

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

**RFP TITLE: Data Analyst Training Program**

**PIN: 2024WDC004**

**AUTHORIZED WDC CONTACT PERSON**

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

**Name:** Chenelle Dennis  
**Title:** Executive Director, WDC  
**Mailing Address:** 1 Liberty PLZ, 11<sup>th</sup> Floor, New York NY 10006  
**Telephone #:** (212) 513-6437  
**E-mail Address:** CDennis@sbs.nyc.gov

**SECTION I - TIMETABLE**

**A. Release Date of this RFP: March 11th, 2024**

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

**Questions Due Date: March 29th, 2024, 5:00pm EST**

**B. Proposal Due Date and Time and Location: April 8<sup>th</sup>, 2024, 5:00pm EST**

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

Attn: Chenelle Dennis  
Executive Director  
Workforce Development Corporation  
1 Liberty PLZ, 11<sup>th</sup> Floor  
New York, New York 10006

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

**Note:** The WDC will consider requests made to the Authorized WDC Contact Person to extend the Proposal Due Date and Time prescribed above. However, unless the WDC issues a written addendum to this RFP which extends the Proposal Due Date and Time for all proposers, the Proposal Due Date and Time prescribed above shall remain in effect.

**C. Anticipated First Cohort Start Date: September 2024**

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

## **SECTION II: SUMMARY OF THE REQUEST FOR PROPOSALS**

### **A. WDC Background**

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

The **NYC Tech Talent Pipeline (TTP)**s is New York City’s tech industry partnership. Founded in 2014, TTP is a mayoral initiative built to bridge the gap between City government, employers, and educators to support the city’s growing tech industry. At TTP, we believe that careers in tech should be accessible to all New Yorkers. By collaborating with industry professionals, educators, and passionate individuals, we create solutions and offer pathways that will change NYC’s tech ecosystem. The pillars and values that guide TTP’s work include: diversity, innovation, collaboration, sustainability, local talent, and authenticity.

### **B. Purpose of RFP**

The technology industry is among the fastest growing and highest paying sectors in the city today, representing 369,000 jobs and over 291 billion in economic output<sup>1</sup>. Yet while businesses are struggling to fill open positions, technology jobs remain out of reach for many New Yorkers who lack access to the technology training and education necessary to become active participants in the 21st century economy.

The NYC Tech Talent Pipeline works together with NYC employers to develop a portfolio of training programs aimed at equipping New Yorkers with the skills and connections to employment needed to secure jobs in in-demand occupations. Following an initial pilot program, the WDC is issuing this Request For Proposals (“RFP”) to identify a qualified training provider (“Contractor”) to develop and deliver a training program to prepare New Yorkers with no previous experience in the field of data analytics for jobs as data analysts and related roles at tech companies (the “Program”). This Program will include a focus on required statistical analysis, visualization, and programming skills beyond SQL as well as applied projects and experience that employers require of entry-level data analysts and related positions. In addition, while the Program will prepare participants with the foundational skillset needed to pursue a career in data analytics, it will also equip New Yorkers with the additional specific skills they need to succeed in marketing analytics and related roles in NYC’s “hyphen-tech” companies. Finally, the Program will include a significant project-based component that will require participants to apply the skills that they have learned in real-world, sector-specific projects. Sample titles of related positions for data analysts and marketing analysts include, but are not limited to: data analyst, marketing analyst, operations analyst, product analyst, business intelligence analyst, and business intelligence architect/developer.

Through previous iterations of WDC’s data analyst training programs, TTP has demonstrated that accelerated tech training is a viable pathway for New Yorkers without a four-year degree or extensive previous technical training to connect with careers in web development. The Program’s goal was to test how best to secure employment in the data analytics field for individuals who cannot reasonably afford training on their own, are currently underrepresented in the tech industry, and rely on accelerating training as an alternative to traditional degree programs. Historically, the Program has served populations including out of school out of work youth, foreign-born New Yorkers, and recipients of public assistance.

**See Appendix D for a summary of *Key Practices for Accelerated Tech Training* for more specific information regarding TTP’s efforts to support training providers in attracting and supporting a broader student body and improving job outcomes for all graduates.**

Therefore, the WDC is seeking a qualified vendor or consortium of qualified vendors (“Contractor”) to deliver the **Program**. The estimated number of awards resulting from this RFP is one (1).

Contractor shall provide live, immersive occupational training that includes a robust career training and professional development component with built-in student supports designed to support trainees in successfully completing training and securing employment in the field of data analytics.

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<sup>1</sup> Numbers reflect tech sector job growth by the end of 2021. [NYC Tech ecosystem \(squarespace.com\)](https://squarespace.com)

The Contractor is expected to provide this Program to a minimum of sixty (60) eligible enrolled individuals (“Trainees”) through at least three (3) cohorts, occurring consecutively. Specifically, the Program must be designed to incorporate input from industry regarding needed skills and learning milestones; serve individuals with little or no prior experience<sup>2</sup> in data analysis; and, at the end of the Program, connect these individuals with relevant entry-level, full-time employment as data analysts or other WDC-approved jobs at minimum annualized salary of fifty-five thousand dollars (\$55,000). In addition, proposers are strongly encouraged to propose a training delivery model that exceeds the minimum level set forth above (for example, additional Trainees to be served and additional cohorts for the Program).

This content will be delivered under the name “Data Analyst Training Accelerator (DATA).” Unless otherwise approved by the WDC in advance.

### **C. Anticipated Contract Term**

It is anticipated that the term of the contract awarded from this RFP will be **twenty-four (24) months** with renewal options at the WDC’s sole discretion for up to an additional three (3) 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, if any.

### **D. Anticipated Available Funding**

It is anticipated that the total available funding awarded from this RFP will be an amount not to exceed **\$1,500,000**. The final contract amount is dependent upon the availability and appropriation of funds and is subject to change. In addition, the WDC reserves the right to modify the funding allocation in the best interests of the WDC. Greater consideration will be given to proposers that propose more competitive prices. It is anticipated that the funding will include federal Workforce Innovation and Opportunity Act (WIOA) funds and selected vendor will be subject to all applicable requirements of the funding source, including without limitation Appendix 1 and Appendix 1A attached hereto.

