BigIdeasPHL

Small Contracts, Big Ideas

Post Archive

January 2017 – December 2017

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[Closed] Implementation and Training for WingSwept Case Management and Tracking System - 2018-01-03 15:15 - GayleR

The City of Philadelphia ("City") is embarking on an initiative to modernize its administrative business processes and related legacy technology systems that currently support its business operations. As part of this initiative, **the City**, through its Office of Innovation and Technology (OIT) on behalf of the Office of the Inspector General (OIG) **intends to procure WingSwept's Case Management and Tracking System (CMTS).**

The City is requesting responses for 1) the installation and configuration and 2) on-site training of the WingSwept CMTS as follows:

Installation and configuration

- installation of the software in a VM environment on City servers
- software configuration of roles, permissions, custom fields, form fields, workflows, notifications, managing users, teams, and other system options
- reports, notifications, and configuring system text
- templates, document sign-off, and historical case data
- team implementation and review sessions
- importing data stored in standard file formats, e.g., CVS, XLS, etc.
- 3 custom reports

On-Site Training includes:

- covering the system features / functionality
- 1 day instructor led, on-site, hands-on training for 15 - 20 individuals
- learning/understanding resources that support the system

Responses should include a company overview, a detailed description of the implementation and training methodology, itemized costs, previous experience, and references.

Responses must be received **by February 9, 2017 before 5:00 PM** (Local Philadelphia Time). Email responses to gayle.ruggeri@phila.gov.

Email all questions no later than 5:00 pm, Local Philadelphia Time, **by January 17, 2018, 2017** to gayle.ruggeri@phila.gov.

Responses to questions will be posted on or before **January 26, 2018**.

Please Note: We expect to procure these services via a Miscellaneous Purchase Order (MPO). Please review the MPO Terms & Conditions and indicate if you would have any issues with the terms.

Download the full Request for Information (RFI) here

The City of Philadelphia is issuing this Request for Information (RFI) to gather information regarding best practices and trends in bike sharing technology and explore potential opportunities to advance the City's efforts to improve and promote bike share.

The City, through its Office of Transportation and Infrastructure Systems (oTIS), is specifically seeking information that will support changes in policy, regulation, and contract structure, which will allow the Indego Bike Share program to take advantage of new technology, new business models, and new resources.

Solutions may include, but are not limited to:

- More flexible and adaptable bike share equipment
- Strategies to reduce equipment or operating costs, increase reliability
- App-based checkouts or bike reservations
- Improved tracking of bikes and available open docks
- Seamless integration with other transportation options such as bus, rail, rideshare
- Creative funding strategies

Information gathered through this process will be used to improve the City's ability to deliver bike sharing safely, equitably, sustainably, and transparently.

Responses to the RFI must be submitted to Aaron.ritz@phila.gov by February 16, 2018 before 5:00 PM (Local Philadelphia Time).

Have a question?
Questions regarding this RFI are to be submitted to bigideasphl.com no later than 5:00 PM (EST) on Friday, January 26, 2018. You will need to register on bigideasphl.com in order to post your question. Only questions posted using the comment tool on bigideasphl.com will be answered. All questions received by this date and time will be answered appropriately. Comment titles should read, "[Firm Name] --RFI Advanced Bike Sharing Technology". The City expects to respond by Friday, February 2, 2018 to questions received by that date and time. Questions by respondents, and any additional information that the City provides in response to such questions, will be posted on bigideasphl.com.

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aaron.ritz (2018-01-23 16:33:17)

Question: Do questions left in this comments section need to follow the naming format for the responses to the RFI? For example, [Company Name]--Advanced Bike Sharing Technology?

aaron.ritz (2018-01-23 16:35:00)

No, Please use this comments field to post questions. If possible, please provide your company affiliation. For example,

-Aaron Ritz, City of Philadelphia

ofo US (2018-01-23 18:14:25)

"Respondents need not address every subject listed in the Response Template" - does this mean that we do NOT need to answer every question in the RFI?

aaron.ritz (2018-02-05 18:05:24)

That is correct. Respondents are not required to every subject matter/question listed in the RFI and the RFI response template. For ease of review, please indicate the question number at the beginning of each response.

ofo US (2018-01-23 18:14:59)

What are the Existing Standards for safety and reliability set by the Indego Bike Share Program, as listed under Goal 2: Promoting safety and health?

aaron.ritz (2018-02-05 18:13:56)

Safety and health are assured through Levels of Service which include but are not limited to:

95% Stations Inspected Monthly
95% Bicycles Maintained Monthly
Station Maintenance Incident response time within 48 Hours
90% Calls Answered Within 30 Seconds
95% Percentage of Email Answered within 24 hours
100% Bicycles Refurbished each year
Operations reports provided to City on monthly basis

The City requires that its operator maintain a $1m general liability policy along with $1m automotive liability and $5m umbrella policy. The City additionally requires that it is indemnified from claims that arise from the operation of bike share.

ofo US (2018-01-23 18:15:23)

How many users have purchased the Indego365 annual pass since its inception? How many still have valid memberships today?

aaron.ritz (2018-02-05 18:14:18)

The Indego 365 Pass was launched in October 2017. 440 people have purchased this pass option, all are active to date.

ofo US (2018-01-23 18:16:17)

With 50k unique users over a 2.5 year period, how many of these were 1-time users? How many are Philadelphia Residents?

Marisa Rodriguez-McGill, ofo US

aaron.ritz (2018-02-05 18:16:42)

Approximately 39,000 individuals were 1 time users.

ofo US (2018-01-23 18:16:42)

On how many total occasions have cash payment options been utilized? Frequency?

Marisa Rodriguez-McGill, ofo US

aaron.ritz (2018-02-05 18:18:09)

The Cash Payment option is utilized between 50-80 times per month for approximately 2000 total transactions.

ofo US (2018-01-23 18:17:17)

Can you provide ridership numbers for the 500 IndegoAccess pass holders ?(Aggregated number of rides/week/month/year)

Marisa Rodriguez-McGill, ofo US

aaron.ritz (2018-02-05 18:18:36)

The Access Pass was launched in April 2016. To date there have been more than 100,000 trips made by Indego Access Passholders.

ofo US (2018-01-23 18:17:36)

Can you provide specifics on how Indego promotes active and healthy living? How Indego promotes safety?

Marisa Rodriguez-McGill, ofo US

aaron.ritz (2018-02-05 18:20:36)

Indego promotes active and healthy living as part of the City's broader efforts to improve conditions for bicycling, walking, and transit while engaging people in healthy and active ways to get around. The system fosters active lifestyles by diverting a greater share of trips to bicycling. Specific examples include Monthly Ride Series which help communities practice more on in city biking and connects participants to green spaces; these rides help community members feel more comfortable riding in through the city from their neighborhoods, get to know different parts of Philadelphia parks and recreational services, while learning how to use a healthier source of transportation that is Indego. Indego also promotes healthy and active living through its ambassador program.

To promote safety, Indego partners with the Bicycle Coalition of Greater Philadelphia to provide safety classes and learning opportunities for current and future Indego riders. Indego also utilizes the ambassador program and the Monthly Ride Series.

ofo US (2018-01-23 18:18:11)

Can you better explain what is meant by "Health and safety benefits of the program should be equitably distributed" ?

