

PHARE Advisory Group Consultant Request for Information (RFI)-Communications & Marketing

A. Introduction and Statement of Purpose

The City of Philadelphia Office of Homeless Services (OHS), in partnership with the PHARE Advisory Group, is seeking proposals for professional consulting services (“Consultant”) to assist the PHARE Advisory group and the Office of Homeless Services to help develop a comprehensive communication plan and marketing strategy to help increase access to homeless prevention, services and other housing assistance resources in a culturally appropriate manner for Latinx/Hispanic and Limited English Proficiency (LEP) communities.

B. Project Background

OHS was awarded a one-year grant to address the multifaceted issue of homelessness in the Latinx and other Limited English Proficiency (LEP) Communities. The project’s goals that we are seeking to achieve are to:

- Assess existing communications in the homeless services system for efficacy and accessibility to the identified communities.
- Develop a culturally appropriate communication strategies for the Philadelphia homeless system.
- Develop a strategy to make the homeless system more accessible to undocumented immigrant residents.
- Develop a strategy to expand cultural considerations when offering training and services to victims of domestic violence from the Latinx community and limited English Proficient Individuals (LEP).
- Create a marketing campaign around homelessness prevention and other housing assistance that reaches Latinx and Limited English Proficient (LEP) communities throughout Philadelphia.
- Develop a plan for future funding to support this work, and to expand on this, which should include, but is not limited to future PHARE grants.

In collaboration with OHS and the PHARE Advisory Group, the Consultant will lead the efforts to create the strategy and the plan to achieve these goals. The ideal candidate will be fluent in Spanish.

C. Project Timeline & Deliverables

In collaboration with the PHARE Advisory Group, OHS requires completion and delivery of the services and tangible work products/deliverables listed below. Applicants may propose

additional or revised tangible work products but should explain why each is necessary to achieve the project objectives.

September/October:

- Review all public documents to develop a marketing plan for Latino/Hispanic and Limited English Proficiency (LEP) communities for homeless prevention and other crisis housing assistance resources.
- Develop a marketing plan for Latino/Hispanic and Limited English Proficiency (LEP) communities for homeless prevention and other crisis housing assistance resources.
- Develop a strategy to make the homeless system more accessible to undocumented immigrant residents.

November/December:

- Incorporate feedback from the PHARE Advisory group into the strategy/plan detailing comprehensive strategies.
- Refine efforts and collaborations needed to develop the communications strategy.
- The consultant will present the final plan to the Roadmap to Homes board, PHARE Advisory Group and OHS in December 2022.

D. Hours and Location of Work

The successful applicant shall be available to provide services and deliver tangible work products during the City of Philadelphia Office of Homeless Services regular business hours. The successful applicant will primarily work from their own offices, but at times may need to work and attend meetings at the OHS's office, homeless services provider organizations and other city agencies in Philadelphia. In addition, the Consultant will be expected to attend monthly meetings of the PHARE Advisory Group.

E. Reporting Requirements

The successful Applicant shall report to the OHS and the PHARE Advisory Group on a regular basis regarding the status of the project and its progress in providing the contracted services and/or products. At a minimum, the successful Applicant shall submit the following:

1. **Problem Identification Report.** Draft a report identifying the problem areas. The report should describe the problems and their impact. It should list choices with advantages and disadvantages of each and include Contractor recommendations with supporting rationale.

2. **Final Contract Reporting.** A final report will be provided by the Contractor to OHS within 3 weeks of the end of the contract period. The final report should summarize, in detail, the work plan activities accomplished throughout the duration of the contract. In addition, any recommendations going forward.
3. A **monthly invoice** detailing the services and/or products provided, the goals/tasks accomplished, and the associated costs. If hourly rates are charged, the invoice must also detail the number of hours, the hourly rate, and the individual who performed the service.

F. Registering A Business

Contract award will be conditional based on ability to meet the requirements of the City of Philadelphia general provisions. If selected, the applicant must have a business privilege license or city tax ID before being awarded the contract. If the applicant is a nonprofit, they will need to have a 501c3 in good standing. For more information about doing business with the City of Philadelphia the applicant should visit the following website, <https://business.phila.gov/doing-business-with-the-city/>.

G. Cost Proposal

(OHS) will not accept proposals for more than \$32,000. Applicants must provide a detailed cost proposal using **The Budget Form –(see Attachment)**, with a line-item breakdown of the costs for specific services and work products proposed. Cost proposals must be “fixed price” proposals. The proposed price must include all costs that will be charged to the City for the services and tangible work products the Applicant proposes to perform and deliver to complete the project. Travel will be reimbursable through this contract.

The successful Applicant shall receive payment following timely submission of invoices that are approved in the number and form established by (OHS). All payments are contingent upon satisfactory performance of the terms and conditions of the contract. All payments shall be by checks drawn by the City of Philadelphia Treasurer. Payments shall also be made upon submission of supporting documentation to OHS’s Fiscal Unit for approval. Invoices will be reconciled monthly, and adjustments may be made in accordance with a payment schedule that is incorporated into the contract. Contract funds will be payable monthly.

