

**FROM:** Jay Bernstein, Deputy Agency Chief Contracting Officer, NYC Housing Preservation and Development

**TO:** Prospective Respondents to the Request for Qualifications for Qualified Marketing Agents

**SUBJECT:** Addendum #6 to the Request for Qualifications for Qualified Marketing Agents

**DATE:** February 19, 2021

### **ADDENDUM #6**

The Department of Housing Preservation and Development is issuing **Addendum #6** to the Request for Qualifications for Qualified Marketing Agents (“RFQ” hereafter).

#### **I. QUESTIONS AND ANSWERS**

##### **a. RFQ Questions by email**

The following Questions were presented to HPD via email between 1/22/2021 and 2/9/2021. The Answers to those Questions are provided below for clarification and information purposes only, and do not change the terms and conditions as contained in the issued RFQ:

Question #1: My organization received an email about Free Marketing Agent Trainings for M/QBEs and Non-Profits. It says that LIHTC and Fair Housing compliance will be covered in the training. Part of the HPD Qualified Marketing Agent RFQ requires certifications in Fair Housing and LIHTC. Would this training be counted as certification in those topics?

Answer #1: Yes, all trainings conducted by the “Pathway to Opportunity” Marketing Agent Training for minority- and women-owned businesses (MWBES) and non-profits (<https://www1.nyc.gov/site/hpd/services-and-information/marketing-agent-training.page>) will count toward the RFQ’s required trainings. For more about which and how many staff are required to be certified in each training, see Section III. A. (“Completion of Mandatory Trainings”, page 6) of the RFQ.

Question #2: I registered for the Qualified Marketing Agents RFQ and hope to receive an invitation to the February 3rd pre-submission conference. To be sure I do receive an invitation I am sending this email as well to ask you to make sure I get an invitation.

Answer #2: The second and final Pre-Submission Conference has been rescheduled to March 5 at 11am. Everyone who registers to download the RFQ documents here (<https://www1.nyc.gov/site/hpd/services-and-information/marketing-agent-rfq.page>) will be invited to attend the conference. Invitations will be sent out one to two weeks in advance, but you can mark your calendars now.

Question #3: When should I expect to be invited to the pre submission conference?

Answer #3: See Answer #2 above.

Question #4: Would you be able to recommend where I can get Fair Housing Training for my staff. I would be interested in doing a group training if possible.

Answer #4: See chart below for some examples of training providers. Please note that HPD/HDC cannot recommend any training provider over any other.

<b>Training</b>	<b>Marketing Agent staff requirement by staff role</b>	<b>Training provider</b>	<b>Examples of training providers</b>
<b>Low Income Housing Tax Credit (“LIHTC”) compliance certification</b>	At least one manager, and LIHTC compliance training is required for all staff reviewing applications for eligibility	Certified third-party provider	<ul style="list-style-type: none"><li>• National Center for Housing Management (4-day webinar)</li><li>• Nan Mckay (3-day webinar)</li><li>• Quadel (4-day webinar)</li></ul>
<b>Fair Housing certification</b>	At least one manager and all staff conducting eligibility appointments and reviewing applications	Certified third-party provider	<ul style="list-style-type: none"><li>• National Center for Housing Management (3-day webinar)</li><li>• Nan Mckay (2-day webinar)</li></ul>
<b>HPD Marketing training certification</b>	At least one manager and all staff conducting eligibility appointments, reviewing applications, and managing the lottery log and relevant correspondence	HPD	N/A

Question #5: For Form 4, marketing experience, how many years back should we go? And how many projects should we list? Phipps has been doing this for 25+ years and has done over 50 projects. Should I list them all?

Answer #5: Please list enough experience in Form 4 as you feel provides sufficient background to qualify you as a Marketing Agent.

Question #6: Will existing qualified Marketing Agents be required to submit an RFQ to remain on the list? Please advise.

Answer #6: See Section II. Note 4 (page 5) of the RFQ.

Question #7: Are there specific Fair Housing Courses required for the Request For Qualifications: Qualified Marketing Agent submission? I have attached two courses the first is from Eandateam.com and the other is from the equalrightscenter.org. Would these courses be acceptable for the RFQ?