### **E. Anticipated Payment Structure**

It is anticipated that the payment structure of the contract awarded from this RFP will be line-item reimbursement based. However, the WDC reserves the right to select any payment structure that is in the WDC’s best interest. No payments will be made, nor funds applied to other uses. WDC will endeavor to accommodate reasonable requests for payment structures that incorporate work performed and the Contractor’s allocation, dedication and expenditure of resources. Work performed by the Contractor beyond the scope of this solicitation and the resulting contract award, will not be compensated without WDC’s prior approval.

**Note:** Proposers should understand that full payment is ultimately tied directly to actual job placement by Trainees who complete the Program. Specifically, Trainees must obtain full-time employment as data analysts (or a related technology job approved by WDC) earning an annual salary of at least \$55,000.

### **F. Minimum Qualification Requirements**

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

1. Proposer has at least two (2) years of demonstrated experience in developing technology training curriculum and providing training services that has led to either employment in relevant technology jobs for trainees or measurable wage gains;
2. Proposer has at least two (2) years of experience conducting a comprehensive data analysis or data science tech training program with at least one cohort completed;

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<sup>2</sup> For purposes of this RFP, “little or no prior experience” refers to an individual who has never been employed as a data analyst or comparable position.

3. Proposer has at least 1 year experience connecting trainees to employment in fields related to the training it has provided or, at least two complete training cycles / cohorts that have been connected to employment in fields relates to the training it has provided;
4. Proposer at a minimum has been awarded candidacy status from the New York State Bureau of Proprietary School Supervision (BPSS) in accordance with Education Law Section 5001, if applicable.

#### **G. Inclusion on the NYS Eligible Training Provider List (ETPL)**

The selected Contractor(s) must be able to meet the training provider eligibility requirements set forth in the Workforce Innovation and Opportunity Act, including sections 134(c)(3)(G)(ii)(V) and 122(a). Compliance with applicable law will require, among other things, that the selected Contractor already be on the New York State Eligible Training Provider List (ETPL) or that selected Contractors have applied for, or will apply, for inclusion on the list upon contract award, or exempt, as applicable.

#### **H. Preferred Qualifications**

1. Demonstrated experience developing and delivering technology-based training programs;
2. Demonstrated training expertise in the most current in-demand data analytics frameworks and languages in the NYC tech ecosystem (e.g. Python, R, SQL, AWS);
3. Demonstrated experience developing curriculum that incorporates employer/industry feedback in the curriculum development process;
4. Demonstrated training expertise in data visualization;
5. Demonstrated experience and success training individuals who are traditionally underrepresented in the technology sector such as women, minorities, young adults, veterans, etc. or who have other barriers to training and employment;
6. Clearly and measurably demonstrated success working with employers to fill their open positions with individuals who completed the Contractor's training; and
7. Demonstrated experience building industry relationships, capturing employer feedback, and developing trainings that are responsive to industry need.

### **SECTION III - SCOPE OF SERVICES**

#### **A. WDC's Goals and Objectives for this RFP**

The WDC's goal for this RFP is to award a contract to an appropriately qualified Contractor to conduct a full-time data analyst training program. Additionally, the WDC intends that the resulting contract award will ultimately accomplish the following related goals and objectives:

1. Develop and deliver, with industry input, a full-time immersive training Program that equips residents of NYC earning less than \$45,000 with no previous professional experience in the field with in-demand skills and connections to full-time employment with an annual salary of at least \$55,000 in Data Analyst or related occupations;
2. Develop a curriculum and training program that incorporates input from industry regarding needed skills and learning milestones in order to produce a model that can be tested, refined, and deployed in the future to meet growing demand for entry-level data analyst and related talents in NYC; and
3. Develop a comprehensive data analysis training program model (including a technical assessment and curriculum that incorporates input from industry regarding needed technical and professional skills and learning milestones) in order to produce a model that can be tested, refined, and deployed in the future to meet growing demand for entry-level tech talent in the City;

4. Include in the training model Contractor's approach to support low-income individuals with barriers to employment. This should include a critical supportive services approach that will encompass, but will not be limited to, case management delivered by a licensed social worker, care management, food, housing, transportation assistance, and other supports as needed;
5. Include in the training model Contractor's approach to professional development, business development, mentorship and job-search supports for Trainees; and

## **B. WDC's Assumptions Regarding Contractor's Approach**

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

1. **Deliver a program model** that equips individuals with little to no previous experience with the skills necessary to enter into entry-level data analyst or related jobs (WDC reserves the right to make final judgments about whether a particular job qualifies as a "related job").
2. **Establish a recruitment and screening process** to enroll Trainees who can be effectively trained and connected with full-time employment in one of these positions, earning a salary of at least \$55,000 per year. The Contractor will be expected to plan and execute a comprehensive marketing, outreach, and recruitment strategy to recruit, screen, and enroll eligible NYC residents for participation in the Program. Contractor shall be responsible for marketing the program to recruit Trainees. Contractor shall either use marketing and enrollment materials developed or provided by the WDC, or obtain written approval from the WDC for alternate materials and language including websites, newsletters, emails, letters, informational brochures, and enrollment agreements. Proposers are encouraged to exceed the minimum levels set forth in this solicitation for Trainee enrollment.
3. **Design and deliver an effective training model (curriculum)** featuring industry-informed curriculum, which is subject to WDC approval and will be adapted with input from TTP's employer partners to reflect the needs and expertise of companies seeking or employing data analysts or related roles. The Contractor is expected to work with TTP to arrange curriculum consultations with industry and seek their own input from employers. The suggested curricular items below should be included in any proposed curricular outline:
  - i. **Landscape overview:** The Program should include a landscape overview to help participants build their understanding of the range of data analysis-powered jobs that are in demand across NYC, including an overview of major related titles (e.g. marketing analyst, operations analyst, product analyst, etc.) and the different kinds of employers that are looking for employees with this skill set. The Contractor will create this curriculum with input from TTP and employer partners. This part of the curriculum should help Trainees understand what jobs exist and consider what types of jobs and in what settings they are most interested in targeting. This should be done early in the course so that Trainees can choose projects that will help them to build the knowledge and any specific additional skills they will need to target their desired jobs.

