



NOTICE OF SOLICITATION

REQUEST FOR PROPOSALS (RFP) ISSUED THROUGH THE PASSPort SYSTEM

**MEDIA AND MARKET RESEARCH SERVICES
FOR PUBLIC HEALTH CAMPAIGNS
PIN: 25OC000400R0X00
EPIN: 81624P0025**

The New York City Department of Health and Mental Hygiene ("the NYC Health Department" or "the Agency") is seeking up to two (2) qualified vendors to provide market research services for public health media campaigns on an as-needed/on-call basis. The selected on-call vendors ("Contractors") would evaluate the approaches, designs and messages contained in public health-related media campaigns by convening and conducting surveys via focus groups, small-scale street intercepts and large-scale surveys, polls, in-depth interviews, usability sessions, media audits and other market research survey tools. Media to be evaluated include television, outdoor advertising, print advertising, and radio and web-based media. These market research services would be used to inform the development of public health media campaigns. The contractor would have the ability to conduct all market research-related surveys in multiple languages.

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

There will be a Pre-Proposal Conference at October 8, 2024, on 2:00 P.M. E.T, via teleconference. Attendance by vendors is optional, but strongly recommended. Please RSVP for the conference by 2:00 P.M. ET, on October 7, 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 "Market Research 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 September 27, 2024, will be addressed at the Pre-Proposal Conference. Answers to all questions received by the question deadline of October 10, 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 November 1, 2024, at 2:00 p.m. ET.