Workforce Development Corporation ("WDC")
Request for Proposals
Title: NYC Digital Poverty Measure
RFP PIN: 2025WDC0015

ADDENDUM #1

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1. EXTENSION OF DATE FOR PROPOSALS DUE:

Prior Due Date for Proposals: Monday June 9th, 2025 at 5:00PM EST

New Due Date for Proposals: Monday June 16th, 2025 at 5:00PM EST

2. QUESTIONS AND ANSWERS:

GENERAL

1. **Is the January 30 launch date a hard deadline (i.e., tied to a public announcement or other important event)?**

   Yes, January 30, 2026 launch date is a hard deadline.

2. **Beyond launch, what does project success look like to WDC/NYC Opportunity? Are there specific KPIs or adoption metrics?**

   More broadly, NYCO's data can be part of larger conversation in NYC – e.g. affordability crisis, strategies for responding to federal cuts. Users feel comfortable communicating and contacting NYCO about our data. NYCO makes recommendations and advocates for policy citing data from this source.

   We want to have the ability to publish data in a more timely manner each year and reduce the amount of time it takes our team to produce a PDF report: getting files ready for copy editors, produce graphics, and printing arrangements.

   Transforming the report to digital will also address the limitations presented in the current PDF format which limits how many people are able to access the report.

   And lastly, we can better connect the Poverty data to our office's Equity and Workforce portals to give users a more comprehensive perspective how these three sets of information intertwine.

3. **What are the key messages the hub should communicate to its audiences?**

The poverty tool will help users become more aware of poverty in New York City, learn more about who is experiencing poverty throughout the City, and provide actionable and usable insights for making program, funding, and/or policy decisions.

4. **Can you please provide more information about the team the selected provider would be working with on a weekly basis?**

The NYCO Product Team includes two product managers, one product fellow, one content strategist, two UX designers, one engineer, and one data analyst.

5. **Are there key decision-makers or stakeholders beyond the core project team who must approve deliverables or documentation?**

Yes. The Executive Director and Director of Poverty Research for the Mayor's Office of Economic Opportunity are *final* approvers.

6. **Do you have a need for ongoing support or maintenance services beyond the initial handoff?**

We anticipate a month warranty for support/bug fixes, but our engineers will own the code proceeding final delivery.

SCOPE OF WORK

1. **Will there be narrative content accompanying the data and reports?**

Yes, there will be a dedicated section for stories, which include long-form written content alongside data visualizations. There will also be narrative content on the About page to describe the measure.

2. **Do you prefer a particular project management methodology (e.g., Agile, Waterfall, hybrid), and are there specific expectations around delivery cadence?**

Our team utilizes the Agile methodology.

We primarily operate in two-week sprints with delivery of agreed upon page templates and component code at end of each sprint (or at specific milestones we will work out with the selected vendor based on the proposal during contract negotiations).

3. **Content Management: How much flexibility will we need to build into the CMS? For example, will non-technical admins need to create new data visualizations and pages independently?**

Yes, we would like to allow non-technical admins to have the capabilities to create new pages (ex: Generic Pages, Data Stories). Non-technical admins should be able to choose existing datasets to select visualizations within the Content Management System (CMS) to add to the website as needed.

4. **Design: What will be delivered as part of NYC Opportunity's UX handoff (e.g., Figma files, style guides, design tokens)?**

Designs will be handed off via Figma, using Dev Mode for development handoff. We can also use plug-ins such as Redlines and/or DesignDoc for more specific spacing, behavior, or interaction annotations as needed. Files may be organized by page/feature, screen size/responsiveness, or flow (when applicable). The style guide will include: color palette; typography hierarchy; UI components with defined states (default, hover, focus, disabled, error, etc.); interaction guidance or component usage notes; and typography, spacing, colors, and border radii (can be tokenized, if needed).

5. **Design: Will the design team be available for iterative feedback during development?**

We are open to minor feedback pertaining to functionality and execution of the build, but will not be making design revisions beyond that. Our design team would be available for these conversations.

6. **Design: Are accessibility annotations (e.g., WCAG 2.1 compliance) expected to be included in the designs?**

If requested, we can add those annotations to the designs within Figma.

7. **Content/Data: Will WDC provide existing datasets already formatted for the visualizations, or is part of our scope to clean/transform raw data before integration?**

NYC Opportunity will share cleaned datasets.

8. **Content/Data: Will the static and dynamic content be authored by WDC, and in what format (Google Docs, CMS input, spreadsheets)?**

Static and dynamic content will be authored by NYC Opportunity. Content will be entered within the CMS, but other datasets will be uploaded via a Comma-Separated Values (CSV) file.

