

# BigIdeasPHL

Small Contracts, Big Ideas

Post Archive

January 2016 – December 2016

**[bigideasphl.com](http://bigideasphl.com)**

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## 2016

### 2016 - 04

#### [Closed-Special Events Video - 2016-04-25 20:52 - olivia.gillison](#)

##### *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 and 2015, 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 2016 award submission process requires applicants to enter a short video highlighting the unique cultural and positive impact of events on local businesses & communities. The budget for this project is capped at \$5,000.

The proposed timeline of the project is as follows:

- RFP opens on April 25<sup>th</sup>, 2016  
Responses and questions are open through April 29<sup>th</sup>, 2016
- Selections for interviews will be made on May 2<sup>nd</sup>, 2016  
Final selection will be made on May 6<sup>th</sup>, 2016
- Begin production on May 7<sup>th</sup>, 2016
- Final product due 12PM EST on July 1<sup>st</sup>, 2016

##### *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](mailto:olivia.gillison@phila.gov)) no later than 12:00PM EST on Friday, April 29<sup>th</sup> 2016, including:

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

Note: Please post all questions in the comment section below so you can get a quick response!

***\*The final product is due no later than 12:00 PM EST on Friday, July 1st, 2016\****

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Kathryn Lahr (2016-04-28 17:18:05)

How many events will need to be captured?

olivia.gillison (2016-04-28 18:02:01)

There will be approximately 8-10 events that would be on our list to cover.

2016 - 05

Closed-Request for Ideas – Innovative Technology to Measure Paving Condition - 2016-05-02 13:17 - nicholas.susi

The Philadelphia Streets Department is interested in receiving ideas for implementing innovative, cost efficient technology for measuring the pavement condition of its roadways.

*Context:*

The Philadelphia Streets Department strategically works to allocate limited resources in the most cost efficient manner possible. Therefore, it is important that we develop the most effective methods to make data-driven decisions when it comes to investing in the paving of our streets. As such, we are interested in receiving information about research and technologies that can be incorporated and replicated into current Streets Department workflows to more comprehensively understand the current pavement condition of our streets.

*Description:*

The Streets Department employs a Pavement Asset Management System which requires 500 miles of streets to be annually inspected. Currently, these are visual inspections conducted by Streets Department employees. Due to this investment of man hours, the Streets Department wants to learn more about current research and technology services that may allow for more efficient inspections and the development of standards with respect to these technologies.

Ideal technologies which would aid in efficient inspections would be able to identify the following pavement issues required by our Pavement Asset Management System on a street segment level by type of pavement:

Flexible Pavement:

- alligator cracking
- patching and utility cuts
- longitudinal/transverse cracking
- block cracking
- weathering/raveling
- transverse distortions
- rutting/depressions
- potholes

Rigid Pavement

- joint spalling
- faulting
- divided slabs
- corner breaks
- longitudinal and transverse cracking
- patching and utility cuts

## Other Pavement

- corrugations
- potholes
- rutting
- improper cross-section
- roadside drainage
- loose aggregate

The Streets Department is interested in learning more about current research and technology services which could do both of the following:

- Provide cost efficient, replicable technology or research, which could aid pavement condition inspections by incorporating into current workflows, requiring minimal proprietary technology acquisitions, and/or propose a different way of approaching these inspections; and
- Work with the Streets Department to develop standards based on the output of this technology or research to ensure the longevity of our roadways.

### *Submission Guidelines:*

Please articulate your idea as you see fit; however, your submission must be less than 2,500 words and no more than under 5 pages/slides. How you use the up to 2,500 words and fill up to 5 pages/slides is entirely up to you.

While the Streets Department does not want to prescribe how to go about organizing this project, for some general guidance, a sample submission template could include the following:

- **Technical Project Approach.** This section could include descriptions of the approach to the problem, defined performance goals and provisions for performance measurement, use of standards, and provisions for interoperability, replicability, scalability, modularity, and composability.
- **Qualifications of the Vendor/Researcher.** A description of the qualifications and proposed operational or management activities of key personnel who you recommend to be assigned to complete the work on the proposed idea.
- **Resource Availability.** A description of the facilities, costs, and overall support needed to accomplish the project's objectives and sustainability.

### *Response Calendar:*

Posting of RFI – 5/2/2016

Submit Responses – 5/6/2016 at 5pm (EST) via email to Ema Yamamoto at [Ema.Yamamoto@phila.gov](mailto:Ema.Yamamoto@phila.gov)

### *Contact Information:*

Please post any questions as a comment below this solicitation on [bigideasphl.com](http://bigideasphl.com) so that additional information will be available for all potential submitters to review. Any questions sent via email will be directed back to the comment section on [bigideasphl.com](http://bigideasphl.com)

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Thomas Elliott (2016-05-03 01:26:42)

Can I submit an idea as an individual? Do I need a registered business entity as a prerequisite for selection?

Emma Yamamoto (2016-05-03 14:13:26)

Good question! This is an RFI not a contract opportunity, so no, you do not need to be registered as a business entity to submit an idea.

Just as an FYI- In the event that a contract opportunity were to open, individuals (sole proprietors) can apply to opportunities with the City of Philadelphia. If selected and awarded a contract, the individual will have to acquire a Philadelphia Business Tax Account Number (they can apply for this online) with the Department of Revenue and a Commercial Activity License with Licenses and Inspections (they can apply for this online). They do not need these items to apply for a contract opportunity. Further, an individual who does not have a FEIN may use their SSN to both register for an account on eContract Philly and obtain the required business accounts/licenses from the City.

Thomas Elliott (2016-05-03 01:34:47)

Can you describe the current pavement management process in more detail? Specifically, can you provide more detail to the phrase "visual inspections conducted by Streets Department employees"? What tools do the Streets Department employees currently use during their visual inspections?

Emma Yamamoto (2016-05-03 16:30:58)

The current procedure is for field survey crews to conduct driving surveys consisting of two people (a driver and a rater). The rater identifies the distress types present and provides a predominant severity level of each distress type based upon which severity level is the greatest. The rater has a laptop and enters information during the inspection into an Excel based pavement inspection tool.

For flexible pavement types, a scale of 100 (no distress) to 0 (failed) is applied to the different distress types. The rating is determined using the PCI method (except for weathering and raveling) developed by the Corps of Engineers and adopted by ASTM. Weathering and raveling scores are determined using a methodology from Georgia Department of Transportation.

For rigid pavement types, a rating system is applied for each distress based on a scale of 100 (no distress) to 0 (failed). The rating is determined using the PCI method described in ASTM D6433-99.

For other pavement types, the distresses are rated as Good, Fair, or Poor.

This information is then fed into our Pavement Asset Management System.

Thomas Elliott (2016-05-04 12:46:29)

Is it possible to extend the deadline for responses by a week?

Emma Yamamoto (2016-05-04 13:23:32)

Due to internal deadlines, we are not able to do so at this time.

Emma Yamamoto (2016-05-04 20:41:19)

Below are two questions received via email-

Q:

1. Is there a site or could you provide some history of the prior RFI awards? I ask because I'm a little confused about what exactly the 32K in funds would be applied to. Particularly, some of the projects I've seen posted would require resources and time that exceed the cap for RFI's posted on the Big Idea forum. In short, if I submit an RFI and its "accepted" what would be the next steps?

2. What if my idea does require resources that go above the 32K cap? Are the funds only meant to be used to pay for the time it takes to develop the idea? After submittal does the city now "own" the idea and can they move forward with it as they see fit?

A:

In response to your question, please note the differences between a RFI & RFP as mentioned below:

**Request for Idea (RFI) opportunities are non-contract opportunities** with the City of Philadelphia and thus there is no funding attached to this RFI. The results/responses to this RFI are intended to inform how the Streets Department might move forward with a contract opportunity.

Once RFIs are submitted they become City intellectual property so any vendor should submit their response at their own discretion. If the City prefers any particular response(s) to the RFI over other responses, the City may, at its sole discretion, use that information as a basis for drafting a new Request For Proposal (RFP) and posting the Notice of Contracting Opportunity on eContract Philly while adhering to all governing laws relative to Chapter 17-1400 of the Philadelphia Code.

RFPs that are created from a RFI opportunity may or may not be limited to



2016 - 06

[Closed: Street Level Imagery Solution - 2016-06-01 14:07 - james.oliverie](#)

The City of Philadelphia ("City"), through the Office of Innovation and Technology (OIT), is seeking information regarding a street level imagery solution that will allow departments to view, measure and capture the position of features and physical assets in the right-of-way (e.g., signs, street furniture) and buildings that face the street. Please see the [Street Level Imagery Solution - RFI](#) for greater detail. Responses should be emailed to [Brian.Ivey@phila.gov](mailto:Brian.Ivey@phila.gov) and are due by Monday, June 20, 2016 @ 5 PM (Local Philadelphia Time).

All questions, including requests for clarification or requests for additional information, must be submitted via email no later than 5:00 PM (Local Philadelphia Time) on June 10, 2016 prior to the submission due date and directed to:

Brian Ivey, Office of Innovation and Technology

1234 Market St. Suite 1850

Philadelphia, PA 19107

Email: [Brian.Ivey@phila.gov](mailto:Brian.Ivey@phila.gov)

**Updated 6/14/16: Responses should be emailed to [Brian.Ivey@phila.gov](mailto:Brian.Ivey@phila.gov) by Monday, June 20, 2016 @ 5 PM (Local Philadelphia Time).**

**Updated 6/14/16: The City's responses to respondent questions received prior to the 6/10/16 deadline for questions can be viewed here: [Questions and Responses for Street Level Imagery RFI](#).**

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facet123 (2016-06-14 16:15:54)

Have the answer to the questions been posted yet. And will the date be extended

james.oliverie (2016-06-14 16:50:02)

The responses to questions received have been posted. You can find a link to the document at the bottom of the original post. Thank you!

CLOSED: User Experience Design Fellow - 2016-06-08 16:41 - twisniewski

The City of Philadelphia's [Office of Open Data and Digital Transformation](#) (ODDT) is excited to announce our first design fellowship opportunity. ODDT is in search of a user experience design professional with 3 to 5 years of experience to help us with future iterations of [alpha.phila.gov](#).

ODDT collaborates with departments, the public, and other stakeholders—employing human-centered design methods—to make City services more accessible and understandable. Chief among our initiatives is [alpha.phila.gov](#), which is an effort to clarify the City's main digital service channel. [Alpha.phila.gov](#) is a prototype being built in the open alongside the current [phila.gov](#).

Help us move from alpha to beta to launch. Make meaningful impact in Philadelphia.

The user experience design fellowship opportunity is an approximately 4 to 6-month contract position with a maximum budget of \$32,000. We're hoping to either contract directly with a freelancer or contract with a firm and work with one of their full-time employees for the duration of the contract.

Responsibilities include:

- Serving as a thought leader on user experience design methods and principles.
- Working with the User Experience Strategist, Lead Content Designer, and Visual/Web Designer to enhance alpha's responsive information architecture, interaction patterns, and design.
- Visualizing UX concepts through appropriate deliverables, like site maps, wireframes, and/or prototypes.
- Clearly communicating design decisions to a multi-disciplinary team of researchers, strategists, designers, and technologists.
- Proactively planning work and executing on deadlines with minimal supervision.
- Taking and offering constructive feedback on design solutions.
- Designing and facilitating usability testing when appropriate.
- Translating user feedback into actionable and strategic design solutions.

Strong candidates will have:

- A portfolio that demonstrates excellent use of information synthesis and detailed design.
- A personal interest in and/or perspective on the intersection of social impact and design.
- The ability to grasp complicated subjects and organize them in human-centered ways.
- Excellent communication and collaboration skills.
- Visual design sensibility.
- The ability to work within a self-directed culture and navigate ambiguity in a proactive manner.
- Effective methods of managing time and prioritizing work.

Minimum Requirements:

- Bachelor's degree in a relevant field to user experience design
- Three years of professional work experience in user experience design

Interested firms or freelancers should send their resume, cover letter, and portfolio to [liana.dragoman@phila.gov](mailto:liana.dragoman@phila.gov) no later than **Thursday, June 23rd, 2016 at 9:00 AM Eastern**. In addition, please provide a brief proposal that estimates the length of time you would be available to work with us.

Post any questions as a comment below this solicitation on bigideasphl.com so that additional information will be available for all potential submitters to review. Any questions sent via email will be directed back to the comments section on bigideasphl.com.

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CSCofNJ (2016-06-09 19:37:14)

Our questions:

- We are on the City of Philadelphia's OIT Master Contact (# 1420087) so do you need an extensive write up on our firm (the contract file would have all our corporate information), in addition to the candidate's resume etc.?
- When would you need the resource to be available (i.e. project begin date)?
- Given the budget and estimated timeframe, is this a "full time" position on a weekly basis? To what extent (e.g. high availability in close proximity and during a launch vs. during development time)?
- What are the "on site" (vs. remote work) work requirements (again, on a weekly basis)?

liana.dragoman (2016-06-11 20:01:30)

Thanks so much for your questions!

Q1: We are on the City of Philadelphia's OIT Master Contact (# 1420087) so do you need an extensive write up on our firm (the contract file would have all our corporate information), in addition to the candidate's resume etc.?

A1: The requirements are 1) the candidate's portfolio, 2) the candidate's resume, and 3) a cover letter. We don't need extensive information on your firm. The other requirement is a brief proposal that estimates the length of time a candidate might be available to work with us—considering a budget of \$32,000.

Q2: When would you need the resource to be available (i.e. project begin date)?

A2: We would need the candidate to be available at the beginning of July 2016.

Q3: Given the budget and estimated timeframe, is this a "full time" position on a weekly basis? To what extent (e.g. high availability in close proximity and during a launch vs. during development time)?

A3: Please submit a brief proposal on what you think is possible—considering our budget of \$32,000. If it's feasible for a candidate to dedicate 5 days a week for X months within the \$32,000, please let us know. If not, please provide an alternative or alternatives. Because this candidate will primarily focus on design, we'd need this person less during the development phase and upon launch of the site.

Q4: What are the “on site” (vs. remote work) work requirements (again, on a weekly basis)?

A4: Our small multi-disciplinary design and development team is highly collaborative. It’s important that the candidate become familiar with working inside government (e.g., the context of their work). In addition, we’re looking for this candidate to be a thought leader. It would be difficult for the candidate to effectively interact with the team if they were remote the majority of the time. However, we’re in search of the best possible person and recognize that this candidate might be balancing projects. As such, we’d need the candidate to be on-site for key milestones and important design conversations. We’d need to collaborate with the candidate on a weekly basis, but they don’t need to be in the office Monday through Friday. This is something we would work out upon selection of the candidate.

JulesMondo (2016-06-23 00:06:00)

If it is simply to make the site better from a UX Standpoint. It shows that I would be working with a Web Designer, Does that mean they would do the UI? What are my limitations? Are there constraints I need to be careful of? Would I work hand in hand with a dev?

liana.dragoman (2016-06-23 14:36:10)

Q1: If it is simply to make the site better from a UX Standpoint. It shows that I would be working with a Web Designer, Does that mean they would do the UI?

A1: The web/visual designer would translate your thoughtful sketches and wireframes into visual design compositions that developers would implement.

Q2: What are my limitations? Are there constraints I need to be careful of?