Marisa Rodriguez-McGill, ofo US

aaron.ritz (2018-02-05 18:22:19)

Our strategies and policies support inclusion and equity across Philadelphia's diverse and vibrant communities. Proposed solutions must consider the needs of neighborhoods that have been historically underserved and identify appropriate methods of introducing and supporting bike share within them.

For more information, please check out the Better Bike Share Partnership's insights on Equity and Bike Share.

ofo US (2018-01-23 18:20:01)

As a national leader in bike-share equity programming and outreach, will Indego be able to replicate these efforts to apply across dockless operators? Will this team within Indego work to improve equity/safety with respect to Philadelphia bike-sharing in general, or is this outreach only relevant to Indego branded / Bicycles?

Marisa R-M, ofo US

aaron.ritz (2018-02-05 18:23:30)

1) The purpose of the RFI is, in part, to assess the respondent's ability to incorporate equity into their proposed solution. It is the respondent's responsibility to show how their proposed solution can incorporate equity programming and outreach into their approach to bike share.

2) Equity and safety are relevant components to Philadelphia bike sharing in general.

JUMPbikes (2018-01-26 16:50:33)

Per question 3.3.3, can the City clarify the existing partnerships, sponsorship commitments, and community partners currently in place with Indego? Is the sponsorship contract with the City or with BTS?

Alex Vickers, Senior Business Development Manger, JUMP Bikes

aaron.ritz (2018-02-05 18:31:32)

The City of Philadelphia is the owner of the Indego bike share system.

Bicycle Transit Systems is the contracted operations provider and is partnered with BCycle to provide equipment.

Indego is sponsored by Independence Blue Cross, with presenting sponsorships from CapitalOne Bank along with 10+ additional sponsors. These sponshorships are held by the City of Philadelphia.

JUMPbikes (2018-01-26 16:50:58)

Per question 3.4.9, can the City provide what level of detail the organization expects on vendors operational plan? Is the City looking for expansion targets or a more detailed marketing, rebalancing, winter ops, etc.?

Alex Vickers, Senior Business Development Manger, JUMP Bikes

aaron.ritz (2018-02-05 18:38:04)

The operational plan should be general in nature. Useful information would include:
- Desired service area
- Estimated number of bikes, stations, operations centers etc.
- Estimated staffing levels by year and/or by season
- Proposal for rebalancing, maintenance, call center support etc.
- Proposals or plans for handling large crowds or events etc.

2018 - 03

BACKGROUND INFORMATION

The Office of Transportation & Infrastructure Systems (OTIS) is seeking quotes for proposals to support the development of Vision Zero educational and awareness campaigns. The selected vendor will support with two key education and awareness campaigns:

1. Bicyclist Safety Education: This effort will focus on educational messages for bicyclists in support of specific Vision Zero engineering projects. Thiseducational campaign's targeted audience is cyclists. A successful respondent shall have—or have a team arranged with—expertise in high-visibility advertisement design and messaging. Creativity is a must.
2. Safety Six Driver Education Campaign: Safety Six is a traffic safety enforcement effort that will focus traffic safety enforcement on the six most dangerous driver behaviors. This campaign's targeted audience is drivers.A successful respondent shall have—or have a team arranged with—expertise in photography and high-visibility advertisement design.

Each year in Philadelphia, almost 100 people are killed in traffic crashes. Four of ten are pedestrians and, every day, four children are involved in traffic crashes in Philadelphia. In response to these statistics, Mayor James F. Kenney signed Executive Order 11-16 on November 7, 2016, creating the Vision Zero Task Force.

Through an equitable approach to engineering, education, traffic safety enforcement, fleet management, and policy, Vision Zero in Philadelphia will build on the City's traffic safety efforts, with the goal of reducing all traffic-related fatalities and serious injuries to zero by 2030.

On September 28, 2017, the City of Philadelphia released the Vision Zero Three-Year Action Plan, outlining strategies to reduce the number of deaths on Philadelphia streets in the Vision Zero program's first three years (September 2017 – September 2020). By adopting Vision Zero, the City of Philadelphia joins cities around the world in declaring that traffic crashes are not accidents; they are preventable incidents that can be systematically addressed.

Proposals must be under $32,000, and firms should demonstrate how they will successfully deliver the following two tasks.

TASK ONE: BICYCLIST EDUCATION CAMPAIGN

In support of the Vision Zero engineering projects with new bicycle facilities, OTIS is seeking creativity and support to design an educational campaign for cyclists. The selected vendor shall support with messaging and design of creative educational ads that supports bicycle safety.

Design support will be required for key cyclist education campaign pieces, which may include, but may not be limited to:

1. Untraditional/creative signs that are installed adjacent to bicycle facilities or on the surface of bicycle facilities.
2. Successful creative designs shall be low-cost, simple to install, and pop-up in nature.

3. Successful creative designs shall be transferable across projects/locations.
4. Traditional signs, such as transit shelter ad panels.

All deliverables must be made available in both the original, pdf, and Adobe format to the City. Printing of literature, translations, and ad purchases will not be part of this request; they will be managed separately. All materials produced will become the property of the City.

TASK TWO: SAFETY SIX DRIVER EDUCATION CAMPAIGN

In support of the Vision Zero Action Plan's Enforcement strategies 1.3 and 1.4 and Education strategies 1.12 and 2.1, OTIS is seeking a company to support photography and design layout of Safety Six campaign advertisements. The City will provide the campaign messaging, but the selected vendor shall support with professional photography and design layout.

1. Provide professional photography to support Vision Zero Safety Six campaign. Photography may include both streetscape and portrait photography.
   - Successful applicant shall demonstrate proven ability to recruit participation of diverse Philadelphians—by age, race, and gender—in support of media campaign.
   - Successful applicant shall be willing to travel to Philadelphia neighborhoods to capture photographs that are representative of Philadelphians.

2. Use tagline and information provided by the City to create ad design for educational messaging that supports Safety Six campaign. Design layout support will be required for key campaign pieces, which may include, but may not be limited to:

   - Transit shelter ads;
   - Exterior bus ads (bus tails and/or bus side panels);
   - Window posters for residents and businesses;
   - Educational palm cards or tri-fold brochures to be issued to drivers by Philadelphia Police Department in conjunction with citations;
   - Educational Safety Six flyers to be distributed to public at large;
   - Digital graphics suitable for sharing on Facebook and Twitter.

Creative design should be suitable for messages translated in Spanish, Chinese, and other languages as deemed fit. OTIS will provide translations.

All deliverables must be made available in both the original, pdf, and Adobe format to the City. Printing of literature, translations, and ad purchases will not be part of this request; they will be managed separately. All materials produced will become the property of the City.

The City and selected vendor will work together to define a scope of work to complete both Task 1 and Task 2 that will be comprised of two phases—Phase 1 (deliverables due no later than April 30, 2018) and Phase 2 (all final deliverables due no later than June 30, 2018). Selected vendor should expect to complete elements of Task 1 and Task 2 in Phase 1 and Phase 2.

