

BigIdeasPHL

Small Contracts, Big Ideas

Post Archive

January 2020 – June 2020

bigideasphl.com

Contents

2020	3
2020 - 01	3
RFP for marketing taxpayer assistance programs to immigrant communities - 2020-01-27 12:46 - Rebecca Lopez Kriss	3
2020 - 02	8
[CLOSED] Philadelphia Roadmap to Safer Communities (the Roadmap): Marketing Strategy and Materials Development - 2020-02-19 15:13 - charlotte.castle@phila.gov	8
2020 - 03	14
Request for proposals: Services Delivered to the City of Philadelphia, Plastic Bag Ban Evaluation - 2020-03-06 08:49 - liana.dragoman	14
2020 - 06	18
Township Billing Project - 2020-06-02 08:27 - PWood	18

2020

2020 - 01

RFP for marketing taxpayer assistance programs to immigrant communities - 2020-01-27 12:46 - Rebecca Lopez Kriss

Background

The Philadelphia Department of Revenue estimates that nearly 100,000 eligible households don't take advantage of Real Estate Tax assistance, including the Homestead Exemption (now worth up to \$629 every year) and the Low-income Senior Tax Freeze (which freezes the tax bill of low-income seniors). We believe that immigrant communities are especially vulnerable to real estate assessment fluctuations in rapidly changing neighborhoods.

The Philadelphia Department of Revenue seeks proposals for creative services for the development of a promotional campaign to increase awareness and participation of the City's Real Estate tax assistance programs among Philadelphia's non-English speaking communities. This may include different messaging for different communities and languages. We may award more than one contract to meet our needs.

The maximum cost for this contract is \$34,000. All work must be completed for this contract before June 30, 2020

Scope of Services

The project is in two phases.

Phase 1) The campaign will combine the department's language research and industry best practices to create a marketing plan that includes guidance and a variety of strategies to reach non-English speaking communities. (We would like to target Spanish, Mandarin, French and Arabic, but are open to learning from the specific experiences of your creative firm. Please see targeted geographies map, Fig 1.) These strategies could include, but are not limited to print ads in local publication, paid social media posts, street teams, texting strategies, or video ideas. Revenue is open to other strategies that have proved successful beyond those listed here.

Phase 2) A collaborative process to develop content for the strategies suggested in your plan. This may include weighing most cost-effective methods against our available budget and resources. The cost of this contract does not include the purchase of media ad space, videography, costs of printing, or other external costs related to the project. For example, should your plan include placing ads in local publications, we will require the development of the print media/ads within the scope of your contract, but not the cost of placing the ad.

Respondents should expect to work with Revenue's research department to design strategies so that their impact may be measured.

Deliverables

A written plan for outreach that includes

- Research of community assets such as media outlets, community groups, faith-based organizations, etc., and contacts in target geographies

- Proposed strategies to meet the department’s goals
- A proposed timeline to deliver those strategies

Creative content necessary to enact your proposed plan

- Any photography, copy, graphics, print files, etc. required to fulfill your plan. This creative output and files become the property of the City of Philadelphia.

Submission Requirements

Respondents should gather the following materials into a single pdf and submit them electronically to Joseph Bamat at joseph.bamat@phila.gov no later than midnight, **February 12, 2020**.

- **A written statement of qualifications and experience, and related work samples:** Describe the background, expertise and experience of the firm, demonstrating ability to provide the requested services. Please include the current number of employees at the firm. Please describe at least three successfully completed projects produced within the past 24 months that relate to the project type and services described above and include sample deliverables of those projects. Note, Revenue encourages the creation of economic opportunities for minority, women, and disabled-owned businesses in its projects, including professional services contracts such as are contemplated here. If respondents feel they can meet these criteria, they should note it in this section of their proposal.
- **Proposed Budget/Pricing:** Include pricing for all aspects of the project, including any future maintenance or support costs. Indicate the structure of the pricing (fixed price, cost per sub-project, or other). The budget should include any discounts offered for this engagement.
- **Timeline:** Please provide a detailed timeline of the project with a breakdown of tasks required to complete the project before our deadline of June 30, 2020.
- **References:** Please provide contact information for three individuals and their organizations for which the project team’s firms have performed successful similar projects in the last 24 months. Revenue may contact these references to inquire about overall performance, work style, individual staff capabilities and project administration.