A2: These questions require deep conversation post selection of the candidate. Like any design, there are limitations and constraints. For example, there is a general framework we are working in as we're moving from an alpha prototype to a beta prototype. We'd ask the UX fellow to push against and enhance that framework.

Q3: Would I work hand in hand with a dev?

A3: You will work hand-in-hand with a user experience strategist, lead content designer, web/visual designer, and developers.

### *Seeking Creative Solutions for Identifying and Mapping Subsurface Conditions*

The Philadelphia Water Department (PWD), in partnership with the with the City's Office of the Chief Administrative Officer (CAO), is seeking solutions that will help provide more certainty about subsurface conditions and utility locations at project sites and throughout Philadelphia.

This Request for Information (RFI) is an alternative approach to city procurement, in which PWD first seeks information about all available solutions to a problem. In the second phase, PWD will issue a Request for Proposals to procure and implement the best-fit solution identified during the RFI.

### *Context*

In order to comply with state and federal water regulations, the City of Philadelphia has adopted a plan to manage stormwater runoff from 10,000 acres of impervious surfaces with Green Stormwater Infrastructure (GSI). GSI consists of a range of engineered soil-plant-water systems that intercept stormwater, infiltrate a portion of it into the ground, evaporate a portion back into the air and in some cases release a portion of it slowly back into the sewer system.

The City is now looking for creative ways to reduce the cost of GSI projects through more effective assessments of subsurface conditions and utility locations.

### *Description*

Of the many factors that influence the cost of GSI projects, subsurface conditions and conflicts are critical. Existing utilities and other subsurface infrastructure add cost and complication to project design, so the Philadelphia Water Department (PWD) plans projects to avoid known utility locations. For example, PWD will generally avoid siting projects in a sidewalk where there are service laterals or parallel utilities. Contaminated soils or soils with poor infiltration may also affect project design and construction budgets.

Unfortunately, because these constraints are underground, they are difficult to identify in advance of construction. Discovering constraints mid-way through a project means costs have already been incurred and more outlays are needed to see the project through to completion.

PWD uses a number of existing tools and resources to reduce uncertainty about subsurface conditions. In the planning stages of a project, a desktop analysis is conducted to identify soil conditions, underground infrastructure, potential contamination and other subsurface conflicts. This analysis uses information from Streets Department plans; Philadelphia Gas Works gas plats; GIS records of water, sewer, and stormwater infrastructure; historical land use maps, fire insurance maps, and zoning records; and state and federal brownfield databases. The desktop analysis is followed up with site visits to confirm inlet locations, utility mark-outs, valves, manholes, overhead wires, and any other visible signs of infrastructure.

Once a project is selected to move into design, PWD acquires additional information by paying for surveys and geotechnical testing to determine soil permeability and content at desired stormwater storage and/or infiltration locations. A "PA One Call" is issued to alert other utilities to mark out their infrastructure locations on site. Occasionally, ground penetrating radar (GPR) is used to obtain more detailed information about subsurface conditions prior to or during excavation.

### *Problem Statement*

The methods described above can be both costly and inconclusive. The City is seeking additional tools, resources, or services that can increase the certainty and/or reduce the cost of identifying or mapping subsurface conditions before significant design effort has been committed.

The City invites information about tools, resources or services for:

- assessing subsurface geologic or soil conditions,
- mapping utility locations,
- accurately analyzing or visualizing subsurface data, and/or
- any other creative solutions that address the problem described above.

### *Submission Guidelines*

Participants are encouraged to share creative and innovative proposals, but please keep your responses concise, and ensure that your response addresses the following questions:

1. Please describe your solution(s) and how it would address some or all of the points outlined in the problem described above. *500 words or less*
2. Has your solution ever been implemented before? If yes, please list where your solution has been implemented and the results of each deployment. *500 words or less*
3. Does your solution require in-kind City resources (e.g. staff time, facilities, technology, etc.)? If so, please specify what you would need the City to provide. *500 words or less*
4. How would you describe your business or organization (e.g. startup, small business, not-for-profit, large corporation)? Please provide a brief overview (e.g. number of employees, business model, annual revenue, etc.). *500 words or less*
5. Would you need to partner with any other organizations or firms to deliver your solution to Philadelphia? If so, do you need support identifying potential partner organizations? *500 words or less*

Please send your response as an email attachment of **no more than 2 MB**. Attachments may be in **.doc**, **.pdf**, or **.ppt** formats.

Emails should be addressed to **Jessica Noon** with the subject "GSI Innovations Submission – First Name, Last Name" at [PWD-GSI.Innovation@phila.gov](mailto:PWD-GSI.Innovation@phila.gov).

Submissions must be received by **July 14, 2016 at 5:00 PM EST**.

### *Use of Content*

The Responses submitted by Respondents to this RFI may be used by PWD in the process of preparing a notice of a future contracting opportunity. All Respondents may submit proposals to the notice of contracting opportunity once it has been posted to the City of Philadelphia websites. A Response to this RFI is not a requirement to submit a proposal for the contracting opportunity.

### *Confidentiality and Public Disclosure*

Respondents shall treat all information obtained from the City which is not generally available to the public as confidential and/or proprietary to the City. Respondents shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person. No other party, including any Respondent, is intended to be granted any rights hereunder.

Respondents agree to indemnify and hold harmless the City, its officials and employees, from and against all liability, demands, claims, suits, losses, damages, causes of action, fines and judgments (including attorney's fees) resulting from any use or disclosure of such confidential and/or proprietary information by any Respondent or any person acquiring such information, directly or indirectly, from any Respondent.

### *Rights and Options Reserved*

In addition to the rights reserved elsewhere in this RFI, the City reserves and may, in its sole discretion, exercise any or more of the following rights and options with respect to this RFI if the City determines that doing so is in the best interest of the City:

- to decline to consider any response to this RFI ("Response"); to cancel the RFI at any time; to elect to proceed or not to proceed with discussions or presentations regarding its subject matter with any Respondent and with firms that do not respond to the RFI; or to reissue the RFI or to issue a new RFI (with the same, similar or different terms);
- to waive, for any Response, any defect, deficiency or failure to comply with the RFI if, in the City's sole judgment, such defect is not material to the Response;
- to extend the Submission Date/Time and/or to supplement, amend, substitute or otherwise modify the RFI at any time prior to the Submission Date/Time, by posting notice thereof on the City web page(s) where the RFI is posted;
- to require, permit or reject amendments (including, without limitation, submitting information omitted), modifications, clarifying information, and/or corrections to Responses by some or all Respondents at any time before or after the Submission Date/Time;
- to require, request or permit, in discussion with any Respondent, any information relating to the subject matter of this RFI that the City deems appropriate, whether or not it was described in the Response to this RFI;
- at any time determined by the City, to discontinue discussions with any Respondent or all Respondents regarding the subject matter of this RFI, and/or initiate discussions with any other Respondent or with vendors that did not respond to the RFI;
- to do any of the foregoing without notice to Respondents or others, except such notice as the City, in its sole discretion, may elect to post on the City web page(s) where this RFI is posted.

This RFI and the process described are proprietary to the City and are for exclusive benefit of the City. Upon submission, Responses to this RFI shall become the property of the City, which shall have unrestricted use thereof. Responses may be subject to public disclosure under the Pennsylvania Right-to-Know Law.

However, a "record that constitutes or reveals a trade secret or confidential proprietary information" is exempt from access by a requester under that law. Ultimate determination of the application of that exemption cannot be assured, but Respondents are advised to mark clearly any portion(s) of any submittal believed to qualify for that exemption. By submitting its Response, the Respondent agrees to the terms.

### *Questions*

Please refer to our [Frequently Asked Questions](#). Please post any additional questions as a comment below this solicitation on [bigideasphl.com](http://bigideasphl.com) so that additional information will be available for all

potential submitters to review. Any questions sent via email or posted on social media will be directed back to the comment section on [bigideasphl.com](http://bigideasphl.com).

The deadline for questions or clarifications about this RFI is **July 14, 2016 at 12:00 PM EST**.

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kchilders (2016-07-12 21:06:44)

The "submission guidelines" on page 3 of the RFI document indicate "500 words or less" for each of the 5 responses. I am respectfully requesting clarification regarding the allowable word limit if multiple solutions are offered. Are 500 words permitted for each proposed solution or should the combined response be limited to 500 words? Thank you.

Avery Livengood (2016-07-13 09:42:16)

The word limit applies to each submission. If you are proposing multiple solutions, please submit each solution under separate cover. Please feel free to use the same response to Question 4 if you opt to make multiple submissions.

Avery Livengood (2016-07-19 12:32:35)

Below is a question received via email-

Q: The RFI indicated that there would be subsequent RFP—is there a timeframe when you anticipate that occurring?

A: PWD is currently reviewing submissions to the RFI. Once the review is complete, PWD will determine whether it is feasible to procure one or more of the solution ideas through an RFP process. If PWD decides to issue an RFP related to this challenge, we will notify all respondents who participated in this challenge of the opportunity.



2016 - 07

CLOSED: Using Technology to Create a Smart City, Request for Ideas - 2016-07-12 19:55 - nicholas.susi

[Download PDF Version](#)

*The City of Philadelphia, a pioneer in innovative technology adoption, aims to create a multi-purpose wireless network that can enhance the City's ability to deliver quality services to Philadelphians and creatively address digital divide challenges through a revenue sharing, public private partnership model. In addition, the City aims to use technology to improve services and operations, and to this end is interested in ideas related to the Internet of Things (IoT). Interested parties are encouraged to consider opportunities to utilize existing assets outlined in the challenge description to move Philadelphia closer to its goals.*

**REQUEST FOR IDEAS (RFI)**

The City of Philadelphia is interested in determining if the existing assets could be leveraged to better city operations and services. The City seeks information and ideas on any products and technologies that could use these assets as a platform to improve public safety, public infrastructure maintenance, energy efficiency, public space management, transportation and quality of life for the residents and businesses of Philadelphia.

Listed below are some examples of Internet of Things (IoT) capabilities that would enhance the City's ability to deliver quality services to Philadelphians. Proposed solutions should be designed to allow for adapting, upgrading and integrating additional functionality. The list is not intended to be exhaustive and responders are encouraged to share additional ideas.

- **Meter Reading:** Remote meter-reading that allows information to be collected and forwarded to the Water Department for billing purposes
- **Street Lighting Controls:** Dynamic lighting systems that can be controlled remotely, react to citizens, provide valuable data, and/or reduce energy costs
- **Gunshot Detection:** Detection devices that can identify a gunshot and send the information to the City's 911 Center while simultaneously alerting the City's cameras in the vicinity to focus in on the location
- **Transportation Analytics:** Technologies that can detect changes in traffic flows, pedestrian and cyclist activity, and parking availability
- **Infrastructure Monitoring:** Detection and monitoring of the City's critical infrastructure such as roads, bridges, airports, water, and power systems
- **Public Safety Surveillance:** Additional video surveillance points and cameras, used exclusively for public safety purposes, which police could monitor, especially in high crime areas
- **Free, high-speed public wi-fi:** Wi-fi that would support communities of mobile/flexible workers and improve overall lifestyles in the form of greater productivity and services, improved planning and development, collaboration in the digital era, and economic growth
- **Sensor Technology:** Combined monitoring with sensor technology that collects data in real time. For example, the City would know when a street has iced over so salt crews can be dispatched

**The City seeks submissions that address one, some or all of the capabilities above.** Any additional ideas that advance city operations are welcome. The optimal submission would address a number of capabilities with one single solution, and the City is interested in ideas of what can be accomplished in public-private partnerships and entering into revenue sharing agreements with selected vendor(s). The City is open to piloting solutions in specific areas within the City.

**Responses to this RFI will help guide the City in drafting any subsequent Request for Proposals (RFP).** However, this RFI does not commit the City to draft and post an RFP or to award any contracts. This RFI 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 respondent, is intended to be granted any rights under this RFI. Any response, including written documents and verbal communication, by any respondent to this RFI, shall become the property of the City and may be subject to public disclosure by the City, or any authorized agent of the City.

### *EXISTING ASSETS*

There are **25 tower sites** under long term lease with the City located at key access points throughout Philadelphia. The City spends significant funds every year to lease and maintain these tower sites via fiber connection that sits idle. The 25 tower sites were leased as part of a project to provide citywide wi-fi a decade ago, which was unsuccessful for various reasons. Providers interested in using the tower sites will have the opportunity to take over the leases. If the solution requires installation of different equipment at different heights, the leases will have to be renegotiated. See [Appendix B](#) for tower sites.

**Existing fiber:** All of the tower sites are connected through leased fiber, which is terminated at each site. It would be the vendor's responsibility to initiate new leases.

**Public Safety Spectrum:** The City has access to public safety spectrum in the 4.9 GHz range for use by public safety applications if the selected vendor can integrate such into the proposal. Primary uses of the 4.9 GHz band are for hot spots, point-to-multi-point, base/mobile/portable operations, broadband permanent fixed point-to-point links, and temporary fixed point-to-point. Communications must be related to the protection of life, health or property. Unattended and continuous operation is permitted. Voice, data and video operations are permitted.

**Street light poles** The City lighting system is comprised of 105,000 roadway lights; 18,640 alley lights; 5,000 pedestrian scale or ornamental lights; and 400 park lights. A portion of these assets would be available for this project. Selected vendors would have access to both street light pole power supply and the physical infrastructure. This does not include access to wood utility poles.

**Right-of-way access to tunnels, water mains, and sewers** that is critical to the solution's functionality and scale.

The City is interested in and open to the idea of providing access to **additional assets** (facilities, buildings, street furniture, etc.) that strengthen the solution's potential to deliver revenue and public value. Providers are encouraged to be creative and consider a diverse array of potential uses such as public wi-fi, public safety, and the use of sensor technology to support various IoT (Internet of Everything) devices. Although additional assets cannot be promised at this stage, inspiring ideas will be taken into consideration during the development of any Request for Proposals.

## *SUBMITTING A RESPONSE*

### Who Should Respond

The City welcomes ideas from technologists, telecommunications specialists, advertising agencies, social entrepreneurs, engineers, architects, designers, NGOs, and general city enthusiasts working locally or internationally.

### How to Respond

One electronic copy in machine-readable format (MS Word format or PDF) should be sent via email to **both** [andrew.buss@phila.gov](mailto:andrew.buss@phila.gov) and [ellen.hwang@phila.gov](mailto:ellen.hwang@phila.gov) with the subject line “Smart City Submission– First name, Last name”. Please use the RFI template provided in [Appendix A](#) for your responses. Your proposal should also include:

- A **cover letter** which summarizes your response, includes areas to which you are responding, and indicates if supporting documentation is included in your response.
- The response itself, covering any or all of the areas of information requested by this RFI.

It’s encouraged that you limit the size of your response to approximately 10 pages including supporting documentation. **Responses must be received no later than Friday, August 12, 2016 5:00 PM EST.**

### *Have a question?*

First, please refer to our [Frequently Asked Questions](#).

For any questions regarding this RFI that are not addressed in our FAQs, submit them on [bigideasphl.com](http://bigideasphl.com) by no later than **5:00 PM (EST) on Wednesday, July 27, 2016**. You will need to register on [bigideasphl.com](http://bigideasphl.com) in order to post your question. Any questions sent via email or posted on social media will be directed back to the comment section on [bigideasphl.com](http://bigideasphl.com). All questions received by this date and time will be answered appropriately. **The title of such comment should read, “RFI –Smart City [insert firm name].”** The City expects to respond by Friday, August 5, 2016 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](http://bigideasphl.com).

