| DSP RECRUITMENT AND MARKETING CAMPAIGN RFP QUESTIONS AND ANSWERS | | | | |
|---|---|---|---|---|
| | Questions | RFP Section/Attachment | Page | Answer |
| 1 | If bidder is planning to use SDVOB and MWBE, but goals are 0, do they still have to submit the Utilization Plan with the contractors listed? | | | According to the RFP Section 3.1.11.5, the SDVOB goal established is 6%. RFP Section 3.1.10.5. establishes a 30% goal for MWBE participation, 17 percent for New York State-certified minority-owned business enterprise ("MBE") participation and 13 percent for New York State-certified women-owned business enterprise ("WBE").<br><br>Contract Goals are also established in Appendix A Supplement – 2: MWBE Requirements and Procedures II. Contract Goals; and Appendix A Supplement-3, Participation for New York State Certified Service-Disabled Veteran-Owned Businesses, I. Contract Goals, A. |
| 2 | What is the OPWDD's creative development and media buy budget?<br><br>What is OPWDD's budget for web development for this project? | | | OPWDD anticipates the project requirements outlined in the DSP Marketing and Recruitment Campaign RFA can be completed within the range of $800,000 and $1.5 million. The media buy budget is not yet determined.<br><br>OPWDD anticipates the web development costs may range between $250,000 and $500,000; there is flexibility for vendors that need to outsource the website portion versus those that are able to build it in-house. |
| 3 | Can you please provide a budget range for this project? | | | Please see response to Question #2. |
| 4 | What is the budget range for this proposal? This information is needed to provide an accurate budget for services. | Attachment 2 Cost Proposal | | Please see response to Question #2. |
| 5 | What are the budget parameters for this overall campaign? | 16 | 77 | Please see response to Question #2. |
| 6 | What is the OPWDD's creative development and media buy budget? | 2.2.1 | 9 | Please see response to Question #2. |
| 7 | What is OPWDD's budget for web development for this project? | 2.2.2.1.12 | 10 | OPWDD anticipates the web development costs may range between $250,000 and $500,000; there is flexibility for vendors that need to outsource the website portion versus those that are able to build it in-house. |
| 8 | I was wondering if you had any information regarding budget parameters to share for the Statewide Direct Support Professionals Marketing Recruitment Campaign Request for Proposals? | | | Please see response to Question #2. |
| 9 | Are there identified budget parameters for the website? | 2.2.2 | 10 | Please see response to Question #2. |
| 10 | Will there be a budget for paid media? If so, what are the parameters? | 2.2.1.3 | 10 | Please see response to Question #2. |
| 11 | Does OPWDD plan to sustain this program beyond the 1 year of funding? If so, what are your initial plans on doing so? | 1.5 | 5 | OPWDD plans to maintain the DSP recruitment website that will be developed through this project and continue to support service providers to promote their career opportunties and workforce needs through it. The timeline for the marketing campaign media buy has yet to be finalized. |
| 12 | What market research has OPWDD previously conducted, and can any data be shared? | 2.2.1 | 9 | OPWDD has not conducted market research to date. |
| 13 | Who do you view as the primary target audiences for the marketing campaign? Who do you view as secondary target audiences? | 2.2.1 | 9 | The DSP Marketing and Recruitment Campaign vendor will identify the best audiences for the campaign to target based on existing and/or new market research into the field of direct support and/or additional fields that offer similar career opportunities. |
| 14 | Are there any priority regions in the state for the marketing campaign? | 2.2.1 | 9 | The DSP Marketing and Recruitment Campaign will be statewide, potentially with outreach in specific areas, commensurate with the severity of DSP vacancy and turnover in those areas. |
| 15 | When will the Advisory Committee be in place? | 2.5 | 18 | The Advisory Committee will be in place when the marketing and recruitment campaign's design and project deliverables are ready for its review and input, as described in section 2.5 of the RFA. |
| 16 | Will marketing and educational materials be needed in languages other than English? | 2.2.1 | 9 | Yes, the campaign's marketing materials will need to be available in other languages to be determined for various parts of the state and various targeted audiences. |
| 17 | Does OPWDD have existing lists for email marketing? | 2.2.1 | 9 | OPWDD has distribution lists that it uses for disseminating agency information to developmental disabilities stakeholders, primarily including service provider agencies, people with developmental disabilities, their family members and advocates. These lists do not constitute "email marketing" lists that are intended to reach target audiences of potential DSP candidates. |
| 18 | Currently, how do DSPs typically discover the career? | 2.1 | 9 | To date, word of mouth has been the most prevalent way for new DSPs to learn about positions. In recent years, OPWDD has increased its efforts to recruit state employees and uses recruitment events, social media advertising, and other targeted advertising outlets. The nonprofit providers that this recruitment marketing campaign also seeks to benefit use their own individual strategies to hire. This campaign is meant to provide a cohesive statewide approach to help boost the profession and provide a clear location for people to access all providers of services and available jobs across the state. |
| 19 | Is there an approximate number of new DSPs you'd like to recruit to meet workforce targets? If so, is there a target number of full time versus part time employees to recruit? | 2.1 | 9 | OPWDD will seek to recruit at least 2,500 State DSPs annually. OPWDD does not have target hiring numbers for the nonprofit sector; however, 2022 NCI-IDD Staff Stability survey data shows a 35% turnover rate and around 17% vacancy rate among participating provider agencies. |