Selection Process

The Department of Revenue will coordinate the evaluation and selection process, which includes any other stakeholders. Revenue retains the right to reject any and all proposals. Factors that will be considered in the evaluation include:

- Successful engagement and experience working in/with immigrant communities
- Quality, depth of specific relevant experience, and qualifications of the firm;
- Quality, depth of specific relevant experience, and qualifications of the project staff;
- Value (quality of service for billing structure)

Following an initial review of all proposals submitted, a short-list of applicants may be asked to make an oral presentation and demonstration of their proposal over the phone, via web meeting, or in person, or submit additional information to members of the selection committee prior to selection.

Respondent’s Guarantee

The Respondent guarantees the services will be satisfactory to Revenue, as required in this RFP. If Revenue is dissatisfied with the services, Revenue reserves the right to terminate any agreement for service resulting from this RFP at any time and be relieved of the obligation of continuing with any such

agreement. All monies due to contractor for satisfactory and acceptable work completed up to the date of termination of the agreement will be paid upon termination of agreement.

Statements and creative concepts generated in response to this RFP become the sole property of Revenue. Any pricing must remain valid for 90 days. Revenue reserves the right to adjust the specifications or scope of work stated in this RFP.

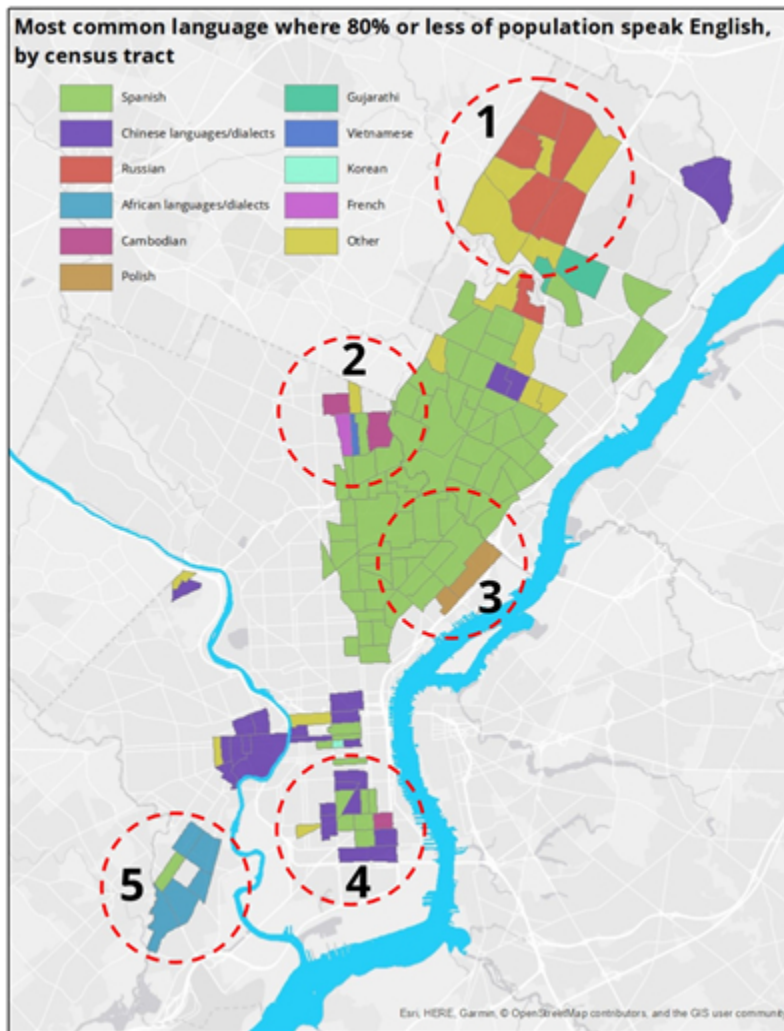
Questions

Respondents should post questions related to this opportunity in the comment section of this listing no later than **5PM, February 6, 2020**.

