

Office of the Director of Finance – Budget Office

REQUEST FOR PROPOSALS FOR SMALL ORDER PURCHASE

FOR COMMUNITY OUTREACH AND ENGAGEMENT

RESPONSE DEADLINE:

No later than 5 pm Local Philadelphia Time on *Friday October 22, 2021*.

SUBMISSION REQUIREMENTS:

All proposals must be submitted electronically to the correct contract opportunity established for this RFP (identified by opportunity number) through **eContract Philly** at <https://philawx.phila.gov/econtract/>

M/W/DSBE Solicitation:

The City values diversity, equity and inclusion and actively solicits, Minority-, Women- and Disabled-Owned Businesses (M/W/DSBE). Visit the Office of Economic Opportunity website <https://www.phila.gov/departments/office-of-economic-opportunity/> for more information.

Jim Kenney, Mayor

Rob Dubow, Finance Director, Office of the Finance Director

The City of Philadelphia

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1. INTRODUCTION

1.1 Values

The City of Philadelphia values **diversity, equity, and inclusion**, and seeks to provide increased access to contracting opportunities for local, Minority-, Women- and Disabled-Owned Businesses (M/W/DSBE), Small Business Enterprises (SBEs), and alternative diverse businesses registries recognized by the City.

IF ELIGIBLE, YOU ARE ENCOURAGED TO:

- ✓ Apply for **Local Business Entity** (LBE) certification with City’s Procurement Department. If you provide your LBE status and/or promise to have a Local Impact, this must be used as a positive factor in evaluation and potential selection. Additionally, some opportunities are exclusively reserved for LBE certified businesses.
- ✓ Register as a **M/W/DSBE** certified businesses with the City’s Office of Economic Opportunities (OEO) Registry. The City and prime contractors use this registry to find and solicit diverse vendors for contracts and subcontracts.

M/W/DSBEs, **alternative Diverse Businesses recognized by the City**, vendors participating the Rebuild Emerging Vendors Program, and LBEs are encouraged to respond directly to this RFP

1.2 Contracting with the City of Philadelphia

The City of Philadelphia (“the City”) has two primary categories of contract opportunities:

PROFESSIONAL SERVICES

Includes consulting, legal or creative services and other service types

PROCUREMENT

Includes supplies and equipment and public works

Consistent with our values, the City requires that all contractors and subcontractors be in compliance with our laws, regulations, and polices, including:

1

City business licenses and permits requirements

2

Payment of City taxes or other indebtedness owed to the City

3

Compliance with the City’s Antidiscrimination Policy established under Executive Order 03-12

4

Compliance with Philadelphia 21st Century Minimum Wage and Benefits Ordinance

Please closely review the City's contract attachments including the standard terms and conditions. Any contract resulting from this RFP will incorporate and be governed by these documents. **You must raise any objections to these standard terms and conditions in your proposal. Objections are not favored and may be weighed against your proposal and negotiation of proposed objections may extend the contracting time. Additionally, the City need not consider later-raised objections.**

1.3 Contacting Us

For technical questions or concerns connected to this RFP, email eContractPhilly@phila.gov or call (215) 686-4914.

- Please note the phone number provided is not a live helpline.
- Allow for enough time prior to any application deadline to receive a response to your request. The City will not extend a deadline even if it has not responded to your question or request.

2. SERVICES WE ARE LOOKING FOR

2.1 Overview

Department Issuing	<p>The Office of Director of Finance is responsible for the financial, accounting, and budgeting functions of the executive branch. The Budget Office, within this Office of the Finance Director prepares and monitors the annual operating and capital budgets for the City of Philadelphia. The Budget is comprised of three divisions: Operating Budget, Capital Budget, and Analysis and Communications. The Capital Budget Division is responsible for the preparation of the annual Capital Budget and six-year Capital Program as well as the day to day fiscal management of the Capital budget. The Capital Budget represents the long-term financial investments in municipal assets such as police and fire stations, libraries, recreation centers, and parks.</p>
Term	<p>The term of the contract is expected to start on or about November 15, 2021, and last one year.</p> <p>The City may, at its sole option, amend the Contract to add up to three (3) additional terms, each not to exceed one year.</p>
Compensation	<p>Compensation cannot not exceed a total of \$50,000.</p>
Local Business Criteria	<p>Both Local Impact and certified Local Business Entity status can be considered positive factors in evaluation. Local Impact is considered employing City residents or performing work in the City.</p>
Services	<p>Through this RFP, the City is seeking a contractor to perform the following services:</p> <p>Create deep and meaningful community engagement by conducting comprehensive outreach in traditionally underserved communities in the City of Philadelphia to ensure that their voices are included in a meaningful way in this landmark initiative, Participatory Budgeting. Participatory Budgeting (PB) is a democratic process in which community members directly decide how to spend part of a public budget. PB gives people real power to make real decisions over real money.</p>

