

**City of Philadelphia  
Office of Innovation and Technology  
with  
Office of Transportation, Infrastructure, and  
Sustainability**

**REQUEST FOR IDEAS (RFI)  
Using City Assets to Advance Digital Equity**

*This document is a Request for Ideas (RFI) about how the City can make its public assets available through private partnerships and generate either services or revenue to support digital equity goals. The City will use the information from this RFI as the basis for further discussion and potentially either a Request for Proposals (RFP) or a Master Services Agreement (MSA). Entities responding to this RFI should read this document carefully and follow the guidance for submitting ideas.*

**Office of Innovation and Technology**

**James F. Kenney, Mayor**

**Mark Wheeler, Chief Information Officer, Office of Innovation and Technology**

**Michael Carroll, Deputy Managing Director for Transportation, Infrastructure, and  
Sustainability**

## 1. Response Calendar

Release of Request for Information (RFI)	August 4, 2022
Informational Session (Registration required)	September 1, 2022 at 3:00 p.m. (Local Philadelphia Time) – Register <a href="#">HERE</a>  September 8, 2022 at 10:00 a.m. (Local Philadelphia Time) – Register <a href="#">HERE</a>
Deadline for questions, requests for clarification, or requests for additional information (email <a href="mailto:Juliet.Fink-Yates@phila.gov">Juliet.Fink-Yates@phila.gov</a> and <a href="mailto:Gayle.Ruggeri@Phila.gov">Gayle.Ruggeri@Phila.gov</a> )	September 9, 2022 by 5:00 pm (Local Philadelphia Time)
City Responds to Questions <a href="https://www.phila.gov/rfp/additional_opportunities">https://www.phila.gov/rfp/additional opportunities</a>	September 16, 2022
Responses to RFI Due Email <a href="mailto:Juliet.Fink-Yates@phila.gov">Juliet.Fink-Yates@phila.gov</a> and <a href="mailto:Gayle.Ruggeri@Phila.gov">Gayle.Ruggeri@Phila.gov</a>	September 30, 2022 by 5:00 pm (Local Philadelphia Time)

## 2. Administrative Overview

The *Office of Innovation and Technology (OIT)* is the City's central IT organization, overseeing technology operations and infrastructure for the City and also leading public-facing technology initiatives. The *Office of Transportation, Infrastructure, and Sustainability (OTIS)* manages the City's physical infrastructure and assets and seeks new ways to create efficiencies with them.

On behalf of the City of Philadelphia, these offices seek ideas from the private marketplace and the public and/or educational sector that will support digital equity goals in exchange for the use of existing public assets. The City envisions that resulting public/private partnerships would offer services and/or a revenue model that would help Philadelphia address our digital divide challenge.

## 3. Purpose of Request for Ideas (RFI)

The City of Philadelphia's [Digital Equity Plan](#) lays out a strategy to increase access to internet connectivity and devices while also seeking to increase the digital literacy of our population. Based on our recent report, [Connecting Philadelphia: 2021 Household Internet Assessment Survey](#), 16% of Philadelphia households remain without wired home broadband and this number increases significantly in lower-income neighborhoods. Access to low-cost internet, devices, and digital skills are all needed to address this inequity and a sustainable source of funding will be necessary to ensure the City can offer a suite of digital equity programs to support the goals in the Digital Equity Plan. The City

is interested in addressing its digital divide through creative public-private partnership models that offer the use of publicly owned assets to the marketplace in exchange for revenue generation and/or service provision directed toward digital equity goals. For example, how might outside entities use City assets to advance their own business mission while also generating a continuous revenue stream to the City to fund digital equity programs. Similarly, how might these assets be used to expand Philadelphia's options for quality internet connectivity?

The goal of this RFI is to develop ideas and opportunities around city assets to accelerate Philadelphia's efforts to address digital equity in a way that is more equitable, just, and resilient.

### 3. Request for Ideas (RFI)

The City seeks information and ideas to understand any use of existing assets outlined in Section 4 as a platform to improve low-cost wireless networks, public safety, public infrastructure maintenance, energy efficiency, public space management, transportation and quality of life for the residents and businesses of Philadelphia.

Listed below are some examples of capabilities or use of assets that may be of interest to business entities and impact investors and could support a long-term digital equity strategy. Proposed solutions should be designed to allow for adapting, upgrading and integrating additional functionality. The list is not intended to be exhaustive and the City is interested in new and innovative ideas that we may not be aware of that our public assets could be used for.

