

RFP RESPONSES TO QUESTIONS 2025

These answers are based on the exact format that the questions came in. If the RFP title was included in the question. It is included here. We will answer additional questions as they come in. **IF YOU NEED FURTHER CLARIFICATION- PLEASE SUBMIT AS A NEW QUESTION(S).** Questions submitted any other way may not be answered.

THIS MAY HELP, HERE ARE MANY OF OUR PROGRAMS AND SERVICES

1. Offer training scholarships to individuals- ITA PROGRAM
2. Provide businesses with workers for On-the-Job training programming- OJT PROGRAM
3. Provide a range of Business Services- BUSINESS SERVICES PROGRAM
4. Provide services to people with disabilities-SCION PROGRAM
5. Provide services to youth ages 14-24- YOUTH ONE STOP PROGRAM
6. Work with adults
7. Run the Summer Youth Employment and year-round Youth Employment Program-SYEP PROGRAM and YEP PROGRAM
8. Assist TANF eligible participants with transportation solutions: WAY TO WORK PROGRAM
9. Work on childcare solutions: DUTCHESS COUNTY CHILDCARE COALITION
10. Work with people who are neurodivergent: NEURODIVERSITY HIRING HUB OF THE HUDSON VALLEY

Question 1:

For **Graphic Design & Marketing and Website Design and Redevelopment**, and would appreciate your clarification on a few points to ensure our submission aligns closely with your expectations:

1. **Newsletter Templates:** Could you please confirm whether the newsletter deliverables are intended to be print-ready graphics (e.g., PDF format), HTML email templates, or both? **At least PDF, but both is preferred**
2. **Marketing Pieces:** Under “marketing materials,” do you envision digital assets only (e.g., flyers, social media banners, event graphics), or would you like us to propose branding assets such as business cards, promotional merchandise designs (e.g., pens, notepads, tote bags), or other collateral? **Digital assets. We are open to other suggestions.**
3. **Annual Report:** Could you elaborate on the scope of the annual report? For example, are you looking for a document that includes program highlights, financials, staff features, and visualized data, similar to a nonprofit-style impact report? If available, could you share a past report or example? **We do not have an example. We are**

envisioning 20-ish pages, we will supply the content, need the layout and some assistance getting the content into the correct sections.

4. **Website Updates:** Is the request to update the current DCWIB website's logo and graphics or are you seeking a full redesign with new layout, navigation, and CMS backend? **Looking to update and modernize.**
5. **Optional Services:** While not mentioned in the scope, would you be interested in optional services such as secure hosting, Google Analytics setup or migration, on-page SEO configuration, or accessibility auditing for the website? **RFP is open to all suggestions. As we are not the experts, we are relying on the experts to let us know what we don't know. So yes, please expand.**

Question 2-

RFP for the SCION Local Awareness Campaign and Website Accessibility Review with great interest.

We would like to confirm whether **India-based companies** (without a physical U.S. office) are eligible to submit a proposal for this opportunity. We are fully capable of delivering the requested services remotely and meeting the deliverables in accordance with your outlined scope.

Could you kindly clarify:

1. Are international (India-based) businesses eligible to participate? **We have no rules on who may apply. You must follow US and NYS laws and regulations.**
2. Are there any registration or legal requirements we must fulfill to be considered? **You will have to research this. The DCWIB is not the expert in this.**
3. If U.S. insurance requirements are mandatory, what can we (Indian Company) can provide? **You will need to check the law and regulations.**

Question 3. Please answer the following questions:

Questions for Dutchess County WIP RFP

1. How many templates do you need for newsletters? **Unsure at least 2.**
 - a. Do you need us to build the templates within your email platform? **Would be interested but are not set on this.**
2. How do you define “marketing pieces” ?
 - o Could you specify:
 - The length of the pieces **Several one-pagers describing our services**
 - How many you need in total **Unsure, at least 5**