RFP TIMELINE
Successful respondents should be able to meet the following proposed deadlines:

March 12, 2018
Notice of City's request for services distributed

March 16, 2018 (5PM)
Questions to due electronically to
Charlotte.Castle@phila.gov

March 19, 2018 (5PM)
Answers posted

March 21, 2018 (5PM)
Proposals due electronically to Charlotte.Castle@phila.gov

March 23, 2018 (5PM)
Successful company notified

April 2, 2018
(Week of)
Kick-off meeting

April 30, 2018
Phase 1 – Deliverables due

June 30, 2018
Phase 2 / All final work provided to OTIS

OTIS will provide all details about Vision Zero, existing Vision Zero branding, Safety Six, and any necessary information to assist with the planning and design of the campaign. Proposals are due by 5PM on March 21, 2018, and must be provided electronically to Charlotte Castle, Vision Zero & Neighborhood Programs Coordinator, City of Philadelphia Office of Transportation & Infrastructure Systems (OTIS), at Charlotte.Castle@Phila.gov. All questions must be submitted via email to Charlotte Castle by March 16 by 5PM. Responses will be provided to all questions via email on March 19, 2018 by 5PM.

Proposals must include:
BACKGROUND INFORMATION

- Name, address, and telephone number of firm.
- Description of Provider (corporation, sole proprietorship, partnership, consortium) and year formed.
- State if the firm is qualified to do business in the Commonwealth of Pennsylvania and the City of Philadelphia. Include all that apply:
- Federal tax identification number;
- City of Philadelphia tax identification number;
- City of Philadelphia business license number.
- Name, title and business address of persons to whom communications respecting this activity should be directed, if different from above.

ORGANIZATIONAL DESCRIPTION AND EXPERIENCE

Complete the following information:

- Provide a general statement describing the firm, its size, number of employees, hours of operation and primary business areas.
- Provide a description of the firm's experience performing similar size/type projects for similar size/type clients. Include dates, locations and scale of these services. Provide contacts for 3 recent (within the last 3 years) clients for whom the firm has performed similar work.

PROPOSED STAFFING & SCHEDULE

- Describe the staffing plan for this project, and hiring plan, if necessary. Please provide training and experience qualifications for each individual.
- Indicate the proposed timeline for completing the project for anticipated project tasks, including completion, and any key dependencies.

PROJECT UNDERSTANDING & STATEMENT OF QUALIFICATIONS

- All applicants must demonstrate their knowledge and understanding of the project.
- All applicants must explain why they are qualified to perform the work required.

COST PROPOSAL

Proposals must be under $32,000.

ADDED 3/19/2018, PER TIMELINE:

QUESTIONS RECEIVED & ANSWERS:

- Question: We would like to know if the printing and installation costs for the signage, transit shelter ads, exterior bus ads, brochures, posters, etc. will be included in $32,000 proposal budget or if it's separate?
    - Answer: Any costs associated with standard-sized printing, as well as transit shelter ads and exterior bus ads, will be covered by the City. Installation costs will be covered by the City.
- Question: This specific RFP seemed to focus a lot on outdoor advertising or transportation, which makes sense due to the nature of the campaign & the target audience. However, I am wondering if television, digital, or print (magazine, newspaper, etc.) concepts are going to be considered as well?
    - Answer: City does not have budget associated with TV, magazine/newspaper ads. The City encourages applicants to think creatively about social media campaigns. Equal priority should be placed on creative development of transit shelter ads and other described print media ads.
- Question: Can you share with me the tenor or tone of the campaign's message at this point?
    - Answer: The Vision Zero Action Plan and VisionZeroPHL.com are good examples of Vision Zero's tone. The City of Philadelphia's Vision Zero efforts recognize that a person's chances of surviving a crash decrease dramatically if they are involved in a high-speed crash. At Vision Zero PHL's foundation is the message that "slowing down saves lives."

- Question: I have done some background research on other driver/biker safety advertisements and they tend to be very dark or fear-based, and I'm wondering also if you can share data on the effectiveness of those kinds of communications?
  - Answer: The City of Philadelphia recognizes that messages targeting drivers need to take a serious tone. Safety Six driver behaviors result in the most serious crashes that can result in death / severe injury. A fear-based tone for messaging targeted at drivers may be appropriate in certain contexts.Conversely, the City of Philadelphia wants to encourage people to walk and bike, not to scare our residents from doing so. Walking and biking promote good health of Philadelphians and for our environment.Ads geared toward general audiences (ie., transit shelter ads) should be factual and approachable. The City of Philadelphia is a proud member of the Vision Zero Network. For examples of Vision Zero campaigns, review information posted on https://visionzeronetwork.org/resources/.
- Question: Will we have access to Mayor Kenney, Michael DiBerardinis, Richard Ross, Michael Carroll, or any of the other city representatives who pledged to be a part of this program? For photography, quotations, or inspiration.
  - Answer: Should the Cproject team determine that the ad campaigns will benefit from the presence of these City officials, we will coordinate their availability.
- Question: I did not see any mention of video production or event-based concepts. Are you willing to consider those kinds of initiatives?
  - Answer: Yes. The City of Philadelphia welcomes content that can be shared on social media, including video.
- Question: Are you interested in engaging influencers within the biking or fitness community of Philadelphia for promotion, amplification, or paid sponsorships?
  - Answer: No, this is out of scope for this project.
- Question: Are you interested in us bringing sponsors to support your mission? For example, in San Francisco's Vision Zero they got Ford Motors to support the bike-share effort. An auto insurance company. Bicycle brand. That sort of thing.
  - Answer: Sponsorship is out of scope for this project.
- Question: For Task 1, could you please provide a little more information about the bicycle facilities?
  - Answer: While details on future bicycle facilities have yet to be released, a recent example is the Chestnut Street Transportation Project. A successful applicant will identify effective, impactful ways to convey safety messages to bicyclists using the project.
- Question: Similar to Task 2, will all copy be provided by oTIS for task 1?
  - Answer: No, oTIS will not be providing copy for Task 2.
- Question: Are you expecting the vendor to provide approaches or designs as part of the proposal?
  - Answer: Yes.
- Question: What is expected to be delivered at phase 1? Is it just draft concepts for your review and our subsequent revision, or is there a finished deliverable for either task that needs to be completed by this date?

