BigIdeasPHL

Small Contracts, Big Ideas

Post Archive

January 2015 – December 2015

bigideasphl.com

Contents

2015

2015 - 02

Crafting a Toolkit to Enable Pilots in City Procurement - 2015-02-25 17:58 - nicholas.susi

A Request For Proposals
From: The City of Philadelphia's Office of New Urban Mechanics

For: Analytical, design and, likely, web services and the creation of two specific deliverables

Crafting a Toolkit to Enable Pilots in City Procurement: Lessons Learned from Philadelphia's FastFWD Initiative
The City of Philadelphia has supported a variety of efforts to bring innovation to our work and to concurrently lend support to Philadelphia's vital startup economy.

FastFWD, an initiative co-led by the Philadelphia Mayor's Office of New Urban Mechanics, is our most comprehensive and integrated effort to date. It has included an incubator style curriculum for two cohorts of promising entrepreneurs that are not yet mature companies (hence, startups). They received mentoring, training, and insight into how government works with a focus on Public Safety and Community Stability (Police, Fire, Corrections Departments etc.) . Funding was competitively offered to a short list of the participating firms for pilots with select City agencies. At this time, the selected firms from the first cohort have implemented their pilots which were to last approximately one year, and the firms from the second cohort have just pitched/applied to be selected for pilot funding.

We seek to wrap the participant's, and participating City staff's collective experiences and sense of what did and didn't work into a toolkit that will guide the next stage of Philadelphia's efforts to encourage City departments to try pilots, learn about goods and service providers in new ways, and infuse the FastFWD-style of innovation into how we work.

For the purposes of this RFP, "we" is actually 3 audiences including: (primarily) City departments and City employees looking to experiment or innovate, (secondarily) startups and entrepreneurs looking to work more effectively with city government, and (thirdly) the national conversation around procurement reform.

Creating a series of tools, that easily bundle together (hence the "toolkit"), that encourage and support departments to engage in innovative approaches to problem solving through challenges, pilots, or proof of concepts is a primary objective of the FastFWD effort and a key output from the project. We also believe it will be genuinely useful to the above audiences.

This toolkit is being developed with support from the Philadelphia offices of Integrity and Innovation and Technology in addition to substantial interest from Bloomberg Philanthropies which has generously been the primary funder of FastFWD.

Elements of the toolkit may include, but will not be limited to, the following:

- Pilot registry (a place for businesses to highlight their goods/services and for City staff to identify problems that they seek solutions to, likely via an online tool)
- Pilot RFP Template(s) - This will be provided to the selected vendor in 90% complete form

- Problem framing and articulation
- Partner cultivation (internal and external)
- Understanding and managing risk
- Communications and outreach protocols and best practices
- Setting up appropriate metrics
- Evaluation
- Taking a project to scale

Note: Certain of the toolkit audiences are focused on a single item or a subset of the above list. To augment these opinions, we seek the selected vendor's views on what the toolkit should contain and how it should be designed. We will have the final say on toolkit components but we want your opinion as well.

This toolkit could take a variety of formats and we seek proposals in an effort to determine the best one(s). However, we can imagine something along the lines of a summary document and a companion web-based tool. A proposal that includes training for City Staff would also be a reasonable suggestion as it would be a holistic and interesting way to make this last beyond paper/web. If you believe that training is not possible as part of this project/budget, please feel free to summarize your training offering and a stand alone budget, which will not be included in this project but could be considered in the future.

Below is the guidance around which we hope you will craft proposals. It is not prescriptive by design. We do not want to preclude great ideas or stamp out creative approaches that we have not yet considered. We are happy to answer specific questions from potential submitters. Directions for asking questions are below and will be seen by anyone who visits the Big Ideas Small Contracts website (presumably all applicants).

Scope of Work - Analysis
- Submissions should describe a creative approach planned for quickly gathering information, feedback, perspectives, and insight on the FastFWD process. This will likely require a review of online and written materials, a few key person interviews (government officials, FastFWD support team members, and the entrepreneur participants, at a minimum), and some research regarding trends and best practices. We will furnish the selected vendor with a list of already created written/online materials, people, and places to visit as a starting point as well as provide introductions via email and in person as needed. The selected vendor should anticipate bundling the information, feedback, perspectives and insight into a packet that we and our partners will be able to read, review and understand. It does not need to be elegant but should be comprehensive (which is likely what you would need to assemble for the below summary anyway). Please anticipate a phone call/meeting of reasonable length to review these materials with our partners as they will help inform other concurrent efforts led by Bloomberg Philanthropies among others.
- Submissions should describe their creative approach for summarizing the above data into a concise "lessons learned from FastFWD". We are eager to see interesting and outlandish proposals for doing so but encourage that you be specific and articulate about what you propose in your submission. An illustrative approach is, in our opinion, the optimal way to collect a vast amount of information and make it legible and useful in a summary form however

we are open minded about creative alternatives. Please also provide two peer examples of how you have creatively summarized data before that will generate our confidence in your approach.

- We think that there is a role for an online pilot registry. We would like to hear your views on the value of such a tool and what functionality might encourage its use by both vendors and City departments. We would also expect that you would gather feedback on this idea as you gather information. Submissions should also describe your process for creating such a "pilot project" online registry (likely a website) that would allow vendors to register their products and services in a way that is conducive for government employees to see value in considering a pilot partnership. This tool should easily empower vendors to create accounts with appropriate detail about their products and services and concurrently allow government employees to post needs and log pilot projects. Ideally this tool will support a simple and accessible yet effective match-making style functionality between the two parties. This tool should not be clunky or time consuming to use and its functionality should resemble contemporary online tools that consumers use. It would be helpful for you to share an example or two of the types of online tools you have built in the past to generate our confidence in your approach

- Submissions should outline a process to infuse a human centered design approach into this project, both in terms of analysis and deliverables. All too often in the public sector, we see policies developed to ensure that behavior we hope not to see is limited. Rarely do we create tools that empower people to do what we'd like them to do - in this case, take (smart) risks, experiment, and test innovative solutions. We believe that utilizing tenants of human centered design best positions us to develop a toolkit that will be utilized and offers the greatest potential to change the way people work.

- Submitters should prepare and budget for an approximately 4 hour meeting approximately 1/2 of the way through the project at which they will preliminarily present findings of the above analytical work and their proposed approach to completing the below deliverables. The selected vendor should be prepared to craft the below deliverables based on the feedback they receive at the meeting.

Scope of Work - Deliverables

(the actual work products we expect to receive that are possible through the analyses bulleted above) :

- We look for you to utilize the steps outlined above and your expertise to design the final deliverable(s). Our assumption is that this will live as both a .pdf document that can easily be shared, as well as an online portal / website, where additional information and best practices can continue to be added, but if you have a better idea, we are all ears.

- If selected, you will create an attractive and illustrative online "pilot project" tool.

- Please note, we expect that at least two additional pdf documents will need to be referenced in the deliverables. These are simple text-heavy multi-page pdfs that will not need your review but will need respective placeholders. If they are not complete within your project schedule, that is on us and we pledge that their absence will not hold you up.

Additional Questions:

Please post any questions as a comment below this solicitation on 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.

Please send proposals to Story Bellows (story.bellows@phila.gov) no later than Thursday, 3/5/15 at 5:00 PM EST. Websites that are constructed as your submittal are fine and may help demonstrate your agility to support this effort. Submissions should outline your proposal to undertake the work and create the deliverables described above.

We hope to select a vendor by the second week of March and begin work promptly.

You must be able to conclude this project by the end of the third week of May 2015 and your proposal must not exceed $32,000 in cost, including expenses. Please include a statement certifying your ability to meet these two critical path elements (completion date and cost) as well as a reasonably simple budget showing how you generally propose to use the funds.

Adam Becker (2015-02-26 15:35:37)

Hi Story & team,

I'm a little bit confused about the scope of this RFP -- is the deliverable intended to be just a packet of compiled design research, or should it include working, fully-built web applications, such as the pilot registry?

Towards the top, you mention:

> Pilot registry (a place for businesses to highlight their goods/services and for City staff to identify problems that they seek solutions to, likely via an online tool)

And then there's a long paragraph:

> We think that there is a role for an online pilot registry. We would like to hear your views on the value of such a tool and what functionality might encourage its use by both vendors and City departments.

And the most ambiguous deliverable is this one:

> If selected, you will create an attractive and illustrative online "pilot project" tool.

--

Do you expect a fully-functional pilot registry to be built as part of this contract? Or an "alpha" prototype? Or is the deliverable just our "views on the value of such a tool"?

