

BigIdeasPHL

Small Contracts, Big Ideas

Post Archive

January 2013 – December 2013

bigideasphl.com

Contents

2013	3
2013 - 03	3
myPhillyRising Mobile Application - 2013-03-21 15:15 - admin.....	3
City Commissioner Website Redesign - 2013-03-21 15:15 - admin.....	6
2013 - 04	9
Innovation Video - 2013-04-03 13:10 - twisniewski	9
2013 - 05	11
Philly311 Widget Contest - 2013-05-15 13:56 - twisniewski	11
2013 - 08	17
PRA Website Redesign - 2013-08-16 15:48 - admin	17
2013 - 09	18
Philly CIO Vendor Forum - 2013-09-26 20:03 - twisniewski	18
2013 - 10	19
API Management Solution - 2013-10-10 16:14 – admin	19
Philadelphia LOOP Marketing Materials - 2013-10-10 18:44 - admin	21
Electronic Signature Platform - 2013-10-18 21:04 - twisniewski.....	24
Neighborhoods Video - 2013-10-31 20:05 - twisniewski.....	26
2013 - 11	28
Community Engagement Video - 2013-11-08 14:46 - Ryan Birchmeier	28
2013 - 12	30
Video & Design for OIG - 2013-12-13 17:13 – twisniewski.....	30
Mail Room Consulting - 2013-12-16 13:30 - twisniewski	31
Video Editing for MOE - 2013-12-16 18:26 - twisniewski.....	32

2013

2013 - 03

myPhillyRising Mobile Application - 2013-03-21 15:15 - admin

What are we trying to do?

The City of Philadelphia (specifically, the Managing Director's Office) is looking to engage with a local developer, entrepreneur or software firm to build a mobile application we're calling myPhillyRising.

The purpose of this application is to complement the work being done by the PhillyRising Collaborative in specific neighborhoods in the City of Philadelphia. It is meant to be offered for free use by residents in neighborhoods that are the focus of PhillyRising activities.

Why are we trying to do this?

[PhillyRising](#), an initiative of the City's Managing Director's office, is built on the idea of collaboration – government collaborating with citizens and community leaders to improve the quality of life in city neighborhoods. PhillyRising targets neighborhoods throughout Philadelphia that are plagued by chronic crime and quality of life concerns, and establishes partnerships with community members to help address these issues.

As part of this effort, we hope to provide residents in the neighborhoods being served by PhillyRising - and other neighborhoods through the City of Philadelphia - with a mobile application that will make it easier to connect and engage with their neighbors and the PhillyRising Team.

What do we hope to achieve?

We hope to create a citizen engagement app that connects people to the City of Philadelphia and empowers them to get involved in their community through volunteering and attending City-related events, including PhillyRising events and meetings.

A core component of the app will be a map of city facilities and neighborhood resources that can leverage a mobile phone's GPS to determine which facilities are nearest to the user's current location. (PhillyRising staff consistently interact with residents who are not aware of the wealth of resources in their neighborhood, and this function will help to ameliorate this condition.)

Some examples of the kinds of facilities and resources that are important for this app:

- Recreation Centers/Parks
- Libraries
- Computer Labs/KEYSPOTS
- Police/Fire Stations
- Health Centers
- Community Organizations

- Public Pools

In addition, we would like for the application to aggregate a listing of events taking place in PhillyRising neighborhoods so that residents are aware of those events occurring near them that they can take part in, or invite their friends and neighbors to.

Different community groups within these neighborhoods may already have a mechanism for scheduling events (e.g., a Google Calendar that is available for public viewing) and some may not. The app should easily incorporate existing event feeds from various sources and also allow approved users to add new events through a specific event interface (possibly moderated, to ensure that added events are in alignment with the PhillyRising team's goals). We'd like for users to be able to RSVP to planned events and to advertise their participation on social media networks and through other channels.

Some examples of the kinds of events that this community calendar component should make discoverable are:

- Neighborhood clean-ups
- [Official PhillyRising events](#)
- [Serve Philadelphia events](#)
- Summer Programs
- Civic association meetings
- Police Townhall / [PSA meetings](#)
- Other City related events and programming.

We'd like for the app to have a "message board" type feature that let's residents in PhillyRising neighborhoods ask questions and raise issues.

We'd also like for users to be able to leverage their existing social media credentials (i.e., Twitter, Facebook, Foursquare, G+) to log in and create an account for the myPhillyRising app. If possible, we'd like for users that have created accounts through the Philly311 mobile app to use those credentials with the myPhillyRising app.

Finally, we'd like for the developer(s) we choose for this project to think about game dynamics that could be incorporated into the app. Are there activities (i.e., attending a neighborhood clean up event) that can be incentivized through the use of gaming features like earning "civic points" or perhaps a leaderboard displaying the names of those turning out for the most events? We'd like to hear your ideas on how you think game dynamics could be incorporated into this app most effectively.

