

**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. 3**

**September 9, 2014**

This Addendum contains an extension to the Proposal due date, answers to unduplicated questions asked at the Pre-Proposal Conference, and answers to unduplicated questions received by the Questions Due Date of August 22, 2014.

Except as otherwise stated below and by any prior or subsequent Addenda to the above-referenced Request for Proposal (RFP), which was released on September 6, 2013, the RFP remains unchanged:

- I. Section I.D.:** The Proposal Due Date is hereby changed to September 24, 2014. All other provisions in this section remain the same.
- II. Deadline for Waiver Request for M/WBE Participation Requirements:** Any proposer requesting a waiver to the M/WBE participation requirements should submit the waiver request on or before September 12, 2014.
- III. Questions 1 – 44 were answered during the Pre Proposal conference.**

1. **Question:** What is my successful relevant (experience) is in an academic setting – research/publication – will that count?

**Answer:** Proposers should demonstrate successful experience as it relates to the scope of services.

2. **Question:** Are you open to innovative ways to conduct research beyond focus groups and online surveys?

**Answer:** Yes.

3. **Question:** Can you clarify what is meant by (or qualifies as) a rate card or schedule? For example, we have a GSA schedule for Federal bids – but that is not applicable to this bid.

**Answer:** A rate card or schedule must indicate the standard fees and rates for non-DOHMH customers.

4. **Question:** We have sufficient qualitative research in areas other than public health. Does a lack of public health experience disqualify potential bidders?

**Answer:** No.

5. **Question:** Do you anticipate tracking the success of different programs as part of the potential deliverable?

**Answer:** We do not track “programs” but we do track campaigns and marketing initiatives.

6. **Question:** My firm’s strength is in qualitative research. Can we propose on the qualitative work only?

**Answer:** No.

7. **Question:** Page 19, “3 letters of reference – if applicable each proposed sub-contractor” Does this mean that each sub-contractor must have 3 letters of reference – what if these 3 letters of reference are not available – will that result in automatic rejection?

**Answer:** Proposers should submit three written letters of reference for the proposer and each subcontractor. If a proposer cannot provide the letters for one or more subcontractors, they should submit a letter stating this and the proposal will be evaluated accordingly.

8. **Question:** There is a 10% M/WBE goal, with a plan that needs to be submitted with the proposal. Because there is not a specific bid/proposal value, what value should be assumed as the basis for the 10% goal?

**Answer:** Proposers should use the anticipated maximum available funding for each contract which is \$1.5M, to complete their plan.

9. **Question:** Will there be an opportunity during the conference for MWBE to make themselves known?

**Answer:** No.

10. **Question:** If you are an MWBE prime, do you have to do anything else for the MWBE compliance?

**Answer:** If the proposer as a prime contractor is a NYC-certified MWBE, that contractor can count toward the participation goal.

11. **Question:** On the evaluation criteria – what % of the 45% will be placed on the letters of reference?

**Answer:** We will not be providing this information.

12. **Question:** Page 17, Pricing, hours/day: lists 7 but standard workdays for most research firms is 9. Also research work can extend longer based on methodology needs. How to address w/ developing rates and invoicing?

**Answer:** As stated in the RFP, for price comparison, proposers should submit the price proposal as directed. Therefore, the not-to-exceed amount should be based on a 7 hour day.

13. **Question:** Will offering a lower price than others help win the contract even though it's a \$1.5 million budget

**Answer:** Yes. Awards will be made to the proposer(s) above the natural break in scores that offer the lowest price per technical point.

14. **Question:** Page 6-47 (Appendix A), subcontractors: please define subcontractors to be approved as often costs are for above \$5K w/ multiple subs. Which types need approval?

**Answer:** All subcontractors need to be pre-approved by DOHMH.

15. **Question:** Are technical proposal requirements applicable / required for subcontractors?

**Answer:** RFP Section IV indicates which requirements are applicable to subcontracts.

16. **Question:** Is auto insurance a requirement if no employee drives for the business?

**Answer:** We do not anticipate that auto insurance will be a requirement.

17. **Question:** Can you name the specific programs and staff persons involved in the procurement and resulting contract?

**Answer:** We will not be providing this information.

18. **Question:** What is the current blended daily rate / rates?

**Answer:** We will not be providing this information.

19. **Question:** Does the contract go to one company?

**Answer:** DOHMH is seeking up to 2 qualified vendors.

20. **Question:** Will you accept the proposal by mail / certified / express mail?

**Answer:** Yes. However, DOHMH advises proposers to deliver proposals by hand. It is the proposer's responsibility to ensure that proposals arrive by the due date/time.