2.2 Project Details

Services

<p>Overall goals and objectives</p>	<p>To collect ideas and get participation from as many underrepresented community members as possible to maximize their voices in the City's Participatory Budgeting process. The City seeks a minimum of 250 ideas submitted and 10,000 votes cast from Philadelphians with an emphasis on ideas and votes coming from communities identified by the Re-Imaging Philadelphia Steering Committee. The Steering Committee is comprised of a group of residents who applied to participate, community members on City advisory boards, and City employees from relevant departments, boards, and commissions. Together they have worked to guide the City's Participatory Budgeting pilot project.</p> <p>The Steering Committee elected to facilitate a process that would engage as many people as possible within the City of Philadelphia - anyone who would be interested in The People's Budget process should be included in outreach, as appropriate for each phase. Given the potential scope of outreach and engagement across the city, the Steering Committee decided that outreach generally should focus on engaging community members in communities of most need (e.g., have not benefited from capital investments in recent years) and communities most impacted by deindustrialization, redlining, the War on Drugs, overcriminalization, poverty, high rates of COVID-19, and other factors. The Steering Committee developed a Participatory Budgeting Rulebook (see <i>Appendix A</i>), which provide additional information on the desired engagement approach.</p>
<p>Tasks, milestones, or deliverables</p>	<p>Phase: Idea Collection (November 2021 – January 2022)</p> <ul style="list-style-type: none"> • Conduct outreach in multiple languages and through diverse avenues • Schedule outreach events (in-person or online) in as many communities and accessible locations as possible, • Ensure an inclusive experience and to facilitate attendance.



	<ul style="list-style-type: none"> • Create materials (posters, postcards, handouts, etc.) explaining participatory budgeting and the purpose of outreach. • Recruit volunteers and facilitators for outreach, facilitation, and engagement. • The vendor may also suggest other engagement strategies. <p>Phase: Proposal Development (January 2022 – April 2022)</p> <ul style="list-style-type: none"> • Develop concrete proposals with ideas collected from outreach. • Create a sorting process (website, spreadsheet template, dashboard, etc.) for proposals so they fall into thematic committees (i.e., parks, violence reductions, etc.) • Recruit members from underrepresented communities to lead committees and/or act as facilitators and budget delegates. • Work with City of Philadelphia departments. • Create and provide guidance to rank proposals taking community needs and equity into account. <p>Phase: Voting (May 2022)</p> <ul style="list-style-type: none"> • Plan successful voting events by identifying strategic locations. • Ensure locations are accessible in terms of location and design. • Ensure voting events are in-person, digital and/or online voting. • Develop a successful outreach (Get Out the Vote) strategy to engage many people (including unrepresented communities). • Create and prepare ballots, voter surveys. • Announce results of winning projects. <p>Phase: Process Evaluation (June 2022)</p> <ul style="list-style-type: none"> • Work with an evaluation partner to assess inclusion and achievement of process goals. • Conduct public feedback survey and/or sessions. • Conduct Steering Committee feedback survey and/or sessions. • Provide an evaluation report to the Budget Office.
<p>Organization and personnel requirements</p>	<p>Must be experienced in conducting deep and meaningful engagement and outreach in Philadelphia’s underrepresented communities.</p>



Technological requirements	Must have access to digital and non-digital tools for engagement and outreach efforts.
Reporting requirements	Weekly or bi-weekly emails with Participatory Budgeting Specialist; Monthly meetings with Budget Office leadership; 1-2 Meetings with Steering Committee. Final report summarizing the engagement conducted and metrics achieved related to the key milestones of ideas solicited and votes cast.

Compensation

Applicants are required to provide a cost proposal in their response which includes:

- A line-item breakdown of the costs for the specific services and work products proposed.
- A price that includes all costs, such as administrative or fringe costs, proposed to be charged to the City.

Cost proposals typically are:

- Fixed price, where payment is not based on time or resources expended, or
- Hourly rate, where payment is based on time or resources expended.

Compensation	Not to exceed \$50,000.00 for a contract resulting from this RFP.
Cost Proposal Type	Fixed Price
Terms of Payment	Payment upon completion, or upon approval of monthly invoicing and payments.

Please note travel costs are reimbursable only if approved by the Department and in accordance with current City policies; commuting costs are not reimbursable. The City has adopted the **Federal Government Maximum Per Diem rate**.

Project Schedule

Timeline to complete all tasks, milestones, or deliverables and/or services is June 30, 2022.

3. HOW TO SUBMIT YOUR RESPONSE

3.1 RFP Schedule

RFP Posted	Tuesday, October 05, 2021
Pre-Proposal Meeting	Not applicable.
Site Visit	Not applicable.
Applicant Questions Due	Email all questions to Marisa.Waxman@phila.gov by 5 pm Local Philadelphia Time on Tuesday, October 12, 2021.
Answers Posted on <u>eContract Philly</u>	Monday, October 18, 2021.
Proposals Due	Friday, October 22, 2021, 5pm Local Philadelphia Time
Applicant Interviews, Presentations	October 25 through October 29, 2021.
Applicant Selection	November 1 through November 5, 2021.
Contract Execution	November 8, 2021.
Commencement of Work	November 15, 2021.

