing and objectives of NYS OCM** licensing opportunities and required ancillary business ecosystem supporting medical, adult-use, & hemp
- Intentionally and strategically **drive equitable outcomes**, prioritizing communities disproportionately harmed by prohibition



Meet the Team



Tosin Ajayi

Senior Policy & Research Analyst



Roy Allen

Senior Strategy & Outreach Associate



Maria Leon Reyes

Special Assistant



Workforce Development Corporation (WDC)

The WDC is an independent 501(c)(3) nonprofit corporation created by the City of New York (“City”) for the purpose of assisting the City in developing 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.



The Mayor's Office for Economic Opportunity



The Mayor's Office for Economic Opportunity (NYC Opportunity) uses evidence and innovation to reduce poverty and increase equity throughout New York City. Using the tools of data, design, and research, we partner with agencies to improve the systems of government and make the City's social service programs more effective, efficient and responsive. NYC Opportunity supports policy development and budget decisions and works to center equity as a core governing principle across government.

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. Our multi-disciplinary team initiates and oversees new models, supports agencies, and strengthens City practices.

Key Skills:

- Program Design; Evaluation, Service Design, Citywide Reporting; Knowledge Sharing; Research Analysis

NYC Opportunity's Goals:

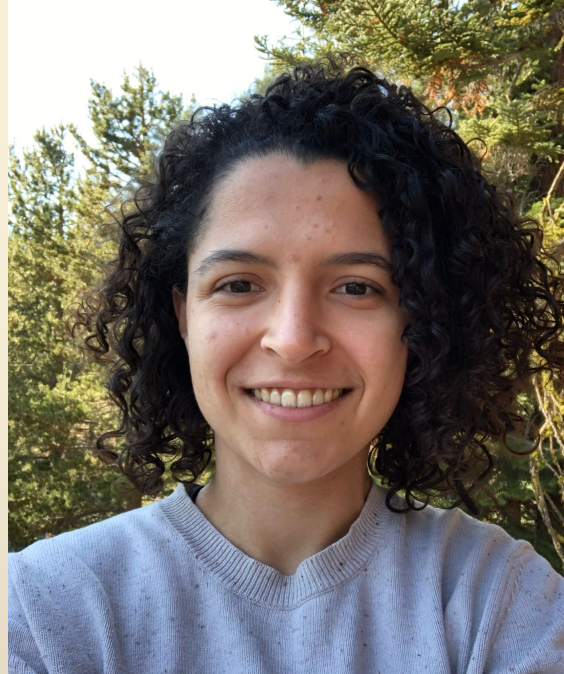
- Increase use of effective strategies (promote "what works") to create economic opportunity and reduce poverty
- Improve how residents access and experience social services.
- Increase use of data and generate research to inform the City's approach to poverty and equity.



Meet the NYC Opportunity Team



Yael Gil' Adi
Assistant Director, Planning



Madeleine Taylor-McGrane
Associate Advisor



Joshua Serrano
Assistant Director, Partnerships

NYC'S Cannabis Equity Study



NYC's Cannabis Equity Study

CULTIVATING EQUITY: Advancing Workforce and Economic Opportunity In NYC's Cannabis Industry

- Citywide analysis of barriers and opportunities to build an equitable cannabis economy
- Commissioned by NYC Opportunity (NYCO), the NYC Young Men's Initiative (YMI), this study was conducted by Urbane Development, a Brooklyn-based MWBE.
- Informed by local data, community engagement, and national best practices

Study Objectives:

- 1 **Assess Existing Conditions:** Analyze NYC's cannabis businesses, workforce demographics, and economic impact; identify barriers facing marginalized communities.
- 2 **Explore Emerging Ideas:** Investigate successful equity models from other jurisdictions and evaluate their adaptability to NYC.
- 3 **Develop Strategic Recommendations:** Design actionable strategies promoting inclusive access to entrepreneurship and job opportunities.
- 4 **Promote Inclusivity and Creativity:** Leverage the creativity and skills of all New Yorkers to ensure diverse participation in the cannabis industry

Full report available at: [nyc.gov/yml → Newsroom → Cannabis Equity Study]

<https://www.nyc.gov/assets/yml/pdf/reports/Cannabis-Equity-Study-Report.pdf>



NYC's Cannabis Equity Study

CULTIVATING EQUITY: Advancing Workforce and Economic Opportunity In NYC's Cannabis Industry Full report available at: [nyc.gov/yml → Newsroom → Cannabis Equity Study]