- **Free, or low-cost, high-speed wireless networks:** Wi-fi that would support communities with lower rates of internet access, mobile/flexible workers and improve overall lifestyles in the form of greater productivity and services, community mesh networks or fixed wireless networks that provide low-cost services to the home.
- **Digital Advertising:** ability to use assets for advertising or marketing.
- **Intelligent Infrastructure:** sensor technology for edge computing and processing or for simple relay of data in real time including but not limited to:
  - **Transportation Analytics:** technologies that can detect changes in traffic flows, pedestrian and cyclist activity, parking availability.
  - **Infrastructure Monitoring:** detection and monitoring of critical infrastructure such as roads, bridges, airports, water, and power systems.
  - **Public Space Management:** analysis of the use of public spaces for better programming of events, wayfinding for tourists, maximizing location value for street vendors, etc.

- **Delivery and Parking Analytics and Payment:** analysis of the use of loading zones and sidewalks for deliveries as a means to program and develop pay as you go model for use of public rights-of-way for deliveries to obviate inefficient processes for permits and parking fines.
- **Public Safety:** Addition of A/I or machine learning enabled sensors to cameras setup exclusively to enhance public safety to potentially trigger alerts when an illegal activity is recorded such as short dumping or a break-in.
- **Street, Park or Campus Lighting Controls:** Dynamic lighting systems that can be controlled remotely, react to citizens, provide valuable data, and/or reduce energy costs

The City is open to piloting solutions in specific areas within the City.

#### 4. Potential Public Assets

**Buildings and Facilities:** The primary focus of this RFI is around use of city-owned assets. The City is interested in ideas for use of city-owned facilities, buildings, and other infrastructure. There are several hundred facilities listed in the City's Facility Map application found here: <http://city-assets-viewer.s3-website-us-east-1.amazonaws.com/>. Facilities include parks and recreation buildings, libraries, public safety and public health buildings, transit stations and parking lots, city office buildings, and more. Respondents can use this Facility Map application to see exactly where facilities are located, the facility dimensions, and the type of facility available. Respondents can use this tool to select from a range of possible assets of interest in their response. The City is also interested in learning what other facilities not provided at this time would be of interest as well.

The City is open to the idea of providing access to **additional assets** that strengthen the potential for a solution to deliver revenue and public value. Providers are encouraged to be creative and consider a diverse array of potential uses such as public wi-fi, public safety, and the use of sensor technology to support various IoE (Internet of Everything) devices. Assets managed by separate utilities or that are not managed or owned by the City of Philadelphia (such as School District of Philadelphia buildings) are not included in this RFI. We acknowledge that they exist and may offer additional value. Although these additional assets cannot be assembled or offered at this stage, the City may work to assemble information about these assets and potentially make them available if the solution merits their use. The City is interested in receiving ideas through this RFI that may include these other assets or stitching assets together with the facility assets we have assembled at this stage. These other assets might include:

- Electric Utility Systems
- Street Lighting
- Water Utility Systems
- Gas Utility Systems
- Traffic Systems
- Bus-Rail Systems

- Parking Systems
- Waste Management Systems
- IT Communications: wired and wireless networks
- Tourism
- Vehicle fleets

Responses to this RFI will help guide the City in drafting any subsequent Request for Proposals (RFP). However, this RFI does not commit the City to draft and post an RFP or to award any contracts. This RFI and the process it describes are proprietary to the City and are for the sole and exclusive benefit of the City. No other party, including any Respondent, is intended to be granted any rights under this RFI. Any response, including written documents and verbal communication, by any Respondent to this RFI, shall become the property of the City and may be subject to public disclosure by the City, or any authorized agent of the City.

## 5. Submitting a Response

### 5.1 RFI Contact Information for Questions, Requests for Clarification

All questions (see RFI Question Template Exhibit) and requests for clarification concerning this RFI must be in writing and submitted via email no later than 5:00 pm, Local Philadelphia Time, on Friday, September 9, 2022.