**ATTENTION: No questions are to be directed to the Mayor’s Office, Office of the Chief Administrative Officer, and the Office of Innovation and Technology.**

The City anticipates the following scheduled for the RFI process:

- RFI Release: July 12, 2016
- Questions regarding RFI due: July 27, 2016
- Response provided: August 5, 2016
- RFI submission due: August 12, 2016

### *RFI Response Contact, Review and Clarification Process*

This RFI is issued with the intent to survey the industry to obtain information that provides guidance, which may be used in the preparation of RFP. Based on those responses, the Review Committee will augment its roadmap which may result in one or more RFPs. To fully comprehend the information contained within a response to this RFI, the Review Committee may request further clarification in the form of brief verbal communication by telephone, written communication, electronic communication,

or a presentation to the RFI Review Committee. Companies responding to this RFI shall designate a single contact within that company for receipt of all subsequent information regarding this RFI. The name of this contact will be made available to the Review Committee.

#### *Distribution of RFI Responses and Copyrighted Material*

Copies of all documentation submitted in response to this RFI will be available to the Evaluation Committee for review purposes. According to the City's Policies and Procedures, proprietary and confidential material shall not be included in any response to the OIT.

#### *About Philadelphia Office of Innovation & Technology*

The Philadelphia Office of Innovation and Technology (OIT) is the central IT organization that oversees the technology infrastructure for the City. The Office of Innovation and Technology seeks inspiration from the marketplace of innovators, technologists, engineers, marketers, programmers, and city enthusiasts to come up with new uses for existing assets that provide public value and generate revenue.

*This RFI opportunity has been developed with the support of Citymart. Citymart transforms the way cities solve problems, connecting them with new ideas through open challenges to entrepreneurs and citizens. Philadelphia and Citymart are working together to run a series of open challenges to pave the way for future innovations in government policy and practice.*

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Ellen Hwang (2016-07-14 09:34:14)

Below is a question received via e-mail:

Q: I recently came across this request for bids: Multi-Purpose Wireless Network; I am hoping you can email me a copy of any specifications and/or documents associated with this bid.

A: To clarify, this is not a bid opportunity. This is a Request for Ideas. Please refer to the description of the RFI above for details regarding what an RFI entails.

All specifications and documents associated with this RFI are linked above (highlighted in blue). You'll find Appendix A (template for RFI submission), Appendix B (Site map of leased towers), and the FAQ in PDF format in their respective links and can be downloaded accordingly.

wmitchell (2016-07-18 16:57:20)

Hello, I have a small company based in Philadelphia and have several ideas that would be great to respond to this RFI with. The ideas / systems however are proprietary to my company. Will proprietary responses be accepted as part of this opportunity?

Ellen Hwang (2016-07-20 11:05:19)

Yes, it will still be evaluated even if your response is marked as proprietary.

Ellen Hwang (2016-07-20 11:08:01)

Below is a question received via e-mail:

Q: If [the response] is marked proprietary information will the data only be shared with other government personnel and not posted in the public domain?

A: The City of Philadelphia is subject to the requirements of the Pennsylvania Right-to-Know Law, 65 P.S. Section 67.101, et. seq., (“RTKL”). If your proposal is prominently marked “Confidential” on each page where confidential/proprietary and/or trade secret information appears, the City will notify you before publically releasing any portion of your proposal so marked in response to an RTKL request to give you an opportunity to identify information that you believe is not legally subject to disclosure. Certain information that is confidential/proprietary or constitutes a trade secret under the RTKL can be redacted from proposals. Ultimately the City will make the decision as to whether any information is subject to public disclosure. The City’s decision to deny a request, in whole or in part (including making redactions to a proposal), can be appealed to the Pennsylvania Office of Open Records, and ultimately to the courts, for determination.

amcilvai (2016-07-22 17:45:02)

1. Regarding RFI, Using Technology to Create a Smart City, due 8-12-16, please describe the current meter reading system(s) and processes used today at the City of Philadelphia including the name of the current software provider providing remote meter-reading services?
2. And, is the remote meter reading requirement exclusively for the Water Department only?

Ellen Hwang (2016-07-25 11:42:10)

The City’s water, electric and gas meters are read by electronic systems which are specific to those agencies. Both the Water and Gas Companies are City owned. PECO, the electric supplier, is part of Exelon Corporation and independently operated. All, some or none of these agencies may participate but all will be offered the chance depending on the solution offered. The City chooses to offer no additional information at this time.

Sarmed Rashid (2016-07-22 19:15:17)

Hi Ellen,

We're excited to submit a concept paper for this RFI. We were wondering: do individual ideas need to

be submitted independently, or can we combined them into a larger program?

Thanks!

Ellen Hwang (2016-07-25 14:56:16)

Under the same company, individual ideas do not need to submitted independently. However, the company should be explicit as to whether the City should evaluate each idea individually or as an entire program.

Ellen Hwang (2016-07-26 13:07:58)

Below is a question received by e-mail:

Q: I wondered if you had a Word or Excel version for pages 7 and 8.

A: Please find the hyperlink to a Word version (.doc) of Appendix A, or pages 7 & 8 of the RFI, under the section "Submitting a Response". Follow the link to download the document.

verizon (2016-07-26 15:56:59)

Below are the question sets from Verizon Enterprise Services

1. RFI notes that the City is open to pilot IoT solutions in specific areas within the City. Does that include areas not within the current Tower Locations as depicted in Appendix B?
2. Is use of existing towers and assets mandatory?
3. Will access to other public buildings and facilities within the City be provided?
4. Does the Tower lease agreement prevent adding new Sub GHz IoT and 3/4G radios?
5. Is the inter-tower fiber lit?
6. The RFI notes that the tower leases may have to be taken over by the vendor. What are the current monthly cost of tower leasehold and O&M broken down by cost components?
7. Is use of the City's 4.9 GHz spectrum mandatory?
8. Since the City desires the WiFi service to be free (hence no revenue prospect for Smart City Partner), is there a willingness to subsidize this class of service while the City and its vendor partner workout

revenue sharing models for the other classes of IoT services?

9. RFI notes that only a portion of the City's street lighting poles would be available? Could you elaborate?

10. For solutions such as smart parking and road ice level detection, will the City provide permission and access to dig roads to place sensors as needed?

11. Does the City operate any co-located electric meters as central node for any current water meters?

12. What is the City's current data collection and analysis enterprise architecture? Is data collected on batched or real-time basis? What analytics engines is the City using?

13. Would the City provide access to applications and data directly or require the vendor to be in a DMZ zone?

14. What is the current security architecture and policy?

15. Can the City provide behind firewall access to systems?

16. Will the City require a private instance of the IoT PaaS behind their firewall or in Verizon Cloud partitioned via VPN?

17. Will the City provide monthly, quarterly, semi-annually and annual expectation of demand for each class of IoT service or is this incumbent upon the vendor for estimation?

18. Does the City expect a minimum percentage of revenue sharing by class of IoT service?

19. Will the City provide a program management office (PMO) space, furniture and resources?

20. Will the City develop, execute and pay for citizen awareness programs for these new IoT Services or is expected to be a joint cost sharing activity?

Ellen Hwang (2016-08-05 10:20:48)

Q1: RFI notes that the City is open to pilot IoT solutions in specific areas within the City. Does that include areas not within the current Tower Locations as depicted in Appendix B?

A1: Both the tower locations as well as lighting poles are geographically dispersed throughout the City so it would be difficult to have a pilot and not be in an area which had at least some of these City assets.

Q2: Is use of existing towers and assets mandatory?

A2: No

Q3: Will access to other public buildings and facilities within the City be provided?

A3: Depending on the scope of the project or projects selected by the City, we are open to allowing access in or on certain buildings. Vendors should realize that some City buildings may have historical certifications which may preclude changes to the building façade for example. For other buildings, we may have room either on the building or on the roof which we would consider using for this project.

Q4: Does the Tower lease agreement prevent adding new Sub GHz IoT and 3/4G radios?

A4: The lease agreements are specific to the equipment already on the towers. We assume that the leases can be modified to allow newer equipment to be installed as long as this equipment does not alter the tower loading requirements.

Q5: Is the inter-tower fiber lit?

A5: No

Q6: The RFI notes that the tower leases may have to be taken over by the vendor. What are the current monthly cost of tower leasehold and O&M broken down by cost components?

A6: The yearly cost for the tower leases is \$ 635,000. This is the full lease cost.

Q7: Is use of the City's 4.9 GHz spectrum mandatory?

A7: No and this spectrum can only be used if the solution has a public safety component.

Q8: Since the City desires the WiFi service to be free (hence no revenue prospect for Smart City Partner), is there a willingness to subsidize this class of service while the City and its vendor partner workout revenue sharing models for the other classes of IoT services?

A8: No, but the City will entertain proposals as to how the service can be funded.

Q9: RFI notes that only a portion of the City's street lighting poles would be available? Could you elaborate?

A9: This was stated because although the City has in excess of 120,000 light poles it was assumed any solution would only use a portion of this number. Also some poles may already have equipment on them which may preclude their use for this project. However, we believe that number to be small. Since the light poles are sufficiently close to one another if one is unsuitable, we are reasonably sure one close by would suffice.

Q10: For solutions such as smart parking and road ice level detection, will the City provide permission and access to dig roads to place sensors as needed?

A10: Permits are needed for this type of work and the City will educate the successful vendor in that process and assist wherever we can in moving the project forward.

Q11: Does the City operate any co-located electric meters as central node for any current water meters?

A11: The Water Department is a city owned utility and they employ their own system for reading meters which involves a car traversing in proximity to a home to collect the information from the



meter. PECO has a separate method for meter reading.

Q12: What is the City's current data collection and analysis enterprise architecture? Is data collected on batched or real-time basis? What analytics engines is the City using?

A12: The analytics and data collection processes can vary by department and/or service.

Q13: Would the City provide access to applications and data directly or require the vendor to be in a DMZ zone?

A13: Access to City systems will follow 3rd Party access standards and will require secure connectivity.

Q14: What is the current security architecture and policy?

A14: The City of Philadelphia chooses not to answer this question.

Q15: Can the City provide behind firewall access to systems?

A15: The partner may be able to access City systems through standard 3rd party access policies.

Q16: Will the City require a private instance of the IoT PaaS behind their firewall or in Verizon Cloud partitioned via VPN?

A16: We will not require a private instance.

Q17: Will the City provide monthly, quarterly, semi-annually and annual expectation of demand for each class of IoT service or is this incumbent upon the vendor for estimation?

A17: Depending on the class of service and the part of the City where it is implemented the City will make its best efforts to estimate demand or provide the successful vendor with any information at our disposal which can assist in determining demand.

Q18: Does the City expect a minimum percentage of revenue sharing by class of IoT service?

A18: The City would favor a project which generates revenue for the City. Revenue splits would be subject to negotiation between the City and successful vendor. However, the City will also seriously consider projects or proposals which it deems are of significant benefit to our citizens even if the project is revenue neutral. Any project must at a minimum generate enough revenue to be self-sustaining over time.

Q19: Will the City provide a program management office (PMO) space, furniture and resources?

A19: No but the City will provide meeting space when required.

Q20: Will the City develop, execute and pay for citizen awareness programs for these new IoT Services or is expected to be a joint cost sharing activity?

A20: The City will advertise any new programs through its press contracts, web sites and community group contacts. Publicity will not be an issue.

Ellen Hwang (2016-07-27 11:22:30)

Below is a question received by e-mail:

Q: Are all of the city's high sites available? (My understanding is that the city has more high sites than the 25 indicated the map in Appendix B.)

A: The high sites listed in the RFI are those which are presently leased by the City for our initial wifi project. The City does, however, own 10 additional high sites which are used for our radio network. Depending on the project, the City may consider allowing the successful vendor to have access to these sites pending structural analysis to determine tower loading limitations.

Ellen Hwang (2016-07-27 11:23:08)

Below is a question received by e-mail:

Q: Can you provide addresses or geo coordinates (lat, long) for the high sites?

A: For security reasons the City has decided not to give exact coordinates for any site, whether leased or owned by the City, but vendors can assume these sites are geographically dispersed as to cover the City.

Ellen Hwang (2016-07-27 12:54:53)

Below is a question received by e-mail:

Q: How many miles of underground tunnel rights-of-way does Philadelphia have? Where are they? Can you provide a map?

A: Although we do have 'tunnels' or more appropriately concourse levels mostly throughout Center City, we do not permit conduit to be run at this level. When we say 'right-of-way' we are referring to street level rights-of-way either on City owned poles, City leased towers or permission from the City to run conduit as required depending on the scope of the project. Everything is done from the street level.

verizon (2016-07-27 14:04:40)

Q: What is the total number of the streetlights on utility poles that are not to be included in the RFI scope?

Ellen Hwang (2016-08-05 10:45:01)

Although the City has in excess of 120,000 light poles it is assumed any solution would only use a portion of this number. Also some poles may already have equipment on them which may preclude their use for this project. However, we believe that number to be small. Since the light poles are sufficiently close to one another if one is unsuitable, we are reasonably sure one close by would suffice.

verizon (2016-07-27 14:06:24)

Q: The RFI notes the response should be 10 pages or less. However, in the Appendix A Template, the proposal section delineates the number of word for each response. Which instruction set should responders adhere to: 10 pages or the word count? Or, is the Proposal Response table a summary of the Response not to exceed 10 pages?

Ellen Hwang (2016-08-05 10:05:11)

Using the template provided in Appendix A, please adhere to the word count provided for each question and the final PDF or Word document that you submit must not exceed 10 pages.

amcilvai (2016-07-27 14:08:12)

Regarding question 2.10 associated with the City's RFI titled Using Technology to Create a Smart City, please clarify if the City is seeking a savings financial model or a financing financial model?

Ellen Hwang (2016-08-05 10:04:26)

The City's preference is a revenue generating financial model however, the City is open to exploring proposals that are revenue neutral model, i.e. the cost of the system will support itself.

njbaker (2016-07-27 14:58:52)

City of Philadelphia  
RFI-Smart City - WEST Safety Services  
July 27, 2016

ASSETS

1. Are the 25 sites deployed with radio antenna equipment? If yes, what technology is deployed at each site?

2. How many of the tower sites are at maximum weight loading state? For those that are not, what are the weight loads available for use?
3. Is physical monitoring equipment deployed to any / all of the 25 tower sites? If yes, what type of physical monitoring is deployed and where?
4. Are any of the tower sites in poorly or un-secured areas where additional security measures or enhancements will be required?
5. Does the city prefer proposals that relieve the City as lease-holder of the towers?
6. Are there any other lease conditions that would preclude respondents to this RFI from sub-letting the tower(s) to others?

#### REQUEST FOR IDEAS

1. Can the City provide a Public Private Partnership (PPP) revenue sharing contract or reasonable facsimile that will serve to inform responses to this RFI?
2. Personal and/or proprietary information is implicated multiple times in the RFI. What entity will ultimately be responsible for adherence to relevant federal and state regulations?
3. What entity in a PPP is expected to provide the resilient and high capacity points of interconnection for Internet access?
4. What entity in a PPP will provide IP addresses for the provision of city government services? In the PPP, will the City provide IP addressing from its class of government addresses or will the partner be expected to obtain them from commercial sources?
5. Will the City provide a single point of interface for managing services that cross multiple departments and use cases, e.g. Public Safety vs. Public Works, Police vs. Fire, etc.
6. Has any portion or component of the "Ideas" for use cases (set forth in Section 3 of this RFI) been implemented by the City under a PPP ? If yes, please provide the scope of each and identify the relevant City agency.

