



**TOWN OF HEMPSTEAD/CITY OF LONG BEACH (WDB) PROGRAM YEAR 2022
REQUEST FOR PROPOSALS FOR THE DEVELOPMENT OF OUTREACH, JOB
DEVELOPMENT, AND TRAINING MATERIALS**

Contract Period: April 1, 2022 to June 30, 2024

Essential Information and Dates

RFP Release Date	January 28, 2022
Deadline for Proposal Submission	February 18, 2022
Proposal Review	February 25, 2022
Formal Award Notification	March 18, 2022

HempsteadWorks
www.hempsteadworks.com

For all questions and inquiries, please email Elizabeth Ajasin at
eajasin@hempsteadworks.com.

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1. BACKGROUND

The Town of Hempstead Department of Occupational Resources (DOOR) is the grant subrecipient/fiscal agent for the Town of Hempstead/City of Long Beach Local Workforce Area under the Workforce Innovation and Opportunity Act (WIOA) of 2014. WIOA funding is used to help jobseekers access employment, education, training and supportive services, as well as match employers with skilled workers to compete in the global economy. HempsteadWorks is the name given to the One-Stop Workforce System, whose mission is to ensure that skilled workers are available to employers, to help jobseekers find work, and to foster economic development.

HempsteadWorks offers employment and training services to thousands of jobseekers and businesses in the Town of Hempstead and City of Long Beach in addition to services supported through competitively procured contracts among community-based, youth-serving organizations. At the HempsteadWorks Career Center, we provide the following services:

- Career Planning and Counseling
- Occupational Skills Training Programs for Careers in High-Demand Industries
- Career and Computer Skills Workshops
- Online Job Banks
- Referrals to Partner Agencies
- Access to Computers, Copiers, and Career Development Literature

We also assist businesses with identifying qualified employees, posting job vacancies, and accessing training funds for professional workforce development. Additional information on programs and services can be found at www.hempsteadworks.com.

2. PURPOSE

HempsteadWorks is soliciting proposals from organizations that can develop outreach, job development and training materials that will increase brand awareness that will lead to a substantial rise in customer flow. Materials will be disseminated to a wide variety of individuals, organizations, and businesses for the following purposes:

- To target priority groups with the Town of Hempstead and City of Long Beach
- To conduct outreach to adults, dislocated workers and youth who can benefit from services
- To coordinate referrals from organizations
- To report information regarding the services and performance of the HempsteadWorks Workforce Development System
- To inform business of the workforce development initiative, business services, and work-based training programs funded by HempsteadWorks
- To promote other HempsteadWorks projects (e.g., Gun Violence Prevention Local Initiative and Summer Youth Employment, New York Systems Change and Inclusive Opportunities Network (SCION))

Vendor duties:

- Help identify key target groups/areas and develop a clear and measurable outreach strategy to these groups/areas
- Develop materials that will educate Long Island jobseekers and businesses about the services available at the HempsteadWorks Career Center (e.g., newspaper ads; social media; radio; email-blasts; television; and over-the-top (OTT) and digital platforms)
- Promote HempsteadWorks events and special projects
- At the conclusion of each outreach campaign, submit a report that specifies the expanse of outreach and estimated amount of impressions

3. FUNDING

While there is no maximum award for vendors selected under this RFP, cost competitiveness and efficiency are sought in this solicitation.

4. APPLICANT ELIGIBILITY

Proposals will be considered from public or private not-for-profit or for-profit corporations and community-based agencies with at least 3 years demonstrated experience in performing the services indicated in this solicitation. Preference in this application will be given to applicants that demonstrate a thorough understanding of the targeted geographic area and/or population¹ and cost efficiency.

Applicants must have the capability and experience with performing Vendor Duties (Section II).

5. PROPOSAL INSTRUCTIONS

5.1 Deadline

Proposals submitted in response to this RFP must be received no later than COB on Friday, February 18, 2022. Proposals can be submitted by mail or email to:

ATTN: Elizabeth Ajasin
Town of Hempstead Department of Occupational Resources
50 Clinton Street, Suite 400
Hempstead, NY 11550
eajasin@hempsteadworks.com

Proposals received after the deadline will **not** be considered.

5.2 Evaluation Criteria

HempsteadWorks staff will review all proposals to ensure compliance with the requirements of the RFP. Applicants will be rated on a 100-point rating system, and evaluation is based on, but not limited to:

- Quality of Outreach Strategies and Implementation (30 Points)
 - Innovative approach to reaching Town of Hempstead/City of Long Beach residents
 - Comprehensive, high-quality service strategy

¹ Special consideration will be given to organizations that can reach City of Long Beach residents.