Looking forward to your response. Congrats on the project!

Best,

Adam Becker
CTO, Department of Better Technology

todd b (2015-02-26 19:08:50)

Sorry for any confusion Adam, and thanks for your interest and questions.

We would recommend structuring your thinking regarding your response as follows and hopefully this will answer your questions.

1) Read the "scope of work - analysis" section and budget the time your team will need to undertake those activities and the thinking surrounding them. That is the content, essentially, and the team needs to gather the content in a thorough way that will comprehensively inform what you trying to do with it (which we are fairly open minded about).

2) Regarding firm deliverables, we need the "toolkit" (based on the content) to be created by and for this project. It is needed for a variety of purposes and audiences, as noted in the RFP.

We think it should be a gorgeous and well designed document we can email or print, and we think it should also live on the internet in a format we can augment over time...maybe it is a simple website..or maybe it is a sophisticated website. or maybe you have a better idea for what form(s) the "toolkit" should be. Maybe it should be a mural.ly or a social media account. We are open minded and don't want to preclude great ideas.

3) We also think that the "toolkit" should include a "pilot registry", and that that registry should be online. We are open to better or complimentary ideas but we think there should be a place firms and individuals should be able to visit to let City staff know about their goods, products or services without us having to know to solicit for them. Think about it like a Dept. for Unsolicited Proposals, but that Dept does not (yet?) exist. Do you agree?

Ideally the selected consultant will have the time, skills and inclination to create an "alpha" prototype of the pilot registry online, or an "alpha" version of whatever their proposal entails.

If that is not possible, a sketch or document laying out "your views on the value of such a tool" would be fine, but the team that can take it furthest in their proposal and in the context of our timeline and budget will be in a better position than one that just types something up for us to read, all else being equal of course.

Thanks!

Todd (I work with Story)

Alex Gilbert (2015-02-27 16:30:36)

Hi Story and Todd,

Quick clarification:

> Please send proposals to Story Bellows (story.bellows@phila.gov) no later than Monday, 3/5/15 at 5:00 PM EST.

3/5/15 is a Thursday. Will you be accepting proposals up until then?

Thanks!

Alex Gilbert (P'unk Ave)

todd b (2015-02-27 16:59:30)

Hi Alex, Thanks for the question and catching this, and ugh on the mistake. As you might imagine we had revisions etc. and the dates got jumbled up. Yes, proposals are due on THURSDAY 3/5/15 and I am going to promptly update the above text as well.

Thanks! Todd

2015 - 03

Millennial Recruitment Video - 2015-03-05 17:07 - Ryan Birchmeier

Summary
The Managing Director's Office is looking for a videographer to create a 3-5 minute video to be used to recruit millennials to the City of Philadelphia. The video should highlight the City's millennial workforce as a whole while highlighting four or five individuals. In addition to the 3-5 minute video, the proposal should include the cost of separating the video into four vignettes that can be used separately.

Submitting a Proposal
Interested parties should send a brief proposal to the attention of Caroline Olson (caroline.olson@phila.gov) no later than 12:00 PM EDT on Wednesday, March 18, 2015 and include the following:

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

Please direct all questions related to this opportunity to the comment section of this post.

---

lkreslins (2015-03-10 03:18:53)

Dear Caroline,

Thanks for the message earlier. My question was if you could post a budget range for the project. My company would like to submit a proposal, but we'd like to know what the allotted budget might be. This would help us more accurately submit a competitive bid.

Sincerely,
Laris Kreslins, Producer
allagesproductions.com

carolineolson1208 (2015-03-10 19:25:24)

An initial estimate is not binding and we expect the price to possibly vary once specific details of the project have been determined. That said, an option to consider is to provide a cost estimate in options/ranges, explaining what each price range would include in terms of services and time. Please also know that in order for an opportunity to be considered a small contract by the City (as is this), the final cost needs to be less than $32,000. I hope this helps. Thanks.

lkreslins (2015-03-11 00:33:00)

Thanks Caroline for the clarification.

Joanna Leigh Simon (2015-03-17 15:38:12)

Hello there,

I just want to confirm that the video is meant to recruit people to the City (capital C,) as in to work for the City gov. Not just generally recruiting to Philly to live and work, correct? -JLS, Skout Media

Ryan Birchmeier (2015-03-17 15:42:01)

Thanks for your question, Joanna. Yes, this video is intended to recruit people to work for Philadelphia City government.

expressway (2015-03-17 19:52:53)

Hi Caroline & Ryan,

Is there a specific timeline for the Award process as well as the final delivery of the finished product(s)?

Mike Gualtieri
Expressway Productions

Overview

In 2014, 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 Office of Special Events is looking for a digital media partner (to include a videographer) to create a video highlighting the positive impact of events on local businesses & communities. The video will also recognize various aspects of Philadelphia's special events community. The budget for this project is capped at $5,000.

Format

We suggest that the final product include:

- Interviews with City officials and members of the local special event industry
- Infographics
- 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 Robert T. Allen (robert.t.allen@phila.gov) no later than 12:00PM EST on Friday, April 17th, 2015. All questions relating to this opportunity should be posted in the comment section below to ensure that all vendors receive the same information, at the same time. Proposals should include the following:

- Information about the individual/company

- Relevant work samples
- Cost proposal
- Creative vision for the project

The final product is due no later than 12:00PM EST on Friday, June 19th, 2015

2015 - 05

Illustration Support for Animated Video - 2015-05-13 18:46 - Ryan Birchmeier

The Office of Innovation and Technology (OIT) is seeking an illustrator to assist in the production of an animated video to highlight the City of Philadelphia's PhillyRising Collaborative.

The ideal artist will be able to provide illustration support for a 3:00-5:00 minute animated video. (Click here to view the desired style of the video.) The artist will be expected to illustrate scenes and scenic details using Adobe Illustrator for an OIT creative media specialist to animate. A creative media specialist will be providing hand-drawn storyboards for this project to serve as rough guidelines for the scenes.

Proposals should be sent to Ryan Birchmeier at ryan.birchmeier@phila.gov by Thursday May 21st, 2015 and should include the following information:

- Cost Estimate
- Estimated timeline
- Relevant work samples
- Resume

*Please keep proposals between 1-2 pages. All questions related to this opportunity should be posted in the comment section of this listing.

Description

The City of Philadelphia seeks (1) a mobile application and (2) a web application for Philly 311 which will provide a real-time civic engagement platform allowing Philadelphians to report neighborhood issues directly into Philadelphia government work-order systems from their smart phone or internet browser.

Application Requirements

- Issue Reporting
  - Users can report issues such as potholes, graffiti, broken street lights, etc.
  - Reporting allows users to specify location, description, and attach a photo
  - Mobile reporting utilizes phone's GPS to help specify the location
  - Optional anonymous reporting
- Work-order System Integration
  - Reported issues are directly added to existing City software built on the SalesForce.com platform via Software AG web services that serve as an enterprise service bus
- Social Media Integration
  - Users can report issues via Facebook and Twitter
- View Existing Issues
  - Users can view issues displayed on a map
  - Users can view a text-based list of issues
  - Mobile application defaults to displaying nearby issues in these views
- Issue Status Tracking
  - Users can track the status of reports they or other users have submitted
  - Users can request notifications when a report's status has changed
- Input Quality
  - Information entered with reports is validated to ensure data accuracy
  - Administrators can specify which information is required for each type of request
- Cross-Platform
  - Mobile application available for free download for all of the most common smart phone platforms (iOS, Android)
  - Cross-browser compliant web interface
- Administrative Tools
  - Statistical dashboard view available to administrators
  - Report generation available to administrators
- Support
  - On-going maintenance to ensure functionality and device compatibility
  - Training guide for use of mobile/web interfaces made available
  - Training guide for use of dashboard/reporting functionality made available
- City of Philadelphia branding (removal of third-party branding)

Please post any questions as a comment below this solicitation on 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.

Details on Submitting:

Please submit brief proposals to tim.wisniewski@phila.gov by Monday, June 1, 2015 at 9:00 AM EDT

Rachel Weeden (2015-05-22 12:39:11)

Is the City looking to replace the existing Philly 311/PublicStuff mobile app? If so can you describe what's not working/not desirable about that solution?

twisniewski (2015-05-22 15:29:02)

Hi Rachel, this posting is not an indication of dissatisfaction with our current provider, PublicStuff; rather, it is a commitment to a competitive process.

Kam (2015-05-22 14:22:57)

@Tim, does the Work Order Integration support Open311 or is the integration against a custom/proprietary API?