Facsimile proposals will not be accepted. Late or incomplete proposals will not be considered.

Additional information

Figure 1:



Rebecca Lopez Kriss (2020-01-28 10:28:17)

We received this question: **Is this opportunity limited only to marketing/creative services companies or would more grassroots organizations be eligible to apply if they're able to make a compelling case for outreach?**

Rebecca Lopez Kriss (2020-01-28 10:29:00)

We welcome all ideas and proposals, especially from folks who may not think of themselves as creative firms.

Rebecca Lopez Kriss (2020-02-04 10:36:39)

We received this question: **do you accept it from an experienced freelancer?**

Rebecca Lopez Kriss (2020-02-04 10:37:00)

Yes!

Octodesign (2020-02-04 17:26:52)

Does the department have a language partner they would like us to use or can we use our own resources?

Rebecca Lopez Kriss (2020-02-06 12:08:12)

While the City has existing contract and budget for translation services, not all projects will be appropriate to use this service. For purposes of budgeting, the respondent and Revenue will want to evaluate / collaborate to find the best course of action. If a respondent has a proposed language resource, the Department would want to understand why this would be a preferred solution over any existing resources.

Octodesign (2020-02-04 17:31:23)

Since the language, communities, and messages can change based on the approved strategy, must all our subs be listed or will we have the ability to change them as the project takes on a clearer path for deliverables?

Rebecca Lopez Kriss (2020-02-06 12:11:54)

In your proposal please outline and list all potential sub-contractors / partners. We understand that as deliverables become more defined, an appropriate sub-contractor will be selected as needed from that list.

2020 - 02

[CLOSED] Philadelphia Roadmap to Safer Communities (the Roadmap): Marketing Strategy and Materials Development - 2020-02-19 15:13 - charlotte.castle@phila.gov

The Managing Director's Office's Office of Violence Prevention (MDO OVP) is seeking quotes for proposals to design and implement a marketing strategy with materials to promote the City of Philadelphia's gun violence reduction strategy known as the *Philadelphia Roadmap to Safer Communities*. Commonly referred to as (the Roadmap), this five-year (2019-2024) plan applies several initiatives to reduce the city's rising gun violence.

There were 353 homicides in Philadelphia for 2018, and 355 at the close of last year. While the Roadmap is working in high gear and partnering with law enforcement to reduce those numbers for 2020, this campaign will make clear to the many diverse Philadelphia communities that every available resource is being called upon for this effort.

In January of 2019, Mayor Jim Kenney unveiled the Roadmap following the completion of a "Call to Action" mandating the Mayor's Cabinet and senior leadership develop within 100 days a plan for how to dramatically reduce killings and shootings.

The Philadelphia Roadmap to Safer Communities is guided by four main goals:

- Connected & Thriving Youth, Young Adults, & Families
- Strong Community Engagement & Partnerships
- Coordinated City Services & Planning
- Safer & Healthier Neighborhoods

The MDO OVP is seeking a company for two primary tasks:

- Roadmap brand and identity development
- Youth campaign for Philadelphia's high-risk neighborhoods

Deliverables should support and raise awareness of the Roadmap.