- The intended use of the pieces Market services to individuals, businesses and to get the word out on the work we do.
- 3. “Create Annual Report”
 - a. Does this entail both editorial (copy) + design? Or simply design? Design
 - b. Do you have an estimated length of the annual report? 20 ish pages
- 4. What software platform is required? (Adobe, PowerPoint, Figma, Canva?) No requirements- probably not PPT
- 5. “Create marketing material to inform of DCWIB/DCWORKS activities / events”
 - a. What types of materials do you need? Flyers, brochures you can look at our websites to see what programming we offer.
 - b. How many? Unsure- perhaps provide a price for one and we can go from there
 - c. Approximately how long will each need to be? Probably front/back of a piece of paper- regular size
- 6. “Create multiple multi-page information pieces”
 - a. How many information pieces? 10
 - b. How many pages is “multi-page” ? Unsure, depends on program and the piece
 - c. Will you need copy for these pieces or just graphic design support? Need a version that we can make copies of
- 7. Create branding for sub programs within the agency such as SCION and RETI
 - a. What type of branding assets do you need for this? Logos, creating material that is distinctive such as a flyer or brochure, social media post etc.
- 8. For the website update, is the goal to maintain the current site structure and content, with a focus solely on updating aesthetics? Or is the intention to implement a more fundamental update? Open to your interpretation.
 - a. If the latter, can you please elaborate on changes sought (such as new pages to add, pages to remove, structural changes, etc)? we are looking for proposals because we are not the experts. We will have to defer to your expertise and knowledge of current practices.

Question 4: We just have a few focused questions:

1. Could you clarify if the \$10,000 budget for graphic design is inclusive of all deliverables (e.g., logos, templates, flyers) or allocated per item? Inclusive, however, it is your response so if your proposal is over budget- we would have to look it to see if what we are getting is worth the

additional funding.

2. Are there specific CMS or technical preferences (e.g., WordPress, Shopify) for the website redevelopment, given the \$12,000 budget? **No preferences. We would need to make updates. We do not fundraise or take donations if that helps. It is purely informational. If this question is about the SCION Website- it is already 90% built- it just needs to be finished and published.**
3. How should branding elements align with existing DCWIB/DCWORKS guidelines, or is creative flexibility encouraged? **Encouraged.**
4. Is there a preferred timeline for phased delivery, or are all deliverables expected post-launch? **You can lay out the timeline.**

Question 5: In regards to RFP Workshops/Digital Literacy Program.

- Is there a time limit on the length of workshops? **Normal attention span- so up to 90 minutes or longer with built-in breaks or broken up by activities. Longer workshops will be considered. Tell us what you offer and how long and we would discuss during contract negotiations.**
- Will the workshops be monthly or on an as needed basis? **Some monthly, some as-needed. It will depend on the interest of the participants on the topics you are offering.**
- Can we propose workshop series or multi-session modules, or are only single-session workshops expected? **Both**
- How much advance notice will we receive for scheduled workshops, and who manages the scheduling process? **DCWORKS Manager will work with you on the schedule.**
- Are there any reporting templates or performance metrics required after each workshop (e.g., attendance logs, participant evaluations)? **Minimum- attendance sheet and survey**
- Please confirm if all workshops will be delivered in English language only **We are not opposed to delivery in other languages, currently most of our workshops are in English. We do have providers who speak languages other than English.**

Regarding the **Cover Sheet**:

- How should Program Costs be stated if we are proposing multiple workshop modules? **You can make multiple entries**
- Isn't the Program Location the DC Works facility located at 191 Main Street, Poughkeepsie? **Yes**
- Will the Days and Hours be determined by DC Works? Or will they work in concert with the contractor for scheduling? **DCWORKS will work with contractee. Will also be based on room availability and participant availability**
- Is "N/A" acceptable for the fields including: # Served by this grant, Cost per person since the contractor is not responsible for outreach and scheduling participants? **You should include a number. How many can you serve in a session and still be effective- I would start there.**

Question 6

RFP for Graphic Design, Marketing Services, and Website Design and Redevelopment. To ensure that we fully align our response with your expectations, we would appreciate clarification on the following points:

Newsletter Templates

1. How many distinct templates are expected? **At least 2**
2. Should templates be formatted for specific platforms (e.g., Mailchimp, Constant Contact, PDF, HTML)? **Unsure- at least PDF.**
3. What level of design complexity is expected (e.g., infographics, iconography, photography)? **Professional design- in whatever level of design you deem appropriate.**