Thanks.

twisniewski (2015-05-22 15:24:06)

Kam, it is a custom/proprietary API in that we've setup an enterprise service bus to handle incoming tickets.

Ami Assayag (2015-05-22 15:53:53)

I know the city has been working on a big Salesforce implementation recently, and was wondering why this project is not done through the same effort. Salesforce Communities can be branded and can be packaged in a mobile app form. It then allows you seamless connection to your Salesforce data and all site administration can be done through Salesforce. So I guess my question is if this direction was considered? If it is a possibility, would you consider adding another Salesforce consultancy to develop this project in addition to your current Salesforce implementation vendor?

twisniewski (2015-05-22 21:10:27)

Hi Ami, you're welcome to propose this solution

Z.fuentes (2015-05-22 16:18:17)

Although we have worked with Government contracts, we have never worked Philadelphia directly. Is there a specific format proposals should be in?

twisniewski (2015-05-22 21:11:22)

Hi Z, most vendors submit brief PDF documents (a few pages describing the company, what they propose / how it meets the requirements, cost and timeline)

todd b (2015-05-22 16:42:40)

Question received via email: "I currently do not have a registered business, what qualifications do I need to be considered for a contract on bigideaphl?"

Answer: Your qualifications should be evident in your proposal and you do not need any specific licenses or registrations to submit a proposal.

Outside of this opportunity specifically, you may want to consult an accountant to understand the various options and pros and cons associated with various ways of forming a business.

Some of what you may need, if selected, depends on if you are submitting as an individual or an entity.

If selected, you may need to get a Commercial Activity License from the City and you also may need to secure a Business Income and Receipts number. More on how to get those things here: https://business.phila.gov/Pages/CityRegistration.aspx?stage=Start&type=All%20Business%20Types&section=City%20Registration (and again you don't need them to submit a proposal)

Also, if selected, you will very likely need a w9 (with either your social or a EIN for your entity)

Also, if selected, the revenue department will be checking to make sure you and/or your entity do not currently owe the City $ and are currently in compliance regarding with taxes etc. If you want to speak with them, the number to do so is (215) 686-6600

RGTaylor (2015-05-26 13:14:07)

Would the City of Philadelphia entertain extending the due date to June 15?

twisniewski (2015-05-26 14:25:56)

Rather than doing a deadline of the end of the week (5/29), it was already extended to the following Monday (6/1). Please note that we requested brief proposals in the solicitation.

Kristin Spaulding (2015-05-26 14:21:04)

Will the City consider granting an extension to the due date for this proposal? If so, what is the new due date? Thank you.

twisniewski (2015-05-26 14:26:06)

Rather than doing a deadline of the end of the week (5/29), it was already extended to the following Monday (6/1). Please note that we requested brief proposals in the solicitation.

ueuniverse (2015-05-28 15:15:52)

Can you please provide timelines / process after the proposals submission deadline?

ueuniverse (2015-05-28 15:16:43)

When is City's targeted implementation date?

Chet Dagit (2015-06-01 14:00:19)

Thank you for the opportunity to respond with our proposal for the Philly 311 Mobile App development program.

Chet.Dagit@RTPholdings.com
www.RTPholdings.com
Twitter: @RTPholdings

"We help companies position-enable their mobile apps, wireless infrastructure, and mobility solutions."

Angelina Fox (2018-02-17 13:10:53)

Excellent Idea! Will you be offering employment positions?

2015 - 10

Request for Information (RFI) for Time Data Collection Solutions - 2015-10-13 13:17 - Ryan Birchmeier

The Office of Innovation and Technology (OIT) of the City of Philadelphia just released a Request for Information (RFI) for Time Data Collection Solutions.

Statement of Purpose

The City of Philadelphia ("City"), through the Office of Innovation and Technology (OIT), is seeking information about modern time data collection solutions and integration of those solutions with existing City systems. The City is also interested in understanding the options for migrating time collection solutions across the enterprise in its federated environment with highly varied job types. The City is seeking this information in anticipation of posting one or more requests for proposal (RFPs) to provide solutions to meet the needs of the City's various organizational units. The City is open to nearly any solution including, but not limited to, wired and wireless time collection tools, such as PC/Web, badge cards readers, Telephone / IVR, mobile devices, biometrics, etc.

Goals

Through this RFI, the City is seeking to:

- Understand the current time data collection offerings in the marketplace and the capabilities and price point of those offerings
- Understand the challenges faced by organizations comparable to the City that have recently implemented time data collection solutions
- Understand the business value of implementing modern time data collection solutions
- Learn about good and best practice approaches to implementing time collection solutions

Background

Working environments and time management needs vary greatly for the City's approximately 27,000 employees. Many City employees operate within more than 2,500 locations around Philadelphia and many operate outside of an office space. City employees use a variety of time data solutions to record their working hours, recording starting and ending times, breaks, and work assignment (e.g. projects, working roles, etc.). The City currently has approximately 100 time collection devices in place, used by nearly 3,200 employees.

Deadlines

Questions

Deadline for questions, requests for clarification or requests for additional information **October 26th, 2015**, 5:00 PM (Local Philadelphia Time).

Submission

Deadline for submission is **November 2nd, 2015**, 5:00 PM (Local Philadelphia Time).

Review the Request for Information (RFI) for Time Data Collection Solutions to learn more about this opportunity.

Ryan Birchmeier (2015-10-26 21:02:32)

Below are questions and answers to inquiries submitted for this RFI:

General Clarification

The Time Data Collections Solutions Request for Information (RFI) posted by the City of Philadelphia ("the City") is not a request for proposals (RFP). The RFI is seeking information that can be used for planning future acquisition(s) and implementation(s) of solutions. The City employs several procurement mechanisms to acquire and implement tools and solutions including RFPs and competitive bids. The Time Data Collection Solutions RFI is not a commitment to pursue any particular procurement mechanism. The RFI is also not a commitment to pursue procurement in any particular timeframe. Information attained through the RFI should enhance the City's ability to design and plan an approach to meet its needs should the City decide to do so in the future.

Clarifying Quantities

Q: How many employees will be tracked on this system? Is the number 3200 accurate?

A: The RFI refers to "nearly 3,200 employees" and, in a list of current implementations by Vendor, specifies an approximate total of 3,117 employees. These numbers represent current implementations. Should the City decide to pursue implementation of time data collection solutions in the future, it is not unreasonable to expect that the precise number of employees required to use time data collection solutions might change between now and that time.

Q: How many supervisors/managers/administrators will need access to the system to make approvals, edits or run reports?

A: The RFI refers to "nearly 3,200 employees" and, in a list of current implementations by Vendor, specifies an approximate total of 3,117 employees. These numbers represent current implementations. Should the City decide to pursue implementation of time data collection solutions in the future, it is not unreasonable to expect that the precise number of employees required to use time data collection solutions might change between now and that time.
Specific numbers for supervisors, managers, and administrators is not available at this time. However, typical employee to supervisor/manager ratios include 20-to-1, 15-to-1, and 10-to-1. Given these three model ratios, estimated numbers of supervisors and managers could range from 150 to 200 to 290.

Q: Should we quote on 100 time clocks?

A: The RFI refers to "approximately 100 time collection devices in place" . These numbers represent current implementations. Should the City decide to pursue implementation of time data collection solutions in the future, it is not unreasonable to expect that the precise number of devices required might change between now and that time.

Q: What type of time clocks are desired? Proximity Card Swipe? Pin Entry? Biometric Finger? Biometric Hand?

A: The City does not currently have a single preferred type of time data collection device. Per the RFI, there are currently Swipe, Web Punch, and Biometric solutions in place at present.

Technical Constraints and Architecture

Q: Do the time clocks need to communicate through Standard Ethernet? Power Over Ethernet? Or Wireless?

A: The City does not place any specific constraints on how devices must communicate other than to say that connectivity between time data collection solutions and other City systems.

Q: Is it desired to have the system installed locally on the City's servers (Customer Hosted)? Or installed on our servers (Vendor Hosted)?

A: The City has no declared preference for hosting all components of time data collection solutions on- or off- premise. However, the City's enterprise IT practices include a preference for cloud hosted and managed solutions.

Q: Is there any other system which the Time & Attendance system will need to integrate with other then OTL?

A: Oracle Time and Labor (OTL) is the only system that time data collection solutions will be required to integrate with at present.

Functionality

Q: Will any employees need to use the time and attendance system to do any of the following at either a smart phone or a computer?

•View schedule?
•View Timesheet?
•See balance of sick/vacation/personal days?
•Request time off electronically?