| 20 | What is OPWDD currently doing to recruit and/or retain DSPs? | 2.1 | 9 | OPWDD is very active again with in-person recruitment activities (local job fairs, county events, etc.).<br><br>Regarding retention, OPWDD is engaging a range of external partners in expanding the pool of DSP candidates, expanding educational and professionalizing opportunities and providing enhanced recruitment support for both State and voluntary agencies.<br>To offer some specifics, OPWDD has dedicated 75% or over $1.25 billion of its American Rescue Plan Act (ARPA) funding to this concern through direct payments to voluntary service providers for their Direct Support Professionals (DSPs) and numerous recruitment, retention and workforce support initiatives.<br><br>Using ARPA funds, OPWDD is also:<br><br>o offering grants to high school Career and Technical Education programs (including BOCES) that are interested in offering DSP training programs.<br>o partnering with the SUNY to develop micro-credential programs across the state. Numerous colleges have expressed interest in participating, and the first micro-credentialing initiatives will begin soon.<br>o supporting the NY Alliance for Inclusion and Innovation to provide technical assistance to providers on recruitment and retention techniques and best practices.<br>o partnering with Empire State College to assign professional learning evaluation (PLE) college credit for previous training and experience.<br>o entering a three-year, $10 million partnership with the National Alliance for Direct Support Professionals (NADSP) to support opportunities for professional credentialing for DSPs across the state.<br>o The Regional Centers for Workforce Transformation (RCWT) are now in the seventh year of providing regionally based, free training, technical assistance and other resources dedicated to development of the direct support workforce.<br>o OPWDD has also taken several steps to support recruitment of the State DSP workforce. For further information please visit: https://opwdd.ny.gov/supporting-and-strengthening-direct-support-workforce. |
| 21 | Is this campaign targeted to recruit both State and voluntary DSPs? If so, will there be a greater focus on one group versus the other? | 2.1 | 9 | Yes, the campaign is targeted to recruit DSPs for all providers of services, which include both State and non-profit service providers. |
| 22 | To what extent, if any, will the contractor coordinate directly with service providers? | 2.2.2.23 | 16 | OPWDD will work closely with the vendor to coordinate contact with service providers through the Advisory Group process and any other contact necessary to complete the requirements. Once the providers have engaged with the new recruitment website, they will provide feedback on the website's effectiveness and will communicate their ongoing recruitment needs. |
| 23 | Does OPWDD have current demographic data on DSPs, and will it be shared? | 2.2.1 | 9 | The National Core Indicators survey contains relevant data. The 2020-21 survey does not include OPWDD employees, but future surveys will. Visit https://idd.nationalcoreindicators.org/survey-reports-insights/.<br>Information on the NYS Workforce related to OPWDD is available in the NYS Civil Service NYS Workforce Management Report: https://www.cs.ny.gov/businesssuite/docs/workforceplans/2022.pdf. |

| | | | | |
|---|---|---|---|---|
| **24** | We are a provider of services to individuals with developmental disabilities and are interested in possibly creating a proposal for the DSP Marketing Recruitment RFP. When reading the requirements, we came across the section on conflicts of interest. Since we are a provider of services, is this considered a conflict of interest with OPWDD? Or are we eligible to bid on the project? | 3.1.14.2 | 26 | Because a nonprofit service provider licensed by OPWDD will benefit directly from the campaign materials and deliverables, a conflict of interest would exist. Thus, OPWDD service providers are not eligible to bid on this project. |
| **25** | Could you clarify if there is any flexibility in the choice of design platform for the website portion of the project, or is Drupal mandatory as stated in section 2.2.2 of the RFP? | | | OPWDD uses Drupal for its agency website and will be the party responsible for the ongoing maintenance of the newly developed recruitment website. Therefore, the new website must use the Drupal platform. |
| **26** | Will OPWDD be providing a list of individuals for the advisory committee referenced in section 2.5, or are we expected to identify and recruit members ourselves? | | | OPWDD will assesmble the Advisory Committee. |
| **27** | Are there any restrictions on the use of proprietary research for this project, or are we free to use any research we have conducted? | | | Bidders may use their proprietary material and information for this project. Please see RFP section 4.2 for directions for claiming and marking proprietary information in bid proposals. Please see RFP Appendix B sections 19.b and 25.d for a contractor's obligations related to intellectual property. |
| **28** | Is there a minimum sample size requirement for the use of an end-to-end consumer insights platform in this project, or is this something we can determine on our own experience and industry best practice? | | | Industry best practice should be presented and used. |
| **29** | It was not referenced in the RFP, but given the demographic differences between the New York City DMA and the rest of the state, would it be advisable to treat them as separate data sets for the purposes of this project? | | | It is advisable for bidders to make best use of all information available regarding different areas within New York State so that marketing can be targeted most effectively in areas with different demographics and/or need. |
| **30** | It was not referenced in the RFP, but would you please clarify approximately how many direct support professional (DSP) positions are desired for this initiative, and in which regions they will be located? | | | OPWDD intends to recruit at least 2,500 State DSPs annually. OPWDD does not have target hiring numbers for the nonprofit sector; however, 2022 NCI-IDD Staff Stability survey data shows a 35% turnover rate and around 17% vacancy rate among participating provider agencies. |
| **31** | I received your marketing recruitment campaign and wanted to know if I could share it with the Prosal network. (totally free, no cost to share)I ask as co-founder of Prosal, an online platform that connects good RFPs from organizations like The Office for People With Developmental Disabilities with top agencies that respond to RFPs. Here's a preview of what your RFP would look like:https://prosal.io/#/individualRfp/63e4981163ad667ce342b9d2/share<br>We'll share this more widely if the budget and timeline look good. If you sign up for a free account, I can also transfer the RFP so you can see responses and interested agencies. | | | The RFP has been publicly posted, and OPWDD is not seeking third-party distribution of the RFP. |