Specific Requirements

The deadline for responding to this post is February 15, 2013. Details on how to submit a response are provided below.

We're looking for a mobile web application, but if you think the goals and functionality described here would best be met through developing a native application, we'd like to hear your thoughts. Our goal is to make the application compatible with as many devices and platforms as possible - iOS, Android,

BlackBerry, desktop browsers, etc. - so bear that in mind when responding.

The application must be branded as a City of Philadelphia product when completed. We encourage the use of open source software components as part of the app and require that the underlying application code be efficiently organized and well documented (from both a developer and an end user perspective).

We're looking for a developer or firm that can provide ongoing support for the app that is developed, so if you build a cool solution we'll be looking to work with you going forward for maintenance and possibly new features that may be added down the line.

Submitting a Response

NOTE - The period for submitting responses to this proposal has closed.

GitHub will be an important component in how this project is developed and maintained going forward, so we wanted to incorporate it into the process of both soliciting and submitting responses. We're posting this proposal as a Gist because we think that people that use GitHub properly and Gists as part of their daily workflow are ideally situated to provide the best solution. We also hope it will encourage some creative responses. ;-)

To submit a proposal for building the myPhillyRising application, we ask that you do two things:

First, create a private GitHub repo (or a private Gist if you do not have a paid account). Add your response to this proposal to this private repo/Gist - you can add a PDF or Word document, Markdown, or even code something up if you think it is responsive to this solicitation. It's up to you.

Second, notify us that you'd like to submit a proposal. If you created a private repo, simply [add PhillyCDO to the repo](#). If you created a private Gist, send a message to [PhillyCDO](#) with the URL for your Gist to let us know that your response is ready for review.

That's it!

Got questions?

Add a comment to this post if you have a question or would like clarification on any of the points outlined here. We want all questions and responses to be publicly available for other potential respondents to see, to help ensure that everyone has a complete and full understanding of what we are looking for.

We reserve the right to engage in one-on-one discussions with individuals or firms that submit a response (as outlined above), depending on the quality and nature of the response.

Summary

The Philadelphia City Commissioners Office is looking for a local web developer or design firm to assist with an overhaul of its [current website](#).

The redesigned website should be attractive, easy to use, and easy for Commissioners Office staff to administer. Specific requirements for the design of the new website are below, but in general the new site should be based on one of the more commonly used CRM frameworks like [WordPress](#) or [Drupal](#), should include a minimum of custom plugins or components, should utilize a strict separation of content and styling, and should adhere to responsive web design principles. Furthermore, there must also be a Spanish language version of the website. The Commissioners Office can provide translation assistance to any web developer or design firm for which assistance is required.

The total project budget for the web site redesign is not to exceed \$10,000. An initial website, with basic functions, should be completed by a public launch date of May 15, 2013. The final website, with full functionality, should be completed by July 1, 2013.

Detailed Requirements

Specific site elements to be included in redesign:

FRONT PAGE OF WEBSITE

- Main Menu buttons
- News Feed with links to recent updates (e.g. Voter ID), announcements, etc.
- Important Dates (date of next election w/ a countdown clock, deadlines, public meeting dates / location, etc.)
- Contact information for each Commissioner's office

(Main Menu Button) VOTERS

- Requirements to vote (age, residency, ID, etc.)
- Check your registration status
- Where is my polling location?
- Who are my elected officials?
 - Committee People
 - Ward Leader
 - Local, State, Federal officials
- Election Calendar (registration deadline, Election date, absentee ballot deadline, public meeting schedule, etc.)
- Downloadable forms
 - Voter Registration Application (upload once complete?)
 - Absentee Ballot Application (upload once complete?)
 - Check Provisional Ballot status (link to DOS)

- Certified List of Candidates
- Ballot Numbers
- Sample Ballot (Pink Sheet)
- Common language explanations of Ballot Questions

(Main Menu Button) CANDIDATES & CAMPAIGNS

- Watchers Certificates online request form
- Election Calendar for Candidates / Campaigns
 - Finance Filing deadlines
 - Nominating Petition circulation period
 - Petition Appeals period
 - Ballot Number drawing date & location

(Main Menu Button) ELECTION BOARD WORKERS

- Online training materials
 - Downloadable Election Guide
 - Video training?
- Calendar with training dates and locations
- TV schedule of public broadcasts of trainings
- Online Election Board Worker petition/affidavit for appointments and vacancies

(Main Menu Button) RESOURCES AND DATA

- Maps - Maps showing boundaries of Wards, Divisions, Districts, Polling Locations (showing which divisions vote there)
- Prior year election results (available in multiple formats, sortable in multiple ways)
- Department Reports and Publications
- Public Meeting transcripts
- Department Budget

(Main Menu Button) CONTACT

- Department directory
 - Commissioner Offices – Commissioner names and pictures, room numbers, staff names, emails, office phones, and fax
 - Units – Supervisor names, unit name, office location, supervisor email, office phone, and fax

Submitting a Proposal

Interested parties should send a succinct proposal in either Word or PDF format to the attention of Valerie Crawford.