A: Requirements have not yet been defined to this level. Respondents are required to provide details regarding key features and pricing models of solutions.

Post-RFI Concerns

Q: I would like to know if funding has been secured/requested for this project and if so, through what source(s)/fiscal years?

A: Funding has not yet been secured/requested for this project. The responses to this RFI will aid the City in determining how best to move forward, including gauging funding needs.

Q: Can you provide any sort of time frame for the potential acquisition of the solution(s)?

A: Per the RFI, the City expects to complete the OTL implementation and a review of responses to this RFI prior to the release, approval, and award of an RFP for time data collection solutions. Beyond that, the City has no definite timeframe for implementing new or upgrading existing time data collection solutions.

Q: If the agency [the City] decided to move forward with a procurement, would separate solicitations be released or would a vendor be selected from RFI responses?

A: Separate solicitations would be required should the City decide to move forward with a procurement.

Q: Do you have any sort of timeframe for which the agency [the City] may know what solution(s) will be acquired to achieve the overall goal of this effort?

A: Per the RFI, the City expects to complete the OTL implementation and a review of responses to this RFI prior to the release, approval, and award of an RFP for time data collection solutions. Beyond that, the City has no definite timeframe for implementing new or upgrading existing time data collection solutions.

Additionally, the goals of this RFI are about understanding and learning as specified in the original posting.

ISSUE DATE: October 14, 2015

CLOSING DATE: October 25, 2015

The Philadelphia Department of Commerce seeks proposals for creative services for the development of a publication to market the City of Philadelphia as a premier business location.

The goal is to create an updated strategic marketing piece which promotes Philadelphia as a highly desirable business location. The piece should stress Philadelphia's unique value proposition: a diverse economy, a talented workforce, a strategic geographic location on the East Coast, and a high quality of life. City Officials will use the final product in the marketing of Philadelphia to business leaders and real estate professionals regionally, nationally, and internationally.

Scope of Services and Timing

Respondents should have demonstrated success and experience in the development of marketing publications and delivering the following services:

- *Design Concept:* Commerce currently uses a full-color, 8-page brochure with the dimensions 9" by 12". The publication incorporates a back folder to hold tear sheets on industry sectors and other topics to create individualized packets for each client meeting. Building on this concept, the new marketing piece should accommodate standard 8.5" x 11" paper, however the design firm does not need to emulate the exact product that exists today. We encourage creative thinking in product design and color schemes.

Respondents can find an electronic copy of the current brochure at:
www.phila.gov/commerce/Documents/Philadelphia_Smart.City_Smart.Choice.pdf

Respondents can find samples of Commerce's current tear sheets at: **www.phila.gov/smartchoice**

In addition to the overall brochure design, a standard template for the inserts will need to be created in Microsoft Publisher. The design firm should use standard (or free) fonts.

Deliverables include print ready files of final brochure, an electronic copy of the brochure for digital sharing, an editable brochure file in Adobe InDesign, a template for inserts using Microsoft Publisher, and a style guide of fonts and colors used throughout the piece.

- *Photography:* Commerce has access to a library of photography, however the firm will need to provide photography services in instances where photography does not already exist and for portrait photography on an individual and/or group basis for up to 20 people.
- *Layout & Copy Writing:* The layout should be creative, clear, and easy to follow. Commerce will provide copy, but expects the firm to contribute to copy editing for clarity as it fits into the design of the piece.

Please note that printing and binding services are a separate contract.

Final deliverables are required by November 30, 2015.

Respondents should gather the following materials into a single pdf and submit them electronically to Rebecca Lopez Kriss at **rebecca.lopezkriss@phila.gov** no later than midnight, October 25, 2015.

- *A Written Statement of Qualifications and Experience, and related work samples*: Describe the background, expertise and experience of the firm, demonstrating ability to provide the requested services. Please include the current number of employees at the firm. Please describe at least three successfully completed marketing publication projects produced within the past 24 months that relate to the project type and services described above and include sample deliverables of those projects. Please be sure to include any projects relating to economic development or the promotion of Philadelphia.

Note, Commerce encourages the creation of economic opportunities for minority, women, and disabled-owned businesses in its projects, including professional services contracts such as are contemplated here. If respondents feel they are able to meet this criteria, they should note it in this section of their proposal.

- *Project Team Description and Proposed Budget*: Define team member roles including who will be the lead contact person and how the other team members will relate. Include resumes for all key staff to be assigned to the project. The budget should include any discounts offered for this engagement.
- *Timeline*: Please provide a detailed timeline of the project including the scope of services offered and breakdown of each task required to meet the November 30, 2015 project deadline. The expected start date of the project is November 1, 2015, and will include at least two presentations during the project duration. The project team's ability to meet this timeline is critical.
- *References:* Please provide contact information for three individuals and their organizations for which the project team's firms have performed successful similar projects in the last 24 months. Commerce may contact these references to inquire about overall performance, work style, individual staff capabilities and project administration.

Selection Process

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

Factors that will be considered in the evaluation include:

- Quality, depth of specific relevant experience, and qualifications of the firm;
- Quality, depth of specific relevant experience, and qualifications of the project staff;
- Value (quality of service for billing structure)

Following an initial review of all proposals submitted, a short-list of applicants may be asked to make an oral presentation or submit additional information to members of the selection committee prior to selection.

Commerce intends to make a final selection by Friday, October 30, 2015.

The Respondent guarantees the marketing publication services will be satisfactory to Commerce, as required in this RFP. If Commerce is dissatisfied with the services, Commerce reserves the right to terminate any agreement for service resulting from this RFP at any time and be relieved of the obligation of continuing with any such agreement. All monies due to contractor for satisfactory and acceptable work completed up to the date of termination of the agreement will be paid upon termination of agreement.

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

Questions and Submission Due Date

All questions related to this opportunity should be posted in the comment section of this listing.

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

Timeline of RFP

- October 14 – RFP issued to design community and posted on Commerce's website and bigideasphl.com
- October 25 – RFP Submission deadline
- Week of October 25 – Possible presentations from respondents
- October 30 – Final firm selection
- November 30 – Final product and deliverables due in electronic format
- December 1 – Printing

Rebecca Lopez Kriss (2015-10-20 14:13:55)

The following question was submitted via email:

"Good morning, Rebecca,
...I saw the RFP for the "Develop A Publication To Market The City Of Philadelphia As A Premier Business Location" on the Chamber's website and I have a question. Under Submission Requirements, respondents are asked to gather the "following materials." Please let me know the materials that you are referring to. I pasted the paragraph in question below.

"Submission Requirements
Respondents should gather the following materials into a single pdf and submit them electronically to Rebecca Lopez Kriss at rebecca.lopezkriss@phila.gov no later than midnight, October 25, 2015."

Answer:
Hello, the "following materials" refers to the bullet points that follow:

• A Written Statement of Qualifications and Experience, and related work samples: Describe the background, expertise and experience of the firm, demonstrating ability to provide the requested services. Please include the current number of employees at the firm. Please describe at least three successfully completed marketing publication projects produced within the past 24 months that relate to the project type and services described above and include sample deliverables of those projects. Please be sure to include any projects relating to economic development or the promotion of Philadelphia.

Note, Commerce encourages the creation of economic opportunities for minority, women, and disabled-owned businesses in its projects, including professional services contracts such as are contemplated here. If respondents feel they are able to meet this criteria, they should note it in this section of their proposal.

• Project Team Description and Proposed Budget: Define team member roles including who will be the lead contact person and how the other team members will relate. Include resumes for all key staff to be assigned to the project. The budget should include any discounts offered for this engagement.

• Timeline: Please provide a detailed timeline of the project including the scope of services offered and breakdown of each task required to meet the November 30, 2015 project deadline. The expected start date of the project is November 1, 2015, and will include at least two presentations during the project duration. The project team's ability to meet this timeline is critical.

• References: Please provide contact information for three individuals and their organizations for which the project team's firms have performed successful similar projects in the last 24 months. Commerce may contact these references to inquire about overall performance, work style, individual staff capabilities and project administration.

Rebecca Lopez Kriss (2015-10-22 14:12:43)

The following question was submitted via email:

"I just wanted to confirm the due date for RFP submissions. I noticed online it said Sunday the 25th is the cutoff, is that the correct date?"

ANSWER: Sunday, the 25th is the correct date. We decided to give respondents through the weekend to prepare their submissions.

Rebecca Lopez Kriss (2015-10-23 16:51:39)

The following question was submitted:
A few questions:

Can you provide the link to see the current tear sheets PDF? The link in the RFP above (Respondents can find samples of Commerce's current tear sheets at: http://www.phila.gov/smartchoice) is not valid.