Ellen Hwang (2016-08-05 10:42:05)

#### ASSETS

Q1: Are the 25 sites deployed with radio antenna equipment? If yes, what technology is deployed at each site?

A1: These sites were originally used for a Wi-Fi project which the City pursued many years ago. So the

equipment, Alvarion and Tropos, on the towers are related to that project. Equipment has been shut down by the City so there is no functioning equipment on any of the sites. As-built documentation is available for several sites to assist in the site survey process.

Q2: How many of the tower sites are at maximum weight loading state? For those that are not, what are the weight loads available for use?

A2: The tower sites in question are leased and it is unknown as to their capacity as space is continually leased out. It is assumed if the successful vendor wishes to install additional equipment on the tower a structural analysis will be required.

Q3: Is physical monitoring equipment deployed to any / all of the 25 tower sites? If yes, what type of physical monitoring is deployed and where?

A3: There is no physical monitoring equipment installed at any of the sites.

Q4: Are any of the tower sites in poorly or un-secured areas where additional security measures or enhancements will be required?

A4: We have not had acts of vandalism at any of our sites and the equipment has been in place for over a decade.

Q5: Does the city prefer proposals that relieve the City as lease-holder of the towers?

A5: Yes. However, if you have a proposal that does not include the towers, it would be helpful for the City to understand the reason why.

Q6: Are there any other lease conditions that would preclude respondents to this RFI from sub-letting the tower(s) to others?

A6: The City assumes that we will have to work with the successful vendor on transferring leases and we are prepared to do that. We are not aware of any conditions which would preclude the transfer of a lease.

#### REQUEST FOR IDEAS

q1: Can the City provide a Public Private Partnership (PPP) revenue sharing contract or reasonable facsimile that will serve to inform responses to this RFI?

a1: Although the City envisions this endeavor as being a public-private partnership, these agreements are negotiated individually so there is no 'boilerplate' contract for this.

q2: Personal and/or proprietary information is implicated multiple times in the RFI. What entity will ultimately be responsible for adherence to relevant federal and state regulations?

a2: The City requires the successful vendor to adhere to and comply with any and all regulations whether federal, state or local when doing a project. The City will assist on our part to supply any information required for a vendor to comply with these provisions.

The 'proprietary' language in the RFI refers to vendor technologies which might be employed in a solution. Please see above questions regarding the rules and regulations regarding proprietary information and the PA Right-to-Know Law.

q3: What entity in a PPP is expected to provide the resilient and high capacity points of interconnection for Internet access?

a3: The successful vendor will be responsible.

q4: What entity in a PPP will provide IP addresses for the provision of city government services? In the PPP, will the City provide IP addressing from its class of government addresses or will the partner be expected to obtain them from commercial sources?

a4: The partner will be expected to obtain IP addresses.

q5: Will the City provide a single point of interface for managing services that cross multiple departments and use cases, e.g. Public Safety vs. Public Works, Police vs. Fire, etc.

a5: The City will provide a point of contact and will assist the successful vendor with any interactions needed across City departments.

q6: Has any portion or component of the "Ideas" for use cases (set forth in Section 3 of this RFI) been implemented by the City under a PPP ? If yes, please provide the scope of each and identify the relevant City agency.

a6: The City does employ some of the functionality mentioned in Section 3 of the RFP. For example, the City Water Department reads meters remotely but it requires a vehicle to travel close to the property to get a reading. We have limited gunshot detection but it does not work Citywide. We also employ about 350 surveillance cameras which are installed and maintained by the City. The last two are supported by the Office of Innovation and Technology although both are used by the Police Department. These efforts have limited effectiveness and this RFI hopes to enable the City to develop more robust solutions and especially solutions which solve multiple problems.

The City does not have capability in the other areas in Section 3. It should be noted that these are only examples of some of the functionalities which could be included in a vendor response and vendors should not be limited to these. The City is looking for vendor ideas which go beyond those mentioned in Section 3.

clement.munno@unicomgov.com (2016-07-27 15:49:08)

We understand that Firetide equipment has been deployed in the past? How is the Firetide equipment currently being utilized, is there an inventory for this equipment, and can this equipment be leveraged for this RFI and in the eventual Solution moving forward?

Ellen Hwang (2016-08-05 10:03:26)

We do employ some Firetide equipment with our video surveillance network but it is on a very limited basis and we don't believe it can be leveraged for this project.

Intersection (2016-07-27 15:53:15)

RFI Smart City Questions:

1. Are there regulations respondents should be aware of that govern what can be deployed on the streets or in public spaces, e.g. related to privacy, commercial WiFi, zoning, historical districts, signage, etc.?
2. Has the City established evaluation criteria for proposals?
3. Has the City determined timing and scope of a future RFP?
4. Does the City have any thoughts on contract length it intends to award?
5. Will the City provide a single point of contact for permitting and approvals? What support from the City can respondents expect in terms of permitting and other necessary regulatory compliance?
6. Can the City provide any additional information on the tower assets? For example, height of structures, standalone pole or building, etc.
7. Can the City provide respondents access to fiber assets besides those that connect the towers mentioned in the RFI?
8. Can the City provide more detail on what existing systems it has deployed to address any of the use cases contemplated in the RFI? e.g. public safety, transportation analytics, infrastructure monitoring, etc.?

Thank you.

Ellen Hwang (2016-08-05 10:32:30)

Q1: Are there regulations respondents should be aware of that govern what can be deployed on the streets or in public spaces, e.g. related to privacy, commercial WiFi, zoning, historical districts, signage, etc.?

A1: The City has many regulations which all vendors doing business here must follow. In the case of this RFI some are coded within our City rules and some are rules which we follow from a policy perspective. For example, we do deploy video surveillance cameras but we would never permit a camera to be swiveled to look into a private home. If construction takes place on a City street, vendors would be required to return the street to its former condition, etc. The City anticipates that any vendor undertaking a project of this magnitude will have the experience and background to understand how to do business in a large City and make accommodations for doing that. The City will work with the successful vendor to ensure the vendor's success in the project or projects we choose. But every vendor should realize and expect there will be regulatory issues we both need to work through and we will work through these together.

Q2: Has the City established evaluation criteria for proposals?

A2: The purpose of the RFI is to elicit ideas which may eventually result in the issuance of the RFP. The team overseeing the RFI responses will work through a process to determine the feasibility and which procurement model must be taken to support the development of a potential RFP.

Q3: Has the City determined timing and scope of a future RFP?

A3: The scope of the potential RFP will depend on the responses to the RFI and the ideas it might generate from a diverse group of respondents. This will also effect the timing of the issuance of the RFP.

Q4: Does the City have any thoughts on contract length it intends to award?

A4: In accordance with Philadelphia Home Rule Charter mandates, City contracts are normally awarded for one year terms with 3 one-year renewal options at the City's sole discretion. Since we realize that a company may make a significant capital investment in a project, we will work with the chosen provider on mutually agreeable contract term provisions taking into consideration the proposal and the relative benefit to the City.

Q5: Will the City provide a single point of contact for permitting and approvals? What support from the City can respondents expect in terms of permitting and other necessary regulatory compliance?

A5: The City will supply a single point of contact and work with the vendor on all necessary regulatory requirements. Permitting is handled through our Streets Department and must follow a very defined process. The City will work with the successful vendor to ensure familiarity with the process.

Q6. Can the City provide any additional information on the tower assets? For example, height of structures, standalone pole or building, etc.

A6: The City will share more detailed information if and when an RFP is issued.

Q7: Can the City provide respondents access to fiber assets besides those that connect the towers mentioned in the RFI?

A7: Possibly, the needs of the vendor and the capabilities of those assets will need to be evaluated.

Q8: Can the City provide more detail on what existing systems it has deployed to address any of the use cases contemplated in the RFI? e.g. public safety, transportation analytics, infrastructure monitoring, etc.?

A8: A response to this question has already been posted.

chuclay (2016-07-27 17:02:52)

The word count limits imposed in the RFI are counter-productive to completing a response that provides all the information useful to both understand the benefits of the technology and prepare the RFP. Will you consider revising or removing the limits with the stipulation that excess marketing material not be provided as a response to any question?



Ellen Hwang (2016-08-05 10:02:23)

The City understands that respondents may want to include marketing material in their responses. The City will agree to accept such material which might be included over and above and separate from the response limitations imposed in the original RFI. These materials must be clearly for marketing purposes and should in no way be used to supply a response above the limits in the original RFI. The City imposes a file limitation of 10MB. All submissions including marketing materials should not exceed this limit.

Ellen Hwang (2016-08-05 10:45:39)

Q: With respect to the city's street lighting system, does the city currently have any controls installed on cobra heads, decoratives or park lights, and if so, what is the controls system/platform? (e.g. Cimcon, Telensa, Rome, Silver Spring, CityTouch, other?).

A: The City of Philadelphia currently has several systems under trial. The City has not yet picked a specific manufacturer as all systems have their own unique characteristics. We are still in the evaluation period for most of the systems.

Ellen Hwang (2016-08-05 10:46:12)

Q: Is this project intended to be associated with the goals and mission of the Philadelphia Energy Campaign?

A: Not necessarily but if we see synergies in the final proposal we may link them.

Ellen Hwang (2016-08-05 10:46:46)

Q: After the RFI period has concluded, when does the City expected to release one or more of the RFPs? Will the RFP(s) all be included within this one initiative, or is the city considering more than one procurement model to obtain all of these Smart City projects/services?

A: The results of the RFI will largely determine if, how, and when the City might move forward with an RFP. We would like to see responses from a diverse range of solution providers and do not want to limit responses based on one procurement model.

Ellen Hwang (2016-08-05 10:47:32)

Q: Is there interest in procuring these services using the PA Guaranteed Energy Savings Act (39) enabling legislation which allows for energy savings and metering and revenue generation supporting projects to be repaid over a period not to exceed 20 years (including the cost of financing)?

A: The City will accept and review RFI proposals which reference and or use the PA Guaranteed Energy Savings Act but any such acceptance of a proposal will be pursuant to the City's legal review. Should the City decide to pursue this revenue generation model it will be specified in a subsequent RFP.

Ellen Hwang (2016-08-05 10:48:20)

Q: Are the projects intended to be funded with multi-year financial structures, such as tax-exempt bond(s), PPAs, tax-exempt lease(s)?

A: No, under this RFI the City is contributing access to its infrastructure and rights-of-way. There is at present no revenue commitment from the City.

## **Sweetened Beverage Tax Project**

### **Statement of Work**

#### **City of Philadelphia**

#### **Department of Revenue**

#### *INTRODUCTION*

In June 2016, the City of Philadelphia became the first major city in the nation to pass an ordinance to collect tax on Sweetened Beverages. Starting January 1, 2017, the City of Philadelphia will impose a 1.5 cents per ounce tax on the supply of sweetened beverages to retail dealers (example: regular and diet sodas, teas). The tax is also levied on syrups and concentrates used to make sweetened drinks. The liability for payment of the tax is on the registered distributor (a person who supplies sweetened beverages to a dealer) of Sweetened Beverages. In certain cases, a dealer may obtain a waiver to purchase sweetened beverages from an unregistered distributor, but in these cases, the dealer must register, file, and pay the tax themselves. The tax will be due the 15th of each month for the prior month.

#### *OBJECTIVES*

Facilitate collection of the Sweetened Beverage Tax (SBT) from businesses that are covered by the SBT ordinance. Provide an easy to use web portal to register the business and pay the SBT.

#### *SCOPE OF WORK*

Design a web application that will enable the business owners to register their sweetened beverage business with the City. Access to the web portal should be controlled by proper authentication such as login user id and password. The web application should be developed using Microsoft .NET technologies and the front end of the application should communicate with the backend which is an ADABAS database, using the middleware provided by the City. The application should calculate the tax amount based on some input values and accept payment of the tax online. The taxpayer should be able to pay the tax monthly. In addition to the aforementioned work, the selected vendor should perform detailed requirements analysis, prepare requirements document, prepare data-flow/systems diagram(s), prepare test plan(s), and prepare user-friendly training document(s).

#### *TASKS*

1. Detailed requirements analysis
2. Design registration webpage
3. Design login page
4. Design data input page and display calculated tax amount
5. ~~Present payment page and accept payment~~ Design a page to present the tax due and accept payment
6. Provide printable/downloadable receipt as PDF on the payment web page and email the same to the email address provided by the taxpayer at the time of registration.
7. Prepare test plans and conduct unit testing and integration testing of all components

### *DELIVERABLES and Time Frame*

1. Requirements document – 5 days from start the project
2. Test web application – 20 Days from start of the project
3. Production ready web application - 30 days from start of the project
4. System documentation including architectural diagram and data flow diagrams- 35 days from start of the project
5. User guide/training document - 35 days from start of the project

### *INSTRUCTIONS FOR SUBMISSION*

Your proposal should include a short description of your qualifications, experience with similar projects, an overview of your firm or organization, and a brief description of your solution. You may include high level architectural diagrams of the proposed solution and URLs for any online examples you may have. Please email all documents to [kurian.chirackel@phila.gov](mailto:kurian.chirackel@phila.gov). Your submissions must be received on or before ~~08/04/2016~~ 08/12/2016. Late submissions will not be considered. Please limit the size of the proposal document to a maximum of 12 pages.

### *QUESTIONS*

Please post any questions as a comment below this solicitation on [bigideasphl.com](http://bigideasphl.com) so that additional information provided in any Q&A will be available for all potential submitters to review. Any questions sent via email will be directed back to the comment section below the solicitation on [bigideasphl.com](http://bigideasphl.com).

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Bob McGurk, P.E. (2016-07-21 13:10:35)

When does the City anticipate issuing a Notification of Award to the selected vendor?

When does the City anticipate issuing a Notice to Proceed to the selected vendor?

Will there be a lag time be between the Notification of Award and the Notice to Proceed? If so, what is the anticipated lag duration?

Thank you in advance for your time and consideration of this request.

K. Chirackel (2016-07-22 14:25:06)

When does the City anticipate issuing a Notification of Award to the selected vendor?

With in five days after vendor selection.

When does the City anticipate issuing a Notice to Proceed to the selected vendor?

Within a week after conformation of the contract.

Will there be a lag time be between the Notification of Award and the Notice to Proceed? If so, what is the anticipated lag duration?

Yes. Normally, two to three weeks.

Thank you in advance for your time and consideration of this request.

nianus (2016-07-25 10:53:30)

Hello Kurian,

we have a few questions in order to prepare our response:

Are you currently utilizing this site

<http://www.phila.gov/Revenue/payments/agreements/Pages/default.aspx> for the web application design (E-file/E-pay) system or will you be utilizing another portal for this project?

Are the users already registered through another system or database or are they all being freshly registered through this project?

Also is the timeline an estimate or is it a strict guideline?