Proposals must be under \$34,000, and firms should demonstrate how they will achieve the following tasks:

1. Develop brand identity, including but not limited to logo, slogan, hashtag for social media, and promotional tangibles for the Roadmap, with a focus on creating a clear, understandable message that raises the awareness of the citywide anti-violence plan. Promotional tangibles may include, but may not be limited to: Templates for handouts, postcards, door hangers, etc.
2. Develop summer 2020 youth anti-violence campaign and develop key campaign materials. This includes:
 - Campaign strategy, which may include both digital and traditional media.
 - Development of key campaign materials, which will be determined by recommended strategy.
 - Evaluation strategy of summer campaign.

The City prioritizes campaign materials that can be adapted for use across mediums, maximizing impact. Strategy and materials should be developed in collaboration with senior City leadership dedicated to this area of work.

- Recommendations for transitioning summer 2020 youth strategy into a citywide campaign.

All deliverables must be made available in both the original, PDF, and vector format to the City. However, whenever possible, deliverables that are easy to reproduce by the City, without requiring Adobe InDesign or other tools, is strongly preferred. Printing of literature or purchase of ads will not be part of this request, and will be managed separately. All materials produced will become the property of the City.

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

February 19, 2020

Notice of City's request for services distributed

March 2, 2020

Questions due to Dave.Kinchen@phila.gov by 5PM

March 4, 2020

Answers to questions posted by Big Ideas PHL by 5PM

March 6, 2020

Proposals due electronically to dave.kinchen@phila.gov by 5PM

March 20, 2020

Interviews with MDO OVP

March 27, 2020

Successful company notified

April 17, 2020

Task 1 (brand identity) to be completed

May 18, 2020

Task 2A (strategy) and Task 2B (key campaign materials) to be completed

May 29, 2020

Task 2C (evaluation) to be completed

June 12, 2020

Task 3 (long-term strategy) to be completed

MDO OVP will provide all details about the Roadmap and any necessary information to assist with the planning and design of the campaign. Proposals are due by 5pm on March 6, 2020, and must be provided electronically to Dave Kinchen at dave.kinchen@phila.gov.

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 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

Proposals must be under \$34,000.

charlotte.castle@phila.gov (2020-03-04 17:00:10)

Questions & answers:

Q) Does the city have any brand guidelines you can share with us?

A) Yes. That information can be found here: <https://standards.phila.gov/guidelines/design-development/brand-elements/>

Q) What does the development of the campaign look like from your POV in terms of assets/deliverables? Are there mandatories (broadcast, social, bus wraps, etc.), and what will the scale of the total list of deliverables be? (five pieces? ten? etc.)

A) The City is interested in recommendations for reaching youth as a part of a summer anti-violence

campaign. This campaign should be the first step to a broader campaign associated with the City's anti-violence efforts. Yes. Social media is a mandatory and primary deliverable. It would also include a logo, and slogan, plus template designs for handouts, door hangers, postcards, etc. The City is open to a script or copy for a PSA for radio and television, along with other suggested deliverables at a low cost to reach our target audience.

Q) Are we to be treating the two tasks as two separate projects? (Philadelphia Roadmap to Safer Communities vs. Summer 2020 Youth Anti-Violence Campaign) Or should they be working hand in hand to achieve the overall goal of having safer Philadelphia communities?

A) These tasks are two parts of one project. The tasks will be working hand in hand and should be treated as one effort since the summer 2020 youth anti-violence campaign will be supporting the Roadmap and its awareness.

Q) Could you provide more details as of what you are looking for when it comes to the "evaluation strategy" of the summer campaign?

A) Please provide a brief description on how you recommend evaluating the effectiveness of the campaign reaching our target audience. How does your company currently evaluate media strategies? Provide MDO OVP with a recommended plan of how to evaluate these efforts.

Q) We noticed this was a 5-year plan. Are you looking for a long-term partnership, or someone who can provide you with a strategy, brand identity, and assets that can be used throughout the years?

A) The City is looking for an agency that can provide a Roadmap marketing strategy, brand identity and assets for at least the first phase of this endeavor which will be implemented in June of this year. The decided upon branding treatment could last throughout the duration of the Roadmap (through 2024) or could be changed at any point if and as leadership sees fit. Additional work and partnership would be determined at a later date.