Regarding the need to develop the tear sheets in Publisher, could that be done in InDesign or Word? Publisher is not available on a Mac platform.

ANSWER:
Respondents can find a sample tear sheets at www.phila.gov/smartchoice. Click on any of "Key Sectors" titles. I have provided a few direct links here:
- http://www.phila.gov/commerce/Industries/Clean_Technology.pdf
- http://www.phila.gov/commerce/Industries/EntrepreneurStartups.pdf
- http://www.phila.gov/commerce/Industries/HospitalitySpotlight.pdf

Tear sheets may be designed in Microsoft Word, or in any standard Microsoft Office product. The key here is that Commerce Staff need to be able to update tear sheets themselves using the software (and fonts) that is included on their computers. Respondents may suggest templates in whatever software they believe will meet this criteria. InDesign is not available to all staff, and it requires a high level of expertise to use.

2015 - 11

Closed-Form Management Platform RFP - 2015-11-16 16:53 - mjumbewu

Issue Date: November 16, 2015

Closing Date: November 25, 2015

The Office of Innovation & Technology (OIT) is seeking proposals to provide a form management platform for a 3-month pilot project involving the conversion of a number of public-facing PDF forms into responsive web forms. This pilot is part of a larger project where we will be working with multiple departments throughout the City organization.

During the pilot, we will work with two to three departments that have divergent needs regarding their forms, in order to maximize what we can learn. We will convert a number of their public facing forms to web forms to improve the experience of citizen users. *During this phase, we do not want to disrupt the departments' internal workflows*. The proposed platform should be capable of accommodating us in this goal.

As we move beyond the pilot, we will give departments access to their data collected through the platform for them to directly integrate into their workflows, potentially modifying both the form and the workflow in the process. Thus the proposed platform should allow us to provide this segregated access to data as well.

The intended timeline of the pilot is from December 2015 through February 2016. If the pilot goes well, we will continue to roll the platform out to other departments.

We realize that no platform is going to be a panacea, but we do have a large number and wide variety of forms and processes that we are seeking to convert, e.g.:

- Report violations of the City's Paid Sick Leave ordinance
- Apply to host an event or program at a recreation facility
- File for an appeal to a fire code violation

A non-exhaustive example list of features that we have in mind to support these goals includes:

- Quick and easy configuration of the web forms
- The ability to collect legally enforceable electronic signatures
- Rendering form results into a PDF or image template, and emailing or faxing the result (so as to ensure existing workflows can be maintained while the benefits of digitization are explored by the involved departments)
- Forms that can be styled and embedded in other pages
- Integration with payment processors
- External datastore integration
- A sensible and robust API

Submit proposals to Mjumbe Poe, Digital Services Architect, at mjumbe.poe@phila.gov no later than Wednesday, November 25, 2015 at 5:00 pm EDT. In your proposal, please articulate as you see fit, but in under 2500 words, how your solution will meet our needs as described above.

Please post any questions as a comment below. If you ask questions via email, they will be reposted with the answers in the comments section below so that they are accessible to all vendors.

Mjumbe Poe (2015-11-16 20:58:17)

A vendor got in contact for clarification on whether pricing should be included in the proposal. Yes, please do include the pricing for the ongoing costs of the proposed solution, as well as special considerations for the pilot phase if any.

ueuniverse (2015-11-17 14:01:46)

What is the current server technology in use? After the pilot project, which technology city is planning to implement the solution in?

mjumbewu (2015-11-17 19:59:06)

Our PDFs are currently either hosted in Sharepoint (for those at phila.gov), or in Amazon S3 and indexed by some other software (e.g., Wordpress in the case of alpha.phila.gov). We prefer the latter.

If your proposed solution entails us hosting files, we'd prefer to host on S3. If your proposed solution entails us hosting the software, we'd prefer that it be well containerized and ready to deploy to PaaS services. We use AWS and sometimes Heroku, and we like [12-factor](#) applications.

Beyond that, if your proposed solution entails us assuming some maintenance burden, please make note of that in your proposal.

ueuniverse (2015-11-17 14:02:45)

Can you provide an estimate number of forms to be converted during the pilot project?

mjumbewu (2015-11-17 14:33:24)

We're still doing some discovery around this, but I would *guess* in the 10-25 range.

Gautham Pandiyan (2015-11-19 03:52:44)

How many pages are these forms on average? Is there also a rough estimate around the transactional volume for these selected forms annually? Thank you for your input.

mjumbewu (2015-11-24 22:16:30)

Unfortunately we don't have annual transactional numbers yet, so anything that I throw out would be a pretty wild guess (which I don't want to make). Assume lots?

Regarding number of pages, most of them seem to have 1 or 2 (the paper versions, of course).

cdipierr (2015-11-19 04:31:17)

As you do discovery of this can you also include some information about complexity of these forms (# of pages, approximate amount of logic validation rules, skip logic)?

Thanks!

mjumbewu (2015-11-24 22:20:49)

Some of the forms would ideally include things like calculated fields (e.g., set a field value to the sum of 3 other fields) or conditional logic (e.g., only fill out this field if you answer yes in the previous field).

rubenreyes (2015-11-17 16:42:25)

Hello Mjumbe, can you provide more information on the following:

1. Electronic signatures: there are different technical approaches and we are not in a position to advice from a legal perspective. Do you have any specific requirements from your end?

2. Payment processors: do you any specific processor(s) in mind?

3. API: can you provide your thoughts on what would be the use case for such API? Is this only for accessing submissions, or do you envision other functionality?

Thank you!

mjumbewu (2015-11-18 19:10:57)

Hey there.

1) Regarding electronic signatures, occasionally we need to collect some sort of legal consent, so it would be nice if the platform allowed that. Things like ESIGN and/or UETA compliance come to mind, but we may be open to other demonstrably enforceable consent methods.

2) Regarding payment processors, we use http://officialpayments.com/ to process quite a few payments, so that would be nice. Certainly not a deal breaker though.

3) There are a number of use-cases I could think of that involve (a) the data itself, as well as (b) the user interface to collect the data. E.g. (and I emphasize that these are *EXAMPLES*):

(a) Data API:
- POSTing the data to some remote endpoint after submission
- Allow GETing the data segmented based on submitted values for reporting

(b) UI API:
- Allow incorporation of custom widgets or validation rules
- Allow us to prepopulate the forms with dynamic values
- Allow pausing/resuming a form at a particular place to integrate with other services (e.g., with other payment processors)

jlashinger (2015-11-17 21:42:32)

I have a question surrounding timeline of the pilot project - in the description you mention pilot testing the software from Dec - Feb. If we were to propose a custom built solution we would need time to build it prior to the pilot testing. Can you please provide clarity and further details to the timeline or are you looking for an out of the box solution?

mjumbewu (2015-11-18 19:56:28)

We were seeking something mostly or completely out-of-the-box, as we realize that the timeline may be aggressive for an entirely custom solution. There is still a fair bit of groundwork that needs to be done, but we'd want to get started on converting forms *some time in December*.

Gautham Pandiyan (2015-11-19 03:50:45)

Hi Mjumbe,

What is the project budget so we can propose appropriate approaches to meeting the requirements that are attainable by the City? Also, are there any specific proposal requirements, other than the word limit?

Thank you.

mjumbewu (2015-11-24 22:30:51)

There's not a firm budget in this case, though we are hoping for this to be a "small to medium-sized" purchase, which is why we posted it on Big Ideas PHL (http://bigideasphl.com/about/).

There aren't any other specific requirements for the proposal that aren't mentioned on this page.

Chris Alfano (2015-11-25 17:35:17)

It seems like something custom and built in the open might be needed to hit all the goals (and maybe another municipality has gotten a head start on a similar solution), but the timeline definitely excludes this.

2015 - 12

The Office of Innovation & Technology (OIT), in conjunction with the Mayor's Office and with funding from the Bloomberg Philanthropies, is seeking proposals to replace the Big ideas PHL website.

Big Ideas PHL hosts solicitations for professional service contracts less than $32,000. **Big Ideas PHL** allows City staff to post solicitations as simple text and handle questions and answers in a comments section so they are available for viewing by all interested parties. It also enables email notification when new opportunities are posted. Vendors are able to register to receive email notifications, review solicitations, and ask questions via the comments section.

We seek to make improvements and add features that will garner interest from new vendors, support better proposal writing and better proposal reviewing, and support management and experimentation with better analytics and data.

