City of New York
Department of Health and Mental Hygiene
Request for Proposals (RFP) for
Master Contractors for Agency Survey Work
Agency PIN: 28LL001500R0X00
PASSPort EPIN: 81627P0002

Addendum #2

October 27, 2026

This Addendum contains materials from the Pre-Proposal Teleconference which was held on October 15, 2026,

Except as otherwise stated below and by any prior or subsequent Addenda to the above-referenced RFP, the solicitation remains unchanged.

Please note that an addendum containing the Agency's responses to all questions received by the questions deadline of October 20, 2026 will follow shortly.

The submission deadline for proposals remains November 6, 2026, at 2:00 p.m. ET.

I. Pre-Proposal Teleconference Materials:

Attached, as Annex A, are the PowerPoint presentation slides, and the sign-in sheet from the Pre-Proposal Teleconference held on October 15, 2026.

ANNEX A

Pre-Proposal Teleconference Materials

(PowerPoint presentation slides and the sign-in sheet)

Request for Proposals for Master Contractors for Agency Survey Work

PASSPort E-PIN: 81627P0002

NYC DEPARTMENT OF HEALTH & MENTAL HYGIENE

PRE-PROPOSAL CONFERENCE

October 15, 2026

Code of Conduct

- This remote conference is being held on Microsoft Teams. Conference audio is also available telephonically. The Power Point Display will be presented via Microsoft Teams. Attendees who need to access telephonic audio should dial:
  +1 929-229-5676, 764192993# Phone Conference ID: 764 192 993#

All attendees (i.e., those not appearing on behalf of a New York City municipal office or Agency) must sign in through Microsoft Teams chat. Access the chat by clicking the text bubble button (outlined here) in the function bar at the bottom of your screen.

- Attendees – please sign in with the following information:
  - First and last name (title optional)
  - Organization
  - Indicate if your organization is a NYC Certified M/WBE
  - E-mail address
  - Telephone number



- **NYC Health Department does not authorize the recording or any other transcriptions of this presentation by non-Agency individuals**. A copy the PowerPoint presentation slide deck will be provided as part of an Addendum released through PASSPort.
- **Please mute your microphone** during the presentation.
- Do not type substantive questions about the RFx into the chat. **Please submit questions through the Discussion with Buyer in PASSPort**
- Please do not interfere with the Power Point presentation.

NYC Health

Welcome and Overview of Conference

- Questions – all questions must be submitted in writing. The NYC Health Department tracks all questions.
  - Questions submitted by the 1st question deadline of **October 7, 2026**, will be answered during today's conference.
  - Answers to all questions received by the final question deadline of **October 20, 2026**, will be provided in an addendum released through PASSPort.
  - The Power Point presentation and attendee sign-in information will be provided in an addendum released through PASSPort.

Conference Agenda

- Summary of the RFx from a Programmatic perspective
- NYC Community Hiring Overview
- RFx Guidelines: Review of Basic Information, submission instructions, and basis of contract award
- Resources on how to use the PASSPort System to submit proposals
- Q & A Reading
- Conclusion

RFx Programmatic Summary

Program background and key scope elements

NYC Health

General Overview (pg. 4)

- The New York City Department of Health and Mental Hygiene ("NYC Health Department" or "the Agency"), is seeking appropriately qualified vendors to conduct survey research, data collection, and analytical services in support of its public health programs, policy development, and evaluation initiatives on an on-call basis.

- The selected contractor(s) will assist the Agency in designing, administering, and analyzing surveys targeting diverse populations across New York City.

Agency Goals and Objectives (pg. 5)

The Agency's goal and objective for this RFP is to obtain the survey practice expertise necessary for the NYC Health Department to meet its programmatic goals and objectives to promote health, prevent disease and advance health equity for the people of New York City. The Agency seeks to conduct surveys to:

1. Assess community health needs and disparities
2. Evaluate public health programs and interventions
3. Monitor behavioral risks factors and health outcomes
4. Gather stakeholder and provider feedback
5. Inform Agency policy and resource allocation

Experience (pg. 5 - 6)

The Contractor would:

- Have at least three (3) years of successful, relevant experience conducting survey and research data collection for large public health organizations or government agencies. Greater consideration will be given to proposers who have experience doing survey and research data collection work in New York City.