Recommendations for Building an Inclusive Workforce

1) Develop Workforce Training Programs That Align with Industry Needs Through Collaboration and Partnerships

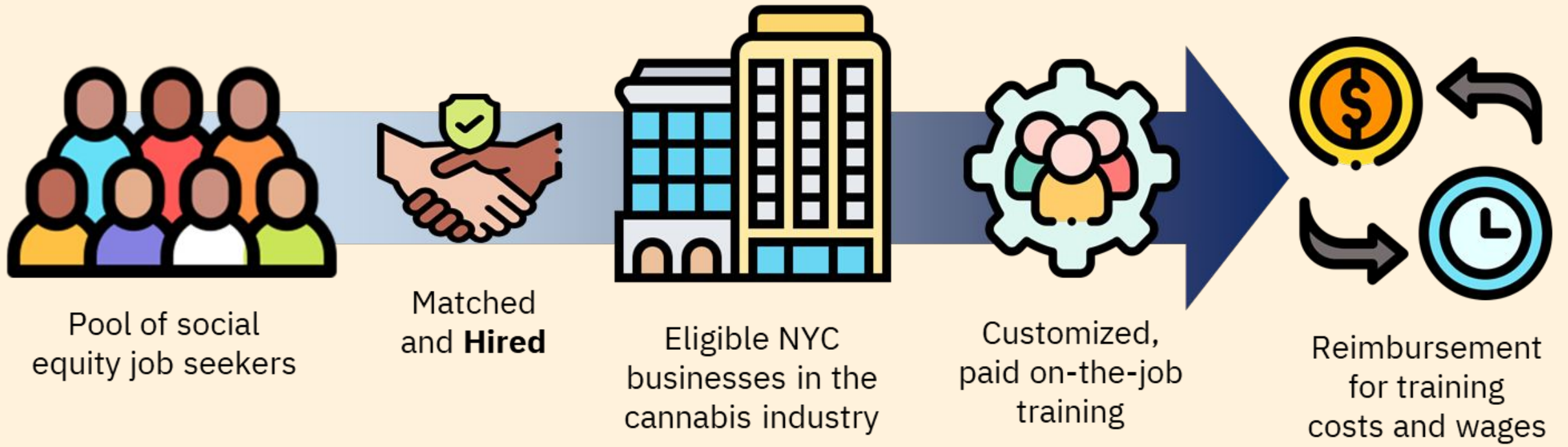
Convene educational institutions, training providers, and cannabis businesses to design programs tailored to market demand and industry standards.

2) Expand Access to Quality Jobs and High-Path Careers in the Cannabis Industry

Promote apprenticeships, paid learning pathways, and union partnerships that ensure job quality, fair wages, and safe working conditions while advancing long-term career mobility.



Project Overview



Project Overview: The Cannabis Job Opportunity Pipeline & Training Program

Intro and Purpose | Page 4

- Developed in partnership with the WDC, NYC Opportunity, and SBS through Cannabis NYC
- This Request For Proposals seeks **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, to promote opportunity in New York City's burgeoning legal cannabis industry



Project Overview: The Cannabis Job Opportunity Pipeline & Training Program

Scope of Work- Program Design and Implementation | Pages 8-9

- **Recruit & Prepare Job Seekers:** Develop a pool of at least 100 qualified candidates from communities disproportionately impacted by prohibition.
- **Match with Employers:** Build a placement pipeline linking job seekers to licensed cannabis and ancillary businesses.
- **Collaborate with Employers:** Co-design On-the-Job Training (OJT) plans customized to each role.
- **Provide Foundational Training:** Deliver standardized industry-readiness modules covering compliance, safety, and core job skills.



Project Overview: The Cannabis Job Opportunity Pipeline & Training Program

Scope of Work- Employer Engagement & Talent Development Support | Pages 9-10

- **Support participating employers in developing OJT plans and onboarding systems.**
- **Supply or approve standardized training materials to ensure quality and compliance.**
- **Verify that OJT activities are delivered** as planned through check-ins and monthly office hours.
- **Collect and report program data** — monthly, quarterly, and annually — on participation and outcomes.