21. **Question:** Do you have expectations in terms of page length?

**Answer:** No.

22. **Question:** My firm has experience conducting research on public health, though it is not our core practice. Will the contract only go to a vendor whose core practice is in public health?

**Answer:** There are no minimum qualifications in this RFP. However, DOHMH is seeking a vendor with a minimum of 3 years of experience conducting evaluations of large as well as small public health media campaigns.

23. **Question:** Is there an issue with your current market research partners and is RFP a contracting requirement?

**Answer:** The release of the RFP does not have any reflection on the current vendor. The RFP is required per NYC Procurement Law.

24. **Question:** What is the timeline for the decision on the RFP?

**Answer:** We anticipate completing the evaluation process this fall.

25. **Question:** Will we get a list of attendees with contract people, email and phone number of the pre-bid conference?

**Answer:** The list of Pre-Proposal Conference attendees is attached to this Addendum.

26. **Question:** Are you considering agencies that bid together?

**Answer:** Yes.

27. **Question:** Page 9 C., Page 8, Approach, (requirement for written draft): final reporting (is required) for every project, but often only require a data file or summary. Please clarify if this is for every project.

**Answer:** Yes.

28. **Question:** Power Point? Word? Or a combination of the two?

**Answer:** If the question is, what format should the proposal follow, the answer is the proposer should decide.

29. **Question:** Can you elaborate on your view toward subcontracting? We are a small firm with qualitative and quantitative research as our CORE competencies. We work like the movie industry model and bring in particular specialists on an as needed basis. This can include economic modelers, social media experts, etc. Is this kind of business model a disadvantage vs. one that has all services under one roof? Or are you open to this?

**Answer:** Proposers may propose their unique approach to the services: the approach will be considered during the evaluation process.

30. **Question:** Can larger research companies subcontract a small, independent qualitative company to fulfill these phases of the project?

**Answer:** Yes.

31. **Question:** Page 6, Subcontractors: There are very few market research subcontractors in the web database. How should this be addressed when needs require non-registered subcontractors?

**Answer:** Proposers are advised to search broadly for subcontractors – for example proposers should search the NYC Small Business Services (SBS) website in the categories of 1) Marketing Services 2) Public Opinion Surveys 3) Advertising Consulting and 4) Marketing Consulting.

32. **Question:** For in market results tracking, do most of these communications initiatives use multiple communication tactics?

**Answer:** Yes.

33. **Question:** Page 10 – Project Assignment, # of days/hours by individual: Research is project based and as such it is difficult to determine exact staffing ahead of time and often the needs shift/change. While it is possible to determine a total anticipated hours at a blended rate it is exact staffing hours by person is not. Will you consider removing this specific requirement?

**Answer:** No.

34. **Question:** Is size of company important? For example, company uses vendor partnerships or consultants vs. full time W2 employees?

**Answer:** Size is not, by itself, important.

35. **Question:** What are the video requirements for this bid?

**Answer:** We have and prefer to have videotaped records of our focus groups, usability sessions and 1 on 1 interviews.

36. **Question:** Can you divulge what your funding was last year? Per vendor contract?

**Answer:** There was only one vendor in the contract last fiscal year, and the approximate spending was \$600,000.

37. **Question:** Page 9 – K. Maintaining a database of research participants violates confidentiality and is often impossible when using subcontractors. What is the purpose for this requirement and how should we address the inherent issues?

**Answer:** Ultimately, the prime contractor and any subcontractors will be responsible for maintaining confidentiality.

38. **Question:** Is there an ad agency in all of your work and if so, how would we be working with them?

**Answer:** We have multiple ad agencies and the market research firm(s) would evaluate materials produced by them. The DOHMH would coordinate the work done by the various contractors.

39. **Question:** What is the best approach to gaining sub contracts for a media ad market research campaign specifically subcontractors to do phone surveys and social media audits?

**Answer:** These services can be subcontracted and the subcontracted firms need to be approved by DOHMH. Firms are advised to check the NYC Department of Small Business Services (SBS) database of certified MWBE firms to locate possible subcontractors.

40. **Question:** What are most common languages used in FGS, IDIS and surveys?

**Answer:** English, Spanish and Chinese but we may require other languages depending on intended audience.

41. **Question:** Are successful outcomes typically defined by behavioral changes, attitudinal changes or does this vary from program to program?

**Answer:** We frequently ask behavioral and attitudinal questions but also solicit information on recall and recognition.

**42. Question:** Can you detail more what you expect as key input and output for social media audits?

**Answer:** We have many social media platforms and would like to evaluate how effective they are in reach, and effectiveness.