- Have experience handling sensitive data, working with Institutional Review Boards, and protecting participant confidentiality.

- Have experience working with diverse and underserved or underrepresented populations.

- Have experience implementing surveys in languages common in NYC other than English.

Organizational Capability (pg. 6 - 7)

The Contractor would:

- Have adequate managerial and administrative capability to complete multiple projects of varying sizes, including large-scale surveys, on time and within budget.
- Have a sufficient level of qualified staff members to conduct the work of the contract resulting from this RFP, including multilingual staff capable of working in non-English language survey practice.
- Retain or assign staff with the expertise necessary to design efficient sampling and data collection protocols, to serve as points of contact with the NYC Health Department, to optimize the accuracy and precision of survey data, and to program surveys using appropriate platforms and data formatting tools.
- Have the ability to develop and deliver training programs required for staff supporting the project(s).
- Have the financial capability to carry out the work of the contract, including the establishment of internal controls, staffing to manage financial aspects of the work, maintenance of a separate bank account for the contract, and the capability to accurately and timely submit invoices for payment.

Organizational Capability (continued)

The Contractor would:

- Have the capability to conduct background checks and fingerprinting of Contractor's staff.
- Have an established quality control system to ensure that survey projects are performed well.
- Have established and effective data security and privacy practices.
- Have the ability to effectively provide real-time updates in the form of regular communications or access to an operational dashboard for the NYC Health Department to track progress in achieving project goals and milestones for survey completion goals.
- Have the in-house capability, or capability through a subcontractor, to provide biomarker data collection.

Approach (pg. 7 - 13)

The Contractor would Provide end-to-end operational, technical, and analytical expertise for the Agency's public health survey initiatives using digital and paper self-administered questionnaires (SAQ), CATI, and/or CAPI modes.

For each assigned Project, the Contractor would:

- Execute a structured workflow to ensure methodological rigor, data integrity, and timely delivery.

- For Projection Initiation and Survey Design:

    - Hold a kickoff meeting within four (4) weeks of work order issuance to define research objectives and a draft project plan.
    - Review draft questionnaires for consistent performance across modes and minimize mode bias.
    - Conduct focus groups to help tailor project materials to intended audience.
    - Manage professional, accurate, and culturally adapted translations using a forward-and-back validation workflow.

Approach (continued)

The Contractor would:

- For Technical Programming and Quality Assurance (QA):
    - Program and format questionnaires for web, SAQ, CATI, and CAPI across all languages.
    - Implement skip logic, interviewer prompts, randomization, legal compliance, and paper-friendly adaptations.
    - Manage layout, printing, and barcode integration for paper SAQs.
- For Fieldwork Execution & Multi-Mode Administration:
    - Conduct pre-field testing including automated logic checks and a small soft-launch pilot.
    - Apply QC protocols to reduce inclusion of low-quality or “insincere” responses.
    - Manage participant recruitment and data collection sites across NYC’s five boroughs.
    - Train and supervise data collection staff as needed and ensure continuity and licensure tracking.

Approach (continued)

- For Fieldwork Execution & Multi-Mode Administration (continued):

  - Deploy SAQ invitations and reminders; manage mailing, tracking, and required document storage.
  - Operate CATI with predictive dialing, automated callbacks, and supervisor monitoring.
  - Deploy CAPI tablet-based field operations with offline capability.
  - Coordinate biomarker data collection, specimen handling, lab processing, and secure result delivery.
  - Manage incentive procurement, distribution, tracking and participant support.
  - Provide real-time fieldwork updates through communications or dashboards.

Approach (continued)

The Contractor would:

- For Data Processing, Harmonization, and Weighting:

    - Prepare data by removing low-quality responses, de-identifying, coding, and creating derived variables.
    - Digitize paper surveys with high-accuracy workflows and double-entry validation.
    - Combine mode-specific data into a unified dataset and apply algorithms to identify invalid completions.
    - Conduct mode-effect analysis and apply appropriate weighting with documentation and code.

- For Reporting Analytics, and Insight Delivery:

    - Deliver clean master datasets with dictionary, layout, and codebook.
    - Produce analytical reporting including cross-tabs, charts, significance testing, and methodology.
    - Present key findings and strategic recommendations at project closeout.

Work Assignment Protocol

- The NYC Health Department will issue a Project Request to every Contractor holding an active, registered contract resulting from this RFP whenever survey services are needed.