Juliet Fink-Yates

Office of Innovation and Technology

[Juliet.Fink-Yates@phila.gov](mailto:Juliet.Fink-Yates@phila.gov)

Gayle Ruggeri

Office of Innovation and Technology

[Gayle.Ruggeri@Phila.gov](mailto:Gayle.Ruggeri@Phila.gov)

Responses to questions and requests for additional information shall be at the sole discretion of the City. Any additional information and/or responses to questions will be posted only on the City's website at [https://www.phila.gov/rfp/additional opportunities](https://www.phila.gov/rfp/additional_opportunities). No additional information and/or responses to questions will be sent by email. Nothing in this RFI shall create an obligation on the City to respond to a Respondent submitting a response.

The City may, in its sole discretion, issue addenda to this RFI containing responses to questions, clarifications of the RFI, revisions to the RFI or any other matters that the City deems appropriate. Addenda, if any, will be posted on the City's website at [https://www.phila.gov/rfp/additional opportunities](https://www.phila.gov/rfp/additional_opportunities). It is the Respondent's responsibility to monitor this site for Addenda and to comply with any new information.

Oral responses made by any City employee or agent of the City in response to questions or requests for information or clarification related to this RFI are not binding and shall not in any way be considered as a commitment by the City.

If a Respondent finds any inconsistency or ambiguity in the RFI or an addendum to the RFI issued by the City, the Respondent is requested to notify the City in writing by the above deadline for questions and requests for information or clarification.

The City will host two Information Sessions to provide information about the RFI and to offer an additional opportunity for questions and discussion. Registration will be required for these sessions and the links to register can be found in Section 1. Response Calendar. Should there be any updates or changes to these sessions, it will be posted as an addendum to the RFI.

## 5.2 How to Respond

One electronic copy in machine-readable format (MS Word format or PDF) should be sent via email to [Juliet.Fink-Yates@phila.gov](mailto:Juliet.Fink-Yates@phila.gov) and [Gayle.Ruggeri@Phila.gov](mailto:Gayle.Ruggeri@Phila.gov). with the subject line "Use of Assets – First name, Last name". Please use the RFI template provided in Appendix A for your responses. Your proposal should also include:

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

It's encouraged that you limit the size of your response to approximately 10 pages including supporting documentation. **Responses must be received no later than Friday, September 30, 2022 by 5:00 PM (Local Philadelphia Time)**

## 5.3 RFI Response Contact, Review and Clarification Process

This RFI is issued with the intent to survey the industry to obtain information that provides guidance, which may subsequently be used in the preparation of a Request for Proposals (RFP) or a Master Services Agreement (MSA). To fully comprehend the information contained within a response to this RFI, the Review Committee may request further clarification in the form of brief verbal communication by telephone, written communication, electronic communication, or a presentation to the RFI Review Committee. Companies responding to this RFI shall designate a single contact within that company for receipt of all subsequent information regarding this RFI. The name of this contact will be made available to the Review Committee.

## **5.4 Use of Responses**

Anyone who does not respond to this RFI is not precluded from responding to any future solicitation issued by the City. Responses to this RFI may be used by the City to select a provider for services proposed. Responses may also be used to assist OIT in gathering information for planning purposes, and for purposes of identifying sufficient resources for an implementation initiative.

The City does not intend to announce any further actions taken pursuant to this RFI. If any such announcements are made, at the sole discretion of the City, those announcements will be posted with the original RFI. In some cases, at the City's sole discretion, the City may issue an RFP. Any and all contracts related to any use of a City asset/facility will be awarded through a RFP/concession process. The City will notify Respondents to this RFI in the event a RFP has been posted on the City's website.

The City will notify you if additional information is required in order to evaluate your response to this RFI. Absent such follow up from the City, we respectfully request that Respondents refrain from requesting additional information on the status of this RFI. In order to protect the integrity of the City's procurement process, City personnel will not respond to requests for additional information on the status or outcome of this RFI, other than as described above.