**43. Question:** Do you ever quantitatively pre-test communications like TV, outdoor, web, etc.?

**Answer:** Yes.

**44. Question:** Page 9. B. #. K – The section talks about maintaining a database of all participants in survey research, and providing DOHMH with “open access.” Is this a panel building exercise? How might DOHMH use this?

**Answer:** We have developed and used panels but that is only one of the techniques we’ve used.

**IV. Below are answers to unduplicated questions that were received by the Questions Due Date:**

**45. Question:** Will the contractor have an opportunity to revise the daily blended staff rate after the first contract year?

**Answer:** No.

**46. Question:** Given the breadth of potential tasks under this contract, it is a challenge to determine a single blended daily staff rate that is appropriate for all tasks and staff. Would the Department consider allowing daily blended staff rates for categories, such as senior consultant, mid-level consultant, junior consultant and data collector?

**Answer:** No.

**47. Question:** What is the intended purpose of the daily blended staff rate?

**Answer:** A blended rate allows the Department to compare the costs of services between different firms using different job titles and classifications.

48. **Question:** Page 17, Price Proposal: By “innovative payment structures” would the Department be amenable to compensation for task order contracts under this RFP to be made on a firm-fixed price basis?

**Answer:** Yes.

49. **Question:** In Attachment B-2, can the Department clarify what services are to be billed at cost versus those which are allowed a mark-up percentage? For example, “moderation” appear in both categories.

**Answer:** Mark-ups are permitted for services purchased for work performed from subcontractors

50. **Question:** Attachment B-2 states “For informational purposes, proposers must also attach its standard rate schedule (or “fee card”) showing standard titles and associated hourly or project-based rates.” It also requires that the Contractor insert a “Daily Blended Staff Rate”. Is the “Daily Blended Staff Rate” simply the highest daily rate on our “fee card”? For task orders, will we be charging the rate(s) on our fee card that corresponds to the service we will be providing?

**Answer:** The blended rate is the average rate charged by a firm based on the hourly rates billed across all job titles. For Project Assignments the contractor will charge a Daily Blended Staff Rate that may not exceed the contracted rate.

51. **Question:** In the past, there have been requests by Digital campaigns to not only audit/evaluate the social media approach and online impact of a particular app or program but also, in some instances the need to assist in the *execution of the creation of social media planning and placements*. Will this type of work be included within this contract? If so, can the language of the RFP reflect this need more specifically?

**Answer:** No.

52. **Question:** Reference to page 9, Approach: RFP states that for each project vendor will provide a draft report and a final report. There are many projects that do not necessitate a full written or graphical reporting. Often the required deliverables will be a data file or database only as with the online ad-recall survey work. Will these additional reporting elements be required for every engagement or only when requested as part of the scope?

**Answer:** For each Project, the contractor must supply a draft report and a final report. Any other project-specific reporting requirements will be specified in the Project Request.

53. **Question:** Page 9, Approach, part K: RFP requests that the vendors maintain a database of NYC residents that have volunteered to participate in research. While we can envision an individual engagement that may include the development of such a database for a specific program or project, creating a database of this nature across all research work violates respondent/participant confidentiality which is inherent in market research projects. Further to this point, in quantitative research that uses third-party sample providers or online panels, privacy is an integral piece of the contractual agreement for usage. Please clarify what this is asking for given the natural limitations and barriers to providing access to the DOHMH to this kind of personal information?

**Answer:** The open access is for purpose of potentially recruiting past participants for future research. Each vendor will be required to establish protocols for maintaining confidentiality.

54. **Question:** Page 10, Project Assignment Protocol: Will each SOW for a project necessitate all 11 items outlined? Often turnaround time for DOHMH project work bids is limited and information such as prior experience and resumes may become redundant quickly. Likewise, exact staffing, subcontractor determination and even schedule may not be available at the time of the preparation of the SOW.

**Answer:** The elements required will be specified in the Project Request.

55. **Question:** Page 10, Project Assignment Protocol: Given the project-based methodologies that are developed, it is extremely difficult to determine the number of days and/or hours by individual and title for an individual project ahead of time. There are too many factors that go into the development and execution of an individual project. While it is possible to establish a blended day rate and approximate the overall total hours anticipated in a project, outlining the exact time by staff member is difficult, if not impossible. Will you consider removing the expectation of hours/days by each *individual* from the SOW preparation protocol?

**Answer:** No.

56. **Question:** Page 10, Project Assignment Protocol: While in some instances it is possible to know the proposed subcontractors for a given engagement ahead of time, it is more common to be awarded the work and then plan the approach based on needs and availability. Will you consider removing this expectation from the SOW preparation Protocol?