K. Chirackel (2016-07-29 16:02:45)

1. We may have link to the new web application from '<http://www.phila.gov/Revenue/payments/>'. Other than that, it is a standalone application and in that sense its site is its own portal.
2. SBT is a new tax and the tax payers will be registering through the new application. Some of them may be in the City's database for payment of other taxes.
3. The timeline is an estimate, and is the desired timeline.

Ins243 (2016-07-25 16:22:07)

Q. What forms of payment must the app accept?

Q. What level of support is required after the app and training have been delivered?

Q. What platform will the app be hosted on, AWS?

K. Chirackel (2016-07-29 14:31:35)

Q. What forms of payment must the app accept?

Credit cards and debit cards

Q. What level of support is required after the app and training have been delivered?

Ongoing post implementation support is not part of this contract.

Q. What platform will the app be hosted on, AWS?

Application will be hosted by the City using IIS. No AWS. (Amazon Web Services)

clearyt1 (2016-07-27 16:45:20)

Is the chosen vendor providing an environment to facilitate payment direct to the city, or will the vendor collect the actual payment?

clearyt1 (2016-07-27 16:48:06)

Also, are there any security requirements, and what are the estimated number of users per month.

K. Chirackel (2016-07-29 15:35:57)

Access to the web application should be through proper authentication (User Id, password). Web site itself will be secured by City's firewall. We expect around 2000 users.

K. Chirackel (2016-07-27 18:11:48)

The software developed by the vendor will use the City's epay gateway via APIs that will be provided by the City. Vendor will not collect any payments.

clearyt1 (2016-07-28 10:00:05)

Thank you. Also see additional question re: security requirements and estimated number of users/month.

K. Chirackel (2016-07-29 14:16:37)

Access to the web application should be through proper authentication (User Id, password). Web site itself will be secured by City's firewall. We expect around 2000 users.

Bob McGurk, P.E. (2016-07-28 13:29:40)

Respectfully, your response to the previous question directly contradicts Task 5 outlined in the RFP, which we have relied on to develop our proposal and teaming arrangement.

"5. Present payment page and accept payment."

K. Chirackel (2016-07-28 15:51:21)

Please see the correction on task 5

5. Design a page to present and accept payment.

K. Chirackel (2016-08-03 17:42:47)

Please note that Task 5 was revised from "Present payment page and accept payment." to "Design a page to present and accept payment."

Also, please note that the deadline for submission was changed from 08/04/2016 to 08/12/2016

Bob McGurk, P.E. (2016-07-28 17:03:21)

Respectfully, in typical contract administration, responses to questions provide clarification rather than contradict or completely change the meaning or content of a work task.

Quite frankly, any proposal that does not include an ePay gateway which 'accepts payment' cannot fulfill the requirements of the initial Scope of Work.

We will be submitting a proposal based on the original Scope of Work that was posted.

We respectfully request, to ensure a fair and impartial bidding environment, that the City consider proposals that utilize a third-party ePay gateway as well as those which utilize the City's current ePay gateway.

K. Chirackel (2016-07-29 15:00:27)

City has a third-party ePay processing vendor. Access to that vendor's payment processing system will be provided to you by the City. There was no change in the scope of work; just clarification. The application should have webpage(s) that presents the amount to be paid and when a button such as 'Pay Now' is pushed, the customer will be directed to the ePay vendor's webpage. After successful payment, the control comes back to the application's page. More details on this is part of the detailed requirements analysis that is one of the tasks for selected vendor.

Genome Digital (2016-07-29 14:51:20)

A few questions

// Exactly what information will need to be collected from distributors, or from dealers. (EIN? Addresses? etc)

// What is the process interacting with your middleware — is it a RESTful, SOAP, etc based software?

// Will there need to be multiple permission levels built into the City login side of this application.

Thank you.

K. Chirackel (2016-07-29 15:07:40)

1. Exactly what information will need to be collected from distributors, or from dealers. (EIN? Addresses? etc)

This will be clear only after the detailed requirements analysis. It is one of the tasks for the selected vendor. EIN and address will definitely a part of the data collected.

2. What is the process interacting with your middleware — is it a RESTful, SOAP, etc based software?  
SOAP

3. Will there need to be multiple permission levels built into the City login side of this application  
No.

michael (2016-08-07 21:26:25)

1. Does this need to match a design style on your site? For example should it match the Payment Center <https://secure.phila.gov/PaymentCenter/AccountLookup/> or perhaps the Hotel Tax page? <https://secure.phila.gov/Revenue/HotelTax/>

2. Can / should the site use existing CSS from the main pages of <http://www.phila.gov>?

3. What will the user be entering on the data-input page?

4. How does a small-business track the ounces they've sold, and prove it to the City?



2016 - 08

CLOSED: Managed WordPress Web Hosting - 2016-08-10 10:38 - twisniewski

The [Office of Open Data & Digital Transformation](#) (ODDT) is exploring managed web hosting services for [alpha.phila.gov](#), a WordPress site with a custom theme and plugins, being built to serve as City Government's primary website platform.

ODDT collaborates with departments, the public, and other stakeholders—employing human-centered design methods—to make City services more accessible and understandable. Chief among our initiatives is [alpha.phila.gov](#), which is an effort to clarify the City's main digital service channel. Alpha.phila.gov is a prototype being built in the open alongside the current [phila.gov](#).

Alpha.phila.gov already has an [advanced hosting setup](#) that uses GitHub, Travis CI, and Amazon Web Services (AWS). In moving to a web hosting provider, we would hope to outsource the infrastructure setup and gain the comfort of knowing reliability, performance, and security are being looked after 24/7.

There are several things about our current setup that we really like, such as the ability to:

- Create multiple development environments on-demand
- Rapidly deploy code to production by merging a pull request on GitHub
- Access development and production environments via SSH and use tools like wp-cli to update WordPress and its plugins
- Use an SSL certificate with HTTP Strict Transport Security (HSTS) enabled
- Define custom URL rewrites on the web server layer (ie. [alpha.phila.gov/trashday](#) maps to <https://cityofphiladelphia.github.io/trashday> - we use nginx)
- Easily clear the cache from the WordPress interface (we use nginx with a plugin)
- Separate static files (media) from the code (we use S3)
- Store copies of the open source WordPress plugins we use alongside our code (known as "vendoring")
- Use paid/premium plugins not found in the WordPress plugin repository (we store them in S3)
- Schedule daily database backups

We'd prefer to keep those abilities with a managed solution, but (a) we're open to better ideas, and (b) we understand there may be tradeoffs. Beyond those, we hope a managed solution would provide:

- A way to monitor system health
- A way to split test (A/B test) code in production
- 24/7 support (even if an issue turns out to be our fault)
- The ability to withstand higher-than usual traffic (say, if the Pope comes to town)
- Denial of service attack mitigation
- Quick assistance if our site is compromised by an attack
- It would be great if we could also deploy other WordPress sites on the platform

A few other details that may be helpful:

- We anticipate a significant traffic increase at the end of September, so we'd like to be up and running at least a few weeks before that
- As more content is migrated to alpha.phila.gov, we eventually anticipate roughly 3 million page views per month on average, with higher traffic during special events and such, of course.
- A more detailed rundown of our current setup and deploy process is [available here](#)
- The repo we use for version control and deployment is [available here](#)
- We use [SwiftType](#) and Google Custom Search for search
- The contracting vehicle we're using doesn't allow us to spend more than \$32,000 in a given year

### *Responding*

Please send a brief proposal to [tim.wisniewski@phila.gov](mailto:tim.wisniewski@phila.gov) no later than **Wednesday, August 17th, 2016 at 9:00 am ET**. Proposals should include:

- A bit about who you are and your qualifications
- What you're offering
- How/whether it differs from our current setup/expectations, and what the migration process would look like
- Cost (options are great)
- Timeline of getting up and running

### *Questions*

Post any questions as a comment below this solicitation on bigideasphl.com so that additional information will be available for all potential submitters to review. Any questions sent via email will be directed back to the comments section on bigideasphl.com.

clearyt1 (2016-08-10 18:06:15)

You mentioned the contracting vehicle allow a spend of more than \$32,000 annually. Is this amount inclusive of the AWS and related cloud resources, or is this allotment just for the cost of managed services?

clearyt1 (2016-08-11 07:19:26)

Sorry meant to say: You mentioned the contracting vehicle "does not" allow a spend of more than \$32,000 annually.

twisniewski (2016-08-11 09:44:57)

Hi clearyt1,

The rules around the contracting vehicle apply to the vendor, the department, and the fiscal year. From a "rules" perspective, technically that means we could pay for AWS separately and consider this contract to be for just the "managed services" using our AWS environment. You are welcome to

submit a proposal that recommends that. Of course we'd prefer the underlying infrastructure costs be contained in the same agreement and budget, in the same way that we prefer a lower-cost solution, but we're happy to consider the tradeoffs.

clearyt1 (2016-08-11 14:01:32)

Great thank you Tim, this is very helpful.  
-Tom

twisniewski (2016-08-16 13:40:00)

We received a question via email:

> Just so I'm clear, are you looking to keep your current infrastructure and have someone maintain it or are you looking to migrate to a fully managed hosting provider? I believe it's the latter, but wanted to confirm.

We wrote the solicitation assuming the latter - that we'd be migrating it to a fully-managed hosting provider, but I don't think we even considered the former. It would certainly ease the migration process as there wouldn't be any! We're certainly open to discussing it if that's what you're thinking of proposing.

Betheyou (2016-08-17 07:06:35)

Digital Transformation is the increasing adoption of digital tools and technologies by any organisation to fundamentally enhance both its internal and external processes and functions. The Office of Open Data and Digital Transformation (ODDT) believes in a City government that understands the needs of its people and empowers them through transparent, efficient, and effective services.

[Jafar](#)

**CLOSED: Create a Web Style Guide and Blog Template for Philadelphia Water Department - 2016-08-26 18:38 - paulfuga**

Over the past two years, Philadelphia Water Department's (PWD) Public Affairs Division has developed a digital strategy focusing on the customer's experience. A key component of the strategy is to align web properties (currently varied and disparate) through standards and toolkits. The City of Philadelphia's Office of Open Data and Digital Transformation has begun building citywide digital standards and toolkits such as a [pattern portfolio](#), [content style guide](#), and [web page templates](#). PWD would like to extend the styles and templates.

In implementing this digital strategy, PWD Public Affairs is in search of web design and development professionals to develop design patterns. These design patterns will influence the look and feel of new properties and be applied to existing, fractured properties. We are open to one candidate with design and development skills or a team of two individuals with a proven track record of working together to complete similar projects. Local candidates are preferred as co-working sessions are anticipated.

**ABILITIES:**

- Participate in customer discovery and design sessions
- Produce concept sketches, wireframes, and/or prototypes to revise and refine existing properties and, in some cases, define new properties
- Participate in user testing
- Build-out design compositions using HTML, CSS, and JavaScript
- Implement content management systems (built in Django, WordPress, Drupal, etc.,)
- QA and deploy new web properties and applications

**REQUIREMENTS:**

Strong knowledge of:

- Latest web standards and front-end development practices
- Browser and device compatibility
- Responsive design
- Design applications such as the Adobe Creative Suite or Sketch
- HTML and CSS
- Web programming languages (e.g., Python, Ruby, GO)
- User experience design best practices

In addition:

- A desire to help grow a new digital team within the City's Water Department.
- The ability to communicate well, and work successfully with a team.
- A passion for the City of Philadelphia and improving government services for residents

Bonus:

- Familiarity with test-driven development
- Familiarity with Jekyll or other prototyping tools
- Familiarity with GitHub

### *EXPECTATIONS OF WORK:*

- Refinement: Deliver a pattern library and style guide that extends citywide standards (Phila.gov/Alpha) while incorporating the unique needs of Philadelphia Water Department's various users, brands, and styles
- New design: Design and develop a blog template and/or public campaign template based on existing requirements
- Process: Participate in Philadelphia Water Department's digital team sprints and sprint meetings

### *RESPONDING:*

Responses should include a proposal that outlines your project approach and all relevant experience, skills, and aptitudes including resume(s) and digital portfolio.

Please send your proposal by 9:00 a.m. on Tuesday, September 20 to:  
paul.fugazzotto@phila.gov

### *QUESTIONS*

Please post any questions as a comment below this solicitation so that additional information provided will be available for all to review. Any questions sent via email will be posted to the comment section.

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Ikulberda (2016-09-01 12:51:25)

In your RFP you specifically mention that you are looking for an individual or a team of two. LucidCircus, LLC is a small agency interested in responding. Should we win this bid, we would most likely assign a single member to work with PWD, that individual would have the backing of the full agency, should a need arise. Will you accept proposals from agencies as well as individuals?

Paul Fugazzotto (2016-09-01 22:30:44)

Yes - we will consider proposals from agencies. We see this as a focused/discrete project and would like to keep the consultant team working on it to a similar scale. Thanks for the question.

MarcColeman (2016-09-02 10:47:14)

Are you looking for a long-term team-member?

Is this opportunity restricted to teams of two or fewer?

What are the terms of this engagement? Full-time hire? Contract? Contractor?

Are you open to an agency fulfilling this role?

Paul Fugazzotto (2016-09-02 12:53:40)

This is a contract project, and at this time, we are not looking for a long-term team member. We wrote the opportunity to express our preference to work closely with one or two people. However, we're sure there are other ways of approaching this work and will not disqualify a response based on the size of the project team. There are no restrictions on who can submit a proposal. All proposals will be reviewed and considered.

MarcColeman (2016-09-02 10:48:41)

If this is a discrete project, what kind of pricing are you looking for. What is the approximate length of the engagement?

Paul Fugazzotto (2016-09-02 11:09:01)

re: cost - This procurement mechanism keeps the project cost below 32K.

re: timeline - We are not married to a timeline, but our initial thought is that this could take anywhere from 2 - 6 months. We believe that the project approach to creating the deliverables (style guide and blog/campaign template) will vary from contractor to contractor, and that approach will impact the timeline.

Paul Fugazzotto (2016-09-02 18:14:39)

Via Email:

Q: Are looking for a specific deliverable or strategy or are you looking for a resource(s) with the capabilities to execute your current strategy?

A: We are looking for a person (or people) that can deliver on the Expectations of Work. This includes two deliverables that fit within our overarching, existing digital strategy.

Paul Fugazzotto (2016-09-02 18:17:19)

Via Email:

Q: Aside from a resume, portfolio and case study of experience is there anything else you would like to see in the response?

A: We would like responses to help us understand how you would approach the design and development of (1) a style guide and (2) a new web property that fits within that style.

2016 - 10

CLOSED Philadelphia Tobacco Retailer Database - 2016-10-12 11:19 - rondaniels

## PHILADELPHIA TOBACCO RETAILER DATABASE

### Statement of Work

#### City of Philadelphia

#### Department of Public Health

OPEN: 10/12/2016 CLOSED 10/20/2016

#### *UPDATE*

Due to a Typo in the Scope of Work section, the Timeline for this BID has been extended 3 days.

Please note that we are looking primarily for a quote to (1) Convert our existing MS access to the Web, (2) Add additional functionality, and (3) provide the ability to interface with external agencies via Forms, APIs or other data exchange methods.

#### *INTRODUCTION*

The Philadelphia Tobacco Retailers Database (PTRD) is currently hosted by the Division of Environmental Health Services as a SQL database using MS Access for front end management. The Division of Chronic Disease Prevention maintains the data and runs analyses. The PTRD stores data on the status of tobacco permits, compliance with tobacco sales laws, and tickets for sales violations. The database is small (<10,000 records).

