

MODULES

WORKSHOPS

TO BUILD YOUR BUSINESS IN THE PUBLIC SECTOR

BUILD YOUR BUSINESS AT THE NYC DEPARTMENT OF DESIGN AND CONSTRUCTION



Bill de Blasio Mayor, City of New York

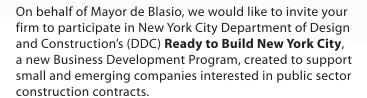


Dr. Feniosky A. Peña-Mora Commissioner



Magalie D. Austin, Esq. Chief Diversity and Industry Relations Officer Office of Commissioner Feniosky A. Peña-Mora





This innovative program is designed to enable your firm to grow by becoming pre-qualified to work with DDC, identifying and bidding on the right projects for your company and refining your project management skills.

Through this program, you will learn select industry best practices and achieve some important milestones:

- An understanding of the DDC Pre-qualification Lists (PQL) process.
- Responding to the DDC Request for Qualifications (RFQ) that will allow you to join the pre-qualified list of vendors (PQL).
- Identifying the right contract opportunities for your firm.

- Industry best practices for completing accurate take-offs and estimates.
- Preparing your bid in compliance with agency requirements.
- Learning how to best position and grow your firm in a highly competitive construction industry.

This Program Bulletin details the modules and workshops and introduces you to our instructional team. This Bulletin also highlights additional program requirements.

On behalf of Mayor de Blasio and the staff of DDC, we encourage you to become part of this groundbreaking endeavor. Read through the Bulletin. Learn more about who can apply and what we require of you. Please submit your application to be a member of the inaugural class of **Ready to Build New York City**.

We encourage you to join us for a unique business development experience designed to transform your business.



A NEW BUSINESS DEVELOPMENT PROGRAM, SPECIALLY DESIGNED FOR SMALL AND EMERGING CONSTRUCTION CONTRACTORS

Ready to Build New York City is comprised of three modules, each of which includes three, two-hour workshops, strategically designed to introduce small and emerging construction companies to public sector contracting. Nine workshops — all designed to build your business in the public sector.

Here's some information you need:



■ Three Modules, Nine Workshops

The program is delivered in three modules:

- Module I: Ready to Prequalify. This first module includes three workshops designed to introduce you to public sector contracting and advance you through DDC's Request for Qualifications Process to help you become pre-qualified with DDC. This module will help you begin to build a successful Public Sector Business Plan.
- Module II: Ready to Bid. This second module includes three workshops developed to help you understand the bidding process so you can submit competitive bids.
- **Module III: Ready to Build.** This module includes three workshops to provide you with industry intelligence and practical insights into best practices for mobilizing and managing projects.

Who Can Apply



If you are a small or emerging construction contractor, in business for at least one year and with annual revenues of less than \$3 million averaged over the last three years, you are eligible to apply. Here's a link to the application **www.diversityagenda.com/ddcworkshops/apply**. Once you submit, DDC's team will review it, and you will be informed of your acceptance.



Your Commitment

The program requires the owner or a principal of each participating firm to attend all three modules (nine workshops) to successfully complete the program which culminates in a DDC Certificate of Completion.



Bidding and Winning Contracts

The goal of the program is to help you bid and win public sector contracts. However, participation and successful completion of the Program do not guarantee contract awards. The Program is a very critical step is helping your firm understand DDC's public procurement process and providing the technical assistance you need to work with our agency and begin to bid on the right contracts for your firm.



Program Location/Schedule

All workshops are conducted from 8:30 am to 10:30 am once a month at DDC headquarters at 30-30 Thomson Avenue, Long Island City, New York, NY 11101. Please note the entrance to DDC is located on 30th Place, not Thomson Avenue. We highly recommend you use public transportation due to the difficulty in parking.



Questions

If you have any questions regarding the program, please contact Eriam Villalona at (718) 391-1384 or via email at Villaloer@ddc.nyc.gov.



THE MODULES

All workshops are two-hours long and begin promptly at 8:30 AM and end at 10:30 AM.