Q) When the RFP says that the selected vendor should "promote the City of Philadelphia's gun violence reduction strategy," can you be more specific about what that means? Does that mean we just promote the existence of a gun violence reduction strategy in Philadelphia? Are we communicating/promoting that strategy to stakeholders, community leaders, service providers and other partner agencies??

A) "Promote the City of Philadelphia's gun violence reduction strategy" means to develop deliverables that communicate and promote the Roadmap to stakeholders which include the summer youth campaign's target audience, as well as community leaders and the public as a whole. This means enabling the City to broadly show there is a strategy or "toolbox" as we call it, to reduce and prevent gun violence which are evidence-based and adopted by the mayor.

Q) Who is the primary target audience for this effort? Other (secondary) intended audiences?

A) The primary target is at-risk young people between 16-34 who live in communities that experience high rates of gun violence, as well as their families and community leaders who would be aware of the many prevention and intervention services available under the Roadmap.

Q) Does Roadmap have completed audience research in Philadelphia that will be made available to

support the development of a brand concept, media/materials, messaging and campaign strategy?

A) Yes.

Q) Who is the brand identity for? Will it be used outside of/beyond the initiative or strictly to represent the Roadmap?

A) The brand identity is for the residents of the City of Philadelphia. However, all materials produced will become property of the City and the City reserves the right to share the brand with agencies and partners of the City's violence prevention and reduction efforts.

Q) Can the development of the Roadmap brand identity include changing the name of the campaign and slogan, as well as the creation of a brand/logo?

A) No. It would be too confusing to change the name of the Roadmap considering it has been called The Philadelphia Roadmap to Safer Communities for more than a year now. However, we are seeking a new brand identity, including a new slogan, branding/logo.

Q) Will the final deliverables created for this project (logo, creatives, campaign strategy) be tested with the intended audience(s)?

A) The City is looking for the selected contractor to determine a pathway for evaluation. However, discussions at MDO OVP on this subject are ongoing as to how the City would obtain feedback from the community regarding the deliverables.

Q) What does "design and implement a marketing strategy" mean? Does strategy mean a marketing/social marketing campaign?

A) The City is leaving this up to the selected agency. Please refer back to the text of the Roadmap marketing proposal at www.BigIdeasPHL.com.

Q): A year in, have there been any updates or progress reports related to the Philadelphia Roadmap to Safer Communities?

A) Yes. The City produces updates roughly every quarter detailing progress. They can be found here: <https://www.phila.gov/documents/the-philadelphia-roadmap-to-safer-communities-progress-updates/>

Q) Would you be the person responsible for overseeing this project for the City and the key decision maker, as well, or will it be someone else? Or, will there be multiple decision makers during the approval process?

A) There will be a core project group, including the Mayor's Office of Communications.

Q) Is the messaging framework, including calls-to-action for each audience group, already in place for this campaign?

No. The City is looking to launch a new campaign.

Q) Given that the target market most affected by gun violence in Philadelphia is young black males, we believe that the best approach is one that emphasizes mobile and digital messaging. The RFP, however, has considerable mention of promotional tangibles. Do the decision makers for this RFP require tangible traditional marketing materials? A) We agree. Mobile and digital messaging should be the

primary concern, but we also have a particularly diverse audience.

Q) The timetable on page 3/5 indicates that "Task 3 (long-term strategy) be completed by June 12, 2020. That said, I don't see any details related to long-term strategy, and what is expected for it, on the document. Please advise. A) The City is looking to the selected firm to develop the dynamics of the long-term strategy. As the proposal states, the City is looking for a, "campaign strategy, which may include both digital and traditional media," and "...development of key campaign materials, which will be determined by recommended strategy." Please see full request for proposal above.

Q) The budget is \$34,000, however, page 3/5 indicates that "printing of literature or purchase of ads will not be part of this request." Does that mean that \$34,000 budget is essentially the agency fees? A) Yes.