- o April 30, 2018. The City and selected vendor will work together define a scope of work to be complete both Task 1 and Task 2 that will be due as part of Phase 1.
- Question: We understand that production will be part of a separate scope. However, is the agency accountable for supplying a vendor for producing the outdoor collateral/creative signs?
  - o Answer: No, the City policy requires a separate competitive bid be issued related to additional collateral/creative production that cannot be produced in-house.
- Question: Will we know the budget for production to help guide our design approach
  - o Answer: The City will work with the selected vendor to define scope. However, the successful creative Task 1 designs shall be low-cost, simple to install, and pop-up in nature.
- Question: Are there any limitations in what materials are used for the creative signage?
  - o Answer: Successful creative designs shall be low-cost, simple to install, and pop-up in nature.
- Question: Is there a formal brand guidelines document that you will provide to the vendor? If not, should the agency adhere to the visual language used in the supplied Three-Year Action Plan document, or is there is latitude to create a look and feel that does have fidelity to the brand but moves in a slightly different direction?
  - o Answer: The selected vendor will be provided the Vision Zero brand. However, there may be latitude to create a look and feel that represents the spirit of the brand, while moving in a slightly different direction.
- Question: Beyond messaging, do you expect the vendor to write all of the copy involved for signage and collateral, or will this be provided?
  - o Answer: For Task 1, the selected vendor shall be responsible for developing copy with the input of the City.
- Question: From your perspective, what would make the characteristics of a successful vendor?
  - o Answer: A successful vendor has attention to detail, strong listening skills, ability to meet deadlines, and maintain strong communication throughout the process.
- Question: Is there an additional budget for photography?
  - o Answer: No, proposals shall not exceed $32,000.
- Question: Will members of the community be available to be the subjects of photos or will actors/models need to be provided?
  - o Answer: After the direction of Task 2 is approved by the project team, selected vendor may be required either recruit community members or hire actors/models.

2018 - 04

Special Events Video - 2018-04-06 12:27 - olivia.gillison

Big Ideas PHL - Special Events Video RFP

Overview

The Office of Special Events is looking for a digital media partner (to include a videographer) to create a video highlighting various aspects of Philadelphia's special events community.

In 2014, 2015, 2016 and 2017, the City of Philadelphia, through the Office of Special Events, was recognized as a "World Festival & Event City" by the International Festival & Event Association (IFEA). The 2018 award submission process requires applicants to enter a short video highlighting the unique cultural and positive impact of events on local businesses & communities. (For an idea of the project please visit our YouTube page for past videos.) The budget for this project is $7,500.

The proposed timeline of the project is as follows:

- RFP opens on April 9th, 2018
- Responses and questions are open through **April 16th, 2018 at 12PM**!
- Selections for interviews will be made by close of business on April 16th, 2018
- Final selection will be made on April 20th, 2018
- Begin production on April 23rd, 2018
- First Review/Draft on June 22nd, 2018
- Final product due 12PM EST on June 29th, 2018

Format

We suggest that the final product include:

- Infographics / Overlays
- Footage from special events (dates and locations TBD)
- Historical documentation (video, pictures, etc.)

Responsibilities

Project Management Assistance

- Provide consulting services in the development stages of a video production project
- Work with staff to coordinate roles, responsibilities and expectations for the project
- Coordinate quality control of all development work and deliverables
- Ensure the project(s) stay on schedule and within scope and budget

Production and Direction

- Assist with development of timelines, storyboards and/or scripts
- Scout locations and schedule shoots
- Coordinate required personnel and technicians
- Secure "b-roll" footage from various sources as needed
- Conduct video shoots, providing all necessary equipment and qualified operators

Post-Production

- Provide post-production services to edit raw footage into the finished product, including rough cut and final editing, sound mixing and visual effects
- Provide supplemental graphics and audio as needed
- Deliver finished product(s) in desired formats

Submitting a Proposal

Interested parties should send a brief proposal to the attention of Olivia Gillison (olivia.gillison@phila.gov) & Natalie Faragalli (Natalie.Faragalli@phila.gov) no later than 12:00PM EST on Monday, April 16th, 2018, including:

- Information about the individual/company
- Relevant work samples
- Cost proposal
- Creative vision for the project

The final product is due no later than 12:00PM EST on Friday, June 29th, 2018

2018 - 05

RFI: Tractor Trailer Truck Parking Options in Philadelphia - 2018-05-14 09:36 - Liz Lankenau

Below is a link to a Request for Information (RFI) about options to provide long-haul and local-serving tractor trailer truck parking in the city of Philadelphia. The information obtained from this RFI will inform City policies, future actions, and potential contracting opportunities related to truck parking facilities in Philadelphia. Respondents to this RFI should follow the enclosed guidance when responding. *Questions may be submitted to the email below by Friday, May 25, 2018*.

https://drive.google.com/open?id=1WtBQTL8_z4RYAepl-EHmTmnkZZG1XNNN

Responses must be received no later than 5:00 pm, Eastern Standard time, on Friday, June 29, 2018.

Submit responses to:

Elizabeth H. Lankenau, AICP

Office of Transportation & Infrastructure Systems

elizabeth.lankenau@phila.gov

The Mayor's Fund for Philadelphia and the City of Philadelphia's Office of Transportation and Infrastructure Systems ("oTIS") seek a qualified vendor to manage event operations for one Philly Free Streets program (August 11, 2018).

For more information on this opportunity, visit the Mayor's Fund site: http://www.mayorsfundphila.org/rfp-fs-event-ops/.

Note that, because this opportunity is facilitated through the Mayor's Fund, the submission process will be different from Big Ideas PHL's.

The Department of Revenue (Revenue) is seeking quotes for proposals for outreach and engagement services to encourage enrollment in assistance and payment plan programs administered by the Department.

Nearly 80% of Philadelphia homeowners are enrolled in Real Estate Tax relief programs that lower their bills, including the Homestead Exemption, Longtime Owner Occupant Program (LOOP), Ten Year Tax Abatement, and the Senior Citizen Tax Freeze receiving more than $100 million in discounts annually. Despite this, more than 1 in 5 homeowners are missing out. Additionally, more than a third of homeowners who are behind on their Real Estate Tax bills have not yet enrolled in any programs.

Revenue and partners from inside and outside government have used many tactics to encourage enrollment, including mailings, social media, community events, auto-enrollment, and earned and paid media.

To build upon these efforts, Revenue would like to test the effectiveness of person-to-person outreach using street teams doing both door-to-door visits of residential properties to provide information verbally and/or leave printed materials and through teams stationed at community locations such as grocery stores, city facilities, county assistance offices, and transportation hubs.

Revenue has identified areas in the greatest need of additional outreach, using current enrollment rates, tax delinquency, change in property assessment, and poverty level. For this engagement, please use the map to target vulnerable and/or very vulnerable areas. Revenue seeks a vendor to conduct door-to-door outreach in one area, and outreach at community locations in the other. It is our expectation that the combined efforts will engage at least 15,000 residents.

The selected vendor will need to track the number of in-person interactions conducted in each area; the Department of Revenue will track the number of applications received from each area to assess the relative effectiveness and efficiency of these approach two. The specific areas for each treatment will be mutually agreed upon at the kick-off meeting.

Department of Revenue staff will provide training in a train-the-trainer format on the following programs:

- Owner Occupied Payment Agreement (OOPA)
- Homestead Exemption
- Senior Citizen Tax Freeze

Revenue has collateral materials describing the three target programs that may be used or adapted for use by the street teams. We think that designing and producing door hangers may be effective but would like input from the vendor on the most effective collateral. It is our expectation that materials will need to be translated in Spanish and potentially other languages.

Quotes should include:

- Proposals about how the work may be completed, including staffing levels, development (if needed), translation, and printing of materials, training and oversight.

- Expected number of resident engagements.