We do not want to prescribe how to improve **Big Ideas PHL** in great detail. We have opinions but we also think vendors will have a lot of great ideas and we want to encourage creative and innovative proposals from the vendor community.

However, the following is a list of functionality we would like to pursue, and which we'd like to see reflected in your proposal as much as is possible:

- Easy administrative login to post opportunities and manage the site.
- The ability to give structure to RFP writing, such as via an online template, for more consistent and effective RFPs that still retain the lightweight feel. We will provide RFP components/elements and also welcome input from the selected vendor (and the vendor community).
- Simple to manage question and answer (Q & A) functionality that can support near real time Q & A between solicitation authors and interested vendors.
- Simple proposal submissions (to replace "email us your proposal…")
- Proposal rating functionality that supports collaboration by the proposal review team and leads to better and more transparent decision making.
- Simple to access analytics and open data regarding the operations of the site and performance.
- Great outreach, including email notification based on vendor registration, opportunity-type filtering, etc.
- A section or approach describing City buying to vendors that will help recruit interest and improve onboarding. We are eager for useful and different ideas from vendors for how to do this.
- Interoperability via a feed or API and other means as guided by OIT
- Cost not to exceed $32,000. (If the list of desired functionality is too great for this budget, give us the best you can.)

We would like to host one public outreach session to the vendor and government communities approximately 2/3rds of the way through the project to solicit feedback and hear from potential users. We would request the selected vendor demo a beta version of the site at this event and be available for

questions and discussion. OIT will organize and staff the event, and handle invitations and outreach. Please budget for approximately 3-4 hours for participating in the event itself.

Additionally, we are open minded about how support and hosting will be handled. Likely we will want to oversee management of the site post construction but we are open-minded about vendor thinking on how the site should be supported, particularly if the approach will generate more interest from new vendors over time.

Additional Questions:
Please 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 below the solicitation on bigideasphl.com.

Details on Submitting:
Please send proposals to Todd Baylson (todd.baylson@phila.gov) no later than Tuesday 12/22/15 at 5:00 PM EST. Please articulate your proposal to build Big Idea PHL's replacement as you see fit, but in less than 2,500 words and in no more than 5 pages/slides. How you use the up to 2,500 words and fill up to 5 pages/slides is entirely up to you.

We hope to select a vendor promptly, and begin the work early in 2016. We will work with the selected vendor on a mutually agreeable schedule (it won't be as compressed as this)

We appreciate that this is a very short turnaround. We are working within the confines of a grant agreement and need to have this occur on an expedited timeline. Thank you in advance for your understanding.

Background:
This project is funded by the Bloomberg Philanthropies as part of FastFWD. FastFWD was created through the City of Philadelphia's participation in the Bloomberg Philanthropies' Mayors Challenge, a competition to inspire American cities to generate innovative ideas that solve major challenges and improve city life. It included partnerships with GoodCompany Group and the Wharton Social Impact Initiative. FastFWD is an accelerator for promising social impact entrepreneurs that sought to create an onramp for innovation in City government through procurement.

Liam Dorpalen (2015-12-16 17:02:02)

Hi Todd,

Is your team anticipating integrations with other systems at the City? If so, which systems would be most valuable to your team and the end users?

Regards,
Liam Dorpalen

todd b (2015-12-16 18:57:59)

Liam, Thanks for the question. At this time, we don't have anything specific to point to. Our tech team suggested the language in the solicitation be: "Interoperability via a feed or API." Thanks! TB

todd b (2015-12-17 17:27:36)

Hi everyone, I got 3 questions from a vendor and am posting them with the answers here:

Q1: Are you coding language agnostic?

A1: Yes. coding language agnostic. We have the functionality we think we would like to see as noted in the solicitation and intentionally do not want to prescribe things, or limit what is possible. Flexibility/management post build is also a consideration, as noted in the solicitation.

Q2: What is the level of tech sophistication by the users? Is there any internal developer support? (mostly for knowing how developed an admin panel would need to be)

A2: This was asked in an online forum as well. There is internal developer support here in OIT (Thank goodness!) but I think the more people in City government who are able to easily use the page the better, so a standard CMS/admin is probably the most sensible and desire-able. Big Ideas PHL is used for a specific type of solicitation called Miscellaneous Purchases, where we seek professional services within contracts that cant exceed $32k. The City does many of them every year. Only some go through Big Ideas PHL though, and we want to grow the percentage that do because it is a lightweight system, it offers transparency and email notification to people who self register (keys to true e-procurement, learn more here: http://www.governing.com/gov-institute/voices/col-virginia-electronic-procurement-best-practices-implementation-challenges.html) and it offers near real time Q & A, which benefits both us and the vendors by allowing us to post simpler and shorter non prescriptive RFPs that can be refined and improved through near real time Q & A

That said, if there is amazing functionality enabled by a more sophisticated approach, I would personally be curious to hear about it.

Q3: What are the main criteria on which the proposal will be judged? Is it more around design/creative, the spec itself, past work, price, etc.?

A3: Different folks who work for the City and will be reviewing the proposals will bring different considerations. We left the requested proposal format very open and made the length limit acute both because of the short turnaround time (trying to be considerate of that), but also because we really do want to leave it to the vendor to position their approach. The "change how we buy technology" thing is a national policy discussion as well as a local thing we are working on. It should be explicitly clear that we want to encourage interest from new vendors because a lot of gov tech work is won by gov contract

frequent flyers and the thinking is that new vendors can help onboard innovation, bring new approaches etc., and the proposal is one place to very clearly highlight how you are different and have that capacity to bring new ways of doing things. I'm not saying that we want space ships proposed, but if you experience some of the City's current public/vendor facing tech as a resident or a constituent, you probably know that we need new approaches, and procurement is one place to help initiate that. Hiring technologists is another, which we are also doing, and which is also very important.

That said, examples of work are always a great way to showcase talent and approach, and they help build confidence that we would be selecting the right partner. It is better to spend less $ typically, but here we published the budget because that is what we are able, and prepared, to spend. I am not expecting any proposals for less than $32k and I want to note that that should have been more explicit in the solicitation.

Thanks! TB

todd b (2015-12-18 14:27:14)

Hi everyone, I got a question from a vendor off an email listserv exchange which is summarized here:

Q/statement (paraphrased): "When a solicitation bullets out a lot of features, I've found most firms look at that and interpret that as "they're looking for a solution that meets *all* these requirements" when in reality you may just be looking for whoever can do the most of them."

A/clarification: The budget cannot exceed $32k, and we are prepared to spend $32k. Given that, please propose with the functionality we would like to pursue in mind (as many of the features as possible) + the things you think the site should have from a vendor perspective. What you prioritize is part of how we expect to understand your approach and selecting a vendor.

todd b (2015-12-18 15:44:00)

Hi everyone, there was a discussion about this opp. on an email listserv with someone from which I've tried to excerpt the actual questions below:

Q1: "It's hard to tell from this project, but is the contract for this some sort of Master Service Agreement that can be used by the company to go after bigger contracts?"

A1: No. This is a standalone opp. and not tied to a master service agreement or any kind of pre qual list.

Q2: "Can we propose changing the name? We think it will help attract vendors."

A2: Yes.

Q3: "Don't you think it makes sense to have vendors bid on a discovery before trying to get them to promise to poorly defined deliverables?"

A3: You can propose a discovery rather than an implementation. At this time there is no $ for a subsequent project (more on this $ below), but as you know, 2016 is a whole new mayoral administration and a new budget approach and it is certainly possible that a great plan will garner more funding for the future. As hopefully useful background Big Ideas PHL is only able to be used for a specific type of solicitation called a Miscellaneous Purchase (MP). The overwhelming majority (both # and $) of City RFPs for professional services are posted to eContracts Philly which is not a lightweight process internally nor externally. Most departments do MPs but very few use Big Ideas PHL. Typically it is only used by OIT, Commerce, and the soon to be former Managing Directors office.

Q4: "Where does quality come into play in vendor selection? From what I can tell, it doesn't really, so it seems likely that you'll just keep buying whatever is cheapest, rather than what's best, which isn't good for you or the city in the long run."

* The question resulted in some back and forth which I've tried to condense into a useful answer *

A4: We tried to be clear that if the budget is too small for the list of functionality we want to pursue, folks should prioritize. How they prioritize is one aspect of how we will review the proposals and seek quality.

Regarding the assertion that we keep "buying whatever is cheapest" - We will lose the $ funding this project if we don't have certain documentation in place on 12/31/15. To accomplish this timeline, rather than return the $ to the funder, required using a contracting vehicle with a $32k ceiling. Spending more $ than $32k would force us into a contracting vehicle that would not have been able to accommodate the funder's timeline.