## **5.5 Confidentiality and Public Disclosure**

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

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

## **5.6 Rights and Options Reserved**

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

1. Decline to consider any response to this RFI ("Response"); cancel the RFI at any time; elect to proceed or not to proceed with discussions or presentations regarding its subject matter with any Respondent and with firms that do not

respond to the RFI; to reissue the RFI or to issue a new RFI (with the same, similar or different terms);

2. Select a COTS package from a vendor that does not respond to this RFI, or elect not to proceed with any procurement;
3. Waive, for any response, any defect, deficiency or failure to comply with the RFI if, in the City's sole judgment, such defect is not material to the Response;
4. Extend the Submission Date/Time and/or to supplement, amend, substitute or otherwise modify the RFI at any time prior to the Submission Date/Time, by posting notice thereof on the City web page(s) where the RFI is posted;
5. Require, permit or reject amendments (including, without limitation, submitting information omitted), modifications, clarifying information, and/or corrections to Responses by some or all Respondents at any time before or after the Submission Date/Time;
6. Require, request or permit, in discussion with any Respondent, any information relating to the subject matter of this RFI that the City deems appropriate, whether it was described in the Response to this RFI;
7. Discontinue, at any time determined by the City, discussions with any Respondent or all Respondents regarding the subject matter of this RFI, and/or initiate discussions with any other Respondent or with vendors that did not respond to the RFI;
8. To conduct such investigations with respect to the financial, technical, and other qualifications of the Respondent as the City, in its sole discretion, deems necessary or appropriate;
9. Do any of the foregoing without notice to Respondents or others, except such notice as the City, in its sole discretion, may elect to post on the City web page(s) where this RFI is posted.

This RFI and the process described are proprietary to the City and are for exclusive benefit of the City. Upon submission, responses to this RFI shall become the property of the City, which shall have unrestricted use thereof.

## **5.7 Public Disclosure**

By submitting a Response to this RFI, Respondent acknowledges and agrees i) that the City is a "local agency" under and subject to the Pennsylvania Right-to-Know Law (the "Act"), 65 P.S. §§ 67.101-67.3104, as the Act may be amended from time to time; and ii) Responses may be subject to public disclosure under the Act. In the event the City receives a request under the Act for information that a Respondent has marked as



confidential, the City will use reasonable efforts to consult with Respondent regarding the response and, to the extent reasonably practicable, will give Respondent the opportunity to identify information that Respondent believes to be confidential proprietary information, a trade secret, or otherwise exempt from access under Section 708 of the Act.

Notwithstanding anything to the contrary contained in this RFI, nothing in this RFI shall supersede, modify, or diminish in any respect whatsoever any of the City's rights, obligations, and defenses under the Act, nor will the City be held liable for any disclosure of records, including information that the City determines in its sole discretion is a public record and/or information required to be disclosed under the Act.

# Appendix A: RFI Response Template

**1. General Information**

1.1	Firm Name:	
1.2	Street Address:	
1.3	City, State, Zip:	
1.4	Primary Business:	
1.5	Point of Contact:	
1.6	Title:	
1.7	Phone:	
1.8	Email:	
1.9	Willing to make a presentation for City, if requested?	Yes No
1.10	Parent Company (PC) Name:	
1.11	PC Street Address:	
1.12	PC City, State, ZIP:	

**2. Proposal**

**2.1.** Please describe your solution and how your organization would address some or all of the points outlined in the RFI. Please include proposed uses, capacity, and/or services proposed to be delivered. Please provide a comprehensive list of assets your solution would use, repurpose, or want to access. Please provide additional information you would need about the assets in order to facilitate use (this can be one, some or all).

**2.2** Does your solution require additional in-kind City resources (e.g. staff time, technology, access to other city-owned assets, engineers, inspectors, etc.)?

**2.3** Please provide a list of what you view as the City’s optimal responsibilities versus what your organization would provide?

**2.4** Explain how your proposed solutions might generate revenue? What types of revenue generation models would you propose? If you have had prior experience working with local governments to monetize their assets, provide examples describing the assets and the amount of annual revenue generated.

**2.5** If your solution is for in-kind services for use of the assets, provide information about the low-cost or no-cost value it could provide to the city in exchange for assets

**2.6** Explain how your proposed solution benefits the City and its residents?

**2.7** Has your solution ever been implemented before? If yes, please list where your solution has been implemented and the results of each deployment.

**2.8** Would you need to partner with any other organizations or firms to deliver your solution to Philadelphia? If so, do you need support identifying potential partner organizations?

**2.9** Based on your understanding of the scope of this project, what challenges or areas of concern do you have?

**2.10** What additional information should be included this RFI?

**2.11** What would the financial model of your proposal look like?

**2.12** How would you describe your business/organization? (size, minority or women owned business, history)

**2.13** Please propose a timeline for the completion of the project.

**2.14** Would you be open or recommend piloting the proposed solution within certain areas of the city at first? If so, please elaborate.