All proposals are due no later than 5:00 PM EDT on April 4th, 2013.

Duran Goodyear (2013-03-28 17:06:09)

Does the City Commissioner's office have any analytics of usage of their current website? I can see that they are not using Google Analytics. Is there any data that you can share regarding traffic and page hits/visits over the course of the election cycle.

I'm evaluating the hosting options that might be required for safely and reliably hosting the new website, for the proposal I'm writing.

Thank you!

admin (2013-03-28 17:30:01)

Unfortunately, updated statistics are not available. Do note that the site that typically gets the heaviest traffic is for election results (on the night of primary and general elections), which is outside the scope of this project:

<http://phillyelectionresults.com/>

Best advice is to offer a range of assumptions on usage (use your best judgement) with corresponding costs associated with each level of usage.

Thanks!

2013 - 04

Innovation Video - 2013-04-03 13:10 - twisniewski

Summary

The Managing Director's Office is looking for a videographer to create a 3-5 minute video about innovation in Philadelphia. The video should highlight the City's unique history of innovation and tie it to what's happening today, such as innovations in customer service through Philly311, in public safety through the Police Department, and in community engagement through PhillyRising.

Submitting a Proposal

NOTE – The period for submitting responses to this proposal has closed.

Interested parties should send a brief proposal to the attention of Tim Wisniewski (tim.wisniewski@phila.gov) no later than **12:00 PM** EDT on Thursday, **April 11th**, 2013, including:

- Information about the individual/company
- Relevant work samples
- Cost proposal
- Approximate timeline

Michael Schweisheimer (2013-04-08 16:50:13)

Are you looking for a wide range of possible costs in this initial proposal, to be refined later with a more specific scope of work? Is this initial cost estimate binding, or are you just determining vendors who could work within your budget range?

Regarding your request for an approximate timeline, do you have a goal date for final delivery in mind?

twisniewski (2013-04-08 18:51:55)

The initial estimate is not binding. It is understandable to expect the price to vary once the specific requirements of the video are established and explained; that said, proposals should give a close idea of what a project like this would cost (an estimate) - one way to convey this would be through cost options/ranges, as you mentioned.

twisniewski (2013-04-08 18:53:44)

While we'd love to release the video as soon as we can, we do not have a hard deadline at this point and are open to basing our expectations on the various timeline proposals we receive.

heresmychance (2013-04-08 17:35:48)

Hi Tim, Just curious if you have budget limitations for this project. Excited to submit for this video!!

twisniewski (2013-04-08 19:00:15)

Glad to hear your enthusiasm. We're hoping the proposals we receive will provide competitive options cost-wise. As I mentioned in my reply to Michael, feel free to include cost options in your proposal.

Corey Forbus (2013-04-09 13:12:16)

Hey Tim, curious if the Managing Director's Office will entertain proposals from folks based outside the Philly area. There are Philly lovers all the way down here in Florida (where we're based)! I've fallen for the city over the last decade; my best friend from college is from Downingtown and we get into the city at least twice a year for Roots Picnic and a Phils game. Before I pour our heart and soul into something I just want to make sure that the office will entertain offers from outside the City of Brotherly Love. Thanks in advance!

Cheers,

-C

twisniewski (2013-04-09 13:32:00)

Hi Corey, glad to hear of your love for Philly. It sounds like it may be difficult from a logistical and cost perspective commuting from Florida (eg. say we need to reshoot a scene), and this is not a huge project, but you're welcome to submit a proposal.

twisniewski (2013-04-10 20:16:26)

Due to requests for extension, we are going to accept proposals until tomorrow 4/11 at 12:00 noon EDT.

2013 - 05

Philly311 Widget Contest - 2013-05-15 13:56 - twisniewski

* Calling all civic coders and community activists! The City of Philadelphia invites you to submit your idea for a new Philly311 Mobile App Widget - and then build it! The winning entry will become an official widget on the app.

What's a Widget?

The Philly311 Mobile App provides the ability to add new features - known as widgets - to the main menu (see screenshot) that point to a web site URL. This allows us to build mobile web apps independently and deliver them through the Philly311 Mobile App to over 13,000 users instantaneously.

Examples of this have included the [L&I Property History](#) widget, and the [Election Day](#) widget, both of which were mobile web apps included as a feature inside Philly311.

Where Do I Come In?

We want to hear your idea for a new widget. And if you're a software developer, we want you to build it! The winning submission will be officially added to the Philly311 Mobile App, citywide, with you credited as its author.

All submissions will be accepted, but we encourage submissions that address the following topics:

- Community Improvement
- Digital Access (lack of access to computers/internet)
- Traffic
- Public Health
- Education
- Environment

Hack Night

Join 311 Director Rosetta Lue and Chief Innovation Officer Adel Ebeid for the Widget Contest's Hack Night - Bring your ideas, bring your laptop, and build your widget!