- ii. **Foundational skills & content areas:**

Proposed curriculums should include at minimum the following areas:

- a) **Overview of Data & Data Analysis:** Establishing general understanding of how data is collected, housed (e.g., tag management and data collection), analyzed, and communicated.
- b) **Introduction to Statistical Concepts and Experimental Design:** Defining, describing, and using key statistical concepts. Includes, but is not limited to:
  1. Basic statistical concepts (e.g. mean, median, mode, and ratios)
  2. More advanced key concepts and how to use these in performing data analysis:
    - Hypothesis testing, including: regression analysis, statistical significance, meaning and significance of p-values,
    - A/B testing

- Causation vs. correlation
  - 3. Evaluating data sets for "fit" to analyses
- c) **Key Tools:** Understands not only how, but why and when, to use the various aspects of these tools. These include, but are not limited to:
  1. **Relational Databases:** Using relational databases, including writing SQL queries to perform a search, pull data, join and manipulate data from disparate systems.
  2. **Excel:** Using Excel to organize, analyze, and visually display data. Includes mastery of key tools including pivot tables, sorting, VLOOKUP, and conditional statements.
  3. **Programming beyond SQL:** Using Python or other programming language to perform basic statistical analyses. Data analysts should be able to:
    - Get, clean, and move data; automate computer processes
    - Perform data exploration, analysis, modeling, and charting
    - Visualize data using libraries (e.g. matplotlib)
- d) **Business Applications and Problem Solving:** Understanding of how to set up and approach solving problems within a business context. Includes, but is not limited to:
  1. Understanding and/or asking clarifying questions to get at the main problem
  2. Breaking problems into their component parts
  3. Experiment design (setting up an effective approach)
  4. Selecting and using appropriate tools
  5. Delivering an effective solution
  6. Ability to communicate approach to decision-makers and secure support for this approach (e.g., convincing decision-makers that an A/B test needs to run for two weeks to be effective, even if it seems like enough data has been gathered – and enough money spent – after one week)
- e) **Visual and Written Communication:** Using data to tell a story, both through data visualization and clear written communication. Includes, but is not limited to:
  1. Using tools, including Excel and other data visualization software (e.g. Tableau) to clearly present and explain results of analysis
  2. Conveying the “so what” – explaining the key takeaways and why they’re important
  3. Excellent written communication. Presenting the problem, approach, and results of analyses in clear, lucid writing. Ability to communicate findings to both technical and non-technical audiences.
- f) **Developing an Analytical Toolkit.** Includes, but is not limited to:
  1. Articulating each phase of an end-to-end data capture process, including how to work with various functional teams to ensure data necessary for analysis is captured
  2. Demonstrating an ability to learn new analytical tools
  3. Acquiring proficiency in web analytic tools (e.g., Adobe Omniture, Google Analytics)
  4. Building dashboards to represent metrics and progress
  5. Creating and deploying an A/B testing plan
- g) **Privacy, security and responsible data use best practices.** Includes, but is not limited to:
  1. Understanding of major privacy, security, and related ethical issues
  2. Best practices for storing and securing data
  3. How to integrate best practices into daily work
  4. Effectively spotting and flagging complex threats or issues
- h) **Key professional skills.** Includes, but is not limited to:
  1. Time management and task completion skills;
  2. Building a resume and portfolio;
  3. Excelling in a technical interview;
  4. Communicating effectively on teams with a diverse set of stakeholders, including communicating technical information effectively to both technical and non-technical colleagues;

5. Developing and delivering professional presentations;
6. Working collaboratively;
7. Expanding professional networks;
8. Structuring and engaging in a committed job search;
9. Understanding of and exposure to the NYC tech ecosystem; and
10. Succeeding in the job and preparing for advancement

iii. **Contextualization:** The Program is expected to prepare Trainees with the foundational skillset they would need to pursue a career in data analytics and related careers in many different sectors and provide Trainees with the additional skillset they need to target marketing analyst and related jobs in NYC’s e-commerce, “hyphen-tech,” and related companies that rely on a strong web presence to support their core business. The Proposer should explain how they would propose to do this. Components envisioned include:

- a) **Development:** The Contractor, in cooperation with TTP, will consult with employers to build an “add-on” component of their curriculum that will help Trainees build their understanding of this space and develop the specific skills they will need to stand out in the application process.
- b) **Structure:** Proposers are encouraged to specify how they will include this Program component, whether as a standalone module or woven throughout the Program. If the former, Proposers should specify how many additional weeks they expect this component will add to the overall course duration.
- c) **Industry-Informed Projects:** The Program should include at least two applied projects with real-world relevance that help Trainees further prepare for, demonstrate competency in, and understand the data analyst role and related roles and settings.

1) **These projects should:**

1. Require Trainees tackle a business problem they would be likely to encounter in the particular target sector and occupation;
2. Help Trainees refine the skills and tools they need to excel in marketing analysis, in addition to general data analysis;
3. Increase familiarity with the types of data sets Trainees are likely to work with in the particular target sector and occupation;
4. Help Trainees learn and develop best practices for working in a professional team setting;
5. Require Trainees present their work to a larger group (e.g. help participants practice communicating the results of their work to a non-technical audience), and
6. Result in a specific deliverable that Trainees can share publicly (i.e. online).

2) **In addition,** to help Trainees succeed in the job-search process, the Contractor must help Trainees effectively articulate what they personally do as part of each project they work on, whether in an individual or group setting. This includes but is not limited to helping Trainees come up with short but clear bullet points and talking points that communicate their work and helping Trainees integrate this information into their written (e.g. résumé, LinkedIn portfolio) and verbal communications (e.g. in an interview) with employers.

iv. **Real-world experience:** Help Trainees gain real-world experience. This should happen at minimum through simulating the experience of working in an industry setting while in class. Ideally this would also include mentorship, paid internships or apprenticeships. Additional options include connecting Trainees to “shadowing” experiences, hackathons, having Trainees make contributions to open-source repositories, attending meetups, site visits at NYC tech companies, bringing in guest speakers from relevant companies, and mentoring opportunities.