#### *OBJECTIVES*

Convert the current MS Access Frontend PTRD Database to a Web Application using a SQL Server Backend. Add additional functionality to the new Web Application. The City is looking for proposals that offer a cloud-based solution using standard BI tools in which the city can utilize for future development and enhancements. The proposal can offer a hosted or on-premise solution.

#### *SCOPE OF WORK*

**REVISED 10/15/2016: Scope of Work Description was the wrong description, this Bid will now be open until 10/20/2016.**

Functionality Phase 1 - Porting of the Current MS Access Database to the Web

1. **Establishment Table:** records on establishments that sell tobacco including permit number, address, store type, and other business owner and store information. A unique establishment ID is assigned and is linked to the business owner. Note: data entered manually by EHS using a web form when the tobacco permit is issued
2. **Compliance Check Table:** records on compliance checks and their outcomes as recorded by the contractor who does the checks (Health Promotion Council). Linked using establishment ID.
  1. The list of compliance checks to be done are generated by pulling a subset of retailers in the Establishment Table and emailing an excel file to be uploaded to the contractor's database

2. After the checks are completed, data on the results of the checks are uploaded from an excel file emailed back by the contractor
3. **Ticket Table:** records on tickets that were issued as a result of failed compliance checks. Data linked with a unique ticket number associated with the establishment (which may receive multiple tickets)
  1. Data manually entered by EHS after automatic emails are generated from any failed compliance check
  2. Data from the Office of Administrative Review on ticket outcomes is also manually merged to this table

#### Functionality Phase 2 – Enhanced Features to the new Web Application

1. Integrate additional data sources
  1. Food and Drug Administration publically available data on tobacco sales compliance available here:  
[http://www.accessdata.fda.gov/scripts/oc/inspections/oc\\_insp\\_searching.cfm](http://www.accessdata.fda.gov/scripts/oc/inspections/oc_insp_searching.cfm)
  2. Data on state issued tobacco permits
2. Access and data editing capabilities in the field via tablets
3. Develop online tobacco permit application system (currently done with paper), which is linked to the database and can be integrated with the existing online permit renewal system or a reworked online permit renewal system.
  1. Would need to reference existing and additional data sources to determine eligibility criteria
4. Integrate data from an outside contractor (for the Compliance Check Table)
5. Build in additional checks on data quality and management
6. Better automate many data updating tasks and common reporting queries
7. Be able to interface or download data for use with popular statistical analysis programs including R, SPSS, and GIS
8. Incorporate location-based decision making factors into the permit application system (eg, to flag any retailers that are within 500 ft of a school)

#### *TASKS*

1. Develop Detailed requirements analysis including reporting requirements
2. Development of a Web application for phases 1 and 2 according to specs.
3. Enhance Website with security features to protect the privacy of data as well as implement administrative and user level security functionality
4. Perform unit and system testing on the Complete Web Application
5. Create System Documentation
6. Create User Guide and Training Materials

#### *DELIVERABLES and Time Frame*

1. Project Kick-off, project start
  - Detailed Requirements Document
  - Detailed Report Layouts
2. Within 10 days of the start of the project
  - Test Ready Application for Phase 1
3. Within 15 days of the start of the project



- Production ready application for Phase 1 (including reports)
  - Test ready application for Phase 2
4. Within 20 days of the start of the project
    - Production ready application for Phase 2
    - Online availability of all system reports for review
  5. Within 30 days of the start of the project
    - Completed Production Ready Application Phases 1 and 2
    - Completed System Reports
  6. Within 35 days of the start of the project
    - System documentation including architectural diagram and data flow diagrams
    - User guide/training document

### *INSTRUCTIONS FOR SUBMISSION*

Your proposal should include a short description of your qualifications, experience with similar projects, an overview of your firm or organization, and a brief description of your solution. You may include high level architectural diagrams of the proposed solution and URLs for any online examples you may have. With regards to pricing we are not looking for a flat fee for this project but rather a detailed breakdown which will reflect an hourly rate and the number of hours associated with each task to be performed as well as other costs related to subscriptions, licensing or cloud services if applicable. Please email all documents to Meagan.Pharis@Phila.gov and ron.daniels@phila.gov . Your submissions must be received on or before 10/20/2016. Late submissions will not be considered. Please limit the size of the proposal document to a maximum of 12 pages.

### *QUESTIONS*

Please post any questions as a comment below this solicitation on [bigideasphl.com](http://bigideasphl.com) so that additional information provided in any Q&A will be available for all potential submitters to review. Any questions sent via email will be directed back to the comment section below the solicitation on [bigideasphl.com](http://bigideasphl.com).

OPEN: 10/12/2016 CLOSED 10/20/2016

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Modern Technique (2016-10-13 08:06:41)

In order to provide an accurate quote, aside from administration how many fields are going to be required? Do you intend these fields to be dynamically required/displayed based on user input? This is assuming there is more information than Functionality Phase 1.1.

Functionality Phase 1.2.1 - What triggers this email? Is this a click event, nightly job, or timed?

Functionality Phase 1.2.2/1.3.1 - The wording here leads me to believe the system is waiting for a response email however section 1.3.1 leads me to believe this is a person on the receiving end to upload it into this system or possibly the contractor themselves?

Functionality Phase 2.2 - Assuming this means modern web-app, ignoring offline capabilities? The concern being the statement "in the field via tablets" and the also posted in Mobile Apps, not knowing

if the tablet is tethered or utilizing a phone as a hotspot.

Functionality Phase 2.7 - Would a web service (listener) be sufficient to meet this need or will this be entered data?

Functionality Phase 2.8 - Is there currently a contract out on a service to provide the longitude and latitude of the input addresses? Is the information for all schools located in a central database? I assume the schools are accessible within the ADABAS and externally accessible?

In terms of "taxpayer should be able to pay the tax monthly", is this limited to storing billing information or will this involve a processing service? If processing, is this automated or simply allowing the user to make one off payment? Or Both? Does the city currently have a contract in place to address this?

What is your intention in terms of "cloud based"? Do you mean a pay as you use system, redundancy assurance, or exists within a cloud system? Along that note, what is the up time regulations for this department? All government contracts thus far have been 99.999% (not 99.99%)? The only prior government contracting has been health care or military which is all 99.999%. The difference clearly cost, I would imagine this to be only 99.99%, but I would like to be certain, again this comes down to the regs.

As the middleware is hosted by the city, will the connection service simply be an HTTPS connection or is there additional security or network requirements?

rondaniels (2016-10-15 06:27:04)

There was a typo in the Scope of work where a paragraph from a previous posting was previously added.

We have since removed this typo and added 3 days to the bid request.

I am hoping this should clarify most of your questions but if not please post again as I will be reviewing daily up until the submission deadline

jplatt (2016-10-13 13:53:14)

1. We've noticed that the objectives and scope of work seem to contradict each other in relation to database requirements. Can we get clarification?

2. Would an extension be possible as response time to the RFP is only 3 business days?

rondaniels (2016-10-15 06:22:59)

Yes, we have extended the bid for 3 days (now due on 10/20) due to a typo in our scope of work. We are looking for a solution that will convert our current MS Access database to the web then add additional functionality, then allow us to interface with other agencies via forms, APIs or other.

aries (2016-10-14 11:29:19)

Hi,

A couple of questions.

The scope of work states: "Design a web application that will enable the business owners to register their sweetened beverage business with the City." Can you provide an updated scope of work and the associated technologies?

Functionality Phase 2 - Enhanced Feature 8 - "Incorporate location-based decision making factors into the permit application system". Does the City already have a GIS tool that we would access, or do we have to provide the GIS tool?

Thank you!

rondaniels (2016-10-15 06:20:25)

The Scope of work description was a typo from an earlier post that was submitted by the City. It has since been corrected and the bid timeline has been extended 3 days because of this error.

With regards to your GIS question, we are looking for you to provide a solution. The City has the GIS data for each of the schools within our city limits but will need a mechanism by which when an application is submitted we can plot the distance between the establishment address and the nearest school.

SmartIMS (2016-10-18 18:56:07)

Hi Ron,

We have a quick question:

Are the requirements frozen with respect to Web pages UI Design, documented requirement tasks and each of its acceptance criteria?

Thanks!

rondaniels (2016-10-19 12:11:16)

I would not say frozen however I do not expect there to be many web pages (5 to 10) for this project. A lot of the work will be around the database design and the ability to link tables together along with interact with external tables (ie through import/export or API)

SmartIMS (2016-10-19 17:31:40)

Thank you for the reply. Our remaining questions are below:

1. Phase 1:

a. 2. Compliance Check Table:

i. #1: What is the business logic behind pulling the subset of retailers from the establishment table that need to be sent to the Compliance check contractor? Is it based on dates, locations, id number, random selection etc?

ii. #1: We expect that the application should support the feature of exporting the subset of retailers into an excel sheet, please confirm.

iii. #1: We expect that the emails sent to the compliance check contractor containing the subset excel sheet, are sent manually by EHS, please confirm.

iv. #2: Should the application support in uploading the received excel sheet from the compliance check contractor or will the compliance check results given in the response excel sheet be manually entered?

b. 3. Ticket Table:

i. #1: Who generates the automatic emails that are referenced in 3.1? Will the upload feature of the contractor result excel sheet auto send the emails to EHS team or is this done separately?

2. Phase 2:

a. #2: Please confirm that the access and data editing capabilities via the tablets will done via a web browser not through an actual separate App on the tablet.

b. #3: We expect that the expectation is for a web form to be created to capture the permit application which is currently done on paper, and which will need to be integrate-able with the existing and/or reworked online permit renewal system in the future, please confirm.

c. #3.1: We expect that the form would include information to reference existing and additional data sources to determine eligibility criteria, not to perform the eligibility determination as part of Phase 2, please confirm.

3. Deliverables and Timeframe:

a. #1: Detailed Report Layouts: what reports and how many types will need to be created?

b. #3, 4 & 5: System Reports: Is the request to create and document the reports in Phase 2, or just to ensure the solution is capable of supporting the use of standard BI tools for future reporting needs?

**CLOSED: Salesforce - Advologix Application Configuration - 2016-10-20 14:07 - Tobey L Watson**

Over the past few years, Philadelphia Commission on Human Relations has been in need of an updated case management system. This project is being led by the Office of Innovation and Technology. We are seeking a vendor to configure the Salesforce application - [Advologix](#) and to lead the end user training. The initial project will be fully focused on the departments existing case management process and include a review of the existing Business Process, Application Setup and Configuration, preparation of custom Data Templates, Data Import, End User Training, Custom Reports and Dashboards and a follow up plan for the departments continued growth and success with the Salesforce.com platform.

***EXPECTED ABILITIES:***

Participate in customer discovery and design sessions

Participate in user testing

Implementation of Salesforce systems

BPR Documentation Preparation and Review

***STRONG KNOWLEDGE OF:***

Salesforce custom reports, objects, and dashboards

Training Documentation

User experience design best practices

Advologix

Deployment and setup of AppExchange apps

***EXPECTATIONS OF WORK:***

BPR: Document Preparation & Review, Functional Requirements documentation, Recommendations for Advologix best practices, Custom Objects

Application Configuration: Org Wide Defaults, Role hierarchies & sharing roles, Up to 4 user profiles, Email integration, Chatter customization, Salesforce 1 customization, Custom Rules

End User Training: Provide a minimum of two end user training sessions, provide custom end user training documentation

Custom Reports & Dashboards: Minimum of 10 custom reports, Minimum of 2 custom dashboards

Ongoing Success Mapping: Provide recommendations for ongoing support and staged steps for continued growth

***RESPONDING:***

Responses should include a proposal that outlines your project approach and all relevant experience, skills, and aptitudes including resume(s) and digital portfolio.

Please send your proposal by 9:00 a.m. on Tuesday, November 8th, 2016

to: [Tobey.L.Watson@phila.gov](mailto:Tobey.L.Watson@phila.gov)

## QUESTIONS

Please post any questions as a comment below this solicitation so that additional information provided will be available for all to review. Any questions sent via email will be posted to the comment section.

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dwright (2016-10-20 16:36:01)

advologix, salesforce - Applications Configuration - Requesting award/allotment estimations.

vkamra (2016-10-21 11:35:33)

Hi Tobey,

Few question:

1. Do we need to register our company as vendor with the city of philadelphia to submit the proposal for this? If yes, could you please let us know the steps to register our company for this proposal..
2. How about Data migration of existing cases to salesforce? Is this part of this proposal or that is out of scope? If data migration is part of scope then what is the existing system we need to pull data from? will there be any technical help from the existing system?

Thanks and Regards

Vikram

Tobey L Watson (2016-10-24 16:06:13)

Hello,

You do not have to be a registered City of Philadelphia vendor, however the company selected for this offering will need to have an EIN.

Also, there is no data being migrated from the current system. There is technical assistance available for the current system.

SmartIMS (2016-11-04 11:42:37)

Hi Tobey,

We have a couple of quick questions:

- In the description of what our response should include you didn't mention pricing. This program implies a max budget of \$32K, are you looking for an hourly rate or a fixed price quote for the tasks included under "expectations of work"?

- Is there a set deadline you need us to meet for completion of the listed deliverables?

Thank you,  
Jennifer

Tobey L Watson (2016-11-09 11:01:21)

Hello,

You are correct we did not mention pricing. We currently own the license for Advologix and are looking for a fixed price quote for the tasks included under "expectations of work"?

We would like to have the list of deliverables completed before March 2017.

[CLOSED: Seeking Vendor to Conduct Critical Matchmaking Between Vision Zero Research and Practice - 2016-10-21 10:31 - nicholas.susi](#)

The City of Philadelphia's [Office of Transportation and Infrastructure Systems \(oTIS\)](#), with support and funding from the [Delaware Valley Regional Planning Commission's \(DVRPC\) Transportation and Community Development Initiative \(TCDI\)](#), is seeking vendors to engage Philadelphia's robust research community on the topic of Vision Zero and traffic safety. This engagement should include the following:

- A workshop that brings together researchers and City of Philadelphia agency/department representatives to discuss Philadelphia-specific research needs and priorities around Vision Zero and traffic safety
- A searchable online portal that will allow City representatives to post their Vision Zero related research needs after the workshop, enabling continuous dialogue between researchers and City representatives
- A guidebook that documents the step-by-step process that was taken to organize the workshop and the creation of the online portal

Through this effort, we hope to create a long-term sustainable conversation around the research needed to inform the smart policy to eliminate traffic fatalities from Philadelphia's streets.

#### *Context*

Since 2010, Philadelphians have been subject to more than 10,600 reportable traffic crashes per year. This means that a traffic crash occurs once every 50 minutes. These crashes have resulted in 473 people losing their lives.

The City of Philadelphia implements traffic safety improvements to bring these numbers down; unfortunately, a sustained decrease in traffic fatalities, as a result of these improvements, has not occurred. In order to significantly reduce the number of traffic fatalities on our city streets, the City needs new, innovative, multidisciplinary thinking in the area of traffic safety.

To promote innovative, smart thinking around Vision Zero, the City of Philadelphia would like to engage its research community. Because the Philadelphia region is home to many of the nation's top research professionals, the City would like to work with this community on the topic of creating a common core of research information and individuals from varied disciplines to help bring Vision Zero to fruition.

