

New York City Personal Protective Equipment Marketplace Public Solicitation for Services and/or Funding

Dated as of June 18, 2020

OBJECTIVE

As New York City's businesses begin to reopen, many employers are in need of personal protective equipment (PPE) and reopening supplies to minimize COVID-19 transmission among employees and customers. Some of them, however, have reported difficulty in obtaining face shields, masks, cleaning supplies, and plexiglass dividers, among other recommended safety materials.

New York City Economic Development Corporation, which has been instrumental in the development of a PPE manufacturing chain in New York City, is now building on its work promoting public safety and supporting enterprise by helping business of all sizes, particularly those without a current affordable and reliable source gain timely access to PPE and supplies.

To help New York City residents enjoy the city's restaurants, stores, salons, and other destinations safely, NYCEDC is looking for an innovative entity to create a digital marketplace that will facilitate PPE purchases between NYC-based businesses on both sides of the equation, buyers and sellers alike.

The goal is not only to help New York City reopen safely, but also to help direct revenues from PPE purchases back into the local economy.

To achieve these goals, we are seeking partners who can provide funding or in-kind services to create and manage this marketplace. At this time, NYCEDC does not expect to have any funding to support the creation of this project but would welcome donations to support this important work. NYCEDC would be open to proposals for marketplaces that can sustain themselves financially, whether through advertising, transaction fees, or other revenue sources. ,

Specifically, we envision that a technology partner would design, develop and host a digital marketplace that has the following features:

- A digital destination where businesses can source PPEs from local (NYC-based) manufacturers and distributors
- A user-friendly interface that invites buyers to search by several product criteria
- A simple onboarding process for both buyers and sellers, which includes, but is not limited to:
 - Ability to ask questions of buyers to determine basic information (e.x. zip code, industry, number of employees, volume and type of PPE needed, etc.) as well as potential eligibility for free supplies that may be provided by the City.
 - An ability to onboard sellers with various levels of pre-existing capacity to sell online, ranging from limited digital presence to fully developed digital storefronts
- Ability to handle both off-the-shelf items (hand sanitizer) as well as custom (plexiglass dividers)
- Consideration of need for translation and/or accessibility of marketplace in multiple languages

The technology partner will supply:

- Launch of the marketplace in a timely manner to ensure that the market is open and useful during New York City's reopening efforts
- Marketing efforts to promote the marketplace and attract users
- E-commerce solution (transactions could be hosted on site or conducted directly between vendors)
- Training materials, both for support staff and marketplace users
- Ongoing maintenance and site improvements (within reason) for up to a year from launch
- Provision of data on utilization, participants and products in the marketplace, in accordance with relevant laws and statutes.

NYCEDC ROLE

NYCEDC expects to be an active participant in guiding and promoting the marketplace and expects to support it through its social media channels and connections to attract users. The New York City Department of Small Business Services may also provide support for this work.

PROPOSALS

Proposals should include:

- Narrative of the services that will be provided including:
 - How the proposer will meet the user needs and anticipated deliverables described above
 - Expected timeline for each phase of development including user testing and quality assurance
 - Proposed models for data sharing
- Experience in e-commerce platforms
- Team members who will be involved in project
- Expected sources of funding to support creation and ongoing maintenance of the marketplace, including self-funding, philanthropic support and/or revenue streams
- Detail on any prior work for or with the City of New York or NYCEDC, including all open contracts, negotiations or other matters

PROPOSED TIMELINE AND SUBMISSION:

- Responses will be considered on a rolling basis through July 2. Respondents shall submit their proposals via electronic upload pursuant to the instructions set forth on the project website web page (which can be found on <https://edc.nyc/rfps>); Proposals shall be labeled "NYC PPE Marketplace." Potential respondents should address questions to marketplace@edc.nyc.
- Marketplace Target Go-Live Date: Mid-July

DISCLAIMERS

NYCEDC and the City of New York (“City”) must solicit support and accept donations in accordance with all applicable provisions of the New York City Charter and Conflict of Interest Board Rules and requirements, including but not limited to City Charter § 2604 and COIB Rule § 1-14. Any contribution to NYCEDC or the City will not affect any business dealings with NYCEDC or the City, nor will it provide special access to NYCEDC or City officials.

All materials submitted in response to this solicitation will become the property of NYCEDC and the City . All responses and other materials submitted to NYCEDC and the City in response to this RFEI may be disclosed in accordance with the standards specified in the Freedom of Information Law, Article 6 of the Public Officers Law (“FOIL”). The entity submitting a proposal may provide in writing, at the time of submission a detailed description of the specific information contained in its submission, which it has determined is a trade secret and which, if disclosed, would substantially harm such entity’s competitive position. This characterization shall not be determinative, but will be considered by NYCEDC or the City when evaluating the applicability of any exemptions in response to a FOIL request. NYCEDC reserves the right to issue a Request for Expressions of Intent or Request for Proposals, or any other form of solicitation or procurement, for these or related services in the future.

Neither NYCEDC nor its respective officers, employees, and agents, make any representation or warranty or assume any responsibility for the accuracy of the information set forth in this solicitation. Any due diligence is the responsibility of the respondent.

The proposed project shall conform to, and be subject to all applicable laws, regulations, and ordinances of all Federal, State and City authorities having jurisdiction, as all of the foregoing may be amended from time to time. Neither NYCEDC nor the City are obligated to pay, nor shall in fact pay, any costs or losses incurred by any respondent at any time, including the cost of responding to this solicitation.