

Request for Proposals
Strategic Planning: Stakeholder Engagement Facilitation
Issued by: RochesterWorks
February 10th, 2026

Anticipated Budget: \$7,500
Anticipated Contract Period: Spring–Summer 2026 (dates flexible)

1. Background

RochesterWorks, Inc., is a 501(C)3 non-profit organization that was established in 2000 to operate the Monroe County-Rochester Workforce Development Board, which oversees and coordinates local workforce systems. As the largest workforce development initiative in the Greater Rochester region, RochesterWorks is a community leader in providing employment, training, and education programs to meet the needs of employers and job seekers in their communities.

At its One-Stop Career Centers, part of the American Job Center Network, RochesterWorks annually provides employment and training services to Monroe County, including several thousand job seekers and several hundred employers.

RochesterWorks adopted its current [Strategic Plan in 2022](#) – the first in the organization’s existence. In the ensuing four years, the organization has seen considerable growth and refinement of its role in the Rochester community- both as an important stakeholder in the region’s economy and a leader in helping address the growing social care needs of the community. It seeks to update and refresh the strategic plan to reflect changing labor market conditions, organizational learning, and evolving community needs.

While RochesterWorks intends to conduct much of the assessment, analysis, and strategy development internally, we are seeking limited external support to **design and facilitate structured stakeholder engagement** to inform the updated strategic plan.

2. Purpose of the RFP

The purpose of this RFP is to identify a qualified consultant or firm to support RochesterWorks by:

- Designing and facilitating meaningful engagement with key stakeholder groups
- Synthesizing stakeholder input into clear, usable findings
- Supporting RochesterWorks staff and leadership in incorporating stakeholder perspectives into the updated strategic plan

3. Scope of Work

The selected consultant will work collaboratively with RochesterWorks staff. Anticipated tasks may include, but are not limited to:

A. Engagement Design

- Collaborate with RochesterWorks to identify priority stakeholder groups (e.g., staff, customers/jobseekers, employers, community partners)
- Recommend appropriate engagement methods (e.g., focus groups, listening sessions, interviews, workshops, surveys)
- Develop facilitation agendas, discussion guides, and engagement materials

B. Facilitation and Engagement

- Facilitate a limited number of stakeholder engagement sessions (virtual and/or in-person)
- Ensure sessions are inclusive, accessible, and structured to elicit actionable insights
- Adapt facilitation approaches to different audiences as needed

C. Synthesis and Reporting

- Summarize stakeholder feedback across engagement activities
- Identify common themes, points of alignment, and areas of divergence
- Provide a concise written summary or memo suitable for use in strategic planning discussions

D. Optional Support (if feasible within budget)

- Participate in one or more strategy sessions with RochesterWorks staff or board leadership to review findings
- Provide light-touch guidance on translating stakeholder input into strategic priorities

4. Deliverables

Expected deliverables may include:

- Engagement plan and facilitation materials
- Facilitated stakeholder engagement sessions
- Written summary of findings and key themes
- Optional presentation or discussion of findings with RochesterWorks leadership

Final deliverables and scope will be refined collaboratively with the selected consultant.

5. Budget

RochesterWorks has budgeted \$7,500 for this project, inclusive of all fees and expenses. Proposers should submit a clear cost proposal, including:

- Total proposed cost
- Fee structure (e.g., fixed fee, hourly with not-to-exceed amount)
- Any assumptions that affect pricing

6. Desired Qualifications

Proposals should demonstrate:

- Experience facilitating stakeholder engagement, particularly in workforce development, economic development, nonprofit, or public-sector contexts
- Strong group facilitation and inclusive engagement skills
- Ability to synthesize qualitative input into actionable insights
- Collaborative and flexible working style

Preference may be given to consultants with familiarity with workforce systems, employer engagement, or public workforce boards, though this is not required.

7. Proposal Submission Requirements

Proposals should include:

1. **Cover Letter** summarizing interest and qualifications
2. **Approach and Methodology** for stakeholder engagement
3. **Relevant Experience** including brief examples of similar work
4. **Proposed Timeline**
5. **Budget and Cost Proposal**
6. **Consultant Bio(s)** or firm overview

Proposals should be concise (recommended length: no more than 10 pages, excluding resumes).

8. Evaluation Criteria

Proposals will be evaluated based on:

- Clarity and appropriateness of the proposed approach (30 points)
- Relevant experience and demonstrated capability (30 points)
- Value relative to cost (30 points)
- Fit with RochesterWorks' needs and collaborative culture (10)

RochesterWorks may invite selected proposers for a brief interview prior to final selection.

9. Submission Timeline (Tentative)

- RFP issued: Tuesday, February 12th, 2026
- Questions due: Thursday, March 5th, 2026
- Proposals due: Thursday, March 19th, 2026
- Consultant selected: no later than Tuesday, March 31st, 2026
- Project start: April 15th, 2026

RochesterWorks reserves the right to modify this timeline as needed.

10. Contact Information

All proposals and questions should be directed to:

Dave Seeley

RochesterWorks

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