9. **Content/Data: Will the data for visualizations be static uploads, API-fed, or both?**

Our team will provide data via static uploads as well as API-fed (for applications like Carto).

10. **DevOps: Any required integrations with other CI/CD or monitoring tools (e.g., Datadog, Snyk)?**

   Azure Pipelines, tied to Docker (not Dockerhub), is desired.

11. **Testing: Are there any specific expectations around load time, responsiveness, or concurrent user handling?**

   We are expecting concurrent user handling (this will be a public site). We would want to keep load times on the dashboard page (generating a visualization) to take three (3) seconds or less.

12. **For map visualizations, is there a preferred map provider (e.g., Mapbox, Leaflet, Google Maps)?**

   Our preferred provider is Carto which utilizes Open Street Map.

13. **Are there existing AWS resources or standards we need to adhere to (e.g., required VPC structure, IAM roles, tagging policies)?**

   We are required by the Office of Technology and Innovation to use VPC and IAM roles. We will share roles and more info during kick-off.

14. **Should the database(s) be AWS-native (e.g., RDS, DynamoDB), or are there requirements for other technologies?**

   Yes, the database should be AWS-native (RDS – Postgres).

15. **Are there existing data schemas, or will these be defined collaboratively?**

   We hope to build collaboratively.

16. **Is there a specific CMS platform preference?**

   Django

17. **Will the CMS require workflow features (review, approve, publish) or just basic content editing?**

   We would like to have workflow features for content editing as draft, review, and publish.

18. **Are there requirements for extensibility? Will future visualization types need to be added easily by admins?**

Yes, we would like to make sure that the CMS is structured so that it would be simple to add in a new visualization type (i.e. not hard coded). We would also want to have an option to embed (e.g. from Tableau), in case existing tools do not support the desired data visualization type.

19. **What authentication or authorization mechanisms are required for the CMS/admin portal (e.g. SSO, etc)?**

We will not use Single-Sign On (SSO) for the CMS. We do require a Multi-Factor Authentication (MFA). We are looking to use Carto for mapping features which require SSO and NYCO will be responsible for sharing access.

20. **Will the Interactive Poverty Report require multilingual support?**

In the future, we will use machine translation. The codebase should not restrict us from adding this in the future.

21. **Will the UX, visual design, branding, information architecture, site map, etc be completed prior to development, and/or will there be opportunities for feedback and iteration with the selected provider?**

We anticipate that the majority of the work will be finished and hand-off ready by early August with the remainder complete by early September. There will be opportunities for the vendor to provide minor feedback on designs but we will not be making major revisions.

22. **Will the requirements/specifications be delivered as user stories/BRDs or other formats?**

We have a Product Requirements Document and will develop specific acceptance criteria for tasks. We would like to work with the selected vendor to draft more technical acceptance criteria.

23. **In what format will the visual design deliverables be provided?**

Designs will be handed off via Figma, using Dev Mode for development handoff. We can also use plug-ins such as Redlines and/or DesignDoc for more specific spacing, behavior, or interaction annotations as needed.

24. **Is there an SEO strategy or consultant already in place, or should that be scoped into the proposal?**

Our Senior Content Strategist is currently developing the SEO strategy for this product.

25. **Relatedly, will visitors access your site and report through direct links, organic search, etc.? Is there a desire to rank for particular keyword phrases?**

We anticipate most users will visit the site via direct links and organic search, based on experience with similar products. We do want the ability to rank keyword phrases as part of our SEO strategy.

26. **What format will the design deliverables be handed off in?**

    Designs will be handed off via Figma, using Dev Mode for development handoff. We can also use plug-ins such as Redlines and/or DesignDoc for more specific spacing, behavior, or interaction annotations as needed. Files may be organized by page/feature, screen size/responsiveness, or flow (when applicable).

27. **We would like to have a designer on our side to help review and hand off the files to our development team. Would that be ok with you?**

    Yes, but only to review designs and ask clarifying questions. We will be completing designs in-house and will not be making major revisions.

CYBERSECURITY

1. **What is the general scope of inclusion, and expected timeline of NYC's cybersecurity review process?**

    NYC cyber security involves doing an intake for cloud review once the selected vendor and NYC Opportunity agree to a technical strategy (prior to development), answering a robust technical survey about the security posture of the site, responding to additional questions from the Cyber team and addressing issues after they complete penetration testing. This process can take 4-6 months. We expect the selected vendor to lead in filling in the survey and responding to issues. NYC Opportunity will assist with coordinating with the Cyber team and answering questions (as applicable).