Q) Assuming that all publisher and printing costs are indeed in addition to the \$34k budget, is it necessary for the agency to give an estimate of the costs associated with the planned media and printing required for the campaign? A) No. It is not necessary but could be beneficial if offered up by the selected firm.

Q) Since the Roadmap is a five-year plan, is there a chance that the agency might be renewed for further work beyond the initial year's campaign? A) Yes. However, per City policy, an RFP will be required for this process.

Q) Has the Philadelphia Roadmap to Safer Communities utilized an agency relationship in the past? A) No. There has not been a marketing agency connected to the Roadmap prior to this point.

Q) Will preference be given to Philadelphia city-based agencies? Will preference be given to Philadelphia regional agencies? A) The City welcomes all proposals from interested vendors.

Q) Develop brand identity, including but not limited to logo, slogan, hashtag for social media, and promotional tangibles for the Roadmap, with a focus on creating a clear, understandable message that raises the awareness of the citywide anti-violence plan. Promotional tangibles may include, but may not be limited to: Templates for handouts, postcards, door hangers, etc. (1, Would Radio units, Streaming units, Digital Video, Display Ads, Social Media Video, Messaging, and Ad qualify as Promotional tangibles? 2, What the Campaign Window Dates)

A) Please refer back to the post of the proposal above. This campaign is for the summer of 2020.

Q) Develop summer 2020 youth anti-violence campaign and develop key campaign materials. This includes: (1, What's the target Demographic age range 2, What the Campaign Window Dates)

- Campaign strategy, which may include both digital and traditional media.
- Development of key campaign materials, which will be determined by recommended strategy.
- Evaluation strategy of summer campaign.

A) The target demographic age range is young people between 16 and 34; particularly men of color living in areas that experience high rates of gun violence. The window dates could go past summer. For more details, please refer back to the posted proposal.

2020 - 03

Request for proposals: Services Delivered to the City of Philadelphia, Plastic Bag Ban Evaluation - 2020-03-06 08:49 - liana.dragoman

Issued by:

The City of Philadelphia, Managing Director's Office, Office of Transportation, Infrastructure, and Sustainability

Statement of Purpose:

The City of Philadelphia's Office of Transportation, Infrastructure, and Sustainability (OTIS) seeks a qualified consultant to support an evaluation of the impact of the City's plastic bag ban on shoppers' bag use behavior before and after the ban goes into effect on July 2, 2020.

The primary goal of this study is to measure and understand the effect of the ban on the choices shoppers make about what bag to use, if any, at checkout. This will inform future policy development related to regulation of the provision of shopping bags provided to customers by businesses.

Department Overview:

The Managing Director's Office (MDO) works in coordination with individual operating departments to implement the Mayor's vision and deliver efficient, effective, and responsive public services to every neighborhood in Philadelphia. OTIS oversees the Streets Department, Water Department, Zero Waste and Litter Cabinet, and the Office of Sustainability and coordinates policy, planning, and decision-making among the entities that manage local transportation and utilities infrastructure.

Project Background:

In December 2019, Philadelphia passed a law that bans businesses from providing single use plastic shopping bags and non-recycled paper shopping bags to customers. The law aims to encourage shoppers to bring their own reusable bags and to cut down the use of single-use plastic bags, which account for significant proportions of the litter in our streets and waterways as well as contaminant in the City's recycling system.

The bill also calls for a study of the impact of the ban in order to assess whether the policy is working as intended and if changes are required in order to achieve its goals. GovLabPHL, under the Mayor's Office of Policy, Legislation, and Intergovernmental Affairs, is collaborating with OTIS, the Zero Waste and Litter Cabinet, the Department of Licenses and Inspection, the Department of Public Health, and the Department of Commerce to design this evaluation. GovLabPHL is an initiative focused on elevating the practical use of data and evidence in city government. The full evaluation will assess three components of impact: 1) compliance with the law, 2) environmental impact, and 3) change in individuals' bag use behavior. The evaluation of compliance and environmental impact will be done internally, using data that is already being collected or can feasibly be collected through existing processes. Because evaluating individual bag usage cannot be done with existing data or processes and therefore requires a new and likely time-intensive data collection effort, this component of the evaluation requires the services of a consultant.