**Answer:** The Project Request will ask for “proposed subcontractors.” This will be a requirement. All actual subcontractors will require DOHMH preapproval before performing any work.

**57. Question:** Page 11, Subcontractors: Please explain further the requirements for all subcontractors be in the web-based system as well as for the market research vendor to enter all subcontractor payment information and other related information into the system? Market research often necessitates the usage of subcontractors but many within the industry are not within the NYC online database (only 1 of our current subs is in the system). It has been difficult in the past to require this of subcontractors. Please review the process and how to proceed when someone is not in the system but must be used for a project.

**Answer:** Please refer to the answer to Question 31. Selected vendors will be required to meet the M/WBE participation goal set forth in the RFP. Any subcontractors that are M/WBEs should contact NYC Small Business Services for information on the certification process.

**58. Question:** Please explain the payment information that is required to be entered into the system.

**Answer:** Please see Attachment H to the RFP.

**59. Question:** Page 17, Price Proposal requests pricing based on a 7 hour day. Our standard work day is 9 hours and often market research projects extend beyond standard hours of 9am to 6pm. While not common, there can be instances where work on an individual project could incorporate up to 10 hrs in a given day. Is it possible to expand the day to a max of 9 hours to accommodate more involved scopes?

**Answer:** Proposers should submit the price proposal as directed. Therefore, the not to exceed amount should be based on a 7 hour day.

**60. Question:** Page 17, Price Proposal: Is there an example available of preferred documentation format for the staffing “Fee Card.”

**Answer:** No

**61. Question:** Page 18, Price Proposal: Is there an example available of preferred format for invoicing and hour/staffing reporting for submitted proposals?

**Answer:** No

62. **Question:** Page 22, Vendex Fees: Please explain the vendex fees to be charged to the contractor including amount and how/when the fees are billed.

**Answer:** Pursuant to PPB Rule 2-08(f)(2), the contractor will be charged a fee for the administration of the Vendex system, including the Vendor Name Check Process, if a Vendor Name Check review is required to be conducted by the Department of Investigation. The contractor shall also be required to pay the applicable fees for any of its subcontractors for which Vendor Name Check reviews are required. The fee(s) will be deducted from payments made to the contractor under the contract. For contracts with an estimated value of less than or equal to \$1,000,000, the fee will be \$175. For contracts with an estimated value of greater than \$1,000,000, the fee will be \$350. The estimated value for each contract resulting from this RFP is estimated to be (less than or equal to \$1million) (above \$1million).

63. **Question:** Page 22 seems to cut-off. Are there additional pages of the proposal to review?

**Answer:** Please see amendment to the RFP which includes the entire language for Section VI – General Information to Proposers, section L on page 22.

64. **Question:** Appendix A, p. 4 of 47, Political Activity: Please confirm that the political activity limitations are restricted to the specific contracted work with the DOHMH only and does not limit broader activities of the contractor across its other clients and engagements.

**Answer:** The political activity limitations apply to the agreement with DOHMH and any funds derived from the agreement with DOHMH.

65. **Question:** Appendix A, p. 6 of 47, Subcontracting: Market Research subcontractors very often exceed \$5,000 (e.g. phone banks and online panels can be in the multiple 10's of thousands). Please describe the required process for obtaining approval by the Department of the Subcontractor as well as the format and content of the monthly reporting requested in more detail.

**Answer:** The contractor will be required to submit a standard request form for the proposed subcontractors to DOHMH. After subcontractors have been approved, the contractor will be required to record the subcontractors in the City's Payee Information Portal.

66. **Question:** More broadly, it may be useful to go over the types of entities that are considered genuine sub-contractors versus vendors for the execution of a project.

**Answer:** Any person or business that is not directly employed by the contractor that is performing work on behalf of the contractor may be considered a subcontractor.

67. **Question:** There are very limited approved MBE/WBE market research vendors within the system (there is only 1 that we can use for the type of work required by the contract). How should this be addressed within the RFP response as it may not be possible to meet the 10% goal?

**Answer:** If a proposer does not believe they can meet the 10% participation goal at all or believes they can only fulfil part of the goal, they must apply for a Pre-Award Waiver by completing Part 3 of Schedule B. The waiver request must be submitted on or before September 2, 2014 to the Authorized Agency Contact Person, Victoria Romanov, at [rfp@health.nyc.gov](mailto:rfp@health.nyc.gov). Please refer to RFP Section III.E., and Attachment D, for details. Also, see Question & Answer 31 above.

