



NOTICE OF SOLICITATION

REQUEST FOR PROPOSALS (RFP) ISSUED THROUGH THE PASSPort SYSTEM

CREATIVE DEVELOPMENT OF PUBLIC EDUCATION

PIN: 26OC001100R0X00

EPIN: 81625P0004

The New York City Department of Health and Mental Hygiene (“the NYC Health Department” or “the Agency”) is seeking appropriately qualified vendors to create public education and media campaigns (including, but not limited to, television, radio, out-of-home, digital ads and collateral) on an as-needed/on-call basis. The selected On-Call Vendors (“Contractors”) would produce materials in a variety of media formats to reach audiences as necessary, depending on the requirements of that particular advertising campaign (“Campaign”). As requested, the Contractors may be required to coordinate the reservation and purchase of space, time, and other placement to be used for advertising campaigns.

The Agency anticipates awarding up to six (6) contracts from this solicitation (“On-Call Contracts”).

The contract term is anticipated to be for six (6) years, July 1, 2025, to June 30, 2031, with no renewal options.

There will be a Pre-Proposal Conference at 3:00 P.M., E.T., on November 20, 2024, via teleconference. Attendance by vendors is optional, but strongly recommended. Please RSVP for the conference by 2:00 P.M. ET, on November 19, 2024, by completing the pre-proposal teleconference registration form, which can be downloaded in the Documents tab of the RFX in PASSPort and emailing it to RFP@health.nyc.gov. Please state “Public Education Attendee” in the subject line. Vendors who submit an RSVP will be provided an invitation via email to attend the Pre-Proposal Conference.

All questions must be submitted in writing to the Authorized Agency Contact person at RFP@health.nyc.gov. Questions submitted by November 13, 2024, will be addressed at the Pre-Proposal Conference. Answers to all questions received by the question deadline of November 25, 2024, will be provided in an addendum released through PASSPort.

This procurement is subject to participation goals for MBEs and/or WBEs as required by Section 6-129 of the New York City Administrative Code.

The RFP can be accessed through the [PASSPort Public Portal](#). If you do not have a PASSPort account, you must create one by visiting nyc.gov/passport in order to respond to the RFP. If you require assistance with creating a PASSPort account or responding to the RFP, please submit an inquiry to the [MOCS Service Desk](#).

Proposals are due on December 16, 2024, at 2:00 p.m. ET.