Tuesday, 5/21, 6pm at Devnuts, 908A N 3rd St, Philadelphia PA 19123

Working Together

Contestants can reply to this posting with their idea and/or their skillset, and work together to build the next Philly311 widget. Not a programmer? No problem - post your idea here or show up at the Hack Night and meet one.

Judging Criteria

A panel of judges from Philly311, the Office of Innovation and Technology, and PublicStuff will weigh responses according to quality and utility, as well as the following criteria:

- How it connects to Philly311
- How it relates to suggested topics
- Feasibility of hosting and maintenance
- How close the app is to being finished

How to Submit

Submissions will be accepted until Tuesday, June 4th, 2013 at 11:59pm EDT.

To submit, upload your app to a repository at github.com and email tim.wisniewski@phila.gov with a link to it. Be sure to include a readme file that describes your app, how it can be hosted and maintained, and who was involved in working on it.

Questions & Updates

Still have a question? Post a comment below and we'll reply.

Want to be notified about updates and winners? Be sure to sign up on this site and subscribe to this post!

Events

The timeline for this contest (5/15 - 6/4) includes several events where you can meet other power users and civic coders and work on your project.

- 5/21 [Widget Contest Hack Night](#)
- 5/28 [Code for Philly](#)
- 6/1 - 6/2 [Random Hacks of Kindness](#)
- 6/4 [Code for Philly](#)

Resources

- [OpenDataPhilly](#)
- [PHL API](#)
- [PublicStuff Developer Center](#)

Official Rules

By participating in the Philly311 Widget Contest (the "Contest"), you unconditionally accept and agree to comply with and abide by these Official Rules and the decisions of the City, which shall be final and binding in all respects.

The Contest runs from 5/15/2013 through 6/4/2013. Winner will be announced by 6/18/2013 at the location of this posting.

The Contest is open only to legal U.S. residents who are at least eighteen (18) years of age or older at time of entry. City employees and officials, and any firm in which a City employee or official has a direct or indirect financial interest are not eligible to enter or win. Void where prohibited and subject to all federal, state and local laws.

You are required to read and agree to any terms of service, privacy, and security policies on GitHub's website (github.com) in order to submit an Entry into the Contest.

No Entry may include depictions of individuals who have not expressly authorized you to display their image, likeness, or voice in the Entry or otherwise use such image, likeness, or voice in accordance with these Official Rules.

Your Entry must not depict or incorporate obscenity, lewd or inappropriate images, words, or text; nudity; acts of violence or acts that appear to cause harm or are illegal/dangerous; attacks on any person, organization, or product; illegal activity; or other offensive conduct or material, as determined in the City's sole discretion. Any Entry that does not satisfy this or any other requirement of the Official Rules will be disqualified from the Contest.

Your Entry must not include any material that violates or infringes another person's rights, including, but not limited to, privacy, publicity, and intellectual property rights, such as copyright infringement, or include third party trademarks, logos, insignia, location signage, photographs, artwork, or sculpture. In the event of any claim, suit or action by any third party against the City, the City shall promptly notify you in writing and you shall defend such claim, suit or action at your expense, and you shall indemnify the City against any loss, cost, damage, expense or liability arising out of such claim, suit or action (including, without limitation, litigation costs and counsel fees) whether or not such claim, suit or action is successful.

You grant to the City a personal, perpetual, non-exclusive, non-transferable, royalty-free license to publish, broadcast, exploit, assign, license, sublicense, and otherwise use the Entry, in whole or in part, unaltered, altered, alone, or in combination with other materials, worldwide, in any form (including, but not limited to, source code and object code), and in any medium. You represent and covenant that you have full power and authority to grant the rights granted here and elsewhere in the Official Rules, without the consent of any other person or entity, and that such rights are irrevocable.

You represent and warrant nothing contained in the Entry infringes the intellectual property rights of any person or entity. You hereby release and hold harmless the City from and against any and all liability, claims, or actions of any kind whatsoever for injuries, damages, or losses to persons or property that may be sustained in connection with participation in the Contest.

The City collects personal information including, but not limited to, your name, email address, and phone number from you when you enter the Contest. See the City's [privacy policy](#) for information about how personal information may be used.

The contest is void where prohibited or restricted by law. No purchase or payment of money is necessary to enter or win.

GitHub is neither a sponsor of this Contest nor has any responsibilities regarding its conduct or administration.

James Evans (2013-05-17 12:26:39)

I haven't done a civic project before - will there be publicly available APIs for our use, and if so, what are they? What sort of information will participants have available to them?

twisniewski (2013-05-17 12:54:15)

Hi James, there are a wealth of publicly available APIs listed at opendataphilly.org - we also have documentation for our larger APIs at phlapi.com

We're happy to help answer any questions about using the APIs

PublicStuff (2013-05-17 17:26:36)

We've also made a variety of civic APIs (including our own) available on the PublicStuff developer resource center:

<https://www.publicstuff.com/developers>

twisniewski (2013-05-28 13:03:09)

The timeline for this contest (5/15 - 6/4) includes several events where you can meet other power users and civic coders and work on your project.