MODULE I READY TO PRE-QUALIFY

READY TO PRE-QUALIFY	
Workshop #1: Are You Ready? Wednesday, March 16, 2016	5
Workshop #2: Request for Qualifications: Part 1 <i>Wednesday, April 20, 2016</i>	6
Workshop #3: Request for Qualifications: Part 2 <i>Wednesday, May 18, 2016</i>	7
MODULE II READY TO BID	
Workshop #1: Finding the Right Project <i>Wednesday, June 15, 2016</i>	8
Workshop #2: Estimate Accurately <i>Wednesday, July 27, 2016</i>	9
Workshop #3: Preparing to Bid Wednesday, August 17, 2016	10

MODULE III READY TO BUILD

Workshop #1: The Contract Award Process Wednesday, September 21, 2016	11
Workshop #2: Project Management Best Practices <i>Wednesday, October 19, 2016</i>	12
Workshop #3: Managing Payments & Change Orders <i>Wednesday, November 16, 2016</i>	13
Application Information	14
Your Instructional Team	15
Location and Schedule	17

ARE YOU READY?

This workshop introduces contractors to contract opportunities at DDC and helps align their core competencies and current capacity with potential contract opportunities. The workshop will include a comprehensive self-assessment survey, as well as a comprehensive review of certification requirements, profile updates and best practices for managing certification and prequalification requirements. This workshop will be your first step to building your Public Sector Business Plan.

Public sector contracting requires a unique set of skills and a discipline to work efficiently and safely to complete a construction project. It is different from private work that may allow you to set your own work schedule and also may not require extensive documentation to start, complete and closeout a project.

Public contracting is not for every contractor. But building a public sector portfolio can be an invaluable part of your company's skill set and ultimately grow your company in different market sectors.

This workshop is a key step for small and emerging contractors to evaluate their own strengths to enter the public sector market and provides a comprehensive overview of the primary requirements that contractors should know to be successful.

Firms will complete a comprehensive survey designed to help them evaluate their firm's core capabilities and the financial capacity required to respond to a Request for Qualifications (RFQ) become a prequalified vendor and be placed on DDC's Pre-qualification List (PQL).



WORKSHOP

LEARNING OUTCOMES:

- Evaluate your company's ability to succeed in the public sector contracting market with a self-analysis of your strengths and weaknesses.
- Understand certification and how to leverage it to position your firm in the public sector.
- Accurately develop your on-line profile for public bidding opportunities.

PROGRAM FACILITATOR:

Renee Sacks, Ph.D.

President and CEO
Sacks Communications

WORKSHOP LEADERS:

Elizabeth Velez

President Velez Organization

Sandra Wilkin

President Bradford Construction Corporation

Walter Maxwell*

Executive Director for External Affairs Division of Economic and Financial Opportunity NYC Department of Small Business Services

Invited*

MODULE

2 WORKSHOP

LEARNING OUTCOMES:

- How to gather documentation to complete government applications.
- How to organize information to respond to a Request for Qualifications (RFQ).
- How to navigate additional government requirements, including certifications, Vendex, NYC Payee Information Portal and other required documents and processes.

WORKSHOP LEADER:

Olive Henry

Director NYC Department of Design & Construction

Melissa Hester*

Executive Director Vendor Services/PTAC NYC Department of Small Business Services

Kim Muldrow-Maxwell

Director NYC Department of Small Business Services

Invited*

REQUEST FOR QUALIFICATIONS (RFQ): Part 1

Work Experience, Labor Services and Vendor History

This workshop will help expand access to DDC contracts by being guided through the process for responding to an agency's Request for Qualification (RFQ). A vendor must respond to the RFQ to be included on the list of pre-qualified vendors. During this workshop contractors will receive extensive guidance and support on successfully responding to DDC's RFQ.

The workshop will provide an overview of the RFQ process for pre-qualification and help you develop a process for gathering information that is required to submit your application. Topics will include: certification documentation, Vendex compliance, financial statements, MWBE and/or SBS status, evaluation of your experience, insurance documentation, safety certifications, company data, hiring plan information, among other information you will need to respond to an RFQ. This workshop will examine three components of the RFQ, including work experience, compliance with labor laws and vendor integrity.