**4. The Contractor is further expected to:**

- i. Develop and implement a strategy to connect Program graduates with full-time entry-level data analyst jobs or related technology jobs, as approved by the WDC, in NYC at a salary of at least \$55,000 per year;

- ii. Deliver training to test this developed model with the goal of determining efficacy and making recommendations for improvement and replication;
- iii. Establish a fulltime intensive training schedule subject to approval by the WDC;
- iv. Use a live, experiential, or project-based setting to provide the respective training through experienced, knowledgeable, and qualified instructors;
- v. Supplement live training with homework or project-based work;
- vi. Provide Trainees with a readily accessible means to review course materials/lectures through either the use of an online learning management system and/or recorded lectures and workshops;
- vii. Develop a strategy to provide support for Trainees beyond classroom hours on an “as needed” basis;
- viii. Develop a strategy to provide professional development training for trainees throughout the course of the program to include non-technical topics (e.g., time management, resume writing, interview prep, conflict resolution, managing team dynamics, communicating effectively, navigating the professional workplace, etc.), and other supportive services
- ix. Establish a WDC-approved monitoring and evaluation process to track each Trainee’s attendance, progress and skill attainment during and at the conclusion of the respective training; and
- x. Establish a WDC-approved monitoring process for tracking each Trainee’s employment status, title, and salary post Program;

**Note:** The WDC’s assumptions regarding the proposer’s approach represent what the WDC believes to be most likely to achieve its goals and objectives. However, proposers are encouraged to propose an approach that they believe will most likely achieve the WDC’s goals and objectives. Proposers may also propose more than one approach. However, if an alternative approach affects other areas of the proposal such as experience, organizational capability or price, that alternative approach should be submitted as a complete and separate proposal providing all the information specified in Section IV of this RFP.

### **C. Contractor Responsibilities**

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

1. **Recruitment Process.** The Contractor will be expected to plan and execute a comprehensive marketing, outreach, and recruitment strategy to recruit, screen, and enroll eligible NYC residents for participation in the Program. Contractor shall either use marketing and enrollment materials developed or provided by the WDC, or obtain written approval from the WDC for alternate materials and language including websites, newsletters, emails, letters, informational brochures, and enrollment agreements.
2. **Eligibility Requirements for Trainees.**  
All Trainees selected by Contractor for participation in the Program must meet the following eligibility criteria:
  - a) 18 years of age or older;
  - b) A NYC resident;
  - c) Authorized to work in the United States;
  - d) If currently employed, must have an annual income of no more than \$45,000.
  - e) Trainee must meet all applicable federal selective service requirements which are available at the following address:  
<https://www.sss.gov/wp-content/uploads/2020/11/WhoMustRegisterChart.pdf>, and
  - f) Trainee is interested in gaining full-time employment as a data analyst and is available to attend all sessions of the program



3. **Eligibility Screening.** The Contractor will be expected to employ an approved, fair and reasonable screening mechanism (that focuses on prerequisite skills or competencies and/or aptitude tests) to identify and enroll eligible candidates in the each training. This screening method, including the criteria to be used, must be approved by the WDC in advance of use pursuant to the respective training and resulting contract award. The Contractor is expected to develop a screening mechanism that will ensure that enrolled trainees have sufficient aptitude to successfully complete the Program.
4. **Training Model Development.** The Contractor will develop a training model for the Data Analysis training program that meets all applicable standards (i.e., credentialing standards) set for the particular training. Specifically, the Contractor is expected to:
  - i. Develop a data analysis training model that will equip Trainees with relevant skills and connections to full-time jobs in related fields through a mix of classroom and project-based learning;
  - ii. Provide a data analysis curriculum that will effectively train Trainees in relevant concepts and tools to be entry level professionals that businesses in NYC will hire. This should include but is not limited to the breakdown of the curriculum by units outlining the goals and details of each unit. Additionally, the Contractor also is expected to provide examples of materials and equipment such as a course book, website component, etc.;
  - iii. Align curriculum in collaboration with TTP to include input from industry and academic partners who can articulate data analysis skills and learning milestones sought by employers; and
  - iv. Include, in addition to classroom training, WDC-approved opportunities for professional or on-the-job experience, which may take the form of but is not limited to, client-based projects, apprenticeships, or a paid internship at a wage of no less than \$20/hour and in accordance with all applicable federal, New York State and New York City labor laws, rules and regulations.
5. **Provision of Training.**
  - i. The “Training Cycle” is defined as training that consist of an introductory training phase, full-time training phase, and a job search phase;
  - ii. Contractor is expected to provide live, occupational training to Trainees for the purpose of securing full-time jobs as Data Analysts or related occupations at an annual salary of at least \$55,000;
  - iii. Contractor is expected to provide training to not less than sixty (60) Trainees, through at least two (2) consecutively occurring cohorts of Trainees. (Organizations are strongly encouraged to propose serving more than the minimum number of Trainees.) It is expected that by the end of twenty (20) months, the cohorts will have completed technical training, and at least the first cohort will be placed into jobs. The winning proposer’s Proposed Approach and contract negotiations will ultimately determine the timing of training and job placement;
  - iv. Contractor is expected to be required to provide or budget for all requisite training material, equipment, hardware/software and associated costs, including any technological needs necessary to effectively deliver the Program training, unless otherwise specified by WDC;
  - v. Contractor is expected to develop and submit to WDC for prior approval all Program requirements for course completion, including a policy for making up missed classes; and
  - vi. Contractor is expected to develop the course structure, including number of hours of training, times of day, and class size, all of which shall be subject to the WDC’s prior approval.
6. **Training Instructors.**
  - i. Ensure that a sufficient number of knowledgeable and experienced instructors and support personnel are available during each training session and maintain an appropriate, WDC-approved, instructor-to-trainee ratio;
  - ii. Ensure that all training instructors communicate clearly and effectively in English and comply with the training course schedule submitted to the WDC in advance (including start and end times for each training session); and
  - iii. Provide the same instructor(s) for the duration of the training program.
7. **Non-Instructional Success Coach/Success Manager**
  - i. Employ a non-instructional success coach who is expected to;
    - a) Inform and support recruitment and selection efforts.

