

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 #2 to the Request for Qualifications for Qualified Marketing Agents

DATE: November 25, 2020

ADDENDUM #2

The Department of Housing Preservation and Development is issuing **Addendum #2** to the Request for Qualifications for Qualified Marketing Agents (“RFQ” hereafter).

I. QUESTIONS AND ANSWERS

a. RFQ Pre-submission Conference

The following Questions were presented at the RFQ Pre-submission Conference conducted on October 7, 2020. 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: Please confirm if the RFQ deadline is for March 2021.

Answer #1: Per Section II.A. (“Applications”, page 3) of the RFQ, the RFQ deadline is Friday, March 5, 2021 at 2:00pm.

Question #2: can we apply with the intent to only market projects we develop?

Answer #2: Yes.

Question #3: does the proposing consultant need any industry or M/WBE certifications?

Answer #3:

- Please see Section III.A. (“Completion of Mandatory Trainings”, page 6) of the RFQ for all information about required certifications.
- Please see Section V.S. (“Minority and Women Owned Business Enterprise”, page 11) of the RFQ for all information about applying as an MWBE.

Question #4: Since this application is due in 2021, do you want us to submit our 2020 or 2019 financials? For Financial Statements. for a brand new company, what is required instead? No financial statement as there has been no business conducted. no income yet

Answer #4: Please see Section IV.A.7. (“Financial Statements”, page 8) of the RFQ.

Question #5: What are your dates for HPD Marketing Training.

Answer #5: It is currently anticipated the next marketing training is January 27th and 28th, 2021, from 11:30 am - 3:30 pm. To request attendance, you can email NYCHPD_Marketing@hpd.nyc.gov.

Question #6: when will the next hpd marketing course take place?

Answer #6: See Question #5 Answer above.

Question #7: Can the Project Experience & Staff qualification excel spreadsheet be edited? I am unable to fill-in all the requested information.

Answer #7: Certain cells, e.g. under column C (“Applicant’s role”) on the first tab (“Project Experience”), ask you to choose from a dropdown list, so it restricts your answers to certain choices and cannot be edited.

Question #8: If the application was submitted with errors, can it be corrected? And re-submitted?

Answer #8: Yes. Corrected submissions, up to the due date and time, can be sent to the same email that initial submissions are sent to: MarketingRFQ@hpd.nyc.gov. In the event you need to submit a corrected submission, it must be a full and complete submission to include the corrections being made.

Question #9: The RFQ states that all persons reviewing applications and conducting eligibility appointments needs to be certified. Does this eliminate the use of temps as in takers?

Answer #9: Yes, per Section III.A. (“Completion of Mandatory Trainings”, page 6) of the RFQ. This RFQ does not ask for, nor use as a basis for consideration, the employment status of employees of the applying entity.

Question #10: Must HPD trainings be completed prior to RFQ submission?

Answer #10: Yes, see answer to Question #5 above.

Question #11: Column C on Form 4 cannot edit

Answer #11: See Question #7 Answer for information about filling out the fields on Form 4- Marketing Agent Experience and Qualifications.

Question #12: i'm sorry can you repeat the email for those interested in the HPD marketing course

Answer #12: See Question #5 Answer for information regarding the next HPD Marketing Training.

Question #13: hi are marketing trainings in person or online?

Answer #13: It is currently anticipated HPD Marketing Trainings are to be conducted online until further notice.

Question #14: Would a balance sheet showing sufficient cash coverage until revenue covers suffice?

Answer #14: In the event a company balance sheet does not indicate sufficient information, HPD may require additional information when determining a company’s financial responsibility. In addition, see Question #4 Answer.

Question #15: Since the list will not be published until after March 2021, will developers (marketing now) still be allowed to determine marketing agents as they see fit?

Answer #15: Yes. Until the initial Qualified List is established, developers and Marketing Agents wishing to market affordable units are subject to the processes and policies laid out in the Marketing Handbook (<https://www1.nyc.gov/site/hpd/services-and-information/marketing.page>), including the submission of Attachment A-2 (“Marketing Agent Approval Request Form”) at the beginning of each marketing effort.

Question #16: Once the list is published, how will that change the process? Will property owners no longer need to “apply” to use a certain marketing agent?

Answer #16: See Section I. (“Introduction”, page 2) of the RFQ.

Question #17: on the excel spreadsheet are we able to add market rate projects we marketed as well?

Answer #17: Yes, on Tab 2 (“Project Experience”) of Form 4-Marketing Agent Experience and Qualifications.

b. RFQ Questions by email

The following Questions were presented to HPD via email between 9/30/2020 and 10/21/2020. 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: I’m having difficulty opening form 4 – upon download instead of an Excel spreadsheet, it was a notepad document and illegible. If possible, please send directly or advise me where I might obtain the proper form. I’ve downloaded the RFQ twice, and both times had the same issue.

Answer #1: If you have trouble downloading the RFQ application documents, you can send a request to MarketingRFQ@hpd.nyc.gov and we can email you the RFQ application documents. Note that you must have Microsoft Excel installed on your computer in order to open and edit Form 4.

Question #2: I would like to wrap-text the excel spreadsheet columns to fit the required information. An example, one of our projects has 42 addresses, I am unable to fit all the addresses. Can I wrap-text the information? Can I edit the spreadsheet? The information I typed in column J is now part of K column

Answer #2: Your submission of Form 4-Marketing Agent Experience and Qualifications will be reviewed in Microsoft Excel, so you don’t have to worry about fitting everything into a cell to be printer-friendly.

Question #3: Is there a video recording you can send of this seminar. I had trouble logging on.

Answer #3: All organizations that downloaded a copy of the RFQ will be sent out an invitation to the second RFQ Pre-submission Conference, set to take place on February 3, 2021. See

Section I.a. of this Addendum above for questions and answers from the first pre-submission conference.

Question #4: The application includes a requirement for submission of #6 a sample application file. We would like to submit a reference to one of dozens of successful application submitted through HPD in the recent past in order to satisfy this request. Would that suffice?

Answer #4: Please refer to the requirements of Section IV.A.6. ("Sample Renter or Purchaser Application File", page 8) of the RFQ.

II. CHANGES TO THE RFQ

The following changes have been made to the RFQ:

a. Section II. A. ("Application", page 3)

Delete:

Interested parties may submit questions about this Request for Qualifications via email to MarketingRFQ@hpd.nyc.gov. Questions by email will be due Wednesday, October 7, 2020 at 4:00pm and the Agency will provide a written summary of the questions and responses to all interested parties in advance of the application deadline for the initial Qualified List. Thereafter, questions will be answered periodically.

Replace with:

Interested parties may submit questions about this Request for Qualifications via email to MarketingRFQ@hpd.nyc.gov. Questions by email will be due Friday, February 12, 2021 at 4:00pm and the Agency will provide a written summary of the questions and responses to all interested parties in advance of the application deadline for the initial Qualified List. Thereafter, questions will be answered periodically.

Approved for issuance by ACCO Office:

Jay Bernstein

Deputy Agency Chief Contracting Officer

NYC Housing Preservation and Development

END OF ADDENDUM #2