5/21 Widget Contest Hack Night

5/28 Code for Philly

6/1 - 6/2 Random Hacks of Kindness

6/4 Code for Philly

kkillebrew (2013-05-28 20:40:08)

I've got a map widget together for finding trash and recycling days, here:
<http://htmlpreview.github.io/?https://github.com/flibbertigibbet/philly-sanitation/blob/master/trashmap.html>

The user can either enter an address in the search bar or just click a spot on the map to find the

collection days for a location. If there's a holiday coming up in the next week, it pops up an alert.

For maintenance, the holiday schedule will need periodic updating. I've loaded dates through the end of 2014, assuming next year's schedule will be the same as for 2013. It's just HTML and JavaScript, so hosting shouldn't be an issue.

Chris Alfano (2013-06-05 02:47:36)

Code: <https://github.com/CfABrigadePhiladelphia/WhatsGoingOn/>
Mobile app: <http://whatsgoingon.citiesinthecloud.com/mobile>

I'm not sure how the iOS-style titlebar+back button will look embedded within the 311 app, but we could play around with UI for going back to previous screens and the theme to make them fit in better if this project were selected.

twisniewski (2013-06-05 14:31:15)

Emailed to me by Ariel De Pradad:

Hi Tim,

Here is my submission for the widget contest. <https://github.com/ar122989/PhillyPetApp>

The readme file in the repo explains the app, how to set it up and maintain it. I have it hosted on a site I own temporarily if you want to see it in action. <http://www.gingerbreadhousechallenge.com>.

Hope that you like it!

Ariel De Pradad

twisniewski (2013-06-05 14:32:02)

Emailed to me by Kevin Clough:

My submission is a Sencha touch based mobile app for browsing information regarding Philadelphia schools.

This app is consuming the Schools Api made available by Mark Headd

Can preview here: <http://ph.ly/PhillySchools>
<https://github.com/KClough/PhillySchools>

twisniewski (2013-06-05 14:32:46)

Emailed to me by Keith Fulton:

Hello Tim,

Here is my app idea, I hope you guys see the potential in this app widget. I really didn't send the time I would have liked too, but this is my civic duty for the year. Thanks for the opportunity.

GitHub

<https://github.com/csskfulton/PhilaPDNews>

Demo site

<http://furiousbox.sytes.net/Konext/>

The Philly311 Widget Contest has a Winner! | PhillyInnovates (2013-08-23 13:43:04)

[...] listed in the contest's official post on BigIdeasPHL, the winner was chosen based on the app's quality, utility and the following [...]

twisniewski (2013-08-23 13:48:56)

Hey everyone, the winner was just announced:

<http://phillyinnovates.com/2013/08/23/the-philly311-widget-contest-has-a-winner/>

Thank you everyone for your participation!

2013 - 08

PRA Website Redesign - 2013-08-16 15:48 - admin

Background

The Philadelphia Redevelopment Authority (PRA) was created under State legislation, incorporated as an urban renewal agency in 1945 and is governed by a five-member Board of Directors appointed by the Mayor of Philadelphia. The Agency's purpose is to remove physical blight to promote public health, safety, and welfare by recycling land for planned development and reuse. The PRA's activities are geared toward providing land and/or capital for projects, with the ultimate goal of producing new residential and nonresidential developments.

Opportunity

Create and build a focused, visually compelling, dynamic online presence to support the business and future growth of the PRA as a prominent agency serving the City by providing public land for purchase and development financing. The new site will replace the [current Authority website](#). The PRA is looking to partner with a vendor that specializes in web development and design, with strong experience in branding and marketing, with a preference toward those firms that have past experience with public and/or non-profit sector entities.

The PRA seeks to inform website visitors about the various services provided by the PRA and to communicate our process for land acquisition. The new website will also inform the general public about PRA activities and will serve as a resource for information regarding upcoming projects.

The full RFP describing this opportunity [can be found on the PRA website](#). Interested vendors are encouraged to post questions about this opportunity here, and responses will be shared with all interested parties. Alternatively, you may send questions [directly to the PRA](#).

Robert E. Gibson (2017-05-09 13:59:27)

One main goal of your website redesign is to improve your interaction with clients and get them interested in as many of your products and services as possible. For a site redesign to be successful, you need to bring valuable content to your audience as quickly as possible. Do a content review on your current website and take stock of what you have and what needs to be added. We offer best service for Digital marketing, Website Development, and also [website designing company in sharjah](#). Then, survey your audience and use web analytics to evaluate which content most visitors are reading, and update that content and use it to get better results.