Marketing Pieces

4. What types of marketing pieces are anticipated (e.g., brochures, one-pagers, posters, social media graphics)? **Yes to all**
5. How many are expected annually or per event? **We handle event flyers internally, looking for some pieces to align with our programming.**
6. Will DCWIB provide written content, or is content creation included in the scope? **We will do the writing.**

Annual Report

7. What is the typical length of the annual report (page count)? **We do not have one. Thinking 20 ish pages**
8. Is design-only support needed, or does the scope include content writing and/or data visualization? **Layout, assistance getting our content in and make it look good.**
9. Will previous reports be shared for reference? **Do not have one.**
10. Will the report be delivered in both digital and print-ready formats? **Yes, but mostly digital**

Logo Update & Branding

11. Is this a full rebranding or an update to the existing logo? **Update**

Letterhead Design

12. Is the letterhead required for both print and digital use? **Yes- mostly digital**
13. Will versions be needed for different staff or departments? **Two department DCWIB and DCWORKS**

Branding/Color Consultation

14. What is the expected approval process for branding elements (e.g., number of revision rounds)? **Less work is better for all- clear communication should limit the number of revisions. Probably more revisions overall when we start working together and less as we get used to each other.**
15. Are there existing brand standards that must be retained or updated? **No. Professional, inviting and easy to read.**

Flyers for DCWIB Events (Up to 6 per Year)

16. Will each flyer be custom or based on a standard template? **Either**
17. How much advance notice and content will be provided per flyer? **This would be discussed and agreed upon. Not the day before for sure.**

Marketing for Job Fairs & Community Events

18. How many materials are typically required per event (e.g., banners, handouts, social media graphics)? **Handout, social media post ideas**
19. Is the vendor expected to manage printing or provide design-only services? **Design only- we will print**

Multi-Page Informational Pieces

20. How many are expected per year? **Want to get caught up on current material for all of our programming.**
21. What is the typical page range? **Two- I have a cool two pager I found from a group in CA that I would like to duplicate for us.**
22. Will content be provided, or is the vendor expected to develop it? **We will develop the content**

Website Scope Clarification

23. We assume that the two websites will require full redesigns—is that correct? **Looking for advice and proposals.**
24. Are there any new pages, features, or functionalities that need to be added (e.g., blog, calendar, job board, interactive forms)? **Love some ideas. We don't have any of what you mentioned.**
25. Will content be provided, or is the vendor expected to develop it? **We can develop the content- need advice on the headings and maybe subheadings. We are not experts on web design and need guidance.**

Question 7

Thank you for the opportunity to respond to the Industry Workshops RFP. We appreciate the clarity and thoroughness of the RFP and have reviewed it carefully. To ensure that our proposal is fully aligned with your expectations, we respectfully submit the following clarification questions:

1. **Virtual or Hybrid Delivery:** While the RFP outlines a preference for hands-on, immersive instruction and lists examples such as job shadowing and simulations, it does not specify whether virtual or hybrid models are permissible. Would a program that incorporates interactive virtual components — while still meeting all credentialing, attendance, and reporting requirements — be considered eligible? **Would like in-person workshops, it is okay to offer a hybrid component, for example some participants on zoom, or some speakers as long as the LEAD speaker is in person. Will we consider a total virtual model- maybe. You can submit and we will review. Looking for hands-on component. DCWIB/DCWORKS has TRANSFR VR glasses loaded with training modules that can be used for practice.**
2. **Use of DCWORKS Facilities:** We understand that participants must complete OSOS enrollment at DCWORKS, and that intake occurs on-site. However, the RFP does not indicate whether awarded contractors may request access to DCWORKS facilities for training delivery or orientation sessions. Is use of your space a possibility, or should proposers plan to secure their own training location if in-person delivery is included? **We have training space at 191 Main Street, Poughkeepsie. The workshops will be held there.**