What is a PQL? The City of New York is committed to achieving excellence in the design and construction of its capital program. Consistent with this commitment, DDC uses Pre-qualification Lists (PQLs) when soliciting bids for selected projects.

Responding to an RFQ allows an agency to evaluate the qualifications of vendors for the provision of particular categories of goods, services, construction or construction-related services, based on the prospective vendor's work experience, size, the estimated cost of a project, and other factors as determined by the Agency Chief Contracting Officer (ACCO), before issuing a solicitation for a specific contract. Under New York City Procurement Policy Board Rule 3-10 and N.Y. General Municipal Law Section 103(15), prospective vendors must first pre-qualify for open PQLs. Only those contractors successfully pre-qualified as a result of the RFQ process will be invited to bid on these projects.

There are two types of PQLs listed for which RFQs may be downloaded: those that are open continuously and for which applications may be submitted at any time; and those that relate to specific construction projects and therefore have a due date by which RFQ applications must be submitted.

REQUEST FOR QUALIFICATIONS: PART 2

Safety and Financials

This workshop is the second half of the RFQ application process. It will focus on two additional components required for responding to an RFQ: safety experience and financial capacity. This workshop will provide attendees the knowledge they need to review their response before submitting it to DDC.

During this workshop, each firm will review their final response to the RFQ. The workshop also provides participating firms with a better understanding of what public sector procurement officials are looking for in the response. This workshop will focus on safety and financial information required for the RFQ.

The workshop will provide an interactive opportunity for each participating firm to review completed responses to RFQs, with the goal of helping each firm improve its presentation of the required information. The final goal of this workshop is to submit the completed response to an RFQ.



3 WORKSHOP

LEARNING OUTCOMES:

- Understand what information is required to respond to an RFQ.
- Better manage the data and information process to respond to an RFQ.
- Implement documentation archival systems to expedite the process for future responses to RFQ.
- Increase awareness of the type of information procurement officers are seeking in a response to an RFQ.

WORKSHOP LEADERS:

Alla Ayzenshtat

Deputy Director, Safety and Site Support NYC Department of Design & Construction

Lorraine Holley

Deputy Agency Chief Contracting Officer NYC Department of Design & Construction



LEARNING OUTCOMES:

- An understanding of which projects make the most dollars and sense for your firm.
- Target projects at DDC that you should consider bidding on.
- What other agencies and authorities you can bid with.
- How to apply your understanding of project selection in both the public and private sector.

WORKSHOP LEADERS:

Deborah Bradley

President
Deborah Bradley Construction &
Management Services, Inc.

Spurgeon Robinson

President
Mpact Strategic Consulting

FINDING THE RIGHT PROJECT

This workshop is all about finding the right opportunities for your business! Learn from experts about the contracting opportunities tailored specifically for small and emerging businesses. This workshop will help you identify potential projects that match your company's area of expertise.

This workshop is designed to build upon the work completed in Module 1 to help you identify the right construction projects for your company. Based on your own determination of which projects make dollars and sense for your firm, you will have an opportunity to evaluate upcoming DDC projects and identify those that will be a great match for your firm.

The challenge for any contractor is to find the right project that matches it core capabilities and its capacity to complete these types of projects. Bidding on projects that are too large or require skills and qualifications that you don't have are likely to produce unsuccessful bids and are certainly a waste of valuable time, energy and money. This workshop will help you develop a focused lens on selecting the right projects to grow your business.

ESTIMATE ACCURATELY

This workshop will give small and emerging businesses the opportunity to hear from experts on the best practices for take-offs, estimates and building a competitive bid that can win a project.

As soon as you download or pick up bid documents, you need to hone in on the process by which you will bid a project.