- b) Develop relationships with the Trainees from the beginning of the training program process by participating in initial intake and assessment of accepted applicants;
- c) Meet with training instructors on a weekly basis to ensure that any non-instructional issues that Trainees experience, and that may impact program completion, are discovered and addressed in a timely manner via additional one-on-one coaching, tutoring, remediation and other resources as needed;
- d) Identify and assist Trainees evidencing challenges in the areas of professionalism and job readiness.

8. **Jobseeker Services.** As part of the Program, the Contractor will be expected to specify and implement a strategy to proactively connect Trainees who complete the Program to full-time employment as entry level Data Analysts or related occupations in NYC earning an annual salary of at least \$55,000.

## 9. Data Collection and Reporting

- a) Conduct program eligibility screening, collect relevant documentation, and register all Trainees prior to the start of training by using and submitting to the WDC a “Customer Information Form,” or another standard capture mechanism to be specified by the WDC.
- b) Schedule, set an agenda for, and facilitate weekly conference calls between program staff and the WDC to discuss, among other things, program updates, data from program activities or surveys, Program planning, and troubleshooting (as needed).
- c) Share all raw data generated during program implementation, including applications, assessments, survey results, and employer feedback.
- d) Document program learnings and employer feedback throughout the Training using WDC-provided templates and/or guidance.
- e) Employer feedback regarding the curriculum and assessment rubrics,
- f) Updated training curriculum documents, including instructional calendar, key learning objectives, and scopes of major projects or assignments, Recruitment and selection analysis, and Monthly reports and dashboards.
- g) Facilitate instructional and program staff participation in curricular review and midpoint and final debriefs.
- h) Within 45 days of the final day of training for each cohort produce a comprehensive program report which may include, but will not be limited to:
  - Program model best practices;
  - Specific insights about tech business hiring needs and effective training strategies for meeting those needs.
  - Recommendations for program sustainability;
  - Recommendations for improvements to the curriculum, incorporating specific feedback from employer partners;
  - Additional information and analysis regarding overall job outcomes, technical and professional skill attainment, and the value of and need for supportive and case management services; and
  - Support collection of Trainee surveys at pre-training, midpoint, and post-training.
  - Report contact information and periodic retention data for Trainees at 3-month, 6-month, 9-month, and 12-month intervals after training completion.

## 10. Training Location

- i. If hybrid or in-person, proposers are expected to maintain at least one (1) physical location that is ADA compliant within one of the five boroughs (The Bronx, Brooklyn, Manhattan, Queens and/or Staten Island) and accessible by public transportation.
- ii. If Contractor is to provide Training remotely (online), all instruction is to be delivered live. Asynchronous material may be provided to supplement, but not replace, live instruction. Contractor shall provide Training on a platform that is accessible to its Participants.

- iii. Contractor shall provide remote (online) Training via a learning management platform suitable to provide the services pursuant to this Agreement and shall be responsible for all costs relating to the outfitting and set-up of the remote (online) environment, including any network and wiring requirements.
- iv. Contractor shall arrange for occasional in-person events to help build community amongst its participants and/or help facilitate introductions to employers. Contractor shall arrange for these in-person events only if Contractor judges it feasible and safe to do so.

#### **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.

**NOTE:** This section of the solicitation **DOES NOT** include any materials created by the successful proposer or Contractor **prior to** entering into the agreement with the WDC. Note, however, that the winning proposer will be **required** to provide the WDC an irrevocable, world-wide, royalty-free, non-exclusive, sub-licensable, license to reproduce, translate, publish, use, make derivative works, distribute and dispose of, for governmental purposes, any pre-existing reports, documents, data, photographs, deliverables, and/or other pre-existing materials delivered under any contract that is entered into as a result of this solicitation.

## SECTION IV - FORMAT AND CONTENT OF THE PROPOSAL

**Instructions:** Proposers should provide all information required in the format below. All proposals should be written using Times New Roman font style and a 12-point font size whether submitted electronically or by hard copy.

Proposals submitted in hard copy should be printed on both sides of portrait 8 ½" by 11" paper. The WDC requests that proposals submitted in hard copy be printed on paper with no less than 30% postconsumer material content, i.e., the minimum recovered fiber content level for reprographic papers recommended by the United States Environmental Protection WDC (for any changes to that standard please consult: <http://www.epa.gov/osw/consERVE/tools/cpg/products/printing.htm>). Pages should be paginated.

If submitted electronically, Program Proposal and Price proposal should be submitted in either PDF or Word format and attached to a single email (further delivery details are below).

**The proposal will be evaluated on the basis of its content, not length.** Failure to comply with any of these instructions will not make the proposal non-responsive.

### **A. Proposal Format**

#### **1. Proposal Cover Sheet (Attachment A)**

The Proposal Cover Sheet (Attachment A) transmits the proposer's Proposal Package to the WDC. It should be completed, signed and dated by an authorized representative of the proposer. If the proposal is being submitted by a joint venture, include a Proposal Cover Sheet for each entity that is a party to the joint venture.

#### **2. Program Proposal (Attachment B)**

The Program Proposal is a clear, concise narrative. **Describe in detail how the proposer will provide the work described in Section III of this RFP and demonstrate that the proposer's proposed approach will fulfill the WDC's goals and objectives.**

Proposers are strongly encouraged to review and incorporate material from TTP's Key Practices for Accelerated Tech Training, (Appendix D), where relevant.

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

#### **A. Key parameters**

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

#### **B. Training model (Curriculum)**

- i. Overview of curriculum, including technical and professional development elements.
  - a. If the proposer plans to adopt existing curriculum (or curricula) for this program:**
    1. Attach the syllabus for the existing curriculum (or curricula) proposer plans to adopt; and
    2. Describe how the proposer would adopt this curriculum (or curricula) for the proposed Program. Be sure to call out any additions or changes the proposer would make to the curriculum or related elements in order to fulfill the WDC's goals and objectives for this Program.