To evaluate the impact of plastic bag bans or fees on bag usage, other cities have collected data through observations at stores. Research assistants stationed at store checkout record the number and types of

bags shoppers use. To ensure enough data is collected for meaningful analysis, the total number of observations would likely need to number in the tens of thousands. Evaluators then compare changes over time, in some cases between stores both inside and outside the jurisdiction where the bag policy is in effect.

General Disclaimer of the City:

This RFP does not commit the City of Philadelphia to award a contract. This RFP and the process it describes are proprietary to the City and are for the sole and exclusive benefit of the 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 City and may be subject to public disclosure by the City, or any authorized agent of the City.

Scope of Work:

OTIS and GovLabPHL are seeking a consultant to support the evaluation of the impact of banning certain kinds of shopping bags on individuals' bag use behavior. The consultant will collaborate with GovLabPHL to design and plan the evaluation, and will be responsible for: hiring and training research assistants to collect data, managing observational data collection across three time periods, and conducting data entry and cleaning. Depending upon the applicant's proposal, the scope of work may also include data analysis and collaboration with GovLabPHL to write a final evaluation report. Primary outcomes of interest and data collection sources are outlined below (to be finalized in collaboration with selected consultant during the planning phase and prior to any data collection):

OUTCOMES:

Change in individuals' bag usage behavior:

- Change in usage of reusable bags
- Change in usage of paper bags
- Change in usage of disposable plastic bags

DATA SOURCES:

- Observations of shoppers' bag usage at a sampling of stores in and outside of Philadelphia at 3 points in time (pre-ban, shortly after implementation, 12 months after implementation)
- *Possible additional data sources:* retail scanner data analysis of sales of substitute plastic products (e.g. trash bags); shopper survey

Note: there may be additional outcomes of interest (e.g. impact on shopper spending, perceptions of businesses or shoppers) to be discussed with consultants and incorporated into evaluation if feasible.

Because baseline data collection must be completed before the law goes into effect on July 2, 2020, we are seeking applicants who can begin work on this project as soon as possible.

RESPONSIBILITIES INCLUDE:

- Work with GovLabPHL and other partner departments to design the evaluation, including sampling method, hypotheses, and data analysis plan
- Work with GovLabPHL to finalize data collection plan, including selecting stores and locations, identifying timeline and method for scheduling observations, and developing data collection instrument(s)

- Hire, train, and manage team of paid research assistants to conduct observations at selected stores
- Implement and manage data collection process at baseline, 3 months after effective date, and for a period ranging between 6 and 18 months after the effective date
- Oversee data entry and cleaning for all three data collection periods

The scope of work may also include conducting data analysis and a report of results. Please indicate your availability and cost estimates to conduct these activities in your proposal.

DELIVERABLES:

- Methodology and analysis plan, written in collaboration with GovLabPHL
- Cleaned dataset for all observational data
- Finalized protocol with findings (if applicable, report template provided by GovLabPHL)
- Actionable recommendations for city policymakers (if applicable)

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 with all security policies and requirements of the City.

Insurance Requirements:

As a contractor of the City of Philadelphia, the selected applicant may 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 consultant once selected. The consultant may be required to provide proof of insurance at the City's discretion.

Submission Requirements:

To apply for this contract opportunity, applicants must submit a response to **govlabphl@phila.gov** that includes the following:

- Statement of qualifications: describe your experience and capability in providing services similar to the responsibilities required for this project
- 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 on this project; and 3) a high-level project plan with approach, staffing, timing, milestones, and deliverable review processes.