Revenue will give preference to firms who can also provide multi-lingual outreach. Successful respondents must be able to meet the following deadlines (all times are Philadelphia local times):

- May 21, 2018 - Notice of City's request for services distributed
- May 25, 2018 @ 5pm - All questions must be submitted to Marisa.Waxman@phila.gov
- May 29, 2018 @ 5pm - Answers to questions will be provided
- June 4, 2018 @ 5pm - Proposals due electronically to Marisa.Waxman@phila.gov
- June 6, 2018 - Interviews
- June 8, 2018 - Successful company notified
- June 11, 2018 - Project Kick-Off
- June 30, 2018 - Outreach Complete

Proposals are due by 5pm on June 4, 2018, and must be provided electronically to Marisa Waxman, First Deputy Revenue Commissioner, at Marisa.Waxman@phila.gov. All questions must be submitted via email to Marisa Waxman on May 25, 2018 by 5pm. Responses will be provided to questions via email by May 29, 2018 by 5pm.

As contract completion will not occur before the kick-off date on June 11, 2018, the City intends to issue a notice to proceed. The timeline for this project is non-negotiable, as the available funds must be spent by June 30, 2018.

Proposals must include:

Background Information

- Name, address, email, and telephone number of firm;
- Description of Provider (corporation, sole proprietorship, partnership, consortium) and year formed;
- State if the firm is qualified to do business in the Commonwealth of Pennsylvania and the City of Philadelphia. Include all that apply: federal tax identification number, City of Philadelphia tax identification number, City of Philadelphia business license number.
- Name, title and business address of persons to whom communications respecting this activity should be directed, if different from above.
- Note, all vendors with the City of Philadelphia must be compliant with all applicable taxes.

Organizational Description and Experience
- Provide a general statement describing the firm, size, number of employees, MWDBE certification (if applicable), hours of operation and primary business areas.
- Provide a description of the firm's experience performing similar projects. Include dates, locations and scale of these services. Provide contacts for 3 recent (within the last 3 years) clients for whom the firm has performed similar work.

Proposed Staffing & Schedule
- Describe the staffing plan for this project, and hiring plan if necessary. Please provide training and experience qualifications for each individual.

- Indicate the proposed timeline for completing the project for anticipated project tasks, including final completion, and any key dependencies.

Project Understanding & Statement of Qualifications

- All applicants must demonstrate their knowledge and understanding of the project.
- All applicants must explain why they are qualified to perform the work required.

Cost Proposal

Total cost must not exceed $32,000.

Other

- All vendors must agree to all standard City terms and conditions including full compliance with all City of Philadelphia taxes.
- Please see additional terms and conditions
- For reference, the City's Office of Economic Opportunity tracking form for MWDSBE firm solicitation

2018 - 08

[CLOSED] Performance Based Budgeting RFI - 2018-08-08 09:25 - GayleR

The City of Philadelphia (City) is embarking on a significant initiative to modernize its administrative business processes and related legacy technology systems that currently support its business operations. As part of this initiative, the City intends to implement a new performance management system to assist with program-based budgeting.

The City, through its Office of Innovation and Technology (OIT), on behalf of The Office of Budget and Program Evaluation has issued this Request for Information (RFI) in order to solicit statements of interest, capabilities, and Rough Order of Magnitude (ROM) cost estimates from all Respondents interested in, and capable of, providing commercial off-the-shelf (COTS) software as part of the City's solution.

Follow the links below for more information on the opportunity:

- **Performance Based Budgeting Solution RFI**
- **Question Template**
- **Information Session**
- **Responses to Questions**

Responses to the RFI must be submitted by September 12, 2018 before 5:00 PM (Local Philadelphia Time). Email responses to annelyn.grellier@phila.gov and gayle.ruggeri@phila.gov.

The date for the Information Session Conference call has been moved to August 17, 2018 at 10:00 AM Local Philadelphia Time. Email requests for the Information Session Dial In Information to gayle.ruggeri@phila.gov**.**

The deadline for questions is **August 24, 2018 before 5:00 PM** (Local Philadelphia Time). Any additional information and/or responses to questions will be posted on the City's website at http://www.phila.gov/rfp ("Additional Opportunities"). No information and/or responses to questions will be sent by email.

The City of Philadelphia (City) is embarking on a significant initiative to modernize its administrative business processes and related legacy technology systems that currently support its business operations. As part of this initiative, the City intends to implement a new performance management system to assist with program-based budgeting. As part of this initiative, the City intends to implement a new Food Inventory Management System.

The City, through its Office of Innovation and Technology (OIT), on behalf of the Office of Homeless Services (OHS), has issued this Request for Information (RFI) in order to solicit statements of interest, capabilities, and Rough Order of Magnitude (ROM) cost estimates from all Respondents interested in, and capable of, providing commercial off-the-shelf (COTS) software as part of the City's solution.

Follow the links below for more information on the opportunity:

- **FOOD INVENTORY MANAGEMENT SYSTEM RFI**
- **Question Template**
- **Information Session Presentation**

Responses to the RFI must be submitted by September 19, 2018 before 5:00 PM (Local Philadelphia Time). Email responses to Sherri.Pennington@phila.gov and gayle.ruggeri@phila.gov.

An Informational Session to review the requirements of this RFI will be held **August 29, 2018 at 10:00 AM** (Local Philadelphia Time).

Location: 1234 Market Street – 18th Floor
Independence Conference Room
Philadelphia, PA 19107

Participation in the Information Session is optional but strongly encouraged.

In addition, a conference call line will be available for dial in. To receive the dial in information for the conference call:

- Email Sherri Pennington, Pennington@phila.gov by noon on Monday, August 27, 2018 (Local Philadelphia Time)
- Include the name and email address of who is to receive the dial in information.

The deadline for questions is **September 5, 2018 before 5:00 PM** (Local Philadelphia Time). Any additional information and/or responses to questions will be posted on the City's website at http://www.phila.gov/rfp ("Additional Opportunities"). No information and/or responses to questions will be sent by email.

[CLOSED] RFP: Interior Designer to work with the PHL Participatory Design Lab - 2018-10-07 23:04 - liana.dragoman

REQUEST FOR PROPOSALS: Services Delivered to the City of Philadelphia, Office of Open Data and Digital Transformation

Issued By
The Mayor's Fund for Philadelphia on behalf of The City of Philadelphia, Office of Open Data and Digital Transformation

Proposals must be received no later than ~~5:00 p.m. Philadelphia, PA, local time, on Wednesday, October 24, 2018.~~ Please note: The deadline for this RFP has been extended to Monday, November 5 at 9:00 a.m. A PDF version of the proposal must be emailed to: mayorsfund@phila.gov and liana.dragoman@phila.gov

Statement of Purpose
The Mayor's Fund for Philadelphia and the Office of Open Data and Digital Transformation (ODDT) seek a qualified Interior Designer who has experience designing person-centered or trauma-informed service environments.

Department Overview
The Mayor's Fund for Philadelphia (the Fund) works in close partnership with the City of Philadelphia and private sector partners to develop and run initiatives that reflect Mayoral priorities and seek to improve the quality of life for all Philadelphians. The Fund will serve as the fiscal administrator for this contract opportunity. The Office of Open Data and Digital Transformation will serve as the project manager for this effort on behalf of the Fund.

The Office of Open Data and Digital Transformation (ODDT) collaborates with departments and the public—employing human-centered design methods—to create services that support the success and well-being of all Philadelphians.