City representatives who may attend include individuals from the Philadelphia City Planning Commission, Health Department, Streets Department, Office of Transportation & Infrastructure Systems, Police Department, Office of Innovation and Technology. Researchers and private sector employees who will be invited to attend will include those from the transportation planning, engineering, and medical fields.

#### *Deliverables*

All proposals should provide an effective strategy for:

- **Engaging city officials and department representatives by February 2017**
  - The proposal should provide a strategy for how to engage city officials and department representatives in defining a variety of their research needs in relation to Vision Zero by



February 2017. Representatives from neighboring municipalities and counties will also be invited to define their research needs in relation to Vision Zero, as well.

- **Planning and facilitating a one-day workshop in April 2017**
  - The proposal should provide a strategy for how to organize and facilitate a one-day workshop that brings city representatives, researchers, and private sector employees together to discuss Philadelphia specific research needs and priorities around Vision Zero and traffic safety. This should include planning the event by establishing event logistics, including itinerary, space and technology needs, the time and date, creating a list of attendees, sending invitations, receiving responses, identifying and securing moderators and speakers, and detailing an outline for how the workshop will spur conversation around the City of Philadelphia’s research needs and possible solutions as it pertains to Vision Zero. The event should occur in April 2017.
- **Creating a searchable online portal by June 2017**
  - The proposal should provide a strategy for how the vendor intends to develop an online portal to document research needs posed by city officials and through workshop discussions. This portal will be accessible by city officials to update with research needs and by researchers and others in the community who are looking to identify Vision Zero research needs. This portal will need to be easily updateable by city representatives with new research needs. Please be aware that this web portal needs to fit with other City of Philadelphia web assets. With that in mind, please use the [pattern portfolio](#) and the [content style guide](#). This online portal should be active by June 2017.
- **Creating a guidebook by July 2017**
  - The proposal should provide a strategy for how the vendor will create a guidebook, which documents the step-by-step process detailing the organization of the workshop as well as the creation of the online portal. This will allow the City of Philadelphia and other interested municipalities to replicate the approach in the future. This guidebook should be written by July 2017.

### *Submission Guidelines*

In your submission, please articulate your vision for the process and project, along with your qualifications. Your submission must be less than 5,000 words and in under 10 single sided pages or slide.

Vendors are encouraged to share creative and innovative proposals to illustrate their effective plans. If an example is needed, a sample submission template could look like the following:

#### Introducing Your Solution

**Summary:** Summarize your solution in one or two sentences.

**Short Description:** Give a one-paragraph overview of your approach.

**Value Proposition:** This is your sales pitch. How will your approach effectively achieve the deliverables?

## Some More Detail

**Development Support:** What additional support will you need from the City to develop your project? E.g., access data sources, software, consultations with experts, etc.

**Implementing your Solution:** What is your plan for achieving the required deliverables? What would be the key hurdles and risks to successfully achieving these deliverables? How would you overcome them?

**Qualifications:** What qualifications and/or experience do you bring to your proposal that will ensure a successful and on-time delivery of deliverables?

## *Responses*

Please send proposals in PDF format to Ema Yamamoto with the subject title "Vision Zero Submission – First Name, Last Name, Vendor Name" at [Ema.Yamamoto@phila.gov](mailto:Ema.Yamamoto@phila.gov) by December 9, 2016 at 5:00pm Eastern.

## *Follow-Up*

After all proposals have been evaluated, the City of Philadelphia may conduct individual interviews as needed on December 15, 2016. The City of Philadelphia intends to select a vendor by the end of December 2016 and will notify applicants of the status of their proposal in order to meet this timeline.

## *Additional Questions*

Please post any questions as a comment below this solicitation on [bigideasphl.com](http://bigideasphl.com) so that additional information will be available for all potential submitters to review. Any questions sent via email will be directed back to the comment section on [bigideasphl.com](http://bigideasphl.com). Answers to all questions will be supplied within 3 business days. Please be aware that November 11, 2016 and November 24, 2016 are municipal holidays.

## *Background*

This project is funded by a [2017 Transportation and Community Development Initiative \(TDCI\) grant program](#) of the Delaware Valley Regional Planning Commission (DVRPC). This grant program supports local transportation planning, design, and analysis efforts which support the vision of DVRPC's long-range regional transportation and land use plan, Connections 2040. For more information on the program, please visit: <http://www.dvrpc.org/TCDI/>. For more information on the 2017 awards, please visit: <http://www.dvrpc.org/TCDI/pdf/FY2017Awards.pdf>

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impactedphl (2016-11-23 11:07:31)

How many attendees do you expect to or would you like to attend the one-day workshop?

Ema Yamamoto (2016-11-29 10:46:34)

Good question, around 75 people.

impactedphl (2016-11-30 17:10:53)

What is the approximate budget for this project?

Ema Yamamoto (2016-12-01 13:34:54)

Thank you for your question. Due to the nature of the grant funding, we cannot share an approximate budget for this proposal. However, you can see the grant funds awarded for this project here:  
<http://www.dvrpc.org/TCDI/pdf/FY2017Awards.pdf>

2016 - 11

**CLOSED: BetterBail: Implementing a Communications and Education Strategy around Electronic Bail in Philadelphia - 2016-11-18 16:29 - Eliza.Pollack**

In 2015, the City of Philadelphia launched a program that allows people to post bail online. Although not an entirely new concept, Philadelphia is one of the largest municipalities to undertake an initiative like this, and subsequently wants to ensure that as many residents as possible understand how and when they can pay bail for a friend or family member electronically.

The BetterBail project is a joint initiative managed by the City of Philadelphia's Office of Innovation & Technology, the Office of the Managing Director and the Courts, that seeks to implement a robust education, outreach and communications plan around electronic bail. The scope of work includes creating an education campaign; delivering information and training materials to relevant community stakeholder; reporting to an advisory team of internal City/Courts employees; and assisting in other project components as necessary.

***SPECIFIC DELIVERABLES INCLUDE:***

- Designing, printing and distributing brochures and other materials to individuals and organizations who interact with arrested individuals and their families
- Recommending updates to any relevant City/Courts websites that will raise awareness about electronic bail
- Conducting training/education workshops with staff and clients at relevant entities around Philadelphia, including but not limited to non-profit organizations, City departments and law clinics

***DESIRED QUALIFICATIONS:***

- Significant knowledge of and access to Philadelphia's reentry/criminal justice community
- Community organizing experience
- Interest in and passion for government and social justice
- Graphic design and communications experience
- Highly organized, self-starter attitude; must be able to work with little guidance and oversight

***TIMELINE AND BUDGET***

We anticipate this project lasting no more than 6 months – concluding in May/June 2017, if not earlier – and the total compensation, including printing, materials and incidental costs, is \$4000, non-negotiable.

***RESPONDING:***

Responses should include a proposal that outlines your project approach and relevant experience, skills and interest. Examples of appropriate communications/education/curriculum material are strongly encouraged.

Interested parties should send their completed responses to [eliza.pollack@phila.gov](mailto:eliza.pollack@phila.gov) by 5:00pm on Wednesday, December 14, 2016.

CLOSED: [Work with Philadelphia Water Department to Create a Content Strategy - 2016-11-21 17:11 - paulfuga](#)

DATE OF NOTICE: November 21

DEADLINE TO SUBMIT PROPOSAL: December 16

CONTRACT AMOUNT: Not to exceed \$32,000

CONTRACT DATE: February 1, 2017 - June 30, 2017

*PROJECT DESCRIPTION:*

The Philadelphia Water Department (PWD) Public Affairs Division is seeking proposals from qualified consultants to assist PWD with content strategy and skill building to enable effective communication across a variety of channels.

PWD serves 2.5 million people in the City of Philadelphia and surrounding communities. The Public Affairs Division is a dedicated, customer-focused team. We use copy, infographics, photos, public art, signage and video to establish a meaningful connection with our customers and we are committed to providing them with reliable and timely information. In addition, we serve external and internal customers by creating credibility for the Department and leading the Department in establishing a philosophy of customer sensitivity.

The PWD Public Affairs team is implementing a digital strategy focusing on the customer's experience. A key component of the strategy is to align digital properties (currently varied and disparate) through standards and toolkits. In implementing this digital strategy, PWD Public Affairs has identified content as an opportunity for improvement. We are in search of professionals who can help us standardize our organization's larger content strategy and provide training to employees to build internal skills.

First, we need help evaluating existing content for customer communications. Second, we need help standardizing the intake of content and the distribution across multiple channels. Finally, we would like our content strategist to improve the way future content is written, edited and presented to our customers.

We are open to one candidate with content strategy experience or a team of two individuals with a proven track record of working together to complete similar projects. Local candidates are preferred as training sessions are anticipated.

*EXPECTATIONS OF WORK:*

Work with the PWD Public Affairs team to:

- Establish content vision, principles, and goals that support the PWD Public Affairs strategic plan.
- Help us craft a comprehensive story which includes text, infographics, photos, art, video, etc.,
- Develop techniques and training for content audit and evaluation.
- Establish structure for content intake across multiple modalities.
- Determine nomenclature for tagging and findability (internal and external).
- Define standards for web content and offline content to help provide consistency.
- Provide guidelines for editing for voice, tone, and brand style.

- Establish content team workflow practices.

*KEY RESPONSIBILITIES:*

- Develop an understanding of PWD goals and objectives for customer communication.
- Conduct workshops that build internal skills.
- Lead working sessions to resolve problems we have identified.

*REQUIREMENTS:*

- Experience conducting content workshops for content in multiple formats.
- Experience working as a government contractor.
- Participation in working sessions with the digital strategy tea

*PLEASE SUBMIT:*

- Responses should include a proposal that outlines your project approach and all relevant experience, skills, and aptitudes including resume(s).
- The proposal must identify all personnel that will perform work on the project, by education level, skill set, experience level, job title, and fee.
- Please include a budget for the work and an estimate for any travel, if needed:
  - Mileage and other travel related costs associated with the project.

*RESPONDING:*

Please send your proposal by 5:00 p.m. on Friday, December 16 to:

paul.fugazzotto@phila.gov

Proposals may also be sent via postal service by December 16, 2016 to:

Paul Fugazzotto

Philadelphia Water Department – Public Affairs Division

1101 Market St. – 3rd Floor

Philadelphia, PA 19107

*QUESTIONS:*

Please post any questions as a comment below this solicitation so that additional information provided will be available for all to review. Any questions sent via email will be posted to the comment section.

*Reservation of Rights Statement*

The City reserves the right to reject any or all proposals and re-issue the notice of contract opportunity at any time prior to execution of a final contract, issue a new notice of contract opportunity with terms or conditions substantially different from those set forth in this notice of contract opportunity, or cancel this notice of contract opportunity with or without issuing a new notice of contract opportunity.

This notice of contract opportunity is subject to the reservation of rights as outlined in the Reservation of Rights on the eContract Philly website. The applicant agrees to the Reservation of Rights by virtue of submitting its application to the City



AlexLombardi (2016-12-05 16:34:31)

Hi Paul,

Just a few questions:

1. Which department(s) would the strategist work with in addition to Public Affairs?
2. Should the awardee expect to work closely/collaborate with any other PWD consultants (e.g., the awardee of the recent web style guide RFP, PHS, SBN, etc.)?
3. Does PWD have any specific deliverables in mind for this project?
4. What are the specific varied and disparate digital properties that will be evaluated as part of this RFP?
5. Does PWD have an estimate of the total number of pages (between all digital properties) to be evaluated during the first phase of this project?
6. Will infographics, graphics, photos, art, video, etc. (all non-copy) be created by the PWD team? If not, is the consultant expected to generate/obtain this content?
7. Is there an extension option for providing updates to the content strategy as part of a retainer/maintenance agreement?

Thanks,

Alex Lombardi

Paul Fugazzotto (2016-12-07 19:42:36)**Q1. Which department(s) would the strategist work with in addition to Public Affairs?**

The strategist will be working primarily with the Public Affairs Division. Much of the content we develop has a subject matter expert outside of Public Affairs; for example, Office of Watersheds, the Bureau of Laboratory Services (Planning and Environmental Services Division) or the Construction Unit (Planning and Engineering Division).

**Q2. Should the awardee expect to work closely/collaborate with any other PWD consultants (e.g., the awardee of the recent web style guide RFP, PHS, SBN, etc.)?**

The awardee should expect to work closely with the PWD Digital Team. Associated consultants, such as the ones you mention or those assisting with the PWD Digital Strategy, may also be consulted. We expect the work to be led by this Content Strategist contract and rely on the awardees expertise to call upon those other resources as they deem appropriate.

**Q3. Does PWD have any specific deliverables in mind for this project?**

Back end and front end content guidelines should be delivered. We would anticipate these guidelines to include content worksheets, flow charts, or other tools that facilitate the development, delivery and management of content by the Public Affairs team across various media. The guidelines should also leverage standards developed by the [City's Content Style Guide](#).

**Q4. What are the specific varied and disparate digital properties that will be evaluated as part of this RFP?**

Some of these properties include [phila.gov/water](http://phila.gov/water), [phillywatersheds.org](http://phillywatersheds.org), [phillywatersheds.org/blog](http://phillywatersheds.org/blog), [pwdplanreview.org](http://pwdplanreview.org), [philadelphiawater.org/gsi/planning-design](http://philadelphiawater.org/gsi/planning-design), social media pages (Facebook and Twitter), and updates to [www.phila.gov/water/swmap](http://www.phila.gov/water/swmap) and [water.phila.gov/swexp](http://water.phila.gov/swexp) currently in development.

**Q5. Does PWD have an estimate of the total number of pages (between all digital properties) to be evaluated during the first phase of this project?**

A rough estimate is 150 - 200 pages. Much of this content comes from [phillywatersheds.org](http://phillywatersheds.org).

**Q6. Will infographics, graphics, photos, art, video, etc. (all non-copy) be created by the PWD team? If not, is the consultant expected to generate/obtain this content?**

All non-copy content will be created by PWD or other available resources and are not the responsibility of the content strategist. PWD also has capacity for copy creation and we do not expect all web property copy to be rewritten as part of this contract. The work done under contract is to help us develop guidelines, process and framework for creating and managing great content. Hands on content revision/creation will certainly be a part of this work but not the primary focus.

**Q7. Is there an extension option for providing updates to the content strategy as part of a retainer/maintenance agreement?**

With this specific opportunity there is no associated renewal or extension option. But we hope to be able to dedicate future funding to content strategy and refinements/updates to the strategy developed from this contract.



### *INTRODUCTION*

The Philadelphia Department of Public Health's Lead and Healthy Homes Program (LHHP) works to reduce childhood lead poisoning through a combination of prevention and remediation activities. In order to prevent lead poisoning among children, LHHP educates landlords about the dangers of lead exposure and their obligations under various laws and regulations including the *Philadelphia Lead Disclosure & Certification Law* ("lead paint disclosure law"). The lead paint disclosure law applies to landlords if their property was built before 1978 and any occupant is age six or under. If these two conditions apply, landlords are required to get their properties certified as Lead Safe or Lead Free and send a tenant-signed copy of the certificate to LHHP.

### *OBJECTIVES*

Build a database to track outreach to and correspondence with landlords subject to the lead paint disclosure law. The database must be simultaneously accessible to multiple staff at LHHP and track several types of information including: landlord information, property information, child information, prevention activities (including landlord correspondence) and enforcement activities. Phase 1 of the database can be hosted or on-premise, but landlord access as described in Phase 2 must be web-based. Please see [Exhibit A](#) for proposed database components.