68. **Question:** Page 9, Database of NYC residents: Can you explain how this database will be used by the Department?

**Answer:** The Department will not be using any database created pursuant to this RFP for recruitment. Data collected as part of a survey will be used for research purposes only.

69. **Question:** Will the database include: Any form of respondent contact information? Responses to research study questions? Dates of participation in research?

**Answer:** The vendor will not be required to supply contact information or confidential information to the Department.

70. **Question:** RE: Instructions on page 13 regarding confidential info in proposals: What parties will have access to proposals and cost-related documents that are submitted?

**Answer:** It is possible that all proposal information would be made public through a Freedom of Information Request. Therefore, proposers should follow the instructions and clearly mark any section of their proposal that is confidential or proprietary.

71. **Question:** Are proposals from prior contracts available to the public? If so, where can they be found?

**Answer:** Prior contracts may be available via a formal Freedom of Information Act (FOIA) request.

72. **Question:** Organization Chart: Should this be different than the organizational chart? If so, can an example or further detail be provided?

**Answer:** Proposers need to supply an organization chart that shows where the proposed services fit into the organization.

73. **Question:** If a statement as to “why no report or statement is available” is submitted, should that be accompanied by a non-audit financial statement?

**Answer:** Yes, if such information is available.

74. **Question:** Please indicate where Price will be evaluated in the Evaluation Criteria percentage scoring system listed in Section V [PAGE 21].

**Answer:** Price is not part of the technical evaluation of proposals.

75. **Question:** To the degree that price is a factor in evaluation of bidders, please indicate the degree to which each will weigh in the decision: Maximum Daily Blended Staff Rate, Sample Projects (if pricing is requested), Staff Rate Card, Markup Rates on OOPs & Subcontractors, Anything else?

**Answer:** The price per technical point calculation will utilize the proposed Daily Blended Staff Rate as the price component.

76. **Question:** Please confirm we are correct in the following assumptions:

- Daily Blended Staff Rate (DBSR) is a maximum figure that cannot be exceeded for the duration of the contract, and may not increase with inflation or other economic indicators.
- Specific DBSR will be calculated on a project by project basis.
- The actual daily DBSR on specific projects can be lower depending on the rate set in the Project Proposal, but never higher.

**Answer:** Yes.

77. **Question:** Attachment B-1: Should bidders also provide a cost estimate DBSR for the two sample projects listed in Attachment B-1, or just provide the total number of 7 hour days?

**Answer:** Price is not requested in Attachment B-1

78. **Question:** Can you disclose the incumbent contract winner(s) from the 2011 contract?

**Answer:** Global Strategy Group.

79. **Question:** Can you disclose whether or not the incumbent(s) are participating in this RFP? If so, would they automatically get a perfect score on the “demonstrated quantity and quality of successful relevant experience” evaluation criteria (45% of total weighting)?

**Answer:** The Department does not know whether the incumbent will submit a proposal. There are no guaranteed scores for any proposers.

80. **Question:** What type of teaming/joint venture arrangement is acceptable to DOHMH for the purpose of this bid? In lieu of a joint venture contract is a notarized memorandum of understanding (MOU) acceptable?

**Answer:** Yes.

81. **Question:** Is the project scope of this RFP the same as in previously awarded contracts? If so, what work was completed in previous years?

**Answer:** The project scope is similar. In the past year, there have been approximately 15 series of focus groups, 2 pre-post surveys, 5-6 usability sessions, 8 phone based surveys, 10-12 online surveys, and 2 social media audits.

## **SECTION VI - GENERAL INFORMATION TO PROPOSERS**

**A. Complaints.** The New York City Comptroller is charged with the audit of contracts in New York City. Any proposer who believes that there has been unfairness, favoritism or impropriety in the proposal process should inform the Comptroller, Office of Contract Administration, 1 Centre Street, Room 835, New York, NY 10007; the telephone number is (212) 669-3000. In addition, the New York City Department of Investigation should be informed of such complaints at its Investigations Division, 80 Maiden Lane, New York, NY 10038; the telephone number is (212) 825-5959.

**B. Applicable Laws.** This Request for Proposals and the resulting contract award(s), if any, unless otherwise stated, are subject to all applicable provisions of New York State Law, the New York City Administrative Code, New York City Charter and New York City Procurement Policy Board (PPB) Rules. A copy of the PPB Rules may be obtained by contacting the PPB at (212) 788-7820.