**b. If the Proposer plans to create a new curriculum for this program:**

1. Describe how the Proposer would approach this process; and
  2. Attach a proposed syllabus for the program.
- ii. Describe how Proposer would engage local industry to develop and continuously update training. (Proposer should assume that TTP will be involved in initial development stages and may assume that TTP will engage some, but not all, of the employers the Proposer would want to consult with in developing this curriculum.) (See, Key Practice 1). Please include:
- a. How industry will be engaged to provide feedback on curriculum development; and
  - b. A proposed timeline and mechanism for engaging employers both during the curriculum development stage and throughout later phases of the program
- iii. Approach to contextualization for specific target sector/occupation
- iv. Proposed projects. Should be industry-informed projects that involved real-world applications and public demonstrations. (Key Practice 11)
- v. How Proposer will help students gain real-world experience (e.g. through paid internships or another approach). (Key Practice 12)
- C. **Student success.** Describe how proposer would support students through training and work proactively to help them succeed. Should include a plan for how proposer would:
- i. Conduct assessments frequently and provide targeted support (Key Practice 9);
  - ii. Provide support as needed for trainees beyond classroom hours, including supportive wrap around services if appropriate (Key Practice 7); and
  - iii. Cultivate a supportive community through cohorts (Key Practice 8).
- D. **Business development and job connection plan** (Key Practice 3). Describe how proposer would proactively connect participants with full-time jobs in data analysis earning at least \$55,000 per year upon graduation, including:
- i. Targeted employers (note existing relationships and new targets);
  - ii. Approach to engaging new employers;
  - iii. How Proposer would work with students to understand their strength and interests, and use this information to proactively connect them with appropriate opportunities; and
  - iv. Monitoring process to track participant employment status and salary attainment for at least a year following graduation from the program.
- E. **Recruitment and screening.** Describe how Proposer would recruit and screen candidates, including prerequisite skills or competencies required for the training, and any relevant aptitude tests. Approach should include:
- i. Industry-informed screening that includes non-technical skills (Key Practice 2); and
  - ii. Expanding student pool through community-based recruitment partners (Key Practice 4).
- F. **Proposed training delivery.** Describe the following:
- i. Training schedule, including frequency (e.g. number of days per week, weekday/weekend breakdown, and total number of training sessions) and the time of day when training is to be provided, the number of hours of instruction per training, and duration of any workplace component (including, for example, work on active client projects or internships); and
  - ii. Staffing plan (include instructors, additional technical staff, and non-technical staff).

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

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

- A. **Overview:** Short (1-2 paragraph) overview describing why the Proposer is qualified to carry out the proposed training. Including how the Proposer meets the qualifications outlined in Section II.
- B. **Experience and outcomes:** Information about the relevant experience that makes Proposer qualified to carry out this training and indicate whether outcomes have been verified by a third party. If so, provide documentation. If not, describe how outcomes are verified.
- C. **Organizational Capacity:** Demonstrate the Proposer’s organizational, technical, managerial and financial capacity to provide the work described in Section III. Specifically, proposals should address the following:
  - i. Demonstrate the Proposer has sufficient resources, including financial and human resources, to begin the Program by the expected contract start date. Demonstrate the Proposer has sufficient resources, including financial and human resources, to cover costs between each reimbursement payment. **Note:** Reimbursements occur on a 30-60 day period.
  - ii. Demonstrate the Proposer’s experience in developing similar programs in NYC or a similar sized city. In particular, please provide an overview of the following:
    - o Proposer’s experience (and current capacity given expertise of instructional and administrative staff) to develop trainings focused on adult learners and their specific needs.
  - iii. Demonstrate the ability to tap into the network of employers in the City to connect Trainees to jobs. Include proposed examples of 3-5 employers the Proposer would engage in this process.
- D. **In addition:**
  - i. Attach a chart showing where, or an explanation of how, the proposed services will fit into the proposer’s organization.
  - ii. Attach a copy of the proposer’s latest audit report or certified financial statement, or a statement as to why no report or statement is available.
  - iii. Attach proof that the business has been in operation for at least one (1) year.

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

#### 4. **Price Proposal (Attachment D)**

For the purposes of comparison, Proposers are required to complete and submit the Price Proposal Attachment (**Attachment D**). However, proposers are also encouraged to propose innovative payment structures. The WDC reserves the right to select any payment structure that is in the WDC’s best interest.

#### 5. **Project Timeline**

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

**Anticipated First Cohort Start Date:**                      **June 2024**

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

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

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

## **B. Proposal Package Contents (“Checklist”)**

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

### **IF SUBMITTED IN HARD COPY:**

1. A sealed inner envelope labeled “Program Proposal,” containing one (1) original and two (2) duplicates of the documents listed below and in the following order:
  - Proposal Cover Sheet (Attachment A)
  - Program Proposal (Attachment B)
  - Experience and organizational capability:
    - Experience and Organizational Capability Proposer Response Form (Attachment C)
    - Organizational Chart
    - Proof of Business of doing business for at least one year
    - Audit Report or Certified Financial Statement or a statement as to why no report or statement is available
  - Project Timeline
  - Acknowledgment of Addenda Form (Attachment E)
2. A separate sealed inner envelope labeled “Price Proposal” containing **one (1) original** and **two (2) duplicates** of the Price Proposal Form.
  - Price Proposal Form (Attachment D)
3. A separate sealed outer envelope, enclosing the all of the above-referenced sealed inner envelopes. The sealed outer envelope should have **two (2) labels** containing:
  - The Proposer’s name and address, the Title and PIN of this RFP and the name and telephone number of the Proposer’s Contact Person
  - The name, title and address of the Authorized WDC Contact Person

### **IF SUBMITTED ELECTRONICALLY**

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

## SECTION V - PROPOSAL EVALUATION AND CONTRACT AWARD PROCEDURES

### **A. Evaluation Procedures**

All proposals accepted by the WDC will be reviewed to determine whether they are responsive or non-responsive to the requisites of this RFP. Proposals that are determined by the WDC to be non-responsive will be rejected. The WDC's Evaluation Committee will evaluate and rate all remaining proposals based on the Evaluation Criteria prescribed below. The WDC reserves the right to conduct site visits and/or interviews and/or to request that proposers make presentations and/or demonstrations, as the WDC deems applicable and appropriate. Although discussions may be conducted with proposers submitting acceptable proposals, the WDC reserves the right to award the contract on the basis of initial proposals received, without discussions; therefore, the proposer's initial proposal should contain its best programmatic and price terms.