Project Background
In July 2017, the Mayor's Fund for Philadelphia and the City of Philadelphia were awarded a Knight Cities Challenge (KCC) award from the John S. and James L. Knight Foundation. The Knight Cities Challenge seeks ideas that help make cities more vibrant places to live and work, focusing on three drivers of city success: keeping and attracting talent, expanding opportunity, and creating a culture of civic engagement.

The award has funded a project titled the **PHL Participatory Design Lab,** spearheaded by the **Office of Open Data and Digital Transformation (ODDT) and the Mayor's Office of Policy, Legislation, and Intergovernmental Affairs.**

PHL Participatory Design Lab—comprises an in-house multidisciplinary and cross-agency team of service designers, policy-makers, and a social scientist. The Lab uses participatory design and evidence-based methods, like service design and social science, to improve City service delivery for and with residents, service partners, City staff, and leadership.

The two projects the Design Lab is working on throughout 2018:

- The service design team is enhancing aspects of the **Office of Homeless Services** prevention, diversion, and intake services with participants, staff, service partners, and leadership.
- The social science team is determining the effectiveness of the **Department of Revenue's** outreach strategies for their Owner-Occupied Payment Agreement (OOPA) program, which assists homeowners who are behind on their real estate taxes.

This RFP will support the service design team's work with the Office of Homeless Services Prevention, Diversion, and Intake team.

General Disclaimer of the City

This RFP does not commit the Fund or the City of Philadelphia to award a contract. This RFP and the process it describes are proprietary to the Fund and the City and are for the sole and exclusive benefit of the Fund/City. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP, shall become the property of the Fund/City and may be subject to public disclosure by the Fund/City, or any authorized agent of the Fund/City.

Scope of Work

The PHL Participatory Design Lab service design team is looking for a **freelance interior designer or an interior design firm to translate a trauma-informed space strategy into an actionable plan that the Office of Homeless Services can implement.** The trauma-informed space strategy was created after the team spent time in the field at the City's intake sites with participants, staff, and leadership. It was co-created with staff and trauma-informed service experts.

Because this is grant-funded work, we're looking for freelancers or firms who can start immediately and can complete the design work by the end of 2018. Please see the comments section about flexibility with the end date. This is not a full-time position. It's a contract-based engagement.

Responsibilities include:

- Work with the PHL Participatory Design Lab team and the Office of Homeless Services to translate the team's trauma-informed space strategy for the City's prevention, diversion, and intake sites into an actionable implementation plan.
- Iterate on the design plans for at least two review cycles.
- Finalize work through implementation guidelines.
- Train the team on concepts, plans, and guidelines through pass off meetings to capstone the project work.

Deliverables:
- Initial design concepts
- One finalized design plan with implementation guidelines
- Design reviews and pass off meetings

Monitoring/Security

By submission of a proposal in response to this RFP, the Applicant agrees that it will comply with all contract monitoring and evaluation activities undertaken by the City of Philadelphia and the Mayor's Fund for Philadelphia, and with all security policies and requirements of the City.

Insurance Requirements

As a contractor of the Mayor's Fund for Philadelphia, the selected applicant will be required to maintain insurance. Specific policies and minimum limit(s) will be commensurate with the scope of work to be performed, and will be determined with the Interior Designer once selected. The Interior Designer may be required to provide proof of insurance at the Fund's discretion.

Submission Requirements

To apply for this contract opportunity, applicants must submit the following:

- Resume
- Portfolio that reflects your experience in creating person-centered or trauma-informed environments
- Brief proposal that includes 1) estimated project cost (Please note: The proposed budget should not exceed the small contract amount of $34,000); 2) your availability to start work in November of 2018; and 3) a high-level 2-month project plan with approach, timing, milestones, and deliverable review processes.

Strong candidates will have:

- Portfolio that reflects your experience in creating person-centered, healing-centered, or trauma-informed service environments
- Effective methods for managing and delivering on time

Minimum Requirements:

- Three years of professional work experience in the interior design field

Deadline for Submission

Proposals must be received no later than ~~5:00 p.m. Philadelphia, PA, local time, on Wednesday, October 24, 2018.~~ Please note: The deadline for this RFP has been extended to Monday, November 5 at 9:00 a.m. A PDF version of the proposal must be emailed to: mayorsfund@phila.gov and liana.dragoman@phila.gov.

NOTE: Please do not send private questions about this RFP to the above email addresses. If you have a question, you must post it below in the comments section. We'll respond to your question publicly, so all applicants have the same information.

Nelly Arnold, IFDA (2018-10-22 13:21:02)

Hello! Excited about this RFP. I had a few questions.

- When designing for the first intake site, is there a specific site you had in mind?
- Will there by more sites than the ones listed that will use this design?
- Do the suppliers used for the furniture and interiors need to be approved by the City, suppliers that have worked for the City, and/or fullfill the minority requirements?
- Is the budget for interior design fee, training fee, implementation manual/SOP of materials and vendors, materials for the first intake site, installation of the first intake site OR just interior design fee, training fee, implementation manual/SOP of materials and vendors?

I really appreciate your help and can't wait to submit the proposal!
Nelly

liana.dragoman (2018-10-23 13:39:07)

Hi Nelly,

We're currently working on a response to your questions. Please note that we extended the deadline to this RFP to Monday, November 5 at 9:00 a.m. I'll reply again to your comment when I have accurate answers.

Thanks! Liana

liana.dragoman (2018-10-24 20:24:50)

Question #1: When designing for the first intake site, is there a specific site you had in mind?
Answer #1: Yes - there is one specific site in mind. However, it's our hope that some of what we come up with together will act as a best practice for other sites and related spaces. To be clear, this RFP is for one site.

Question #2: Will there by more sites than the ones listed that will use this design?
Answer #2: Related to my answer above — It's our hope that some of what we come up with together can act as a best practice for other sites. This project is for one site in particular.

Question #3: Do the suppliers used for the furniture and interiors need to be approved by the City, suppliers that have worked for the City, and/or fullfill the minority requirements?
Answer #3: I'm still working on the answer to this question and will respond to you - hopefully - by the end of this week.

Question #4: Is the budget for interior design fee, training fee, implementation manual/SOP of materials and vendors, materials for the first intake site, installation of the first intake site OR just interior design fee, training fee, implementation manual/SOP of materials and vendors?
Answer #4: This RFP (at or under $34,000.00) is intended to be the designer's fee only, not the

designer's fee + cost of materials and installation.

As soon as I get a solid answer to #3, I will let you know.

Thanks again for your questions!

liana.dragoman (2018-10-28 14:59:29)

Hi Nelly,

I have your answer to question #3 below.

Question #3: Do the suppliers used for the furniture and interiors need to be approved by the City, suppliers that have worked for the City, and/or full-fill the minority requirements?
Answer #3: Our team, OHS, and Public Property will approve all furniture choices with you, but you do not need to use pre-qualified City vendors as we'll work with the landlord to make the changes to the space. The space is not a City-owned building.

Please let me know if you have more questions!