- Structured, thorough service delivery design
- Demonstrated Capability (30 Points)
- Cost Efficiency (30 Points)
 - Clarity and completeness of budget detail
 - Reasonableness of costs
 - Level of investment in relation to proposed outcomes
- Miscellaneous (10 Points)
 - Prior experience with HempsteadWorks and similar organizations
 - Overall understanding of RFP objectives

To be eligible to receive an award, a proposal must be fully completed, contain all required documentation, and achieve a minimum score of 70 points. Failure to meet minimum requirements will result in an automatic rejection of the application.

5.3 Format and Content

Organizations with interest in providing the requested services should submit a proposal narrative that includes the following information exactly as labeled (**in bold**) and as ordered below.

- 1) Completed **Proposal Summary Form** (Attachment A)
- 2) Describe your **Organization and Experience** in providing outreach services as it relates to this solicitation. Include the unique characteristics of the population(s) you propose to reach.
- 3) Describe in detail your **Strategy and Work Plan** for the specific method(s) you can use to increase brand awareness and the anticipated amount of impressions to be made as a result of method.
- 4) Describe any **Additional or Unique Services** you can provide to enhance or complement the services you will provide under this RFP.
- 5) Describe **Challenges and Opportunities**, if any, that might impact your ability to reach target areas/groups.
- 6) Describe the **Quality Control Measures and Management Procedures** that will ensure successful oversight of staff, quality service delivery and consistent communication with the funder.
- 7) **Budget and Budget Narrative** – The proposed budget should include:
 - i. The hourly rate for each proposed consultant
 - ii. A line-item breakdown of each element of the aggregate price for cost price analysis purposes
 - iii. If the organization is classified as “non-profit,” then documentation of the organization’s legal non-profit status must be attached
 - iv. If the organization is classified as “for-profit,” then its proposal must demonstrate the amount of profit it proposes to retain, with

- sufficient documentation to demonstrate whether this profit is reasonable
- v. A budget narrative including an itemization of funds requested for services, along with a summary of the proposed services and the purpose of each item

6. LIMITATIONS

The Hempstead/Long Beach WDB reserves the right to accept or reject any or all proposals received as a result of this request; to negotiate all qualified sources; or to cancel in part or in its entirety this RFP if found not in the best interest of the WDB and/or Youth Standing Committee. This RFP does not commit the WDB to award a contract, to pay costs incurred for preparation of proposals, to pay for legal liability in refusing to award a contract, or to procure or contract for services. Vendors funded under WIOA must adhere to EEO laws and standards. Funding for any project will be dependent upon availability of WIOA funds. Demonstration of past performance and cooperation of the organization awarded in past contract years will be taken into consideration in review of proposals. Poor past or current contract performance with HempsteadWorks or other funding source may affect recommendations for awards. HempsteadWorks reserves the right to stipulate special terms regarding the area of concern that will become part of the final contract.

All decisions of the WDB are final.

7. ATTACHMENTS

PROPOSAL SUMMARY FORM

(This form must appear as cover and first pages of proposal submission)

Proposing Organization: _____

Address: _____

Primary Contact: _____

Phone: _____

Email: _____

Organization: Private-for-profit Not-for-profit Government Agency Other

Proposed Service Delivery Highlights

Print Name of Staff Submitting this Proposal

Signature

EO AND NONDISCRIMINATION ASSURANCE:

- A. As a condition to the award of financial assistance from NYSDOL under Title I of WIOA, the grant applicant assures that it will comply fully with the EO and nondiscrimination provisions of the following laws:
1. WIOA [Section 188](#) which prohibits discrimination against all individuals in the United States on the basis of race, color, religion, sex (including pregnancy, childbirth, and related medical conditions, transgender status, and gender identity), national origin (including limited English proficiency (LEP) individuals), age disability, or political affiliation or belief, or against beneficiaries on the basis of either citizenship status or participation in any WIOA Title I-financially assisted program or activity;
 2. Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the basis of race, color, and national origin;
 3. Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities;
 4. The Age Discrimination Act of 1975, as amended, which prohibits discrimination on the basis of age; and
 5. Title IX of the Education Amendments of 1972, as amended, which prohibits discrimination on the basis of sex in educational programs.
- B. The grant applicant also assures that it will comply with 29 CFR Part 38 and all other regulations implementing the laws listed above. This assurance applies to the grant applicant's operation of the WIOA Title I-financially assisted program or activity, and to all agreements the grant applicant makes to carry out the WIOA Title I-financially assisted program or activity. The grant applicant understands that the United States has the right to seek judicial enforcement of this assurance.