- Each request will include a preliminary scope, evaluation criteria, and a response deadline, with at least five business days given to submit a proposal.

- Proposals will be evaluated based on the stated criteria, which may include Contractor expertise and experience; Contractor's organizational capability to perform the project; proposed approach, total cost and project timeline; interviews or presentations may also be requested.

- Once a project is awarded, the Agency may assign any related follow-up work to the same Contractor without soliciting additional proposals.

- The Department does not guarantee any volume of work and may reject proposals, cancel projects, or terminate contracts if vendors fail to respond consistently.

NYC COMMUNITY HIRING



NYC Office of Community Hiring | NYC Talent and Workforce Development

Community Hiring Overview



Community Hiring allows City agencies to include **workforce goals in their procurement contracts for vendors to provide employment and apprenticeship opportunities** to low-income individuals and those living in low-income communities.



The Office of Community Hiring's mission is to **leverage the City's purchasing power to drive economic mobility** by connecting City vendors with a pipeline of talent and creating pathways to careers for our community.

NYC Office of Community Hiring

Income-Based Community Hires



An individual with an income that falls below 300% of the federal poverty guidelines

For professional services, human services, and standard services, the Community Hiring Goal is to employ one **Income-Based Community Hire** for every $500K in contract value

The Federal Poverty Guidelines is updated every year in the Federal Register by the U.S. Dept of Health and Human Services (HHS)

300% of the 2026 Federal Poverty Guidelines

Household/Family Size	Dollars Per Year
1	$47,880
2	$64,920
3	$81,960
4	$99,000
5	$116,040
6	$133,080
7	$150,120
8	$167,160

Source: *U.S. Department of Health and Human Services (HHS), Office of the Assistant Secretary for Planning and Evaluation, 2026*

Community Hiring Goal
Professional Services

Vendors must make best efforts to employ **Income-Based Community Hires*** to meet the goal

Hire **1 Income-Based Community Hire for every $500K** in cumulative contract value

* "**Income-Based Community Hire**" means an individual with an individual or household income that falls below 300% of the federal poverty guidelines

NYC Office of Community Hiring

Vendor Responsibilities

The Vendor awarded a contract subject to Community Hiring agrees to comply with the requirements set forth in the Community Hiring Rules

The awarded Vendor, among other things, must:

- ✓ **Agree** to make best efforts to meet the Community Hiring Goal
- ✓ **Require** subcontractors, if any, to agree to make best efforts to help meet the prime's Community Hiring Goal
- ✓ **Publicly disclose** Employment Opportunities, unless work is subject to PLA
- ✓ **Notify** Referral Sources (union referrals) or Apprenticeship Programs of the goals and any vacancies to be filled by Residence-Based Community Hires
- ✓ **Enroll** in an electronic system designated by OCH
- ✓ **Monitor and document** compliance with Community Hiring

Referral Sources

Entity authorized to refer Community Hires to Vendors for purposes of filling employment needs and meeting Community Hiring Goals

Who Can Be a Referral Source?

Agencies that directly refer jobseekers to City vendors

City Vendors contracted for employment recruitment or workforce development services

Union Referral Systems

Entities selected through an OCH solicitation to connect Community Hire jobseekers to City vendors

Referral Source Responsibilities

Identify and certify jobseekers as Community Hires

Provide employment recruitment or workforce development services at no cost to Community Hires

Partner with City vendors to help fill their employment needs

Maintain records of certifications and services provided

OCH Responsibilities

Identify criteria for finding qualified entities to function as Referral Sources

Authorize in writing the approval of Referral Sources

Publish directory of Referral Sources on OCH website

Monitor performance of Referral Sources

How Is "Best Efforts" Determined?