**C. General Contract Provisions.** Contracts shall be subject to New York City's general contract provisions, in substantially the form that they appear in "Appendix A—General Provisions Governing Contracts for Consultants, Professional and Technical Services" or, if the Agency utilizes other than the formal Appendix A, in substantially the form that they appear in the Agency's general contract provisions. A copy of the applicable document is available through the Authorized Agency Contact Person.

**D. Contract Award.** Contract award is subject to each of the following applicable conditions and any others that may apply: New York City Fair Share Criteria; New York City MacBride Principles Law; submission by the proposer of the requisite New York City Department of Business Services/Division of Labor Services Employment Report and certification by that office; submission by the proposer of the requisite VENDEX Questionnaires/Affidavits of No Change and review of the information contained therein by the New York City Department of Investigation; all other required oversight approvals; applicable provisions of federal, state and local laws and executive orders requiring affirmative action and equal employment opportunity; and Section 6-108.1 of the New York City Administrative Code relating to the Local Based Enterprises program and its implementation rules.

**E. Proposer Appeal Rights.** Pursuant to New York City's Procurement Policy Board Rules, proposers have the right to appeal Agency non-responsiveness determinations and Agency non-responsibility determinations and to protest an Agency's determination regarding the solicitation or award of a contract.

**F. Multi-Year Contracts.** Multi-year contracts are subject to modification or cancellation if adequate funds are not appropriated to the Agency to support continuation of performance in any City fiscal year succeeding the first fiscal year and/or if the contractor's performance is not satisfactory. The Agency will notify the contractor as soon as is practicable that the funds are, or are not, available for the continuation of the multi-year contract for each succeeding City fiscal year. In the event of cancellation, the contractor will be reimbursed for those costs, if any, which are so provided for in the contract.

**G. Prompt Payment Policy.** Pursuant to the New York City's Procurement Policy Board Rules, it is the policy of the City to process contract payments efficiently and expeditiously.

**H. Prices Irrevocable.** Prices proposed by the proposer shall be irrevocable until contract award, unless the proposal is withdrawn. Proposals may only be withdrawn by submitting a written request to the Agency prior to contract award but after the expiration of 90 days after the opening of proposals. This shall not limit the discretion of the Agency to request proposers to revise proposed prices through the submission of best and final offers and/or the conduct of negotiations.

**I. Confidential, Proprietary Information or Trade Secrets.** Proposers should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide any justification of why such materials, upon request, should not be disclosed by the City. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by the City.

**J. RFP Postponement/Cancellation.** The Agency reserves the right to postpone or cancel this RFP, in whole or in part, and to reject all proposals.

**K. Proposer Costs.** Proposers will not be reimbursed for any costs incurred to prepare proposals.

**L. Vendex Fees.** Pursuant to PPB Rule 2-08(f)(2), the contractor will be charged a fee for the administration of the Vendex system, including the Vendor Name Check Process, if a Vendor Name Check review is required to be conducted by the Department of Investigation. The contractor shall also be required to pay the applicable fees for any of its subcontractors for which Vendor Name Check reviews are required. The fee(s) will be deducted from payments made to the contractor under the contract. For contracts with an estimated value of less than or equal to \$1,000,000, the fee will be \$175. For contracts with an estimated value of greater than \$1,000,000, the fee will be \$350. The estimated value for each contract resulting from this RFP is estimated to be (less than or equal to \$1million) (above \$1million).

**M. Charter Section 312(a) Certification. [IF APPLICABLE]**

The Agency has determined that the contract(s) to be awarded through this Request for Proposals will not result in the displacement of any New York City employee within this Agency. See attached Displacement Determination Form.

The Agency has determined that the contract(s) to be awarded through this Request for Proposals will result in the displacement of New York City employee(s) within this Agency. See attached Displacement Determination Form.

The contract to be awarded through this Request for Proposals is a task order contract that does not simultaneously result in the award of a first task order; a displacement determination will be made in conjunction with the issuance of each task order pursuant to such task order contract. Determinations for any subsequent task orders will be made in conjunction with such subsequent task orders.



