REQUEST FOR QUOTES (RFQ)

Instructional Design Services for the Development of a Custodial Training Manual

City of Philadelphia–Office of Workforce Development

City as Model Employer Initiative

Background

As one of the largest employers in Philadelphia, City government has committed to lead by example in providing high quality, career pathways that attract, prepare, retain and promote a diverse and talented workforce. Accordingly, City as Model Employer is a workforce initiative that creates viable pathways to permanent employment for seasonal and temporary City workers and under/unemployed Philadelphia residents. City as Model Employer:

- Prepares participants to qualify for City and private sector positions
- Provides job-specific technical training and career readiness instruction
- Facilitates job placement to fill vacancies and connect graduates to employment

As part of City as Model Employer, the Hospitality Careers Program (HCP) is a five-month workforce program designed to provide the Division of Aviation with a pipeline of qualified and skilled candidates to fill Custodial Worker-1 vacancies at the Philadelphia International Airport (PHL) while also preparing job seekers to attain and retain full-time, permanent employment with the City of Philadelphia.

Request for Quotes for Instructional Design Services *(local contractors preferred)*

City as Model Employer, via The Mayor's Fund for Philadelphia, is seeking to contract with a qualified firm or consultant to design a Custodial Training Manual for the Hospitality Careers Program. The Custodial Training Manual shall focus on the custodial-related information, tasks, and work assignments program participants (Custodial Services Trainees) must master as part of the program's training requirements. The Custodial Training Manual will be utilized by Division of Aviation trainers as they deliver on-the-job training, coordinate and oversee work assignments, and provide performance feedback, coaching, and support to program participants.

The overall goal of the contract is to take existing training content and documentation, along with information, insights, and feedback from subject matter experts, and create a Custodial Training Manual comprised of procedures and instructional directives that enable trainers to adequately deliver on-the-job training in a uniform and consistent manner, ensuring program participants receive the training required to take and pass the Custodial Worker 1 – Airport Specialty civil service exam.

Custodial Training Manual topics include but are not limited to:

➢ Airport Map(s) and Location of Amenities	➢ Trash, Recyclables, and Snow Duty
➢ Cleaning and Sanitizing: Restrooms (Valet)	➢ Cleaning Materials and Solutions
➢ Cleaning and Sanitizing: Other Terminal Areas	➢ Custodial Supplies and Equipment

Context for Instructional Design Project

City as Model Employer is planning to launch the second cohort of the Hospitality Careers Program on June 3, 2019; the program concludes on November 8, 2019. The timing of this RFQ and the contract term have been strategically set as City as Model Employer, in partnership with the Division of Aviation, intend to have the selected contractor observe the custodial trainers and program participants during the on-the-job training to obtain essential information. We expect that this valuable opportunity will allow the contractor to observe first-hand what the trainers cover with the participants, identify and document critical functions and associated procedural steps, and determine the specific work assignments and tasks the participants must master to become proficient.

The following list provides additional context for the project:

- Estimated number of hours required to complete this project is between 85 – 125
- The estimated number of pages in the manual is between 25-40, including visual design elements
- The HCP operates at the Philadelphia International Airport (PHL)
    - Worksite location: 8000 Essington Avenue, Philadelphia, PA 19153
    - On-the-job training takes place in specially-selected terminals only
- The contractor must be able to travel to PHL to gather information from subject matter experts
- Primary program trainers are custodial workers in the Crew Chief position
    - Only specific Crew Chiefs will be assigned to deliver on-the-job training to participants
- The HCP participant work shift is 2:00pm to 10:00pm, Monday through Friday
    - The contractor must be able to observe on-the-job training and gather information from Crew Chiefs and custodial managers during late afternoon and evening hours, as necessary
- The contractor will be expected to co-create the instructional design project schedule with HCP program leaders to target 8/30/2019 as the Custodial Training Manual work product delivery date
- City as Model Employer intends to utilize the Custodial Training Manual for cohort two and all future cohorts

Desired Contractor Profile

The contractor should possess strong experience in designing and developing learning solutions, including curriculums, training courses, and manuals, for diverse learners and audiences. Additional relevant experience should include:

- Strong experience in designing and developing custom training curriculums, courseware, and/or manuals, on time and on budget, using proven instructional design methodologies (e.g. ADDIE, SAM, Agile, etc.).
- Strong experience in partnering with subject matter experts to design and develop custom training curriculums, courseware and/or manuals that are grounded in adult learning principles.
- Utilization of instructional methods that focus on learning through effective processing, retention, transferability, and application of new knowledge and skills.
- Ability to write training manuals and course materials using plain, accessible language.
- Capacity to deliver effective and engaging train-the-trainer sessions for instructors.

Quote Inclusions

- Applicants' name, title, and contact information, including phone number and e-mail address.
- Organizational name and profile or consultant biography including qualifications and successful completion of similar instructional design projects (e.g. technical courses or training manuals).
- Names, titles, and professional biographies of qualified instructional design staff/team members
- A breakdown of the cost associated with instructional design services, Custodial Training Manual development/creation, and one train-the-trainer session for Crew Chiefs and Custodial managers
- Proposed project schedule, including start and end dates, for key tasks and deliverables

Proposed Timetable

Milestone	Date
Questions about RFQ due	May 17, 2019
Deadline for Quotes	May 22, 2019 by 5:00 PM
Applicant Meeting(s)	May 23–May 24, 2019
Final Selection	May 28, 2019
Finalize and Sign Agreement	May 28–June 7, 2019
Pre-Launch Meeting	June 10–June 12, 2019
Contract Term and Project Period	June 10–August 30, 2019

General Disclaimer of the City

This RFQ does not commit the City of Philadelphia or The Mayor's Fund for Philadelphia to award a contract. This RFQ and the process it describes are proprietary to the City and are for the sole and exclusive benefit of the City. No other party, including any Applicant or Respondent, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant or Respondent to this RFQ, shall become the property of the City and may be subject to public disclosure by the City, or any authorized agent of the City.

Quote Submission Information

Send quote to: Zakiyyah Ali, Director of Workforce Programs, via e-mail at zakiyyah.ali@phila.gov no later than **Wednesday, May 22, 2019 at 5:00PM**. Include applicants' availability to engage in an in-person or phone meeting about quote submission between May 23–24, 2019.

Contact Person

Zakiyyah Ali, Director of Workforce Programs
City of Philadelphia
Office of Workforce Development
1515 Arch Street, 12th Floor
Philadelphia, PA 19102
Office: (215) 683-3571
E-mail: zakiyyah.ali@phila.gov