Liana

Tanya Alejandra Paz (2018-10-25 14:58:46)

How will the new deadline impact the schedule? Thank you!

liana.dragoman (2018-10-25 19:55:36)

Hi Tanya,

We can be relatively flexible on the timeline. For example, if deliverables need to run into 2019 a little bit, that's okay. There is urgency, but we want quality work. Please submit a proposal that seems reasonable to you.

Thanks, Liana

Jeremy Avellino, RA, LEED AP, CPHD (2018-10-26 13:42:47)

Thank you for the invite to this RFP. Excited to put in a proposal. I have a few questions:

--What are the deliverables? Sounds like it would be a floor plan, interior elevations, lighting plan, interior materials specifications, and a 3D color rendering showing the concept.
--Do you need permit level drawings or only conceptual level drawings?
--When do you need them by? If it can be in January that would be very helpful as the whole world is rushing to get work done by end of 2018.
--Is there any way to extend the proposal deadline to Friday 11/2 since we just received an invite?
--How many designs are bidding?
--What are the criteria for choosing a designer? Are you required to choose the lowest bid?

Thanks!
Jeremy

liana.dragoman (2018-10-28 14:55:20)

Hi Jeremy,

Thanks so much for your questions! Answers are listed below.

Question #1: What are the deliverables? Sounds like it would be a floor plan, interior elevations, lighting plan, interior materials specifications, and a 3D color rendering showing the concept.
Answer #1: Yes - you are correct. In the material specifications, we'd need to map specifications to cost.

Question #2: Do you need permit level drawings or only conceptual level drawings?
Answer #2: We need conceptual level drawings.

Question #3: When do you need them by? If it can be in January that would be very helpful as the whole world is rushing to get work done by end of 2018.
Answer #3: We don't want time to get in the way of quality, but there's a need to take action. If we have to spill into January for the sake of quality, then that's okay.

Question #4: Is there any way to extend the proposal deadline to Friday 11/2 since we just received an invite?
Answer #4: We'll extend the deadline to Monday, November 5 at 9:00 a.m.

Question #5: How many designs are bidding?
Answer #5: I don't have the answer to this question. We've posted this RFP to many design networks. It's an open process.

Question #6: What are the criteria for choosing a designer? Are you required to choose the lowest bid?
Answer #6: We are NOT required to choose the lowest bid, but all proposals should be under 34K. We'll choose a firm that meets all bullets listed in the "Submission Requirements" section.

Please let us know if you have any other questions!

Liana

liana.dragoman (2018-10-28 15:05:53)

Hi All,

Please note that we have extended the deadline to Monday, November 5 at 9:00 a.m. This will be the last extension.

Thanks very much, Liana

Nelly Arnold, IFDA (2018-10-29 21:59:52)

Thank you for the responses and extension Liana!

Fon Wang (2018-10-30 14:21:00)

Hello, We are excited about this opportunity. Could you tell us the approximate square footage of the space for this project? Also, will existing drawings be provided to the winning team?
Thank you,
Fon

liana.dragoman (2018-11-01 09:49:49)

Hi Fon Wang,

I'm working on the answer to your question. I will respond as soon as possible.

Thanks, Liana

liana.dragoman (2018-11-02 12:40:04)

Hi Fon Wang,

The site we're looking at has three floors, but not all of it is public-facing. We'd like to concentrate on the public-facing components.

Below are approximate numbers:
--- Floor 1 = approximately 5,000 square feet
--- Floor 2 = approximately 800 square feet
--- Floor 3 = approximately 1000 square feet

We have general floor plans of the levels. The more detailed floor plans of the actual spaces are a bit outdated.

Please let me know if you have any questions!

Liana

The City of Philadelphia's Office of Open Data & Digital Transformation is seeking web analytics support for phila.gov.

Background

We've been undergoing a massive overhaul of the 70+ department websites on various platforms, reorganizing and rewriting them on a new, more user-friendly, largely consolidated platform. We started by building out the new platform in parallel to the existing sites (as alpha.phila.gov, then beta.phila.gov), transitioning content over incrementally, and continuing to build new platform features as we go.

In August 2018 the new platform became phila.gov. Legacy sites still exist under the merged phila.gov domain as we continue to transition their content (example). Other sites are intentionally separate, such as applications and external departments, and are on separate domains or subdomains.

We implemented Universal Analytics with Google Tag Manager early on in the project, but we don't have 100% coverage (especially across domains and subdomains), there may be faulty implementations due to application complexities (e.g. .NET sessions, JavaScript single-page applications), and our expertise in this area is limited and stretched thin.

Goals
- Increase our insight of how effective our features and content is for our users: specifically how well they're able to find the information they're looking for.
- Identify opportunities for improvements around functionality, navigation, layout, content gaps, SEO, etc.
- Review or replace our metrics to help us measure whether our efforts "move the needle" at a high level.
- Understand how to continue this work in-house (through knowledge transfer).

Responding

Please send a brief proposal of how you could help us meet these goals to **tim.wisniewski@phila.gov** no later than **Tuesday, October 30, 2018 at 9:00 a.m. EDT**. Proposals should include:

- A bit about who you are and your qualifications. If you're a firm, please include details about the specific staff who would be working with us.
- Your proposed scope and associated cost (options are great, e.g. short-term engagement, longer-term retainer).
- A high-level project plan and timeline.

Please note that:

- We expect to begin in November or early December 2018.
- The engagement cannot run beyond June 30th, 2019.
- The contract vehicle being used for this engagement -- the terms and conditions for which are available here -- has a maximum value of $34,000.

Please do not send private questions about this RFP by email. If you have a question, please post it below in the comments section. We'll respond to your question publicly, so all applicants have the same information.

---

hoyboy (2018-10-17 16:44:30)

You reference that you have implemented GA/GTM, but the implementation may be broken. We're assuming that you would want a partner to do a GA audit as part of this work, perhaps as the initial task for this potential engagement?

If at all possible, we'd love to get access to your Google Analytics account (read only) just to see how much data we have to work with. Is that possible?

twisniewski (2018-10-19 15:23:06)

Hi @hoyboy, thanks for your questions.

> You reference that you have implemented GA/GTM, but the implementation may be broken. We're assuming that you would want a partner to do a GA audit as part of this work, perhaps as the initial task for this potential engagement?

Yes I think that would be a necessary first step to ensure the data coming in is being counted correctly. We tried to frame the solicitation more around the goals than a prescriptive approach, though I can't imagine a way around this step. I don't know whether there are different levels of depth of an audit, though. I think we're likely in much better shape than a typical portfolio of government websites because we had a specialist working on this in the past.

> If at all possible, we'd love to get access to your Google Analytics account (read only) just to see how much data we have to work with. Is that possible?

Hm.. trying to think through how we could grant this without giving one applicant a leg up over another, and without simply posting our credentials publicly. The GA chrome extension should give you a good sense of our implementation details, but of course wouldn't show you any historic data. Is there something I can take a screencap of, or a data studio dashboard we can throw together quickly, or another way to make a publicly-accessible dashboard? If this quite a strong factor in putting the proposal or pricing together, I'm sure we can figure something out.

twisniewski (2018-10-22 15:18:44)

@hoyboy responded via email with the following follow-up question:

> I think it would be important for us to get access beyond what we're able to see in a data studio dashboard or with the GA pixel extension, as we'd want to see how well structured your custom events and variables are — this will play an important role in how much analysis we can actually do around your specific business questions.
>
> That said, doing a GA audit is going to be inevitable anyway. At the very least, if you're able to send us a screenshot of your goal conversions report in GA and your list of custom events, that could work for now.