This workshop will take your through several completed projects and examine a step-by-step process for considering how to complete a take-off and build an estimate for a DDC project. It will introduce you to key best practices for estimating a project, that will include specification reviews, take-offs, pricing and overhead markups, estimating labor, equipment and fabrication costs and other bid documentation requirements. The workshop will also introduce you to other factors such as schedule delays and project disruptions that may affect your cost estimate.



2 WORKSHOP

LEARNING OUTCOMES:

- Understand the anatomy of a successful bid, including accurate takeoffs, project costs and profit structures.
- Consider project disruptions, delays and other factors that may impact your estimate for completing a project.
- Better understand how to calculate overhead costs and final project profit.
- Gain industry intelligence on how to protect project profitability.

WORKSHOP LEADER:

Aleksandra Chancy, PE *President*DACK Consulting Solutions



LEARNING OUTCOMES:

- Understand the anatomy of a bid.
- Integrate risk mitigation approaches in your final bid.
- Gain industry insights into the competitive bidding process in the construction industry.

WORKSHOP LEADERS:

Aleksandra Chancy, PE

President DACK Consulting Solutions

Stephen Gianotti

President Arcadia Electrical Company

Norma Negron

MWBE Compliance Analyst NYC Department of Design and Construction

PREPARING TO BID

Learn how to structure a successful bid. Participating firms will be introduced to the basic criteria used to evaluate and assess their bids from the perspective of public and private sector procurement professionals.

Everyone agrees the lowest bid wins. But, how do you develop a competitive bid that considers price and profit? What are public sector procurement buyers looking for in your bid? How do you ensure that you have bid on all aspects of a job? If you leave out a project factor, you could win the bid, but lose your profit.

This workshop is designed to take an intensive deep dive into public sector bidding. It will provide you with an understanding of key must-have components and other factors that you need to consider. It will also review risk and some strategies you need to know in advance of bid submissions to ensure that your bid includes risk mitigation strategies.

The workshop will cover the following topics: estimating and pricing, insurance requirements, performance bonds and the required Schedule B establishing the MWBE utilization rate that must be submitted with a bid.

THE CONTRACT AWARD PROCESS

You've won the contract, now what? This workshop reviews the contract documents and other areas that you should consider for mobilizing your team to start the project. Topics include: essential best practices for project management, labor management, prevailing wage documentation and other related project requirements and documentation needed to begin, complete and closeout a project for final payment.

Winning a new contract for a project is an exciting moment. For many companies, a contract award translates into at least two avenues of action. First, completing contract documents, final negotiations and final contract award; and second, ramping up for the project in terms of labor, equipment, materials and capital. Both of these activities drive an action plan for mobilizing the project, completing it successfully and ensuring that the project will be a successful and profitable one.

This workshop will help you understand your options in negotiating your final contract and all of the factors that you need to consider as you ramp up to begin a project. This is the first step in your project management process. A thorough understanding of project variables – labor, materials, equipment, cash flow, contract requirements, and schedules, among others – will enable you to better control the project and plan for it efficiently.



LEARNING OUTCOMES:

- Understand contract requirements.
- Manage contract documents.
- Apply contract requirements in a project plan.
- Determine project mobilization needs.

WORKSHOP LEADERS:

Aleksandra Chancy, PE

President
DACK Consulting Solutions

Lorraine Holley

Deputy Agency Chief Contracting Officer NYC Department of Design & Construction

Helen Wilson

Assistant Commissioner Division of Labor Services NYC Department of Small Business Services



LEARNING OUTCOMES:

- Understand the role of planning in project management.
- Create a master project management approach for a sample or current project.
- Create exigency plans to overcome delays and other project challenges.

WORKSHOP LEADERS:

Aleksandra Chancy, PE

President DACK Consulting Solutions

Edgard Hernandez

Director La Guardia Community College PTAC

PROJECT MANAGEMENT BEST PRACTICES

This workshop will guide you on strategies and approaches for effectively managing your project and anticipating challenges that may affect your project's timely and on-budget completion. Topics will include: staffing the project, preparing schedules, supplies and long-lead item purchasing, safety requirements, material and equipment management, on-the-job performance and other project management concerns. The workshop will also review what clients require for successful project completion and best practices for achieving 100% customer satisfaction.