3. **Participant Enrollment and Coordination:** The RFP states that DCWORKS requires a minimum of 30 days to assess and enroll participants, and that enrollment must occur prior to the training start date. Could you clarify whether DCWORKS staff will refer participants to the contractor, or whether the contractor is responsible for recruiting and initiating referrals for enrollment? **This is to ensure that we are not doing things last minute and promising individuals that they can “start Monday” only to find out they are not enrolled in the system. The funding for this is WIOA and everyone needs to be enrolled in order to qualify. This program has low eligibility requirements- almost anyone can participate in workshop training.**
4. **Cohort-Based Scheduling:** We noted that the proposal does not specify whether rolling enrollment or cohort-based models are preferred. Would the DCWIB support a cohort-based approach — for example, offering training in defined groups of 10–15 participants with scheduled start and end dates — provided enrollment timelines are coordinated in advance? **We have a separate workshop RFP, for the industry RFP, we are looking for an identification of a specific industry and in a best case scenario, a business that will provide a job shadow, internship (something hands-on) after the training. So this should be industry based training leading to a certificate or credential that can be taken almost anywhere and be recognized as a standard for being job ready for the job title. This is likely to work best cohort based. We are willing to look at and consider all proposals.**

Question 8:

We came across the Graphic Design & Marketing and Website Design & Redevelopment RFP through Bidnet and have some initial questions listed below after our initial review. One of which is in regards to the format you've asked for questions to be received - **"Attach separate pages and forward to DCWIB at admin@dcwib.org before May 15, 2025"** **You can ask questions up to the date/time in the RFP.**

Approximately how many pages is your annual report currently? **We do not have one. Thinking about 20 +/-**

To confirm, when you mention “Update DCWIB/DCWORKS logo and develop branding” are you looking for a full brand/logo redesign? Or fleshing out the current logo/branding through the assets listed in the scope of services? **Want a brand review and possible update.**

Do you prefer to keep the www.dcwib.org and <https://www.dutchessonestop.org/> websites separate or to merge into one website? **Yes to the wib. No to the one stop- the new name is DCWORKS- need a new name and to keep the old URL sending people to the new one for a length of time. We also have a website for our Neurodiversity Hiring Hub of the Hudson Valley, that is incomplete (about 90% done) and needs to be published. This is under the SCION RFP.**

Are you looking for vendors to both complete the DCWIB application (pages 8-11) AND submit a full proposal (separate pdf)? Or only complete the application on those pages of the bid document?
You want to submit the cover page, the page with the questions and a budget.

Question 9: REGIONAL FALL CONFERENCE

GENERAL EVENT PLANNING & LOGISTICS

- 1.
- 2.
3. What is the expected number of attendees, including staff, presenters, and guests? **New event so this is unknown. Min 50. Max maybe 300**
- 4.
- 5.
- 6.
- 7.
- 8.
9. Is there a preferred venue, or should we propose one within a certain geographic area? **You can propose, must be in Dutchess County, southern Dutches preferred**
- 10.
- 11.
- 12.
- 13.
- 14.
15. Will the event be fully in-person, hybrid, or require virtual components? **In person.**
- 16.
- 17.
- 18.
- 19.
- 20.
21. What are the preferred hours and duration of the conference (e.g., half-day, full-day)? **Full day and half day (1 ½ days)**
- 22.
- 23.
- 24.
- 25.
- 26.
27. Are there specific accessibility requirements beyond ADA compliance? **No**
- 28.
- 29.
- 30.
- 31.

- 32.
- 33. Will the DCWIB be involved in approving venue and caterer selections? **Yes**
- 34.
- 35.
- 36.
- 37.
- 38.
- 39. Are there any themes, messaging, or branding guidelines we must incorporate? **Yes. To be determined.**
- 40.
- 41.
- 42.
- 43.
- 44.
- 45. Who has final sign-off on the agenda, promotional materials, and presenter selections?
DCWIB
- 46.
- 47.
- 48.
- 49.
- 50.
- 51. Will the DCWIB assist in sourcing keynote speakers or panelists, or is this solely our
- 52. responsibility? **Heavy input from DCWIB**
- 53.
- 54.
- 55.
- 56.
- 57.
- 58. Is event security, parking coordination, or transportation support required or expected?
Probably won't need
- 59.
- 60.
- 61.