My response:

You would certainly have access during an engagement. In the meantime, if this works, we don't currently have any goals configured in GA. We have 10 custom events setup. Here are screenshots of those events for the past week: https://imgur.com/a/8pqXeiB

Does that provide sufficient clarity?

AlexATInternet (2018-10-22 10:50:24)

Hi Tim,

Nice to meet you.

We are a Web Analytics Software and Consultancy company called AT Internet with offices in the U.S, UK, France, Germany and Singapore. We provide all the analytics through our proprietary software to the likes of Oklahoma Gas and Electric, NextBookMedia (based in Lancaster, Pennsylvania) and the French Government.

I noted your request for support for analytics. Our tool can be implemented through GTM using a similar structure to what you have in place currently.

I just wanted to know, will you be considering new tools for this RFP?

I'm confident we will be able to fulfil your expectations within the budget outlined. Our package includes, consulting, training, unlimited sites, unlimited users and zero data sampling unlike free GA. We were recently awarded 'leader' status in the lastest Forrester Wave research in to web analytics.

Let me know if this is something you would like to explore and I'd be happy to help.

Best,
Alex

twisniewski (2018-10-22 13:36:04)

Hi @AlexATInternet, thanks for your question.

> I just wanted to know, will you be considering new tools for this RFP?

I wouldn't rule it out, particularly since our GTM implementation makes swapping in a new tool much easier. There are certainly advantages to sticking with an "industry standard" like Google Analytics, but there are disadvantages too (like the data sampling you mention), and we would weigh them against the alternative in your proposal.

Colin@eCity (2018-10-22 14:19:41)

Hi @twisniewski,

Looking forward to getting you a proposal. Below are some questions.

1. Are there any departments on the new website or legacy websites that haven't been transitioned yet that are a priority?

2. Can we get a list of all the subdomains and department pages?

3. How many CMS platforms are used throughout the network of sites? Could you list them?

twisniewski (2018-10-22 15:24:19)

Hi Colin, thanks for your interest.

> 1. Are there any departments on the new website or legacy websites that haven't been transitioned yet that are a priority?

Yes -- we're working to bring over nearly all of the remaining department sites over the next year and a half. Some will remain on external websites, and some are actually transaction applications which do not make sense to reside on a CMS.

> 2. Can we get a list of all the subdomains and department pages?

We have a partial list of about 30 domains and subdomains which we could provide, but not all of them would be in-scope for this engagement. Let me know if it would make a big difference to see the list before sending in a proposal and I'll see what I can do.

> 3. How many CMS platforms are used throughout the network of sites? Could you list them?

WordPress for the new platform, SharePoint 2007 for the legacy platform, and a mix of static html pages for that which is older. A couple external sites use their own CMS but it's unlikely we'll have to worry about that provided they can inject our GTM code snippet (which they mostly have).

 Colin@eCity (2018-10-23 14:27:45)

 Thanks, Tim. If we could see the in-scope list that would be great.

AlexATInternet (2018-10-23 04:01:46)

Thanks Tim. We can compile something and you can see what you think.

I have a few questions:

- Who will be using the tool? How many?
- What is your current monthly traffic across all sites?
- What security requirements do you have?

Thanks,
Alex

 twisniewski (2018-10-23 09:37:55)

 > 1. Who will be using the tool? How many?

 The primary audience is a few folks on our team making product and content decisions, 3-10 people. Depending on what's available, we may opt to provide some tools to department colleagues as well (we currently use data studio dashboards for this).

 > 2. What is your current monthly traffic across all sites?

 Roughly 1 million average monthly sessions from nearly 6 million unique visitors per year.

 > 3. What security requirements do you have?

 I expect they would be about the same as any of your other web analytics clients. The analytics are tracking public-facing websites and should not be collecting user-input data or identifying information.

Amanda Winterstein (2018-10-24 11:02:51)

Hi Tim,

I had a question for you regarding a project that we were following that is related to this RFP. We were following a Redesign of the City Website where the City was going to rewrite service information and to design features that better meet the citizens needs. When do you think that project might move forward?

Thanks,
Amanda

twisniewski (2018-10-24 11:04:33)

Hi Amanda, that project has moved quite forward: https://www.phila.gov/2018-08-14-new-phila-gov-website-brings-better-online-experience-for-philadelphians/

Part of it is still underway, which this solicitation describes in more detail above.

Colin@eCity (2018-10-25 10:01:32)

Hi Tim,

Looking to gain some clarity around your second bullet. Regarding "navigation, layout, and content gaps"; do you have a pre-existing content marketing strategy or UX research data we could reference? Have you conducted user surveys, interviews, a previous content audit (user personas, demographic usage, etc.)? Or did you just envision this ask as an analytics data project?

twisniewski (2018-10-25 14:01:38)

Hi Colin,

Yes we've done those things and those have informed the current layout. This particular engagement is meant to derive insights specifically from web analytics.

tsawruk (2018-11-05 11:18:42)

Do we have a timeframe of when the vendor will be selected?

twisniewski (2018-11-06 10:31:15)

We aim to have the vendor selected by the end of this week.

tsawruk (2018-11-19 10:33:17)

Hey Tim,

Was the selection made?

The City of Philadelphia (City) Fire Department (PFD), in collaboration with the Office of Innovation and Technology (OIT) plans to implement a Personnel Accountability System (PAS) to enhance personnel safety for the emergency responder and provide the incident command organization an improved means to track and account for all personnel and their whereabouts within the danger area.

The City, through OIT, has issued this Request for Information (RFI) in order to solicit statements of interest, capabilities, and Rough Order of Magnitude (ROM) cost estimates from all Respondents interested in, and capable of, providing PAS solutions suited for PFD.

Follow the links below for more information on the opportunity:

- **PERSONNEL ACCOUNTABILITY SYSTEM RFI**
- **Question Template**

Responses to the RFI must be submitted by December 7, 2018 before 5:00 PM (Local Philadelphia Time). Email responses to Scott.Strickler@phila.gov and Gayle.Ruggeri@phila.gov).

An Informational Session to review the requirements of this RFI will be held **October 30, 2018 at 10:00 AM** (Local Philadelphia Time).

Location: 415 North 5th Street
Philadelphia, PA 19123

Participation in the Information Session is optional but strongly encouraged.

The City will host a Skype web conference during the meeting. To receive the meeting weblink and dial-in information:

- Email both Scott.Strickler@phila.gov and Gayle.Ruggeri@phila.gov by 05:00 PM on October 25, 2018 Local Philadelphia Time
- Include the name and email address of who is to receive the dial in information.

The deadline for questions is **November 9, 2018 before 5:00 PM** (Local Philadelphia Time).

Any additional information and/or responses to questions will be posted on the City's website at http://www.phila.gov/rfp ("Additional Opportunities"). No information and/or responses to questions will be sent by email.