MarcColeman (2015-12-18 20:59:04)

Will the new website need to continue to display legacy RFP's once they have been awarded?

Does the public outreach session to the vendor and government communities need to be timed in conjunction with an existing or planned event?

todd b (2015-12-18 21:16:45)

Hi Marc, thanks for the questions

It is not a requirement that the new site display legacy RFPs once awarded, but making that easy is a nice concept in terms of transparency. We have had requests for better analytics and intelligence around # of proposals per opportunity (not just, "who won?") and I am sure we could use easy to

access information like that to improve future solicitations.

The public outreach session is just a concept to widen the feedback loop and not tied to anything existing or planned. We can handle that very flexibly I think.

Natalie Hirsch (2015-12-19 03:12:16)

Hi,

Do you have an idea of how many city staff members will need access to the administrative side of the system?

Also an idea of how many solicitations you plan to post per year?

Thanks,
Natalie

todd b (2015-12-19 14:33:18)

Hi Natalie, Thanks for the question.

Currently there are 7 admins. Maybe 20-25 is a good guess. Ease of use, as noted above, can help promote its growth by City staff. More people need to know it is a tool they can use to solicit for this specific type of contract opp. and how it supports Q & A etc. On # of solicitations, I bet we did somewhere around 20, and it would be great to do > 100+/- using Big Ideas PHL next year.

As noted in the functionality list outlined above, we also think a new site could help us improve proposal writing + guide proposal reviews and we are curious to see if vendors also think that is important, and how they would propose accomplishing it.

Thanks!

vborrelli (2015-12-21 15:59:47)

Hello all...

Question - Can the new site be delivered as SaaS? Meaning, can the vendor propose a cloud offering, or will this new site need to be hosted on a City server? How about ongoing support or enhancements?

todd b (2015-12-21 16:48:22)

Hi vborrelli, Thanks for the question. Yes, we are interested in SaaS offerings and no the site does not need to be hosted on a City server. One of the benefits of SaaS, as I understand it, is that we would see ongoing enhancements and some level of support through our subscription. The one note that I suspect is obvious but which I'll mention just to be clear is that we have a specific amount of $, so the implementation + "SaaS fee" would need to be under $32k which depending on your pricing might cap us at a year or two of use. Given the tight timeline we have to get this underway, I don't have a great resolution for that issue except to say that if it is working great I would imagine OIT would be in a good position to try to seek more $ to continue the success. Thanks!

MarcColeman (2015-12-21 19:15:39)

Does the 5 page limit include cover, cover page and Table of Contents? May we include additional information as Appendices?

todd b (2015-12-21 19:29:49)

Hi Marc, Thanks for the question. I'd request that you keep to the page limit. The intention is to enable you to position your approach as you see fit and to be mindful, on your behalf, of the short time line we've had to implement given the funding's constraints. It is also a bit of an experiment of course. We are going to need to do a very expedited proposal review on our end so having long proposals is not something we will be able to handle and still meet the timetable we need to track. Thanks for your understanding.

todd b (2015-12-22 15:41:18)

Hi everyone, quick reminder that there is a 5 slide/page limit on proposals. In retrospect, the word limit is going to be difficult to really effectively enforce, but we will be sticking to the 5 slide/page limit for proposals and will disqualify proposals that exceed that. Thanks! TB

The Office of Innovation & Technology (OIT), in conjunction with the Mayor's Office and with funding from the Bloomberg Philanthropies, seeks to hire an individual, firm, or team to help us undertake some attention-getting outreach and marketing for planned upgrades to the Big ideas PHL website.

Big Ideas PHL hosts solicitations for professional service contracts less than $32,000. We are concurrently posting a solicitation for proposals to upgrade Big Ideas PHL which we hope will be of interest to technologists etc.

This solicitation seeks unconventional and creative marketing and outreach to drive interest from new vendors and get the word out about contract opportunities posted on Big Ideas PHL. We are specifically interested in attracting new vendors: folks who are typically not aware of, or interested in, government contracts.

We are fairly open minded about the proposed approach, the sequence, and the timing.

We imagine that potential channels could include:

- Hosting events and sponsorships with the startup community and colleges in Philadelphia, and potentially in other cities
- Social media activities and/or advertising
- Unconventional print advertising
- Other TBD

The budget is $10,000

We would welcome proposals that were coordinated with responses to the solicitation for actually upgrading the Big Ideas PHL website, but that is not a requirement.

Additional Questions:
Please 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.

Details on Submitting:
Please send proposals to Todd Baylson (todd.baylson@phila.gov) no later than Tuesday 12/22/15 at 5:00 PM EST. Please articulate as you see fit, but in less than 2,500 words and in under 5 pages/slides, your proposal to undertake creative and unconventional marketing and outreach to get the word about Big Idea PHL's replacement to as many people, and especially new vendors, as possible. How you use the up to 2,500 words and fill up to 5 pages/slides is entirely up to you.

We hope to select a vendor promptly, and begin the work early in 2016. We will work with the selected vendor on a mutually agreeable schedule (it won't be as compressed as this)

We appreciate that this is a very short turnaround. We are working within the confines of a grant agreement and need to have this occur on an expedited timeline. Thank you in advance for your understanding.

This project is funded by the Bloomberg Philanthropies as part of FastFWD. FastFWD was created through the City of Philadelphia's participation in the Bloomberg Philanthropies' Mayors Challenge, a competition to inspire American cities to generate innovative ideas that solve major challenges and improve city life. It included partnerships with GoodCompany Group and the Wharton Social Impact Initiative. FastFWD is an accelerator for promising social impact entrepreneurs that sought to create an onramp for innovation in City government through procurement.

---

todd b (2015-12-18 14:45:15)

Question received via email:

Q: The biggest thing that concerns us: the $10,000 budget. We feel confidently that we could develop the road map and materials within that number, or execute on a plan with that, but doing both is probably not realistic. What's the detail on the budget number? Is it meant to be both conception and execution? Or just one?

A: At this time, all we have is $10k for this specific solicitation. Given that we are concurrently seeking help to replace/improve the site, which will take some time, I can see a roadmap and materials concurrent to the site improvements making sense. However, we do not have any additional committed funds and the change in administration creates some unknowns about how budget requests will occur in the future. There will be a small group reviewing the proposals so I really cant speak for them regarding which is preferred. I think given the unknowns regarding additional funds, that some level of execution (a blend) is preferred.

The Philadelphia Streets Department, in partnership with the Office of Innovation & Technology (OIT) and the Mayor's Office, is seeking proposals to understand the gaps in traffic knowledge in Philadelphia to inform future policy and projects that will reduce and eliminate traffic injuries and fatalities. This project is supported by funding from Bloomberg Philanthropies.

Context:

Since 2010, Philadelphians have been subject to more than 10,600 traffic crashes per year. Even worse, nearly 100 people are killed as a result of these crashes annually.

City residents have long been under the perception that traffic crashes, and the fatalities they cause, are simply a part of the risk of being a resident, worker, or visitor to a major city, however, we want to challenge that notion and ensure that everyone can travel safely in Philadelphia.

The City of Philadelphia continues to invest in and provide a variety of traffic safety education, enforcement, and engineering programs. In order to most efficiently invest in new programs and policies, the City is interested in gathering more information on the gaps in traffic safety knowledge amongst street users that may lead to risky decisions.

Description:

Currently, the City has access to information on traffic behavior that results in negative outcomes, primarily crashes and fatalities. This information is used to make strategic safety investments in collision-prone locations and programming for at-risk populations.

However, the City does not want to wait for a crash to occur in order to pinpoint a traffic safety issue. Philadelphia wants to invest in preventative programs and policies that stop crashes before they happen. By supplementing crash data with additional information, the City will be able to focus on strategic safety investments that target problem areas.

To fight the problem from all angles, the city seeks a solution that will provide a better understanding of the gaps in traffic safety knowledge amongst all street users and dangerous street behaviors that Philadelphians engage in, whether or not they result in a crash or fatality.

The information collected will be the foundation for a series of traffic safety initiatives, including policies and pilot projects, which aspire to make Philadelphia a more walkable, bike-able, drive-able city that is accessible and safe for all road users.

The winning proposal should provide a strategy for how to collect accurate information on one or both of the points below:

1. What traffic rules and regulations Philadelphians do and do not understand. The City is interested in learning if Philadelphians are familiar with the following:
   - The citywide speed limit;
   - How to act around different types of bicycle infrastructure;
   - The importance of yielding to pedestrians;

- How to pass school buses; and
- Other fundamental rules of the road.