Answer #7: See Answer #4 above.

Question #8: Can another employee from the same firm register for the RFQ Pre-submission conference currently scheduled for February 3, 2021? One from our firm is already registered but I would like to attend the pre-submission conference.

Answer #8: See Answer #2 above.

Question #9: I have downloaded the Request for Qualifications documents, but have not received the invitation to the February 3, 2021 Pre-Submission Conference.

Answer #9: See Answer #2 above.

Question #10: I trying to complete all the form to RFQ but when I download the zip files the PDF is no opening, there is any way that you can e-mail them to me.

Answer #10: HPD Tech has tested the RFQ download functionality and confirmed that it is functional. If you continue to experience issues downloading the forms, try refreshing the website or downloading from the Google Chrome web browser.

Question #11: Would it be possible to receive a copy of the Marketing Agent RFQ application via e-mail? I am having trouble downloading it.

Answer #11: See Answer #10 above.

Question #12: On the Marketing Training last week, it was mentioned about free LIHTC and Fair Housing courses. Can you supply the info?

Answer #12: See Answer #1 above.

Question #13: How do we submit the doing business data form ? The “Complete Marketing Agent RFQ” Page 11 item T states “The Data Form should be sealed in a separate envelope marked “Doing Business Data Form”. However the RFQ requires that we email the completed package by April 9, 2021 to [MarketingRFQ@hpd.nyc.gov](mailto:MarketingRFQ@hpd.nyc.gov). Is the form to be emailed with the package and then HPD will submit it to the Mayor’s office of the City of New York?

Answer #13: Yes, the form is to be emailed to HPD with the rest of the RFQ application package and HPD will submit the form to the Mayor’s Office of Contracts.

Question #14: We have mistakenly registered an LLC instead of a non-profit/not for profit in the Department of State and our sole purpose is to be marketing agents. Can we still submit the RFQ? We are working in obtaining the paperwork to register a non-profit/not for profit business with the Department of State. We have also submitted an application to MWBE, but since we don't have any prior contracts I am afraid that this will delay the approval. Please let us know if we can submit the paperwork under the LLC and which other documentation is needed (in regards to the mentioned above) in order to be considered, since we do not want to miss the February 11th, 2021 deadline.

Answer #14: See Answer #1 above for information about the requirements for the “Pathway to Opportunity” program. Your application to the “Pathway to Opportunity” program does not factor into consideration of your organization’s submission to the RFQ.

Question #15: Does HPD have a fair housing course that is being given before the RFP return date? I had signed up for a HUD Partner course. They emailed me this morning and told me that m agency did not qualify.

Answer #15: See Answer #4 above.

Question #16: I've taken a few courses in anticipation of the RFQ providing clarification of which courses I need to take to qualify to become a Marketing Agent in NYC. Could you please provide the requirements so that I can complete these steps?

Answer #16: See Answer #1 above.

Question #17: I'd previously registered for the above mentioned course while employed with Postgraduate Center for Mental Health. I will no longer be employed with PCMH as of 2/19/2021. I will begin a new role with Lemle & Wolff effective 2/22/2021. Please advise on how best transfer registration information. I'd like to prepare my QM RFQ packet for submission, just curious if this matter will delay my registration.

Answer #17: Applications to the RFQ should be submitted by entities, not by individuals.

Question #18: According to the Completion of Mandatory Trainings (Part III Section A) applicants must be certified with the following credits: Low Income Housing Tax Credit compliance certification, Fair Housing certification, and HPD Marketing training certification. In the RFQ HPD requires "at least one manager and all staff reviewing applications for eligibility" to have these certifications. Does this mean that the entire designated staff for this project; indicated by the applicant, including the designated manager, have to have all three certifications prior to the submission of the RFQ? What if one member of the entire staff has all three of the certifications and the rest have one or none at all? At what point, if at all, should the applicant's staff have all 3 certifications?

Answer #18: See Answer #1 above.

**Approved for issuance by ACCO Office:**

*Jay Bernstein*

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**Jay Bernstein**

**Deputy Agency Chief Contracting Officer**

**NYC Housing Preservation and Development**

**END OF ADDENDUM #6**