REQUIREMENTS:

- Experience designing applied research and/or policy evaluations
- Experience managing large-scale data collection efforts for research projects
- Effective methods for managing and delivering on time

Deadline for Submission:

This opportunity will remain open for up to two weeks from the date posted, or until the City receives a minimum of three proposals.

If you have any questions, please post them in the comment section below, and we will respond. Please do not send questions to GovLabPHL about this RFP.

liana.dragoman (2020-03-10 10:01:34)

QUESTION: Is the consultant responsible for hiring Research Assistants under their business or will the Research Assistants be hired as separate contractors under the City of Philadelphia?

ANSWER: The consultant is responsible for hiring research assistants. Research assistants will not be hired as separate contractors under the City of Philadelphia.

Thank you for your question.
-GovLabPHL Team

liana.dragoman (2020-03-20 13:21:36)

QUESTION: Is this RFP still open?

ANSWER: Yes, this RFP remains open. We will post a comment here and note "CLOSED" in the title when the opportunity closes.

QUESTION: Do you have any additional information about the timing you anticipate baseline data collection needing to take place?

ANSWER: At this time we suspect the timeline in the RFP may have to be adjusted due to the impact of COVID-19. We are currently focused on the city's response to COVID-19. As soon as we have new information about the new timeline (for baseline data collection as well as for other components of the project), we will post them publicly.

Thank you for your questions.
-GovLabPHL Team

2020 - 06

Township Billing Project - 2020-06-02 08:27 - PWood

ISSUE DATE: June 2, 2020

DEADLINE TO SUBMIT PROPOSAL: June 12, 2020

CONTRACT START DATE: July 1, 2020

CONTRACT AMOUNT: Not to exceed \$34,000

CONTRACT TIME FRAME: July 1, 2020 – June 30, 2021

Philadelphia Water Department's (PWD) Industrial Waste Unit is seeking to replace the current Township Billing application. The current application collects data from multiple systems including the Bureau of Laboratory Services (BLS) Laboratory Information System (LIMS) to assist the Industrial Waste Unit and the Finance division in the determination of proper bill-back charges to surrounding municipalities.

The replacement Township Billing Database would be added as another module in the pretreatment database, LINKO.

PWD is seeking proposals from qualified vendors. Successful proposals should:

- Migrate current process and data to Linko application
- Replicate and replace all values (e.g., tables, fields, calculations, and reports) from the Township Billing Database
- Ability to create and export reports in pdf, word, excel, and .csv formats
- Convert data (for the past five fiscal years) from the Township Billing Database
- Clean up data from the Township Billing Database before data conversion
- Ability to edit within the LINKO Module (only for the designated Township Billing module) such as customize calculations, adding/deleting users, setting up townships, etc.
- Provide training and user support to the new module
- The project must be completed by June 30, 2021

Submission Requirements

Respondents should gather the following materials into a single pdf and submit them electronically to Patrick C. Wood at Patrick.C.Wood@phila.gov no later than 5:00 PM Eastern, Friday, June 5, 2020.

Proposed Budget/Pricing: Include pricing for all aspects of the project, including any future maintenance or support costs. Indicate the structure of the pricing (fixed price, cost per user, or other).

Timeline: Please provide a detailed timeline of the project with a breakdown of tasks required to complete the project before the deadline of June 30, 2021.

Process:

The Philadelphia Water Department will coordinate the evaluation and selection process, which includes any other stakeholders. PWD retains the right to reject any and all proposals.

Following an initial review of all proposals submitted, a short-list of applicants may be asked to make additional information to PWD prior to selection.

Statements and creative concepts generated in response to this request becomes the sole property of PWD. PWD reserves the right to adjust this proposal's specifications and/or scope of work.

Questions

All questions related to this opportunity should be posted in the comment section of this listing no later than June 5, 2020.

Facsimile proposals will not be accepted. Late or incomplete proposals will not be considered.