

Steven Banks
Commissioner

February 20, 2015

Martha A. Calhoun
General Counsel

Dear Prospective Bidders:

Vincent Pullo
Agency Chief
Contracting Officer

For your information, this **Addendum #2** for the contract to provide **Mobile Communication Platform for Text Messages (PIN 15BPECM00801/ EPIN 09615B0001)** contains the "**Hiring Requirement Exemption Request Form**" (attached hereto as **Exhibit 1**) from HRA's hiring requirement delineated in **Article 19** of the contract.

180 Water Street
New York, NY 10038

929 221 6347

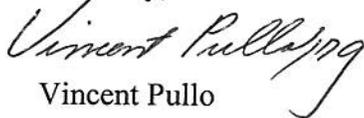
Pursuant to Article 19 of the contract, the contractor can make a request for an exemption within thirty (30) days after the commencement date of this contract. Please note that the form does not have to be submitted with your bid.

Attached as Exhibit 2 is a copy of the attendance sheet from the pre-bid conference held on Tuesday, February 3, 2015.

The answers to questions from prospective bidders is on Attachment A.

Please be advised that the last day for questions was **Friday, February 6, 2015**. In addition, the bid due date is extended to **Thursday, February 26, 2015 at 3:00 p.m.** Bids received after the bid due date and time are late and shall not be considered. Your interest in doing business with the City of New York is appreciated.

Sincerely,


Vincent Pullo

- Exhibits:
1. Hiring Requirement Exemption Request Form
 2. A copy of the attendance sheet from the pre-bid conference held on Tuesday, February 3, 2015

**Mobile Communication Platform for Text Messages
PIN 15BPECM00801/EPIN 09615B0001**

Question 1

Will the Mobile Communication Platform be installed in a single location or does the HRA require users to be able to access the platform from multiple locations? If so, how many locations?

Answer 1

HRA must be able to access the platform from multiple locations since each designated user will access the platform on their own computer. The number of locations will depend on the number of users.

Question 2

Is there a requirement for the Mobile Communication Platform to be integrated with any other system (i.e. Database, Marketing Platform, etc)? If so can we get information on that system such as its name, the solution provider, and any API interfaces it supports (i.e. HTTP, SMTP, etc.)?

Answer 2

No, the mobile communication platform does not need to be integrated with other systems.

Question 3

Can we ask if they will put a limit on the total number of active users or alternately we could send our bid saying it includes X number of active users at any time?

Answer 3

No, HRA requires an unlimited number of users.

Question 4

With the questions and answers portion being added, is it possible to extend the bid due date?

Answer 4

The bid due date has been extended to Thursday, February 26, 2015 at 3:00 p.m. Please be advised that bids received after this date and time are late and shall not be considered.

Question 5

Can we define "Users" as employees of the HRA who have been given authority to issue messages via the platform?

**Mobile Communication Platform for Text Messages
PIN 15BPECM00801/EPIN 09615B0001**

Answer 5

Yes, users are defined as employees of HRA who have been given authority to issue messages via the platform.

Question 6

Can we put a limit on the number of active users at any time? For example; the NYC HRA can have up to 15 employees (actual # TBD) with active user credentials at any time. The AT&T program manager will work with HRA Administrator to maintain an accurate list of users. User credentials can be added and deleted anytime but to some maximum number at any given time

Answer 6

No, HRA requires an unlimited number of users.

Question 7

“Would the NYHRA consider the use of a contract other NY CTS, like WSCA?” Would HRA be willing to sign a separate agreement outside of the NYS contract?

Answer 7

No, HRA will not be willing to sign a separate agreement outside of the NYS contract.

Question 8

How many users are you looking to support that administer the messages?

Answer 8

HRA requires an unlimited number of users.

Question 9

Where would the source of the messaging come from? Would you prefer a PC-based or something that supports mobile to mobile messaging?

Answer 9

Texts will be sent from our staff members' computers and therefore we prefer something PC or web based.

Question 10

Is a bid bond required for this bid? Article 6. Insurance; 6.1 Performance And Payment Bonds, states that “Such bonds shall be in the amount and in the form prescribed in the Schedule of Bonds and Liability

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Insurance set forth in Section 38.” This Invitation for Bids does not contain a Section 38 (see Part 1, Section 27).

Answer 10

This contract does not require bonds. Please reference Section 36 of the solicitation document.

Question 11

Would HRA like to continue to use the following: a) a shared short code such as one that other NYC agencies use to communicate with the citizens of NYC? b) shortened URLs within a text message to direct citizens to mobile websites via NYC branded shortened URLs? c) multiple opt in paths including web forms and key words? d) automated follow-up for missing information (e.g., a citizen doesn't share their borough)?

Answer 11

Yes, these are all beneficial functions that HRA would like to maintain going forward.