(Commissioner) (Agency Chief Contracting Officer)



Date

Message from the New York City Vendor Enrollment Center  
**Get on mailing lists for New York City contract opportunities!**  
Submit a NYC-FMS Vendor Application - Call 212/857-1680

**Message from New York City's Department of Small Business Services**

**The Department of Small Business Services (SBS) offers One-on-One Technical Assistance to businesses that are interested in bidding on City contracts for the following goods and services: construction, construction related, standardized and architectural and engineering. If you plan on bidding on this or any other City contract, contact SBS to schedule an appointment. The Department of Small Business Services will meet with you to review your particular proposal or submission, and provide feedback and guidance to help you submit the best proposal possible.**

**To schedule One-on-One Technical Assistance, email [techassist@sbs.nyc.gov](mailto:techassist@sbs.nyc.gov) and an SBS representative will contact you.**

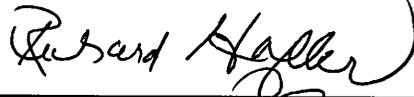
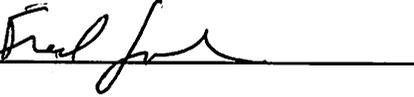
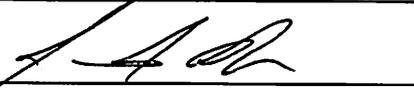
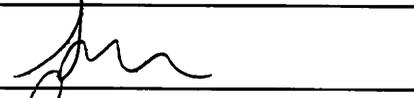
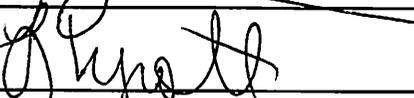
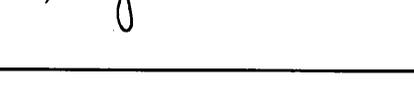
RFP FOR THE PROVISION OF MEDIA AND MARKET RESEARCH SERVICES FOR PUBLIC HEALTH CAMPAIGNS

Pre-Proposal Conference RSVP Attendee Log

Name	Organization	Telephone	Email	Date	Signature	Pick Up RFP (Y/N)
Alexander, Kathryn	K.A. Enterprises, Inc.	212.222.0528	<a href="mailto:kaenterprisesinc@gmail.com">kaenterprisesinc@gmail.com</a>	8/13/14	K. Alexander	N
Allong, Roben	Lightbeam Communications	212-865-1662	<a href="mailto:robena@lightbeamnyc.com">robena@lightbeamnyc.com</a>	8/13/14	R. Allong	N
Amor Philip, Paula	Apples & Oranges Public Relations	347 683662	<a href="mailto:info@applesandorangespr.com">info@applesandorangespr.com</a>	8/13/14	Paul A Phil	Yes
Berrier, Daniel	Whitman Insight Strategies	212 807 7200	<a href="mailto:dberrier@whitmanstrategies.com">dberrier@whitmanstrategies.com</a>	8/13/14	D. Berrier	yes
Blessing, Ralph	Ameritest Research				R. W. Blessing	no
Brito, Elizabeth	ARTCONIC.COM	917 5212917	<a href="mailto:emarmolejos@gmail.com">emarmolejos@gmail.com</a>	8/13/14	E. Brito	X
DeYoung, Allan						
Fink, Carly	Provoke Insights	347-687-3786	<a href="mailto:carly.fink@provokeinsights.com">carly.fink@provokeinsights.com</a>	8/13/14	Carly Fink	X
France - Hamlet, Carla	Sapphire Business Services, Inc	347-757-1957	<a href="mailto:carla@sapphirebusinessservices.com">carla@sapphirebusinessservices.com</a>	8/13/14	Carla Hamlet	X
Francis, Jennifer	Lieberman Research East of LI, Inc.	516.829.8880	<a href="mailto:francisj@liebermanresearch.com">francisj@liebermanresearch.com</a>	8/13/14	Jennifer Francis	X
Freedner, Naomi	ICF Macro, Inc.	802 264 3730	<a href="mailto:nfreednar@icfi.com">nfreednar@icfi.com</a>	8/13/14	N. Freedner	N
Fuentes, Kai		742-0506 718	<a href="mailto:kfuentes@ebony.com">kfuentes@ebony.com</a>	8/13/14	K. Fuentes	Yes
Gonzalez, Dennis	GGI BROKERAGE, INC.	212.490.7706	<a href="mailto:dennis@ggibrokerage.com">dennis@ggibrokerage.com</a>			

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Hofler, Richard	CJM		RHOFLER5@VERIZON.NET			YES
Igbokwe, Chizzy	Primus Worldwide		Chizzy.Igbokwe@gmail.com			yes
Johnson, Fred	Strategy XXI	212-935-0210				
Johnson, Verdia	Footsteps, LLC	212-336-9743	vjohnson@footstepsgroup.com			YES
Jones, Lamar	L. Jones & Associates, LLC DBA Primus Worldwide	347-918-6842	L JONES@primusworldwide.com	8/13/14		Y
Kirkland, Bruce						
Kohn, Sara	Provoke Insights	(11) 520-9040	Sara.Kohn@provokeinsights.com	8/13/14		Y
Kotchko, Scott	Whitman Insight Strategies		skotchko@whitmanstrategies.com	8/13/14		Y
Marino, Chris	CJM		CJMarketinright@outlook.com			
Marmolejos, Johnny	sole proprietorship ARTCONIC.COM	646-244 5306	Johnny@artconic.com jmarmolejos68@gmail.com			N
Martino, Jayme	Communicus	917-974-0053	jayme@communicus.com	8/13/14		Y
Mignott, Laura	DigitalFlash	917-807-6965	laura@digitalflash.com	8/13/14		N
Moore, Gwendolyn						