Factors Considered:

- ✓ Review Community Hires' qualifications
- ✓ Advertise Employment Opportunities, as applicable
- ✓ Coordinate with Referral Sources or apprenticeship programs
- ✓ Review and organize work under the contract to eliminate obstacles to meeting the goal
- ✓ Monitor and document the Vendor's efforts
- ✓ Contact Office of Community Hiring
- ✓ Take all other commercially reasonable actions to meet the goal

Factors Not Considered:

- x Undertake undue financial burden
- x Terminate or reduce work levels of existing employees
- x Extend job offer to individuals whose labor is not commercially useful
- x Forgo requesting, employing or hiring individuals or assigning individuals to perform Construction Work in accordance with an agreement with a Referral Source to which the Vendor is a signatory

Reporting & Compliance

- Enroll in the designated electronic tracking system
- Use Referral Sources to connect with job seekers
- OCH will monitor compliance and report on progress towards goals across all contracts subject to Community Hiring
- Maintain records for at least 6 years

Vendor Non-Compliance

1. **Demonstration of Best Efforts**. Vendors who do not meet the Community Hiring Goal must provide documentation demonstrating best efforts to meet it

2. **Non-Compliance Determination**. A notice of Non-Compliance will be issued to allow such Vendor to respond within 45 days

3. **Corrective Action**. Where the non-compliance can be remedied, the Vendor may be required to:
    - Take a specific action proscribed by the City or
    - Submit a corrective action plan

4. **Final Determination.** The City makes the final determination assessing the civil penalty amount, if applicable



Thank You

RFx Guidelines

Review of Basic Information, submission instructions, and basis of contract award

NYC Health

RFx Guidelines

All of the following documents are available under the Documents Tab in the RFx on PASSPort.

- Request of Proposal (RFP)
- Instructions to Vendors Responding to RFP

RFx Guidelines (Continued)

Questionnaire Tab

Proposers must complete all required fields within each of the following sections:

- **A**. **Experience**. The Proposer's responses to this section will be evaluated based on the extent to which the proposer demonstrates successful, relevant experience.
- **B**. **Organizational Capability**. The Proposer's responses to this section will be evaluated based on the proposer's demonstrated organizational capability.
- **C. Approach.** The Proposer's responses to this section will be evaluated based on the effectiveness of the proposer's proposed approach to providing the services.
- **D. Price.** Proposers must enter the amount equal to the Total Amount indicated in the Item tab.
- **E. Affirmations.** Proposers must complete the Tax Affirmation, Iran Divestment Act Certification, MacBride Principles, and the Community Hiring Requirements.

NYC Health

RFx Guidelines (Continued)

Documents Tab

Proposers must upload only the documents as requested and described in this tab. The Agency will not consider any other documents or information.

Attachment C: Survey Pricing Schedule

Proposer must propose an all-inclusive, not-to-exceed rate for every item associated with this RFP. These rates include:

- **Part 1: Implementation & Setup Fees** – One time, non-recurring expenses required to launch the baseline infrastructure for an individual survey project.
- **Part 2: Variable Fielding Rates** – Transactional rates for fieldwork execution across all modes.

RFx Guidelines (Continued)

Documents Tab (cont.)

- **Part 3: Data Analysis & Reporting Fees** –Fees for data cleaning, multi-mode merging, and reporting.
- **Part 4: Hourly Labor Rates -** The rates in Parts 1, 2, and 3 shall be inclusive of all labor associated with the performance of the work, including all applicable personnel listed under Part 4. The all-inclusive, not-to-exceed hourly rates in Part 4 are only applicable for ad hoc requests that are distinct from survey projects or that are not otherwise covered by a project deliverable. The Contractor shall be paid on a time and material basis for actual personnel hours expended.

RFx Guidelines (Continued)

Documents Tab (cont.)

Allowance for Reimbursables Expenses

Reimbursable expenses are expenses incurred by the Contractor from performing any work directly associated with the project. Reimbursable expenses may include items such as disbursement of incentives and promotional items to participants, and procurement of sampling frames. Travel expenses, postage and messenger services are not reimbursable under the contract. Agency approved expenses will be reimbursed at cost to the Contractor with no markups, additions, or multipliers included. The Contractor must obtain the Agency's prior writer approval for any reimbursable expenses. Requests for reimbursement must be accompanied by original receipts.

RFx Guidelines (Continued)

Documents Tab (cont.)

Attachment D: Price Evaluation Mock Scenario

Proposers must complete Attachment D by calculating the total cost for the hypothetical project specified therein using the unit rates and flat fees **equal** to the not-to-exceed rates proposed in their Survey Pricing Schedules (Attachment C). For the purpose of evaluating Price, the Agency will consider the total cost of the hypothetical project. Although proposers must propose the not-to-exceed rates for the hypothetical project, the selected vendors for the resulting contracts may propose their most competitive rates when responding to each project request.