This intensive workshop will prepare you to create a project management plan that will include a project budget, schedule, material and equipment requirements, among other task lists. In planning a typical project, or one that you are currently performing, you will also be asked to consider project challenges that may interrupt efficient project delivery and plan for them.

Project delivery approaches that makes sense for smaller projects will also be reviewed. The role of BIM and other software that may increase project efficiency will also be introduced. The goal of this workshop is to increase your awareness about project management best practices that you can apply to your own jobs.

MANAGING PAYMENTS & CHANGE ORDERS

Getting paid is the key to project success. Managing payment requisitions, change orders and prevailing wage requirements are key elements to ensuring timely payments, and ultimately your bottom line profitability and cash flow stream. In this workshop, you will be introduced to specific requirements and procedures for managing payments and preparing and submitting change orders. In addition, you will learn more about prevailing wage enforcement programs at DDC.

Change Orders. There are several change order classifications, including: field conditions, administrative change, design error, design omission, scope change (material and non-material) and no cost change orders. Change orders follow a specific process at DDC. Managing the process is tied to approval for payments. The workshop will also review specific articles and procedures regulating extra work and change orders, including: Article 26 of the Standard Construction Contract, Article 28 of the Standard Construction Contract, Negotiated Lump Sum Change Orders, Time and Material Change Orders, Unit Price Change Orders, No-Cost Change Orders and Completion of Change Order Forms. You will also learn more about best practices for determining reasonable costs.

Payment Procedures. Payments follow a specific process, and once all supporting documents are in place, payments can be approved and scheduled. This part of the workshop will help you understand what you need to know to ensure timely payments for approved work.

Prevailing Wage Requirements. The workshop will also detail the contractor's requirements for complying with the Prevailing Wage Law and how to submit certified payroll reports.



LEARNING OUTCOMES:

- What are different types of change orders.
- How to develop supporting documentation for change orders.
- How to manage prevailing wage requirements.
- Best practices for getting paid.

WORKSHOP LEADERS:

Chris Igweatu, PE

Engineering Audit Officer NYC Department of Design & Construction

Stephen Malusa

Deputy Agency Chief Contracting Officer NYC Department of Design & Construction

APPLICATION INFORMATION

PROGRAM DISCLAIMER

The goal of this program is to help you respond to a Request for Qualifications to be included on a list of pre-qualified vendors. Once approved you will be placed on the Pre-qualification List (PQL) and be able to bid on DDC contracts. Participation and successful completion of the Program does not guarantee approval of your response to the RFQ, listing on a DDC Pre-qualification List and/or contract awards.

However, this program is a very critical step in helping your firm understand DDC's public procurement process and providing the technical assistance you need to work with our agency and begin to bid on the right contracts for your firm.

Apply to **Ready to Build New York City: Business Development Program for Small and Emerging Businesses**,

and acquire the skills needed to grow your business in the

public sector and beyond!

HOW TO APPLY

To submit a program application, please visit:

www.diversityagenda.com/ddcworkshops/apply

Please submit your application online no later than March 4, 2016. You will be informed of your acceptance by March 11, 2016. Participation is extremely limited and applications will be process on a first come, first serve basis.

WHO IS ELIGIBLE TO APPLY

Entry into the program is limited to 30 firms. Firms should meet the following minimum criteria:

- Construction contractors with annual revenues less than \$3 million averaged over the last three years of revenue may apply for the program.
- NYC Minority and Women Business Certification is preferred, but not required. (The program is designed to assist you in certifying your company, if it is not already certified).
- Preferred applicants should be in business for a minimum of one year and be located in New York City and/or Long Island

PROGRAM REQUIREMENTS

The program requires the principal of each participating firm to attend all of the workshops. If attendance is precluded by another commitment, the participating principal may send a designated representative to that class in his or her place. Successful completion of the three-module, nine-workshop program requires your commitment to attend and participate in all of the workshops.

WHAT DOES SUCCESSFUL COMPLETION MEAN?

