

13PC001700R0X00

**CITY OF NEW YORK
DEPARTMENT OF HEALTH AND MENTAL HYGIENE**

REQUEST FOR PROPOSALS

For the Provision of Media and Market Research Services for Public Health Campaigns

PIN: 13PC001700R0X00

ADDENDUM NO. 2

August 27, 2014

Except as otherwise stated below and by any subsequent Addenda to the above-referenced Request for Proposal (RFP), which was released on July 25, 2014, the RFP remains unchanged:

The New York City Department of Health and Mental Hygiene (DOHMH) is issuing **Addendum # 2** to the Request for Proposals (RFP) for the Provision of Media and Market Research Services for Public Health Campaigns. This addendum provides a deadline for waiver requests for the M/WBE subcontracting targets, and provides an updated Proposal Package Checklist.

Potential proposers are advised that DOHMH will issue another Addendum that provides answers to all questions asked at the Pre-Proposal Conference held on August 13, 2014, and all questions that were submitted by the Question Due Date.

- I. **M/WBE Subcontracting Waiver Request Deadline:** As announced at the Pre-Proposal Conference held on August 13, 2014, DOHMH requests that any full or partial waiver requests associated with the M/WBE Participation Goals be submitted on or before **September 2, 2014**. Waiver requests should be submitted to the Authorized Agency Contact Person, Victoria Romanov, at rfp@health.nyc.gov. Please refer to RFP Section III.E., and Attachment D, for details.
- II. **Revised Proposal Package Checklist:** RFP Section IV.B. (Proposal Package Contents – “Checklist”) is hereby deleted in its entirety and replaced with the Checklist contained in Annex A to this Addendum # 2. Crossed-out passages indicate deletions; underlined passages indicate additions or corrections. Proposers are directed to use this Checklist as they complete their proposal package.

ANNEX A

B. Proposal Package Contents (“Checklist”)

The Proposal Package should contain the following materials. Proposers should utilize this section as a “checklist” to assure completeness prior to submitting the proposal to the Agency.

1. A sealed inner envelope labeled “Program Proposal”, containing **one** original set **and three** duplicate sets of the document listed below in the following order:
 - ❑ Proposal Cover Letter Form (Attachment A)
 - ❑ Technical Proposal
 - ❑ Narrative
 - ❑ Sample Research Project Protocols and Schedule/Timeline for completion (Attachment B-1)
 - ❑ Three Written Letters of Reference for the Proposer and, if applicable, each proposed Sub-Contractor
 - ❑ Resumes, and/or Description of Qualifications, for Key Staff Positions
 - ❑ Organizational Chart (chart showing where, or an explanation of how, the proposed services will fit into the proposer’s organization)
 - ❑ Information on the volume of work done by the proposer in the past two years, as well as an estimate of the number of accounts the proposer anticipates it will maintain in the upcoming year.
 - ❑ Audit Report or Certified Financial Statement or a statement as to why no report or statement is available
 - ❑ Completed Acknowledgement of Addenda Form (Attachment C)
2. A separate sealed inner envelope labeled “Price Proposal” containing one original set and **three** duplicate sets of the Price Proposal.
 - ❑ Price Proposal
 - Proposed Fee Schedule (Attachment B-2)
 - The Proposer’s standard rate schedule (or “fee card”) showing standard titles and associated hourly or project-based rates.
3. A separate sealed envelope labeled “Electronic Copy” containing a CD-ROM, DVD, USB drive or zip disk containing electronic copies of all hard copy documents submitted in response to this RFP.
4. Another sealed inner envelope containing:
 - ❑ “Subcontractor Utilization Plan” (Attachment D, Schedule B, Part II) [IF APPLICABLE] or;
 - ❑ Approved Waiver of Target Subcontracting Percentage (Attachment D, Schedule B, Part III) [IF APPLICABLE] or;
 - ❑ “Subcontractor Utilization Plan” (Attachment D, Schedule B, Part II) and Approved Partial Waiver of Target Subcontracting Percentage (Attachment D, Schedule B, Part III) [IF APPLICABLE]

ANNEX A

5. Another sealed inner envelope labeled “Doing Business Data and Iran Contractor Compliance Forms” containing:
 - An original, completed Doing Business Data Form (Attachment E)
 - An original, signed and notarized Iran Contractor Compliance Form (Attachment F)

6. A sealed outer envelope, enclosing the four sealed inner envelopes. The sealed outer envelope should have two labels containing:
 - The proposer’s name and address, the Title and PIN of this RFP and the name and telephone number of the Proposer’s Contact Person.
 - The name, title and address of the Authorized Agency Contact Person.