RFx Guidelines (Continued)

Item Tab

Proposer shall enter the amount equal to the *Mock Scenario Evaluation Total* from Part 2 of Attachment D.

Subcontractors And Joint Ventures Tab

If the proposer is proposing to utilize a subcontractor(s), the proposer should complete the Subcontractor Information within this tab to identify the work that will be performed by a subcontractor(s) under the resulting contract. Although it is not required, proposer may indicate the subcontractor(s) if known at the time of proposal. The use of subcontractors is subject to the Agency's approval prior to commencement of work.

The Agency strongly encourages contractors to utilize City-certified M/WBE vendors for subcontracting opportunities, and for the purchase of goods, supplies and equipment. The Online Directory of NYC Certified Businesses can be found here: https://sbsconnect.nyc.gov/certification-directory-search/

NYC Health

RFx Timetable (RFx Summary)

- RFx Release date: October 2, 2026
- First Question Deadline: October 7, 2026
- Addendum 1: October 13, 2026
- Pre-Proposal Conference: October 15, 2026 at 1:00 p.m. ET
- Final Question deadline: October 20, 2026. Questions must be submitted in writing. The agency cannot guarantee a response to written questions regarding this RFx received after the questions due date.
- All Proposals due by 2:00 p.m. ET on November 6, 2026.
- Agency Contact Person: Michael Laganella – RFP@health.nyc.gov
- MOCS Service Desk – use the link for technical questions related to the PASSPort system.

NYC Health

Anticipated Contract Term

- July 1, 2027 – February 28, 2034, with no renewal options.

Anticipated Available Funding

It is anticipated that the total maximum available funding for all contract(s) awarded from this RFP will be $36,000,000, contingent upon the availability of funding. It is anticipated that approximately three contracts, each with an anticipated value of $12,000,000 will be awarded. However, the maximum amount of funding for each contract may differ if fewer or more than three contracts are awarded.

Agency's Determination Regarding Payment Structure

The contract(s) awarded from this RFP will be on-call contract(s) that will be used as needed. The award of a contract does not guarantee a specific level of contractual services. It is anticipated that the payment structure of the contract(s) awarded from this RFP will be based on milestone payments tied to deliverables. The Agency will also pay an hourly rate for ad hoc services and at cost for reimbursable expenses as specified in this RFP.

Proposal Submission Instructions

- All proposals must be submitted electronically utilizing the PASSPort system. In order to submit a full complete proposal package, proposers must complete all the required fields within the RFx Questionnaire, Documents, Item, and Subcontractor and Joint Ventures tabs in PASSPort. If proposers have questions on how to respond to the RFx, please submit an inquiry to the MOCS Service Desk.
- Please allow sufficient time to complete and submit proposals, which includes entering information, uploading documents and entering log-in credentials. The PASSPort system will only allow Proposers to submit proposals prior to the Due Date and Time. The Agency strongly recommends that Proposers not wait until the day of the proposal deadline to submit their proposals as Proposers may experience system issues or difficulties that prevent them from successfully submitting proposals (e.g. document uploads taking longer than anticipated), and the Agency cannot guarantee that the issue will be resolved timely.

NYC Health

Proposal Submission Instructions (continued)

- Proposals must be completed and submitted in PASSPort by **November 6, 2026, at 2:00 p.m. ET**.
- Unless the Agency issues a written addendum to the RFP that extends the Proposal Due Date and Time for all proposers, the Proposal Due Date and Time prescribed above shall remain in effect.

Evaluation Criteria (pg. 21 - 22)

Proposals will be evaluated and scored based on the following evaluation criteria and will be assessed according to responses in the corresponding sections of the RFP:

1. **Technical Score (maximum of 90 Points)**

Demonstrated Quantity and Quality of Successful Relevant Experience	40 points
Demonstrated Level of Organizational Capability	30 points
Quality of Proposed Approach	20 points
Total	90 points

The proposals will be ranked in order of highest to lowest average technical score and the agency may establish a shortlist of proposals by establishing a minimum threshold score for technically viable proposals. The minimum threshold for technically viable proposals is 70 percent (70%) of the total maximum technical points.