### **B. Evaluation Criteria**

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

* Demonstrated quantity and quality of successful relevant experience.	30%
* Demonstrated level of organizational capability.	25%
* Quality of proposed approach.	45%

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

**C. Basis for Contract Award.** A contract will be awarded to the responsible proposer whose proposal is determined to be the most advantageous to the WDC, taking into consideration the price and such other factors or criteria which are set forth in this RFP. Contract award shall be subject to the timely completion of contract negotiations between the WDC and the selected proposer(s). The WDC shall rank proposers by technical merit, and the price proposal of ONLY the highest technically ranked firms will be opened and reviewed by the WDC to determine whether such price proposal(s) is responsive. The WDC may request best and final offers (BAFOs) and will then consider price by negotiating a fair and reasonable price with the highest technically ranked proposer(s). In the event that such a fee is not successfully negotiated, the WDC may conclude such negotiations, and enter into negotiations with the next highest technically ranked proposer, as necessary.

**D. Confidential, Proprietary Information or Trade Secrets.** Proposers should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide any justification of why such materials, upon request, should not be disclosed by the City. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by WDC.

**E. RFP Postponement/Cancellation.** The WDC reserves the right to postpone or cancel this RFP, in whole or in part, and to reject all proposals.

**F. Proposer Costs.** Proposers will not be reimbursed for any costs incurred to prepare proposals.

**G. Applicable Laws.** This RFP and the resulting contract award, if any, unless otherwise stated, are subject to all applicable provisions of the New York State Law, the New York City Charter and Administrative Code, the Rules of the City of New York, and Federal Law. In addition, contract award is subject to applicable provisions of federal, state and local laws and executive orders, including those requiring affirmative action and equal employment opportunity.



- H. General Contract Provisions.** Contracts shall be subject to WDC’s general contract provisions, in substantially the form that they appear in “Appendix A— General Provisions Governing WDC Contracts for Consultants, Professional, Technical, Human, and Client Services” or, if the WDC utilizes other than the formal Appendix A, in substantially the form that they appear in the WDC’s general contract provisions. Copies of the applicable documents are available through the Authorized WDC Contact Person. 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 the WDC prior to contract award. This shall not limit the discretion of the WDC to request proposers to revise proposed prices through the submission of best and final offers and/or the conduct of negotiations.

## **SECTION VI – ATTACHMENTS**

Attachment A – Proposal Cover Sheet

Attachment B – Program Proposal

Attachment C – Experience and Organizational Capability Proposer Response Form

Attachment D – Price Proposal Form

Attachment E – Acknowledgment of Addenda

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

Appendix B – Uniform Federal Contract Provisions (WIOA)

Appendix C- Combined Federal-State Certs (WIOA)

Appendix D- Key Practices for Accelerated Tech Training

**ATTACHMENT A**

**PROPOSAL COVER SHEET**

**RFP TITLE: Data Analyst Training Program**

**PIN: 2024WDC004**

**Proposer:**

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Tax Identification #:** \_\_\_\_\_

**Years in Operation** \_\_\_\_\_

**Proposer's Contact Person:**

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Telephone #:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Proposer's Authorized Representative:**

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

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

**Yes**       **No**

**ATTACHMENT B**

**PROGRAM PROPOSAL (PROPOSED APPROACH)**

**RFP TITLE: Data Analyst Training Program**

**PIN: 2024WDC004**

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.

Proposers are strongly encouraged to review and incorporate material from TTP's Key Practices for Accelerated Tech Training, (Appendix D), where relevant.

The "Proposed Approach" description submitted by each proposer should **not exceed four (4) pages** in length.

**ATTACHMENT C**

**EXPERIENCE AND ORGANIZATIONAL CAPABILITY PROPOSER RESPONSE FORM**

**RFP TITLE: Data Analyst Training Program  
PIN: 2024WDC004**

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

**OVERALL**

**Describe why the proposer is qualified to carry out the proposed training. (1-2 paragraphs. Please include a description of years of experience or number of completed cohorts / technical occupation trainings that have been completed by the proposer)**

**LICENSING/ACCREDITATION**

Has your organization been awarded at least candidacy status by the New York State Bureau of Proprietary School Supervision?

**YES** \_\_\_\_\_ **NO** \_\_\_\_\_

If so, has the organization applied for inclusion on the ETPL for the training program being proposed herein?

**YES** \_\_\_\_\_ **NO** \_\_\_\_\_

**EXPERIENCE**

**Overview of relevant experience and outcomes.**

Feel free to add additional rows or space if need.

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

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

**\*Please provide information about:**

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

**ORGANIZATIONAL CAPACITY**

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

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

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

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

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

In addition:

- i. Attach a chart showing where, or an explanation of how, the proposed services will fit into the proposer’s organization.

- ii. Attach a copy of the proposer's latest audit report or certified financial statement, or a statement as to why no report or statement is available.
- iii. Attach proof that the business has been in operation for at least one (1) year.

**ATTACHMENT D**

**PRICE PROPOSAL FORM**

**RFP TITLE: Data Analyst Training Program  
PIN: 2024WDC004**

**TOTAL PRICE:**     \$ \_\_\_\_\_

**TOTAL PRICE IN WORDS:**

\_\_\_\_\_

**TOTAL COST PER TRAINEE:**     \$ \_\_\_\_\_

**TOTAL NUMBER OF TRAINEES PLACED INTO JOBS:** \_\_\_\_\_

**KEY METRIC**

% of Total Budget Tied to Outcomes\*: \_\_\_\_\_ %

\_\_\_\_\_  
**Printed Name of Proposer**

\_\_\_\_\_  
**Signature of Proposer**

**PLEASE COMPLETE ITEMIZED BUDGET ON NEXT PAGE**

**Please Note:** In case of discrepancies between the price in words and the price in figures, the price in words will be considered the price.