2013 - 09

Philly CIO Vendor Forum - 2013-09-26 20:03 - twisniewski

The City of Philadelphia Office of Innovation and Technology is holding its annual vendor forum meeting on Thursday, October 3, 2013 from 2:00 PM to 4:00 PM. The purpose of this meeting is to provide an update to our vendor and supplier community with regard to the City's IT strategic direction, progress since the last meeting and an overview of on-going and new initiatives.

The meeting will be held in room 201 AB at the Pennsylvania Convention Center. Because of space, we are limiting participation to three (3) attendees per organization. Parties expressing interest in attending should RSVP by emailing maria.realdine@phila.gov or by calling (215) 686-8173 by close of business Monday, September 30, 2013.

We're looking forward to seeing everyone on October 3rd.

Adel W. Ebeid
Chief Innovation Officer
@adelebeid
City of Philadelphia

Kyle Micklos (2013-10-07 16:09:33)

It was great seeing you at the forum, Adel. Looking forward to the future.

All the best,

Kyle Micklos
SHI International, Corp.

2013 - 10

API Management Solution - 2013-10-10 16:14 – admin

Overview

The City of Philadelphia is seeking a vendor to implement an API management solution to act as a gateway to city-managed public API endpoints. This component will be an important part of the city's open data and developer engagement program, and will allow the city to better manage access to and use of important data resources.

The specific requirements for the API management solution can be found below.

Requirements

The API management solution selected by the City of Philadelphia...

- **Must** provide an efficient way to manage all public facing APIs from the City of Philadelphia. The solution should allow new APIs to be integrated as they are developed and deployed for public use, and for the removal of API endpoints as they are deprecated.
- **Must** allow an administrator to set specific HTTP request thresholds on various API endpoints, to specify the number of requests that can be made within a specific timeframe by any one consumer or client.
- **Must** allow for API responses to be cached for a set period of time (depending on cache headers and other settings) outside of the infrastructure housing the API (i.e., city-managed application and/or web servers).
- **Must** support the use of API tokens (and possibly other authentication mechanisms) for various API endpoints. Some endpoints may require authentication, some may not – those that do may use various authentication methods depending on the API owner's requirements or on specific business requirements.
- **Must** provide metrics on API usage, and allow for granular inspection of how each API endpoint is being used, when and by whom.
- **Must** provide the ability to rewrite (prettify) URLs.
- **Should** provide pro-active alerting when usage on any one API endpoint (or on all in aggregate) exceeds a specific threshold.
- **Should** allow specific users or IP addresses to be blocked if usage thresholds are exceeded in a manner deemed malicious.
- **Should** provide a mechanism for easily generating documentation for users, and ideally have things like an API console (for viewing raw API calls and responses) as well as usage examples.
- **Should** provide an API status page or dashboard, which summarizes the current availability of all API endpoints.
- **May** be either cloud-based or hosted on premise in a City of Philadelphia data center.

Responses

Interested parties should send a response detailing their solution or offering to data@phila.gov. The total cost of any solution should not exceed \$32,000 / year and respondents should detail those items from the list of requirements above which will be provided based on this cost threshold.

Responses will be accepted through 11/01/2013.

Jessie (2013-11-01 14:11:52)

Is there a specific time today that the responses need to be submitted by?

admin (2013-11-01 15:00:48)

12:00 midnight EDT. Thanks!

Marketing Materials and Message Development

The Office of the Director of Finance (Finance) is seeking quotes for proposals to design and implement a campaign to ensure that homeowners are aware and apply for the Longtime Owner Occupants Program (LOOP), a Real Estate Tax relief program, in the winter of 2013/2014.

Over the past 2 years, the Office of Property Assessment has been reassessing all properties in the city, as part of the Actual Value Initiative (AVI), which provides fair, equitable and accurate property assessments for all real property in the city. Property taxes are now based on 100% of the new accurate values, compared to the previous confusing fractional system. Tax rates are also significantly lower than current rates. As part of AVI, the Administration has proposed tools to alleviate some of the potential impact for homeowners.

One of the tools is the Longtime Owner Occupants Program. This will be provided to owner-occupied residential properties in the city meeting eligibility criteria related to length of homeownership, change in tax bill, delinquency status, prior tax exemptions and potentially household income. Eligible homeowners must apply for the relief in order to be eligible. Approximately 90,000 properties meet the eligibility criteria for change in tax due, and a smaller subset will meet the remainder of the program criteria.

Finance is therefore seeking a company to design and implement a campaign to raise awareness of LOOP among eligible property owners and to design literature to be sent to property owners and community groups.

Proposals must be under \$32,000, and firms should demonstrate how they will achieve the following:

- 1) Provide strategic guidance for the outreach strategy for LOOP, with a focus on creating a clear, understandable, and effective call to action to encourage participation.
- 2) Create art design and copy for a variety of collateral materials to be used in promotional campaign.
 - a) Key pieces will include a six-panel full color brochure; reminder postcard; and inbound and outbound envelopes.
 - b) Literature should ensure:
 - i) Homeowners are aware of the LOOP program and eligibility criteria, and how it differs from other new programs, like the Homestead Exemption.
 - ii) Homeowners are aware of the need to apply for the exemption.
 - iii) Homeowners are aware of the deadline for applying.
 - c) Literature must be translated into Spanish and 4 other languages.
- 3) Assist web developer in applying designs, through static and dynamic graphics and banners, for multiple webpages.
- 4) Prep and release final artwork to print vendor of record as well as assist in reviewing mechanical proofs.