H. Organization and Personnel Requirements

Applicants shall provide information sufficient to demonstrate the following:

1. Organization structure: the management, administrative, or project staff structure; whether non-profit or for-profit; the State where incorporated or otherwise organized.
2. Organization history and experience: years of experience; experience with projects of similar size or scope.
3. Expertise of personnel.

4. Ability to attend meetings with OHS staff, the PHARE Advisory Group, housing and service providers; persons experiencing homelessness, and other key stakeholders

The proposal must identify all personnel who will perform work on the project, by education level, skill set (described in detail), language proficiency, experience level, and job title. Resumes of all personnel so identified should be included in Applicant's proposal.

I. Proposal Format

Applicants are required to submit electronic responses. **The electronic copies of proposals must be submitted to MaryBeth Gonzales, Deputy Director at marybeth.gonzales@phila.gov by August 17th, 2022 due by close of business.**

Proposals submitted after this deadline will not be accepted.

- Proposals must be typed on 8-1/2 inch by 11-inch white paper with all pages numbered and either 1 ½ spaced or double-spaced. Single spaced proposals will not be accepted.
- Proposals or proposal components will not be accepted via facsimile (fax) transmission.

J. Proposal Content

1. **Applicant Background, Profile, Qualifications, and Relevant Experience - (Maximum 1000 words, Minimum 500 words)** Provide a narrative description of the Applicant itself, including the following: Have you worked with homeless and social service providers before;- and if so, how? Field experience. Community engagement experience. Communications expertise. Experience developing, implementing, and evaluating communications plans across multiple audiences. Experience with print and electronic collateral including, but not limited to, newsletters, websites, brochures, etc. Languages spoken. Experience working with Limited English Proficiency (LEP) communities, etc.
 - a. Applicant's business identification information, including name, business address, telephone number, website address, and federal taxpayer identification number or federal employer identification number.
 - b. A primary contact for the Applicant, including name, job title, address, telephone and email address;
 - c. A description of Applicant's business background, including, if not an individual, Applicant's business organization (corporation, partnership, LLC, for profit or not for profit, etc.); whether registered to do business in Philadelphia and/or Pennsylvania, -:country and state of business formation,-; number of years in business,-; primary mission of business,-; significant business, experience,-; whether registered as a minority-, woman-, or disabled-owned business or as a disadvantaged business and with which certifying agency,-; and any other information about Applicant's business organization that Applicant deems pertinent to this RFI.

- d. If any minimum qualifications for performance are stated in this RFI, Applicant must include a statement confirming that Applicant meets such minimum requirements.
- e. Provide a statement of qualifications and capability to perform the services sought by this RFI, including a description of:
 - i. Relevant experience with projects that are similar in nature, to that which is the subject of this RFI.
 - ii. Barriers identified when performing similar work in other jurisdictions, and if and how they were overcome.
 - iii. Advising the provider community on strategies to improve the service outcomes of marginalized communities and build trust within those communities.
 - iv. How to message marginalized communities how to access the homeless system.

2. **Project Understanding – (Maximum 500 words, Minimum 200 words)**

Provide a brief narrative statement that confirms Applicant’s understanding of, and agreement to provide, the services and/or tangible work products necessary to achieve the objectives of the project that is the subject of this RFI. Applicant shall describe how the Applicant’s professional experience will benefit the project. Add language around marketing, hiring, funding and contingency planning

3. **Proposed Scope of Work – (Minimum 1500 words)**

Describe the applicant’s approach, strategy, implementation plan, cost proposal, timeline, proposed activities and services, and tangible work products consistent with the scope of services outlined in Section II, “Scope of Work” of this RFI. At a minimum, the scope of work should include:

- a. A proposed work plan and timeline identifying proposed activities/services and tangible work products/deliverables, and the cost of the activities and deliverables
- b. The personnel who will perform work on the project, including names, job title, experience level, and skill set (described in detail)
- c. A description of how Latinx and LEP community stakeholders and households experiencing homelessness will be consulted in the process of developing recommendations.

4. **Budget Form - (Attachment)** – Complete and attach a detailed budget form, detailing the specific cost for each service, tangible work product, and other costs related to completing the scope detailed on this RFI.

5. **Sample Work Products** – Attach one (1) sample report that provides examples of specific actionable recommendations made to other diverse stakeholder groups, collaboratives, communities, or jurisdictions.

6. References – Provide at least two (2) references, preferably for projects that are similar in type, scope, size and/or value to the work sought by this RFI. If applicable, Applicant should provide references for projects with other municipalities that are similar in size to the City of Philadelphia. For each reference, include the name, address, email address, and telephone number of a contact person.
7. Applicants are urged to apply online. If submitting this application by mail, there may be a delay in processing.