\* “Outcomes” refer to the number of Trainees placed into full-time entry-level Data Analyst or related jobs approved by the WDC in NYC earning a salary of at least \$55,000 per year.

**ATTACHMENT D (Continued)**

**PROPOSER’S ITEMIZED PRICE PROPOSAL**

**RFP TITLE: Data Analyst Training Program**

**PIN #: 2024WDC004**

**Personnel Services:** Please provide a line-by-line price proposal of Personnel Services (PS) costs in the table below.  
**Note:** The format below is for reference only. Please add lines as needed.

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

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

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

\*\*“Outcomes” refer to the number of trainees placed into full-time entry-level Data Analyst or related jobs approved by the WDC in New York City earning a salary of at least \$55,000 per year.



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

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

**ATTACHMENT D (Continued)**

**PROPOSER'S PRICE PROPOSAL: KEY METRICS**

**RFP TITLE: Data Analyst Training Program**

**PIN #: 2024WDC004**

Proposers must complete the "Key Metrics" table below:

<b><u>Key Metrics</u></b>	
Estimated total hours of instruction per cohort	_____ hours
Estimated total duration of each cohort training	_____ weeks
Number of Trainees in total	_____ students
Number of cohorts	_____ cohorts
Cost per Trainee	\$_____ per trainee

**ATTACHMENT E**

**ACKNOWLEDGMENT OF ADDENDA**

**RFP TITLE: Data Analyst Training Program**

**PIN #: 2024WDC004**

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

**Part I. Acknowledgment of Receipt of Addenda**

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

Addendum # 1, Dated \_\_\_\_\_, 2024

Addendum # 2, Dated \_\_\_\_\_, 2024

Addendum # 3, Dated \_\_\_\_\_, 2024

Addendum # 4, Dated \_\_\_\_\_, 2024

Addendum # 5, Dated \_\_\_\_\_, 2024

**Part II. Acknowledgement of No Receipt of Addenda**

\_\_\_\_\_ No Addendum was received in connection with this RFP

**Part III. Proposer's Name and Authorized Representative**

Proposer's Name: \_\_\_\_\_

Proposer's Authorized Representative:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**APPENDIX A**

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

**PDF ATTACHED SEPARATELY**

**APPENDIX B**

**Uniform Federal Contract Provisions (WIOA)**

**APPENDIX C**

**Combined Federal-State Certs (WIOA)**

**APPENDIX D**  
**Key Practices for Accelerated Tech Training**

**CONTINUOUSLY ENGAGE INDUSTRY TO IMPROVE JOB OUTCOMES**

- PRACTICE 1: ENGAGE LOCAL INDUSTRY THROUGH MULTIPLE CHANNELS TO DEVELOP AND CONTINUOUSLY UPDATE TRAINING**  
Convene employers to define target jobs, skills, and curriculum, and re-engage partners through multiple channels to regularly update needs.
- PRACTICE 2: USE INDUSTRY-INFORMED SCREENING THAT INCLUDES NON-TECHNICAL SKILLS**  
Work with local companies to identify non-technical skills candidates need to succeed in the target career, and screen for them before admission.
- PRACTICE 3: INVEST IN A TEAM TO PROACTIVELY CONNECT STUDENTS TO JOBS**  
Develop targeted job opportunities, work closely with graduates through candidate process, and use employer feedback to help students improve.

**ATTRACT AND SUPPORT AN EXPANDED POOL OF STUDENTS**

- PRACTICE 4: EXPAND STUDENT POOL THROUGH COMMUNITY-BASED RECRUITMENT PARTNERS**  
Engage community-based organizations as recruitment partners, and provide information on what students need to enter and succeed in training.
- PRACTICE 5: OFFER STUDENT-FRIENDLY FINANCING OPTIONS AND GUIDANCE**  
Provide financing options that expand access without unreasonable debt – and staff to help students assess options.
- PRACTICE 6: PROVIDE CLEAR UP-FRONT INFORMATION ON ALL REQUIREMENTS**  
Provide accessible data on time commitment (and cost) of training and job search, prerequisites, outcomes, and bootcamp role in connecting to jobs.
- PRACTICE 7: DEPLOY TRAINED STAFF TO HELP STUDENTS MANAGE NON-TECHNICAL CHALLENGES**  
Hire staff or partner with organizations that can coach students through non-technical challenges, and coordinate support through case conferencing.
- PRACTICE 8: CULTIVATE A SUPPORTIVE COMMUNITY THROUGH COHORTS**  
Implement cohort-based training and supportive programming to build a community, support system, and a future network amongst students.
- PRACTICE 9: CONDUCT ASSESSMENTS FREQUENTLY AND PROVIDE TARGETED SUPPORT**  
Assess students’ progress regularly and provide targeted support where they fall short.

**INTEGRATE “REAL WORLD” PREPARATION AND EXPERIENCE THROUGHOUT TRAINING**

- PRACTICE 10: PROVIDE EARLY, FREQUENT TECH-SPECIFIC PROFESSIONAL DEVELOPMENT**

Begin preparing students for the job hunt early. Build areas of common professional knowledge and provide opportunities to practice tech-specific interview techniques.

**PRACTICE 11: REQUIRE INDUSTRY-INFORMED PROJECTS THAT INVOLVE REAL-WORLD APPLICATIONS AND PUBLIC DEMONSTRATIONS**

Incorporate project-based work informed by industry that requires students to apply their knowledge and present their work publicly.

**PRACTICE 12: HELP STUDENTS GAIN EXPERIENCE, INCLUDING THROUGH PAID INTERNSHIPS**

Simulate the experience of working in tech through training and include on-the-job learning for those that need relevant experience regardless of skill.