Evaluation Criteria (Continued)

2. **Non-Technical (Price) Score (maximum of 10 Points)**

   Proposals still under consideration will then be evaluated for Price, which will be the total hypothetical project cost in Attachment D (“Price”). The proposal with the lowest Price, that is still under consideration will be given the maximum score for Price – 10 points. Then, one by one, the lowest price will be divided by the price proposed by every other proposer, and the result will be multiplied by 10 (points) to determine each proposer’s score for their Price.

   ***Note**: Proposers that are no longer under consideration will receive 0 points for Price.

   For each proposal, the Agency will then calculate the Total score by adding together the average technical score and the Price score.

NYC Health

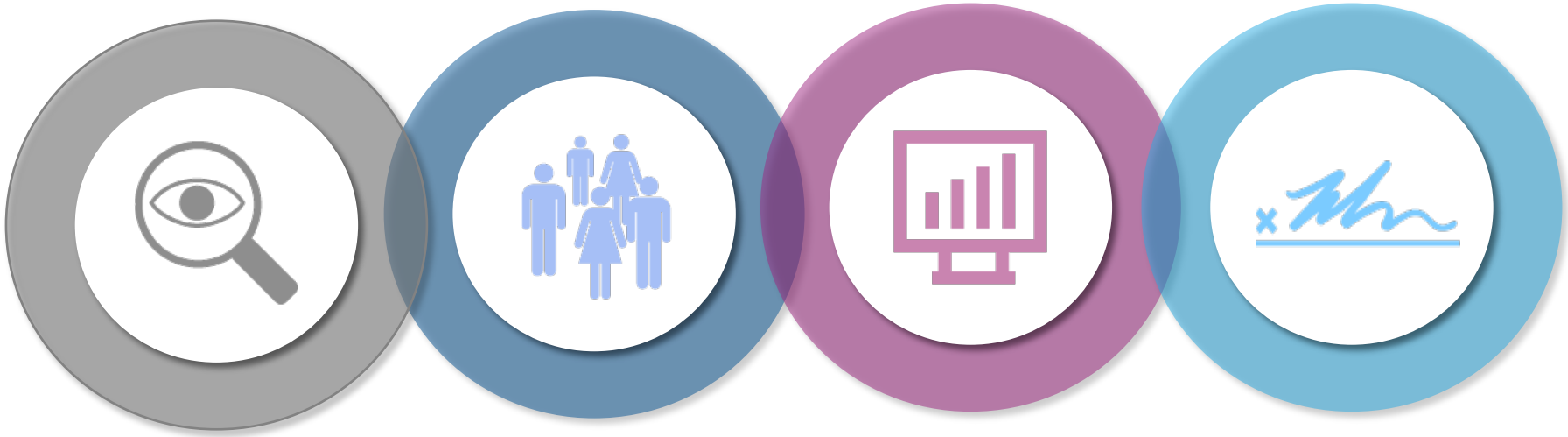
Basis of Award and Procedures (pg. 22)

- Contract award(s) will be made to the responsible proposer(s) whose proposal(s) is determined to be the most advantageous to the City, taking into consideration the price and such other factors or criteria which are set forth in the RFP.
- It is anticipated that approximately three (3) awards will be made to the proposers that receives the highest Total Scores.
- Contract awards shall be subject to the timely completion of contract negotiations between the Agency and the selected proposers and a determination of vendor responsibility.

Resources for How to Use PASSPort to Respond to an RFx

Mayor's Office of Contract Services

PASSPort Streamlines Citywide Procurement



View Citywide Contracting Opportunities

Respond to Citywide Contracting Opportunities

Real-Time Tracking of Submissions, Awards & Contracts

Digital Signatures

Don't have a PASSPort Account – Create one today!