Project Overview: The Cannabis Job Opportunity Pipeline & Training Program

Contract Terms | Pages 5-7

- **Anticipated Awards:** 1 contractor
- **Contract Term:** Up to 3 years (initial) + up to 2 years extension (5 years total possible)
- **Administered By:** Workforce Development Corporation (WDC)
- **Start Date:** Upon written Notice to Proceed from WDC



Project Overview: The Cannabis Job Opportunity Pipeline & Training Program

Collaborative Proposals Encouraged | Page 5

- Partnerships between organizations are welcome if, together, they meet all qualifications.
- One organization must serve as the **Prime Contractor**; partners may serve as **Subcontractors**.
- Proposals from **Minority and Women-Owned Business Enterprises (M/WBEs)** are strongly encouraged.



Project Overview: The Cannabis Job Opportunity Pipeline & Training Program

Key Contracting Definitions

- **Prime Contractor:** The lead organization that holds the contract with WDC and is responsible for program delivery and reporting.
- **Subcontractor:** Any partner organization performing specific program services under the Prime's supervision and budget.
- **M/WBE Participation:** Certified Minority and Women-Owned firms are encouraged to apply either as Prime or Subcontractor.



Project Overview- Definitions

Contracting Relationships

- Prime organization:
- Sub-contract.



Project Overview

Talent Reimbursements | Page 10

- **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.



Minimum Qualifications

Proposals that fail to meet any of these requirements may be found non-responsive and rejected. | Page 7

- The Proposer has been in business and operating for at least two (2) years.
- 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

Pages 7-8

The Proposer or its subcontractors have experience as follows:

- Placing at least 75 job seekers into employment within the last two years.
- Direct experience delivering services to job seekers and businesses in New York City for at least two years.
- Experience addressing labor market needs and partnering with employers to provide input and TA related to onboarding and workforce training.
- Experience administering direct funding or reimbursements to businesses, including disbursing funds, tracking expenditures, and providing financial reporting.



Preferred Qualifications

Pages 7-8

- The capacity to provide assistance to businesses in developing customized training plans that meet their business needs.
- Experience designing On-the-Job training programs, including developing new hire training plans with clear guidance for employers.
- Experience engaging with cannabis businesses and job seekers entering the industry, either at the organizational level or through key project staff.
- Experience engaging with and serving job seekers from the Target Population.



Preferred Qualifications

Pages 7-8

- The Proposer or its subcontractors have experience developing training and instructional materials for employer implementation.
- 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.



Key Details from the Scope of Work

Anticipated Available Funding | Page 6

- 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.



Key Details from the Scope of Work

Anticipated Available Funding | Page 6

- The chart below provides estimated funding amounts available each year based on phase of the Project. **Vendors may propose alternative breakdowns 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



Key Details from the Scope of Work

Recruitment of Job Seekers | Page 8

- 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 NYC communities disproportionately harmed by cannabis prohibition prior to legalization in New York State.
- 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



Key Details from the Scope of Work

Employer Recruitment and Support | Page 9

- **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.
- 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)



Key Details from the Scope of Work

Employer Recruitment and Support | Page 9

- **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.
- 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. OJT plans must include job duties, frequency, training method, ojt hours.



Key Details from the Scope of Work

Employer Recruitment and Support | Page 11

- The Contractor is expected to verify that participating employers are delivering OJT activities as planned offering monthly office hours for participating employers during the OJT reimbursement period,
- Reporting: The Contractor will submit monthly, quarterly and annual data reports about process and outcome metrics to Cannabis NYC including comprehensive narratives on findings and program success



Key Dates and Deadlines

Employer Recruitment and Support | Page 1-2

- Release Date of this RFP: Tuesday October 15, 2025
- Information and Networking Session: Wednesday October 29, 2025, 4:00PM-6:00PM Location: 1 Liberty Plaza, 11th Floor, New York, New York 10006
- Questions due by: Wednesday November 5, 2025, 5:00pm EST
- Proposal Due Date: Tuesday November 25th, 2025, 5:00pm EST



Important Information

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





is on a mission.
Open Discussion

Cannabis NYC Contacts

Email/Scheduling: cannabis@sbs.nyc.gov

Website: nyc.gov/cannabis

Hotline: 888-SBS-4NYC (888-727-4692)

Current & Growing Team

Tosin Ajayi, Sr. Policy & Research Analyst

Roy Allen, Sr. Strategy & Outreach Associate

Maria Leon Reyes, Special Assistant