The Ready to Build New York City Business Development Program facilitates your ability to successfully complete DDC's Request for Qualifications (RFQ) application and be listed on the Pre-qualification List.

Completion of the three-module workshop series will enable your firm to better identify the right contract opportunities for your firm, apply best practices and strategies for submitting your bids, acquire effective project management skills and help you begin to build a successful public sector business plan.

CERTIFICATE OF COMPLETION

Upon completion of the 18-hour program, companies will receive a DDC Certificate of Completion.

YOUR INSTRUCTIONAL TEAM

We gathered leading experts to provide you with practical information, proven approaches and best practices to guide your entry into public sector pre-qualification, bidding and managing projects at NYC Department of Design and Construction. Meet them in the pages that follow and in class.



PROGRAM FACILITATOR



Renee Sacks, Ph.D.
President and CEO
Sacks Communications



Ally AyzenshtatDeputy Director, Safety and Site Support
NYC Department of Design & Construction



Deborah Bradley *President, Deborah Bradley Construction & Management inc.*



Aleksandra Chancy *President*DACK Consulting Solutions

INSTRUCTORS



Stephen Gianotti *President Arcadia Electrical*



Olive Henry
Director, Vendor Integrity
NYC Department of Design and Construction

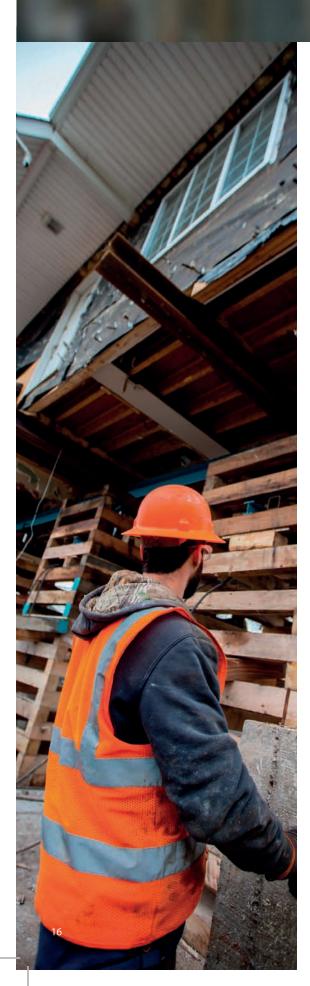


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YOUR INSTRUCTIONAL TEAM





Chris Igweatu, PE *Engineering Audit Officer NYC Department of Design & Construction*



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Norma Negron *MWBE Compliance Analyst NYC Department of Design & Construction*



Spurgeon RobinsonPresident
Mpact Strategic Consulting



Elizabeth Velez *President Velez Organization*



Sandra WilkinPresident
Bradford Construction Corporation

ADDITIONAL INSTRUCTORS

Helen WilsonAssistant Commissioner Division of Labor Services NYC Department of Small Business

Services Melissa Hester* Executive Director Vendor Services/PTAC

Kim Muldrow-MaxwellDirector
NYC Department of Small Business
Services

NYC Department of Small Business

Walter Maxwell* Executive Director for External Affairs Division of Economic and Financial Opportunity NYC Department of Small Business Services

Invited*

Services

LOCATION AND SCHEDULE

PROGRAM SCHEDULE

All workshops are two-hours long and begin promptly at 8:30 AM and end at 10:30 AM.

Module I: Ready to Pre-Qualify

#1: Are You Ready?