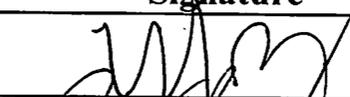
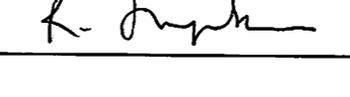
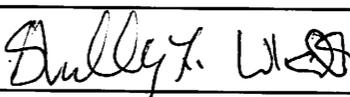
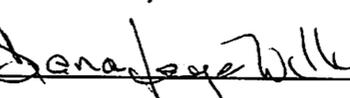
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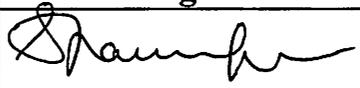
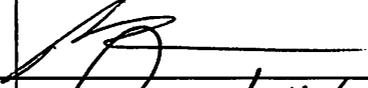
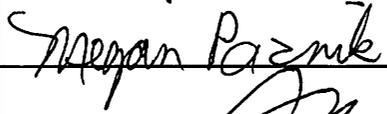
<b>Name</b>	<b>Organization</b>	<b>Telephone</b>	<b>Email</b>	<b>Date</b>	<b>Signature</b>	<b>Pick Up RFP (Y/N)</b>
Murrain, Arlette	Footsteps Advertising				Yes	
Nixon, Samantha	Zebra Strategies	(212) 244-3960	sam@zstrategies.net	8/13/14		yes
O'Brien, Andrew	Horowitz Associates, Inc.	914-834-5999	andrew@horowitzassociates.com	8/13/14		No
Peacock, Cynthia	Primus Worldwide					
Power, Britt	Global Strategy Group	212-260-3400	bpower@globalstrategygroup.com	8/13		yes
Rapacciuolo, Anthony	PRcision LLC	718 521 5556	AJR@PRcision.com	8/15/14		Y
Radoff, Sandra	S. Radoff Associates LLC	718-884-4400	sandy@sradoff.com			
Reid, Hailey	ICF Macro, Inc.				Hailey Reid	NO
Roberts, Chuck	DUROBI LLC	914.861.5481	chuck.roberts@durobi.com	13 Aug 14		
Rodney, Denene Jonielle	Zebra Strategies	212-244-3960	denene@zstrategies.net	8/15		
Schrager, Adam	Meadowlands Consumer Center					
Schrager, Andrea	Meadowlands Consumer Center		andrea@consumercenters.com			

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Schrager, Mandel	Meadowlands Consumer Center	201-865-4900	mandel@consumercentercc.com			✓
Smith, Alexa	The Research Department	(212) 717 6087	alexabsmith@earthlink.net			
Sperling, Denise	Sperling Qualitative					✓
Tompkins, Kathy	Strategy XXI Partners	212-935-0210	ktompkins@strategy-xxi.com	8/12/14		✓
Walker-Santana, Sara	DigitalFlash					
Whiddon, Shelley	maslansky + partners	917.677.9106	swhiddon@maslansky.com	8/13/14		
Williams, Diana	Comrie Enterprises, LLC	914.664.6356	info@comrie.biz	8/13/14		Yes
Yeres, Sophia	Global Strategy Group					
Zimmerman, Larry	Zebra Strategies	914-837-8822	Larzimmer@aol.com	8/13/14		No

## Pre-Proposal Conference Attendee Log

Name	Organization	Telephone	Email	Date	Signature	Pick Up RFP (Y/N)
Shamima Khan	CRE Services INC	917-300 1172	khans@ceservicesinc.com	8/13		Y
<del>Patentia</del>						
<del>Sophia Lyons</del>	<del>Global Strategy Group</del>					
Patrick SASSO	Loop Seven	212-579-3818	patrick@loopseven.com	8/13		Y
Nicholas GABBIAN	NMSmedia	212-537-6544	nicks@nmsmedia.com	8/13		Y
Megan Paznik	Chelsea Videos	212-924-3622	megan@chelseavideos	8/13		Y
John Kirkwood	CITYHOUSE		KIRKWOOD@CITYHOUSE.COM	8/13		Y