- 5) Create visual graphics and related components for social media marketing through social media as Facebook, Tumblr and/or Twitter.

Brochures and other literature must be made available in both the original, pdf and In Design format to the City. Printing of literature will not be part of this request, and will be managed separately. All materials produced will become the property of the City.

Successful respondents must be able to meet the following deadlines:

- **October 7, 2013:** Notice of City's request for services distributed
- **October 14, 2013 5pm:** All questions must be submitted to Anna.Adams@phila.gov
- **October 16, 2013 5pm:** All answers to questions will be emailed to all that received the information about the request for services
- **October 18, 2013 5pm:** Proposals due electronically to Anna.Adams@phila.gov
- **October 22, 2013:** Successful company notified
- **October 23, 2013:** Meeting with Finance (and other members of the Administration) to begin work
- **November 1, 2013:** First draft design work complete
- **November 8, 2013:** Final design work provided to Finance

Finance will provide all details about AVI, LOOP, and any other necessary information to assist with the planning and design of the campaign. Proposals are due by 5pm on October 18, 2013, and must be provided electronically to Anna Adams, Chief of Staff, Office of the Director of Finance, at Anna.Adams@phila.gov. All questions must be submitted via email to Anna Adams by October 14, 2013 by 5pm. Responses will be provided to all questions via email on October 16, 2013 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 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 \$32,000.

Electronic Signature Platform - 2013-10-18 21:04 - twisniewski

The Office of Innovation & Technology (OIT) seeks an electronic signature platform for a 5-8 month pilot project involving the approval workflows of 3 or more internal forms as well as the signing of contract documents. The intended timeline of the project is from November 2013 through March or June 2014. The platform should include the ability to provide legally binding signatures as well as a workflow/routing tool to accommodate complex approval workflows.

The details of each form intended for use in the pilot can be found [in this document](#). Should it go well, however, we would like to add other forms to the pilot with various volumes and workflows associated with them. Please provide detailed pricing options and how your product compares to its competitors.

Submit proposals to Tim Wisniewski, Director of Civic Technology, at tim.wisniewski@phila.gov no later than Monday, October 28, 2013 at 12:00 pm EDT.

Please post any questions as a comment below.

Jessie (2013-10-24 15:53:27)

Hi All!

Here are a few questions we have after reviewing this RFP:

- 1) Does the system need to provide web-based entry and validation specific to each form and store the form results? Or, should the system merely accept the upload of a document, URL, or reference identifier to the form and then facilitate and track the approval workflow around it.
- 2) Does the city have an identity or electronic authentication system in place that the system should integrate with for securing access to signature form and collecting additional evidence of signature?
- 3) Same as #2, but for vendors?

Thanks!

Jessie

twisniewski (2013-10-24 16:01:01)

Thanks for your inquiry.

- 1) Web based entry would be helpful in that we wouldn't have to start off in a word processor every time and keep track of document versions. There will be occasions, however, such as with contracts,

where each document will be unique and we'll just go straight from the upload.

2) Our most basic level of authentication is access to an email account (via active directory). It would be helpful to consider higher levels of authentication for our more sensitive documents, but I believe email should suffice for most internal forms.

3) I don't anticipate vendors having to do anything other than signing and perhaps filling in their name and title. Authentication-wise, I'd say the same as #2.

Neighborhoods Video - 2013-10-31 20:05 - twisniewski

Overview

The Office of the Managing Director is looking for a videographer to create a 3 minute video about Philadelphia neighborhoods, highlighting:

- The once vibrant manufacturing industry around which neighborhoods formed
- The decline of this industry and how it affected the neighborhoods
- How that history has led to challenges in neighborhoods

From there, the video will lead to the efforts being undertaken by the City of Philadelphia, such as:

- Philly311 empowering citizens to take action in their neighborhood
- The PhillyRising Collaborative building partnerships in neighborhoods that facilitate sustainable improvements
- Civic engagement through technology (Philly311 Mobile App, myPhillyRising Mobile App, KEYSPOTS, etc)

Finally, the video will convey where we intend to go, and what we hope these efforts will amount to.

Format

An example video that does a great job illustrating its narrative is the [Finding Opportunity](#) video by Year Up. It uses animation rather than film, and we would welcome a similar format. That said, we also have video footage of our work in neighborhoods that may be helpful to illustrate points as well if animation will not suffice.