#2: Request for Qualifications: Part 1

#3: Request for Qualifications: Part 2

Wednesday, March 16, 2016

Wednesday, April 20, 2016

Wednesday, May 18, 2016

Module II: Ready to Bid

#1: Finding the Right Project

#2: Estimate Accurately

#3: Preparing to Bid

Wednesday, June 15, 2016

Wednesday, July 27, 2016

Wednesday, August 17, 2016

Module III: Ready to Build

#1: The Contract Award Process

#2: Project Management Best Practices

#3: Managing Payments & Change Orders

Wednesday, September 21, 2016

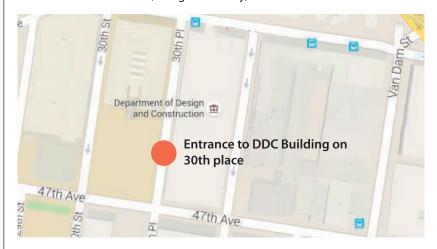
Wednesday, October 19, 2016

Wednesday, November 16, 2016

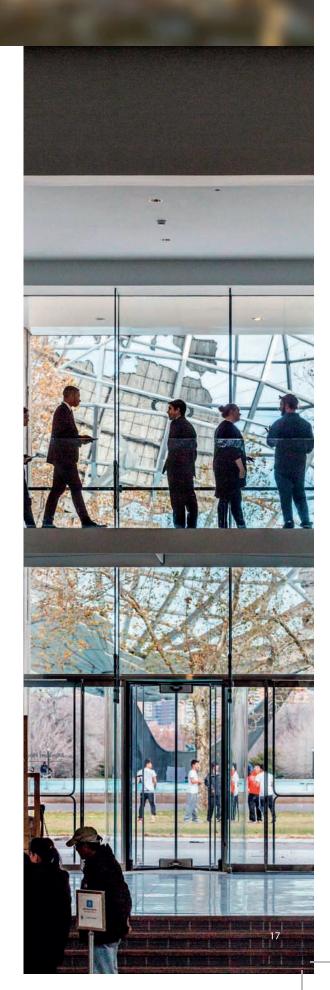


LOCATION

All workshops will be held at NYC DDC headquarters 30-30 Thomson Avenue, Long Island City, NY 11101



Parking is extremely limited, and we strongly suggest public transportation. Please follow our directions on our website. http://www1.nyc.gov/site/ddc/about/directions.page



READY TO BULD NEW YORK CITY BIDDING AND WINNING PUBLIC SECTOR CONSTRUCTION CONTRACTS

PROGRAM BENEFITS

- Gain technical assistance to help you complete the DDC Request for Qualifications Process to become accepted for listing on the PQL.
- Learn how to identify the right contract opportunities for your firm.
- Acquire practical and proven strategies for completing take-offs and estimates.
- Learn about different change orders, prevailing wage requirements and other documentation procedures to ensure progress and final payments.
- Prepare your bid in compliance with NYC Department of Design and Construction requirements.
- Meet DDC and other public and private sector decision makers who are interested in learning about your firm.





ANNUAL CONFERENCE ON CONTRACT OPPORTUNITIES

Join us on September 13, 2016 at DDC's Headquarters in Long Island City to learn about the new contract opportunities available to New York's Construction and Design Industries.

Mark Your Calendar for an Unparalleled Business Development Opportunity!

SEPTEMBER 13, 2016



www1.nyc.gov/ddc/



READY TO BUILD NEW YORK CITY

The NYC Department of Design and Construction (DDC) is the City's primary capital construction project manager, building many of the civic facilities New Yorkers use every day.

DDC provides communities with new or renovated structures such as firehouses, libraries, police precincts, courthouses, senior centers and more. To successfully manage this \$10 billion portfolio, we collaborate with other City agencies, as well as with emerging and world-renowned architects and consultants. We strive to work with people whose experience and creativity bring efficient, innovative, and environmentally-conscious design and construction strategies to the projects we build.

Our work doesn't stop at buildings – we also design and improve vital infrastructure.

Our staff of almost 1,300 delivers roadway, sewer and water main construction projects in all five boroughs. Over the last decade, DDC has completed more than 818 miles of new roadway, 816 miles of water mains, 598 miles of storm and sanitary sewers and installed more than 43,000 sidewalk pedestrian ramps and replaced over 17,000 hydrants – all of which are essential for a vibrant city like New York.

As our city grows, so does DDC. Join us and help build a resilient, healthy city for all.

NYC Department of Design and Construction 30-30 Thomson Avenue Long Island City, NY 11101 (718) 391-1000 www1.nyc.gov/ddc