Question 12

Would HRA like the option to: a) de-identify data to allow full anonymity for participating citizens? b) report on responses and engagement based on specific campaigns, messages, fields, and/or secure and anonymous individual profiles?

Answer 12

a) Yes, de-identifying data is important, though this would normally occur in the compilation of a summary report.

b) Yes, HRA would like to be able to report on responses and engagement based on specific campaigns, messages, fields and/or secure and anonymous individual profiles.

Question 13

In responding to Part II Bid Documents, could we provide our three most relevant customers (for example, NYC agencies) instead of or in addition to our largest customers?

Answer 13

Yes, as long as the references provided are from customers with contracts similar in scope and size to the contract that is being solicited.

Question 14

Will we have an opportunity to demonstrate the platform prior to HRA selecting the winner?

**Mobile Communication Platform for Text Messages
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Answer 14

Yes, demonstrations by vendors may be conducted after the bids are received and will be a factor used by the agency to make a responsibility determination.

HUMAN RESOURCES ADMINISTRATION

HIRING REQUIREMENT EXEMPTION REQUEST

Name of Contractor: _____

Address: _____

Contact Person: _____

Telephone Number: _____ Fax Number: _____

Email Address: _____

MAIL COMPLETED FORM TO: BUSINESS LINK - CONTRACTOR HIRING UNIT (C.H.U.)
348 WEST 34TH STREET
NEW YORK, NY 10001

Requests should be submitted as soon as your documentation is ready. Select only **one** boxed section below, and **one** subsection. Use the appropriate language (Exemption or Partial Exemption) on all accompanying materials. This request must be signed by an officer of your organization and notarized.

The undersigned hereby requests the following for *Fiscal Year 2012*, from July 1, 2011 – June 30, 2012

I. COMPLETE EXEMPTION from the hiring requirement because:

- a) New York City workforce is less than 20. (**Attach** a list of your NYC staff by title.)
- b) We have no entry level workers on our payroll. (**Attach** a list of your NYC staff by title.)
- c) A valid collective bargaining agreement covers all of our entry-level positions and limits us to a hiring pool which does not include Cash Assistance recipients. (**Attach** a copy of the applicable provisions and a list of your NYC staff by title.)
- d) Complying with the hiring requirement would cause extreme hardship. (**Attach** a description of the hardship.)

II. PARTIAL EXEMPTION / REDUCTION in the hiring requirement to _____ workers because:

- a) Our New York City workforce totals _____. The current hiring requirement exceeds 10% of our workforce. (**Attach** a list of your NYC staff by title.)
- b) We have _____ entry level workers on our payroll. (**Attach** a list of your NYC staff by title.)
- c) A valid collective bargaining agreement covers _____ of our entry-level positions and limits us to a hiring pool which does not include Cash Assistance Recipients. (**Attach** a list indicating the entry-level positions covered and a copy of the applicable provisions.)
- d) Complying with the hiring requirement would cause extreme hardship. (**Attach** a description of the hardship.)

Your request will be processed in an expeditious manner, and you will be notified of the disposition. If you have any questions you may call the Contractor Hiring Unit at (212) 643-2881 ext. 3128.

HUMAN RESOURCES ADMINISTRATION
OFFICE OF CONTRACTS

PRE-BID/PROPOSAL CONFERENCE ATTENDANCE SHEET

EXHIBIT 2

PROJECT NAME: MOBILE COMMUNICATION PLATFORM FOR TEXT MESSAGES

PROJECT DESCRIPTION: MOBILE COMMUNICATION PLATFORM FOR TEXT MESSAGES

PIN # 15BPECM00801/ EPIN # 09615B0001
DATE: FEBRUARY 3, 2015

PLEASE PRINT CLEARLY

COMPANY NAME	CERTIFIED MBE /WBE	STREET ADDRESS CITY, STATE, ZIP	NAME OF ATTENDEE	PHONE #	FAX#	E-MAIL
AT&T		77 WATER ST	BLENN CLARK	212-920-5684		bc339n@a.tt.com
MOBILE COMMONS		45 MAIN ST BRADY, NY	HOWARD KRIEGER	646-509-4163		hk92520att.com
Mobile Commons		45 Main St Brooklyn	SAD AZHARU	646-321-5679		BE mobile.com.nyc.gov
Mobile Commons		45 Main St. Brooklyn	Michael Sabat	917-375-2652		mobile.com.nyc.gov
			Kily Alyx	703-887-3183		kily@mobilecommons.com

MMWBE Officer / Designee Authorization

Name _____ Title _____ Signature _____

It is hereby certified that all attendees were provided with the following information relating to MMWBE contract requirements for the resulting contract from this solicitation: an explanation of MMWBE contract requirements; a review of how to properly complete Schedule B to ensure a responsive bid and request a waiver; the consequences for prime contractors that demonstrate non-compliance; an overview of the Online Directory; and the SBS Prime contractor resource sheets: 'Assistance Contacts for Primes' and 'Online Directory tips'.