BUDGET, PAYMENTS & CONTRACTING

- 11.
- 12.
- 13. Is the \$35,000 budget inclusive of
- 14. *all*
- 15. anticipated expenses, including sponsorship/exhibitor income? **Yes, there are no sponsorships. Potential will need to pay one or two speakers.**

- 16.
- 17.
- 18.
- 19.
- 20.
21. Are payments made on a milestone basis, upfront deposit, or only after completion?
Milestone
- 22.
- 23.
- 24.
- 25.
- 26.
27. Are staff salaries or administrative fees eligible under the \$35,000 budget? **Yes, if someone works on the event, it should be charged to the event.**
- 28.
- 29.
- 30.
- 31.
- 32.
33. Are matching funds or in-kind contributions required or encouraged?**No**
- 34.
- 35.
- 36.
- 37.
- 38.
39. Will DCWIB allow flexibility in budget reallocations (e.g., shifting funds between line items)? **Maybe. Depends.**
- 40.
- 41.
- 42.
- 43.

SPONSORSHIP REVENUE & MANAGEMENT

- 16.
- 17.
18. Can sponsorship funds be used to expand the event budget beyond the \$35,000 cap? **Maybe. Can propose ideas.**
- 19.
- 20.
- 21.
- 22.
- 23.

24. Will the contractor be permitted to retain a percentage of sponsorship funds as a coordination fee? **No**
- 25.
- 26.
- 27.
- 28.
- 29.
- 30.
31. Who approves sponsorship tiers, pricing, and benefit packages? **DCWIB**
- 32.
- 33.
- 34.
- 35.
- 36.
37. Are there any limitations on types of sponsors (e.g., industries, political organizations)? **YES.**
Not sure if we are even going to seek sponsorships. \$35K seems like enough funding to do this.
- 38.
- 39.
- 40.
- 41.
- 42.
43. Will DCWIB offer introductions to potential sponsors, or is that responsibility solely ours? **Maybe**
- 44.
- 45.
- 46.
- 47.

EXHIBITOR PARTICIPATION & REVENUE HANDLING

- 21.
- 22.
23. Will exhibitor income (booth fees) be considered part of the event budget or separate? **No fee for exhibitors**
- 24.
- 25.
- 26.
- 27.
- 28.
29. Can the planning company retain a portion of exhibitor income to offset administrative efforts? **There will be no fee.**
- 30.
- 31.
- 32.

33.

34.

35.

36. Who collects exhibitor payments — DCWIB, the contractor, or a designated processor? **N/A**

37.

38.

39.

40.

41.

42. Will DCWIB supply a list of preferred or past exhibitors? **No past exhibitors. And yes, we will work with you on a list.**

43.

44.

45.

46.

47.

48. Are there any guidelines on booth pricing, included services, or number of booths? **N/A**

49.

50.

51.

52.

53.

54. Are for-profit companies eligible to exhibit, or is there a focus on nonprofits and public agencies? **Yes**

56.

57.

58.

59.

60.

61. Are exhibitor payments refundable if the event is canceled or modified? **N/A**

62.

63.

64.

65.

66.

67. Are we expected to create marketing materials specifically for exhibitors? **Maybe. If you have capacity and it looks good.**

68.

69.

70.

71.

72.

73. Will exhibitor revenue be subject to audit, and how should it be reported to DCWIB? **Full reconciliation required at the end.**

74.

75.

76.

POST-EVENT RESPONSIBILITIES & REPORTING

30.

31.

32. Are we required to produce a formal post-event report (e.g., attendance metrics, feedback summary)? **Attendance sheets and surveys would be great.**

34.

35.

36.

37.

38.

39. Should survey and feedback tools be built from scratch, or will templates be provided? **We can work on it together**

40.

41.

42.

43.

44.

45. Is video or photo documentation of the event expected or required? **Photos are always good. No video required- maybe something for social media.**

46.

47.

48.

49.

50.

51. Are follow-up communications (e.g., thank-you emails, post-event summaries) the responsibility

of the contractor? **Maybe a follow up email to vendors thanking them.**

53.

54.

55.