### *SCOPE OF WORK*

Functionality Phase I: Build internal database

1. Landlord, property and child information

Landlord and property information is based on manual exports from the Philadelphia Department of Licenses & Inspections' (L&I's) eCclipse database, which maintains records on active and lapsed rental licenses for property units. This data is cross-referenced against PDPH data on Philadelphia children and Office of Property Assessment (OPA) data on the age of Philadelphia buildings to generate the list of landlords subject to the *Philadelphia Lead Paint Disclosure & Certification Law*. All data matching will be conducted outside the database; the final set of target properties and information related to those properties will then be uploaded to the database.

We intend to conduct data matching on a regular basis, perhaps quarterly or biannually, to capture new rental licenses and children moving to new property units. As a result, we will need this database to not only accept a first upload of landlord, property and child information, but also periodic updates thereafter. The database will need to be able to identify new versus redundant information, and discard any redundant information before completing the upload. In addition, the database will need to capture changes in landlord, property and child information (e.g., change in property ownership, change in landlord contact information, new child ID(s) at a home or existing child ID(s) associated with a new property) and record those changes accordingly. Please see [Exhibit A](#) for more detail on landlord and property information components of database.

2. Prevention and enforcement activities  
Prevention and enforcement activity data will be manually entered by LHHP staff to record outreach to landlords and information received back from landlords. See [Exhibit A](#) for more detail on prevention and enforcement activity components of the database. Note that some enforcement activities are still under development, so some fields in this section will need to be built flexibly to accommodate changes in the coming months. Please address how you would handle these changes in your proposal.
3. Database reporting  
LHHP staff must be able to conduct queries as well as generate reports based on any combination of fields in the database. Reports should be exportable into spreadsheet format or into a mail merge to facilitate landlord mailings. In addition, the database should be capable of alerting internal users when a landlord: a) has not responded to a notification letter or Code Violation Notice (CVN) letter within a specified time period (likely 30 days), or b) has a Lead Safe certificate that will expire in the next 30 days.

#### Functionality Phase II: Enable external data submissions

1. Landlord accounts to submit attestations / certificates  
In the second phase of the database, PDPH will enable landlords to demonstrate compliance with the lead paint disclosure law using Internet data submissions. This will require a web-based application connected to the landlord database, which allows landlords to:
  1. Create accounts for landlords that are linked to the database, to be verified using landlord information from L&I already stored in the internal database
  2. Indicate additional or preferred contact information, including mailing address, phone number and email address, if the information on file from L&I is out of date or not preferred
  3. Link their accounts to multiple property units, if property records show that landlords own multiple units at one address (associated with one L&I rental license number) or multiple units at multiple addresses (associated with one L&I rental license number per address)
  4. Attest that the lead paint disclosure law does not apply to them for a specific property unit, by allowing them to select a specific reason why they are exempt and accepting an electronic signature
  5. Upload copies of Lead Safe and Lead Free certificates, along with other relevant documentation (e.g., dust wipe sample reports), and identify the date on which the landlord received the Lead Safe certificate from a qualified expert. The database should then automatically calculate when the Lead Safe certificate expires (24 months from date received).

#### TASKS

1. Develop detailed requirements analysis, including reporting requirements.
2. Develop an internal database and enable web-based database submissions for phases 1 and 2, according to specs. Note that the solution must operate in-house under the current City of Philadelphia, Office of Innovation & Technology (OIT) infrastructure.
3. Enhance internal and external database access with security features to protect the privacy of data, and implement administrative and user level security functionality
4. Perform unit and system testing on the complete application
5. Create system documentation
6. Create user guide and training materials

7. Maintain database on an ongoing basis (if hosted)

*DELIVERABLES AND TIME FRAME [Note: Formatting corrected on 11/28/16]*

1. Project Kick-off, project start
  1. Detailed requirements document
  2. Detailed report layouts
2. Within 10 days of the start of the project
  1. Test ready application for Phase 1
3. Within 20 days of the start of the project
  1. Production ready application for Phase 1 (including reports)
  2. Test ready application for Phase 2
4. Within 30 days of the start of the project
  1. Production ready application for Phase 2
  2. Online availability of all system reports
5. Within 40 days of the start of the project
  1. Completed production ready applications for both Phases 1 and 2
  2. Completed system reports
6. Within 45 days of the start of the project
  1. System documentation including architectural diagram and data flow diagrams
  2. User guide / training document
7. Ongoing basis (if system is hosted, rather than on-premise)
  1. Maintain database servers (Note: We expect a separate, annual fee for this service)

*INSTRUCTIONS FOR SUBMISSION*

Your proposal should include a short description of your qualifications, experience with similar projects, an overview of your firm or organization and a brief description of your solution. You may include high level architectural diagrams of the proposed solution and URLs for any online examples you may have. In addition, we are not looking for a flat fee for this project, but rather a detailed breakdown reflecting: 1) an hourly rate and the number of hours associated with each required task, and other costs related to 2) subscriptions, 3) licensing or 4) cloud services if applicable.

Submissions should be sent to [Natalie.Kotkin@phila.gov](mailto:Natalie.Kotkin@phila.gov) on or before Friday, December 9 at 5:00 pm EST. Late submissions will not be considered. Please limit the size of the proposal document to a maximum of 12 pages.

*QUESTIONS*

Please post any questions as a comment below this solicitation on [bigideasphl.com](http://bigideasphl.com) so that additional information provided in any Q&A will be available for all potential submitters to review. Any questions sent via email will be directed back to the comment section below the solicitation on [bigideasphl.com](http://bigideasphl.com).

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Chris Alfano (2016-11-28 14:43:41)

Do the "Within X days of the start of the project" items in the time frame list describe the items above them or below them?

NKotkin (2016-11-28 17:19:44)

The "Within X days of the start of the project" categories refer to the items listed below them. For example, we expect that within 10 days of the start of the project, the successful applicant will have a test ready application for Phase 1 of the landlord database. Note that we have also corrected the formatting on the solicitation so that the deliverables and timeline are easier to read.

Patrick Mulhern (2016-11-28 16:16:06)

Is a cloud solution a potential avenue? The above information didn't specifically rule it out, but appears to favor an on-premise or hosted solution. Can you weigh in?

NKotkin (2016-11-28 17:23:38)

We are open to cloud-based solutions. If you propose this type of solution, please explain why you think a cloud solution is most effective.

NKotkin (2016-11-28 17:27:08)

We received a question from a potential submitter who could not leave a comment. I have posted the question below, and will respond to it separately.

Are you looking for a hosted or an internal solution? ( some of the language is conflicting )

NKotkin (2016-11-28 17:31:14)

We are open to cloud-based, hosted or on-premise solutions. If you respond to this solicitation, please explain why the solution you propose is most effective for our needs.

NKotkin (2016-11-28 17:27:30)

We received a question from a potential submitter who could not leave a comment. I have posted the question below, and will respond to it separately.

Will there be an OEO requirement for this project?

NKotkin (2016-11-29 11:16:33)

No. As a Miscellaneous Purchase Order, there are not OEO requirements for this project.

Chris Alfano (2016-11-29 17:15:58)

The objectives section states that "Phase 1 of the database can be hosted or on-premise", but the tasks section states that "the solution must operate in-house under the current City of Philadelphia, Office of Innovation & Technology (OIT) infrastructure"

If the solution must be hostable under "current OIT infrastructure", what are the parameters of that? Would a solution deployable to any stock Ubuntu 16.04 virtual machine meet OIT's requirements?

NKotkin (2016-11-30 12:16:11)

Thank you for your question. To clarify, if the vendor proposes an on premise solution managed by the City, the City's standard is Microsoft Windows. If the vendor proposes a SaaS solution, or one hosted and managed by the vendor, the City has no platform requirements.

Chris Alfano (2016-12-02 13:42:03)

What's the approximate current number of records for each database?

NKotkin (2016-12-06 07:58:15)

Thanks for your question. The health department has received about 1,600 Lead Safe and Lead Free certificates to date, but the landlord outreach database should be able to accommodate up to 50,000 total landlord records.

Chris Alfano (2016-12-05 13:03:15)

What are the current approximate number of records for each main data set?

NKotkin (2016-12-09 09:12:08)

[Edited 12/9/16]

Thanks for your question. We intend to conduct data matching across rental licenses, property characteristics and child demographics outside the database, and import information on only those properties that we believe are subject to the lead paint disclosure law. As noted previously, the database should be able to accommodate up to 50,000 total landlords records.

Donald Dew (2016-12-05 17:43:45)

How many people would need to access this database?

Would the access rights be all the same, or are there different tiers of user (beyond a user and a system administrator)?

NKotkin (2016-12-06 08:00:44)

Thanks for your question. Up to 10 people will need access to the database. As of now, we do not anticipate different user profiles beyond a general user and a system administrator.

Donald Dew (2016-12-05 18:01:18)

The timetable references "10 days from start..." etc. Are those business or calendar days? Would you welcome a faster deployment if possible?

NKotkin (2016-12-08 09:52:04)

Thanks for your question. The solicitation refers to business days, but we are open to a faster deployment. If your deployment plan varies from what we outlined in the solicitation, please discuss why this alternative timeline is appropriate.

Vanguard (2016-12-21 08:51:02)

Would you be able to tell me if and when the Health Dept Landlord Outreach Database project will be awarded?

thxs Bob

NKotkin (2016-12-21 11:43:23)

Thanks for your question. We anticipate selecting a vendor for the landlord database solicitation in the next several weeks.

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[CLOSED] Department of Public Property Work Order System Data Extracts - 2016-12-13 15:39 - scott.strickler@phila.gov

[Opportunity Closed] This opportunity closed December 22, 2016. Thank you for your interest and submissions!

### *Introduction*

City of Philadelphia Office of Innovation and Technology, on behalf of Department of Public Property, is seeking proposals from qualified vendors to develop data extracts from the City's three instances of Performo™, a proprietary work order management platform owned and hosted by Wizard Software Solutions™ ("Wizard"), to be transferred to the City's FTP environment for transmission to the City's Integrated Workplace Asset Management System ("IWAMS"). This project supports the City's asset management initiative by supplying facts about building maintenance for comprehensive analysis and reporting by the City's real estate, finance and planning leaders.

### *Objectives*

Establish a nightly procedure which extracts the full set of work order records from Performo™ instances used by Parks and Recreation, Department of Public Health, and Department of Public Property, securely transfers them as flat files to a City-managed SFTP server. The City's resources take over from there to transfer the files to the IWAMS environment, where the data gets loaded to the system.

### *Special Qualifications*

To successfully accomplish the work described in this request, applicants must be authorized by Wizard to access the computing resources associated with the City's Performo™ instances. The City is a subscriber to Wizard's services, but the City cannot provide this authorization.

### *Scope of Work*

Software Setup (One-Time Cost - Initial Implementation)

- Hosted System nightly flat file to City FTP environment - One Time Setup – Three (3) Feeds from three (3) Performo™ Systems. Include breakdown of any subscriptions, licensing and cloud services applicable.

Software Hosting (Recurring Annual Cost)

- Provide the recurring cost of hosting the software that executes the three (3) Feeds from the three (3) Performo Systems. Include breakdown of any subscriptions, licensing and cloud services applicable.

Professional Services (Requirements Analysis & Information Gathering)

- Provide the estimated hours, hourly rate, and subtotal for the initial consultation with City, Wizard and IWAMS vendor, currently Computerized Facility Integration, LLC ("CFI"). The City will provide the necessary information to bring these parties together.

- Provide the estimated hours, hourly rate, and subtotal for consulting and coordination with CFI for configuration and testing of programmed interfaces and development of Operations Manual that provides the City with information required to administrate and maintain the work order data feed solution.

### *Deliverables and Time Frame*

1. Project kick off and Initial Consultation – Project Start + 1 week
  - 1 hour call with City, Wizard and CFI. Provide minutes.
2. Business Requirements Document – Project Start + 3 weeks
  - Document comprising City’s functional and technical requirements for the Performo data feeds
3. Conditional Acceptance of Test results – Project Start + 6 weeks
  - Milestone payment reflecting successful end-to-end test of the data feed
4. Final Acceptance of solution / Operations Manual – Project Start + 7 weeks
  - Milestone payment reflecting successful test of recurring daily data feed and final approval of Operations Manual for data feed authored by provider

### *Instructions*

Your proposal should include a short description of your qualifications, experience with similar projects, an overview of your firm or organization and a brief description of your solution. You may include architectural diagrams of the proposed solution and URLs for any online examples you may have. Please provide a fixed-fee Not-To-Exceed price for this project. Please also include detailed breakdown reflecting: 1) an hourly rate and the number of hours associated with each required task, and other costs related to 2) subscriptions, 3) licensing and/or 4) cloud services if applicable.

Questions about this request should be posted to the comments section. The City will only respond to questions posted there. Finished proposals should be sent to [scott.strickler@phila.gov](mailto:scott.strickler@phila.gov) on or before Thursday, December 22 at 12:00 pm EST. Late submissions will not be considered. Please limit the size of the proposal document to a maximum of 12 pages.

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Manish Mandelia (2016-12-14 17:30:35)

Hi Scott,

We are an early stage small business located in King of Prussia, interested in working with the city on this project.

We have a product that significantly accelerates implementation of data extracts, you can expect a 50% reduction in your implementation cost using our product through reduced time to market and reduced labor cost.

We price our product and services around frequency, volume and size of your transaction on an ongoing basis.

Is there a possibility to understand your anticipated volume, frequency and data size prior to submission of our proposal?



thank you  
Manish Mandelia

scott.strickler@phila.gov (2016-12-15 12:28:31)

Thank you for your interest Manish! The request is for three daily extracts. We expect the chosen provider to participate in some preliminary analysis on specific requirements for these extracts. We know the extracts will be identical with not more than 15 fields. None of the fields is likely to contain a large amount of data - they contain information like priority, status, date, cost, etc, so the size of each record is pretty small. Department 1's extract will contain about 6,000 records, growing at 600 records per month. Department 2's extract will contain about 10,000 records, growing at 1,000 records per month. We are still awaiting verification on a response for Department 3, whose volume and growth is likely more than Department 1 and 2's combined.

kap4020@gmail.com (2016-12-19 16:44:28)

Thanks for the size estimates, Scott. Did you end up hearing back from Department 3?

It sounds like they're the department with the highest volume and growth.

scott.strickler@phila.gov (2016-12-20 09:59:07)

Thank you for your question! We may not receive an estimate from Department 3. One option to accommodate this uncertainty would be to provide a matrix with a few options relating data size to your firm's recommended budgetary pricing.

scott.strickler@phila.gov (2016-12-20 21:19:23)

I received an estimate from Department 3. Their extract will contain about 60,000 records and grow at about 1,200 records per month.

kap4020@gmail.com (2016-12-20 19:23:26)

Thanks, Scott, for the quick reply to my other question.

Got another quick one: do the Performo word orders contain images? That could really blow up the database size.

(I'm guessing not, because the output is a flat file, but it's worth asking.)

scott.strickler@phila.gov (2016-12-20 21:14:29)

Thanks for your question! No images will be included - these are flat files with small amounts of text data in each field.