2. What unsafe or illegal traffic behaviors are being engaged in at identified intersections, including risky behavior that does not result in traffic crashes.

The successful approach will make the information collected easily accessible and provide user-friendly ways to aggregate, visualize and analyze the data. Furthermore, the chosen vendor should provide a methodology which can be replicated by a third party to derive performance assessments for future traffic safety initiatives.

Award:

The winning solution provider will be awarded **$32,000** to implement the proposal.

Submission Guidelines:

Please articulate your solution as you see fit but in less than 5,000 words and in under 10 pages/slides. How you use the up to 5,000 words and fill up to 10 pages/slides is entirely up to you.

We do not want to prescribe how to go about organizing this project. Vendors are encouraged to share creative and innovative proposals. That being said, 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 and how it works.

Value proposition (answer should focus on either one or both of the questions)

How will your approach capture accurate information on gaps in traffic safety knowledge amongst all street users (pedestrians, drivers, cyclists, etc.) ?

How will you approach capture information on the dangerous traffic behaviors that people engage in at intersections?

Some More Detail

Development

What additional support will you need from the City to develop your project? E.g. access to data sources, consultations with agencies experts and community leaders, software, etc.

Can your methodology be easily replicated?

Can your solution aggregate and visualize the data collected?

Implementing your solution

Would your solution require infrastructural support?

How would your solution operate day to day?

What would be the key hurdles and risks to successfully establishing your solution? How would you overcome these?

Please send proposals to Ema Yamamoto with the subject title "Traffic Safety Submission – First Name, Last Name" to Ema Yamamoto at Ema.Yamamoto@phila.gov by **Wednesday 12/23/15 at 5:00 PM EST.**

We appreciate that this is a very short turnaround. We are working within the confines of a grant agreement and need to have this occur on the posted timeline to ensure we do not lose the funding. Thank you in advance for your understanding.

We hope to select a vendor promptly, and begin the work early in 2016.

Additional Questions:
Please 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 comment section on bigideasphl.com

Background:
This project is funded by the Bloomberg Philanthropies as part of FastFWD. FastFWD was created through the City of Philadelphia's participation in the Bloomberg Philanthropies' Mayors Challenge, a competition to inspire American cities to generate innovative ideas that solve major challenges and improve city life. It included partnerships with GoodCompany Group and the Wharton Social Impact Initiative. FastFWD is an accelerator for promising social impact entrepreneurs that sought to create an onramp for innovation in City government through procurement.

This challenge 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.

Ema Yamamoto (2015-12-16 21:09:37)

Below is a question received via email:
Q: "In regards to points 1 and 2 in the description, I assume that for part of this project would involve collecting the data? I'm wondering whether the city already has a dataset of this nature, or if data collection would be necessary for this project."

A: You are correct, the selected vendor would be the one collecting or procuring the data. The City does not have a current dataset of this nature.

Ema Yamamoto (2015-12-16 21:31:04)

Below is a question received via email:
Q: "What is the geographic scope of the project? For instance, if an organization has a limited geographic footprint (e.g. a mandated service area boundary), would they be eligible for this opportunity? In particular, when the RFP mentions "identified intersections," are those intersections already identified, or would the successful applicant work with the City to identify those locations, in which case could they be concentrated in a particular area of the city?"

A: The geographic scope is citywide. If an organization has a limited geographic scope, they are more than welcome to apply, however, they would need to be able to conduct work within and outside their geographic boundaries or perhaps partner with another organization with a larger scope. Regarding the intersections, they have not yet been selected - we hope to select the intersections taking into account a number of considerations. Considerations could include: geographic diversity, complexity, type of traffic control device. If the selected solution has technological requirements or minimums to the selection of intersections, that will also be taken into consideration.

Ema Yamamoto (2015-12-17 15:42:01)

Below is a question received via email:
Q:"[Do] you have any deadline in terms of time for the 23rd?"

A: Yes, all proposals must be submitted by 5pm Eastern on 12/23 to be considered.

Question (2015-12-17 20:16:31)

What is the time frame for completing the scope of work? We can anticipate the work would begin in early 2016. When do you require a final product?

Ema Yamamoto (2015-12-17 22:53:28)

The funder requires a payment schedule in the scope of work for invoices to be paid within the first six months of 2016. That being said, as you see fit, please propose the time frame needed to implement your solution.

Question (2015-12-17 20:20:17)

Does the city have a sample frame that can be used for a survey? That is, does the city have a database with a list of addresses, phone numbers, and/or email addresses of Philadelphians?

Ema Yamamoto (2015-12-17 22:58:43)

No - if a survey is to be implemented, we would ask the vendor to conduct recruitment and/or purchase the needed contact information data.

There is, however, data on Open Data Philly on Property Assessments which includes a property owner's name and mailing address. This data is available here:
https://www.opendataphilly.org/dataset/opa-property-assessments
This data does not include information on individuals living in a property who are not the owner (renters, for example).

Question (2015-12-17 20:24:09)

Do you have a final product requirement? Do you require a final written report?

Ema Yamamoto (2015-12-17 23:00:31)

The only requirement is that the information collected be easily accessible and provide user-friendly ways to aggregate, visualize and analyze the data. If you would like to propose a final written report as part of your solution, you are more than welcome to do so.

Susancd (2015-12-17 21:34:23)

Approximately how many intersections do you expect will be identified for data collection and analysis?

Ema Yamamoto (2015-12-17 22:27:30)

As you see fit, please propose the number of intersections and your rational to taking on this number of intersections. If your solution has a limitation on the type of intersection, please state this in your proposal.

If you would like more information on total numbers of intersections in Philadelphia and types of controls, please see our data sources on OpenDataPhilly -
https://www.opendataphilly.org/dataset/intersection-controls

Crash data is also available here - https://www.opendataphilly.org/dataset/vehicular-crash-data

Matthew Carney (2015-12-17 22:48:09)

1) In order to make the street user data useful for the City, is an objective to analyze specific sub-audiences as well? For example, comparing familiarity of traffic rules by gender, age, neighborhood etc.?
2) Once the City has the data in easily-accessible / user-friendly format, what does "success" look like for the City moving forward?
3) Given the intersections have not yet been selected, is the City planning on selecting them before collecting data or is it planning on using the data to help select the intersections?

Ema Yamamoto (2015-12-17 23:24:30)

1) The applicant is welcome to propose this functionality as part of the solution submitted for consideration.

2) Success in terms of this project is to provide the City with the information collected in an easily accessible manner and provide user-friendly ways to aggregate, visualize and analyze the data and that the solution's methodology can be replicated by a third party to derive performance assessments for future traffic safety initiatives. Moving forward, definitions of success will depend partially on the information gathered in this project.

3) The City prefers to work with the successful vendor to select intersections prior to collecting the data given a solution's technological limitations and the City's desire for a diverse set of intersections. However, unforeseen circumstances can come up and the original intersections could change during the project.

Ema Yamamoto (2015-12-21 20:37:43)

Below is a question received via email:
Q: "As my team and I are discussing the RFP, the question's come up as to whether or not we would be able to access directly the city's live traffic cameras - any info on how this would potentially work?"

A: As you see fit, please propose the technology requirements you would need the City to provide in order to carry out your solution or the type of equipment you would like to provide to carry out your solution. If a particular vendor is selected with limitations to type and location of intersections due to technology, we will work with the vendor to select intersections.

Ema Yamamoto (2015-12-22 20:05:23)

Below is a question received via email:

Q: "What does the city want to cover with $32k. Do they want a software or hardware? And if it's a software they are thinking if there are any others additional costs for further analysis of data, is there a possibility to get more money from the city in the future for that?"

A: Please propose the solution (software, hardware, or other) that you believe will answer the objective of this RFP - to collect data around either one or both of the following:

1. What traffic rules and regulations Philadelphians do and do not understand. The City is interested in learning if Philadelphians are familiar with the following:

The citywide speed limit;
How to act around different types of bicycle infrastructure;
The importance of yielding to pedestrians;
How to pass school buses; and
Other fundamental rules of the road.

2. What unsafe or illegal traffic behaviors are being engaged in at identified intersections, including risky behavior that does not result in traffic crashes.

In addition, the proposed solution should make the information collected easily accessible and provide user-friendly ways to aggregate, visualize and analyze the data. Furthermore, the chosen vendor should provide a methodology which can be replicated by a third party to derive performance assessments for future traffic safety initiatives.

Regarding additional funding - this is the only funding available at this point in time.