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 that 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
 - 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 in desired format(s)

Submitting a Proposal

Interested parties should send a brief proposal to the attention of Ryan Birchmeier (ryan.birchmeier@phila.gov) no later than 12:00 PM EST on **Friday, November 15th, 2013**, including:

- Information about the individual/company
 - Relevant work samples
 - Cost proposal
 - Approximate timeline
-

Ryan Birchmeier (2013-11-01 21:12:10)

This project has a targeted budget and completion date of \$2,500 - \$4,500 and 11/30 respectively. Also, if you have any specific questions about the project, please submit them as a comment below so that every vendor has the same information at the same time. Looking forward to your proposals!

Thanks.

-Ryan Birchmeier

twisniewski (2013-11-06 21:27:10)

The deadline for submissions has been extended to 11/15/2013

2013 - 11

Community Engagement Video - 2013-11-08 14:46 - Ryan Birchmeier

Overview

Philly311, the City of Philadelphia's Non-emergency Contact Center, is celebrating its five year anniversary. As Philly311 has been nationally recognized for its community engagement efforts, the contact center is looking for a digital media partner (to include a videographer) to create a video highlighting the City government's community engagement strategies.

Specifically, these strategies will include:

- Philly311 empowering citizens to take action in their neighborhood
- The PhillyRising Collaborative building partnerships in neighborhoods that facilitate sustainable improvements
- Civic engagement through technology (Philly311 Mobile App, myPhillyRising Mobile App, KEYSPOts, etc)
- Community engagement vision for the future

Format

We suggest the final product include a combination of:

- Interviews of community members
- Animation
- Infographics
- Footage from community events
- Historical documentation (video; pictures; etc.)

The video should be no longer than 3 minutes.

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 that 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
 - 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 in desired format(s)

Submitting a Proposal

Interested parties should send a brief proposal to the attention of Ryan Birchmeier (ryan.birchmeier@phila.gov) no later than 12:00 PM EST on Friday, November 15th, 2013, including:

- Information about the individual/company
- Relevant work samples
- Cost proposal

***The final product is due to launch at Philly311's Five Year Anniversary Celebration on December 18, 2013.**

2013 - 12

Video & Design for OIG - 2013-12-13 17:13 – twisniewski

Summary

The [Office of the Inspector General](#) (OIG) is looking for a partner to create a 2 – 4 minute video about the mission and history of the office. The video should highlight the unique function of the OIG and its accomplishments, tied to the Mayor’s Goals for the City. The OIG is also looking for posters that communicate our mission, as well as a design for our office’s 2013 annual report.

Submitting a Proposal

Interested parties should send a brief proposal to the attention of David Torres (david.torres@phila.gov) no later than **5:00PM EST on Friday, December 20th, 2013**, including:

- Information about the individual/company
- Relevant work samples
- Cost proposal

*The final product is due to launch by the end of March 2014.

Mail Room Consulting - 2013-12-16 13:30 - twisniewski

Overview

The City of Philadelphia, Department of Revenue is seeking consulting services to review its mail room processing systems and establish a strategy for bringing the systems up to compliance in keeping with the new guidelines established by the United States Postal Services.

Statement of Work

This engagement will primarily focus on assisting the city in correcting its Address Correction/Return mail issues at the programming end prior to the printing of bills. This will include developing a software platform and process that can be implemented city-wide.

Components of this engagement should include

- Meeting(s) with internal city stakeholders to review process and procedures
- Review of city systems, software and hardware

Deliverable(s)

- A comprehensive report that addresses the needs outlined in the statement of work.
- Additional requirement of serving as a liaison between the City and USPS with regards to NCOA database compliance.

Requirements

Familiar with USPS guidelines and procedures as well as postal software and systems including but not limited to: Code 1, NCOA, CASS, etc.

Budget

Not to exceed \$10,000

Submission Guidelines

Proposals should be submitted to **Ron Daniels** (Ron.Daniels@phila.gov) no later than Wednesday, **December 18th, 2013 at 5:00 PM EST**

Summary

The Mayor's Office of Education is looking for a partner to edit several 2-10 minute video tutorials filmed by the Graduation Coach Campaign. The videos provide adults in Philadelphia with the information they need to know in order to support a young person through high school graduation and onto college and successful careers. Each video will combine footage of a speaker with images, graphics, voiceover, etc. The Campaign will provide the editor with the footage, the images to include and a spreadsheet that delineates exactly where they should appear in the video. The videos should have a cohesive theme and be consistent with Graduation Coach Campaign branding. MOE is looking for an individual that is able to work with the footage and images given to edit them into dynamic video adults will want to watch over and over again.

Submitting a Proposal

Interested parties should send a brief proposal to the attention of Sayeh Hormozi (sayeh.hormozi@phila.gov) no later than **5:00PM EST on Friday, December 27th, 2013**, including:

- Information about the individual/company
- Relevant work samples
- Cost proposal*

*The videos will be launched on a rolling basis, as they are edited. The Campaign would like to launch its first 4 videos by the end of January, 2014. There will be 25-30 videos in all. Please submit a cost per video, and a bundled cost for several videos.