1. Establish a NYC.ID

Note: If you use HHS Accelerator, you already have a NYC.ID

2. Submit an Account Request with your NYC.ID

nyc.gov/passport

Note: It can take 1-2 business days for approval

3. Activate Your Account Once Your Request is Approved

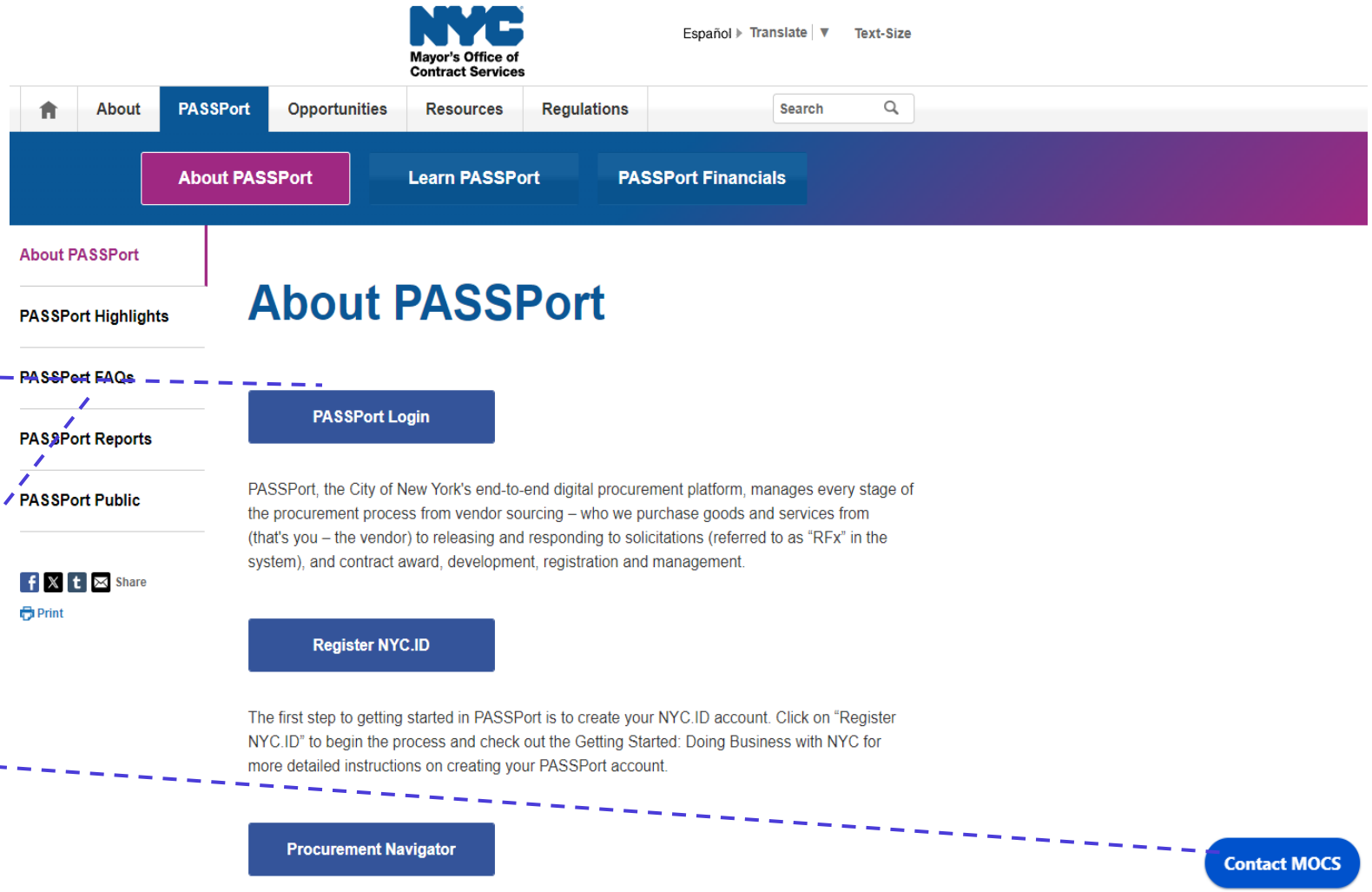
Resources

PASSPort Resources

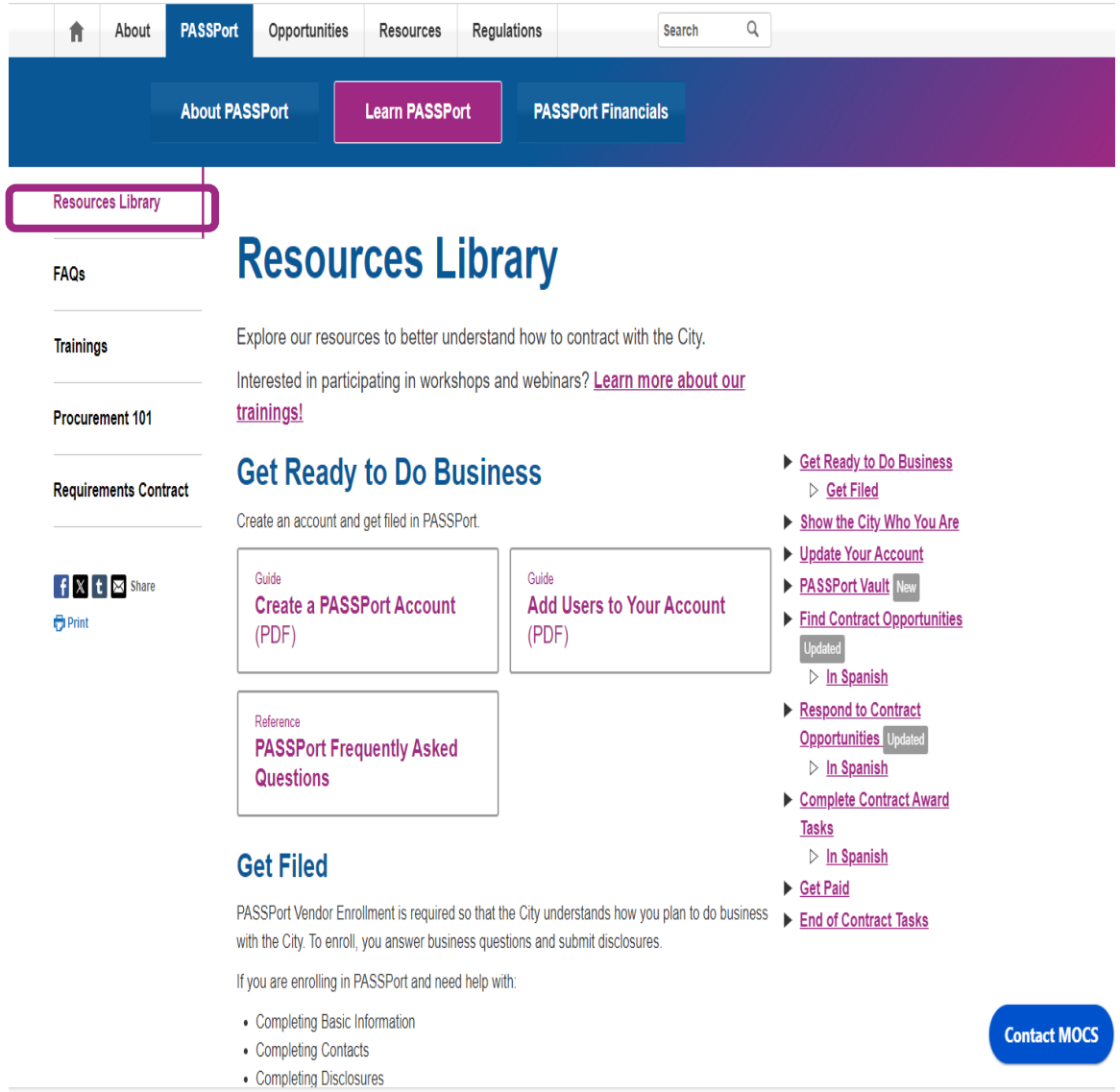
nyc.gov/passport

Create accounts to view and respond to opportunities in the system. Search Funding Opportunities through the Public Portal located in PASSPort Highlights.

You can also find answers to common questions and submit messages directly to our support team through the MOCS Service Desk 'Contact MOCS' button on the corner of your screen.



Resource Library for PASSPort



- Get Ready to Do Business
  - Creating a PASSPort Account
- Get Filed
  - PASSPort Vendor Enrollment
- PASSPort Vault *NEW*
- Find Contract Opportunities
- Respond to Contract Opportunities
- Complete Contract Award Tasks
- Get Paid


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Q & A Reading and Closing

THE ANSWERS PROVIDED DURING THIS CONFERENCE ARE PRELIMINARY. OFFICIAL FINAL ANSWERS WILL BE PUBLISHED IN AN ADDENDUM TO THIS RFP.

Thanks for your interest in the NYC Health Department's Request For Proposals for Agency Survey Work.

NYC Health

Pre-Proposal Teleconference Sign-in Sheet

Date Held: October 15, 2026

Name	Organization	M/WBE (Yes/No)	Email Address
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Jessica Dolcy	Franglais Management	Yes	Jessica@franglaisMGMT.com
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