The above dates are estimates only. Notice of changes in the pre-proposal meeting date, time or location, and due date for Applicant questions will be posted on **eContract Philly**. **Should the Department change the** date for the Application submission, a notice/Addendum will be posted on **eContract Philly**.

3.2 What You Must Include in Your Response

Applicants **must** submit the following in response to this RFP:

1. Introduction
2. Company Profile
3. Company contact information
4. Proposed Scope of Work, addressing all items in Section 2 and describing how the Applicant will meet project requirements and relevant past experience.
5. Proposed Schedule
6. Cost Proposal
7. Project Personnel Statement of Applicant's Qualifications/Relevant Experience
8. References
9. Written Statement of Financial Capacity and at least one current financial document (audited or unaudited financial statements, bank statements or references, Form 990)
10. Stated exceptions to terms and conditions, if any, and reasons for the request
11. Local Business Certification and justification and/or documentation
12. If applicable, documentation of M/W/DSBE, Rebuild Emerging Vendors Program, City recognized alternative diverse businesses registration status,
13. LGBTQ Applicant Data (optional)

Applicant Proposed Scope of Work responses should be limited to 5 pages.

3.3 Response Requirements

Online Submission Required by the Application Deadline

You must apply online through **eContract Philly** to be considered for this contract opportunity. The City will not accept responses in any other format.

If you are not already registered with **eContract Philly**, you must first register for an account before you can apply to this opportunity. Note that each legal entity must have a separate account; you may not utilize or repurpose another entity's account for this application.

A Complete Application is Required

Please give yourself as much time as possible to start and complete your online application. The City will not consider proposals that are submitted late.

Use the Below Submission Checklist

This is a tool to help you to submit a complete, accurate, responsive, and on time application.

DOES MY RESPONSE MEET THE PROPOSAL REQUIREMENTS?

Did you submit the proposal before the stated deadline in RFP Section 3.1?	✓
Did the proposal explain how Applicant meets the goals and objectives, tasks, milestones, and deliverables, and other requirements described by the Department under "Services" in RFP Section 2.2?	✓
Does your cost proposal meet the requirements under "Compensation" in RFP Section 2.2?	✓
Does your cost proposal meet the requirements under "Project Schedule" in RFP Section 2.2?	✓
Does your proposal meet the overall format and content requirements described in RFP Section 3.2, including the page limit?	✓
If applicable, was the Local Business Certification and justification and/or documentation provided in the proposal?	✓
If applicable, is documentation for M/W/DSBE, alternative Diverse Businesses recognized by the City, and/or Rebuild Emerging Vendors Program status provided in the proposal?	✓
Did you review the entire RFP and Contract Attachments, including the Terms and Conditions?	
<ul style="list-style-type: none"> ■ Did you state any objections to these document Terms and Conditions? You must raise any objections to these standard terms and conditions in your proposal. Objections are not favored and may be weighed against your proposal; additionally, the City need not consider later-raised objections. 	✓
Was the proposal submitted electronically through eContract Philly ?	✓
Was the proposal submitted under the correct opportunity number?	✓
Was the application signed by clicking on the "submit" button at the conclusion of the eContract Philly submission process?	✓
Was the individual who signed the application an authorized signatory for the Applicant?	✓

4. HOW WE SELECT A CONTRACTOR & AWARD THE CONTRACT

4.1 Overview

After the proposal deadline, a diverse panel will review the submitted, complete and eligible proposals. In some cases, the finalists may be contacted for an interview or other final selection step. Once the department managing the RFP selects an Applicant, the Applicant will be notified and will enter into negotiations with the department.

4.2 Selection Process

Although, cost to the City is a material factor, it is not the sole, or necessarily the determining factor, in proposal evaluation. If the City chooses to make an award of a contract from this RFP, the City may, at its sole discretion, award such contract to a person or entity other than the responsible Applicant submitting the lowest price when the City determines, in its sole discretion, it is most advantageous to the City and in the City's best interest to do so.

To select an Applicant for this contract opportunity, the City uses the below standard criteria in its selection process.

1. Superior ability or capacity to meet particular requirements of contract and needs of City Department and those it serves
2. Eligibility under Code provisions relating to campaign contributions
3. Superior prior experience of Applicant and staff
4. Superior quality, efficiency and fitness of proposed solution for City Department
5. Superior skill and reputation, including timeliness and demonstrable results
6. Special benefit to continuing services of incumbent, such as operational difficulties with transition or needs of population being served
7. Benefit of promoting long-term competitive development and allocation of experience to new or small businesses, including those owned by minority or disabled persons or by women
8. Lower cost
9. Administrative and operational efficiency, requiring less City oversight and administration
10. Anticipated long-term cost effectiveness
11. Meets prequalification requirements
12. Applicant's certification of its Local Business Entity/Local Impact status pursuant to Executive Order 04-12

The Department cannot communicate with other Applicants not selected for the opportunity about their proposals until after an agreement is finalized

The Department is not obligated to debrief an unsuccessful Applicant on why we've made the decision not to select them for award.

4.3 Award

The City will post a notice on **eContract Philly** once the City decides which Applicant will be awarded the contract. There is no waiting period before the contract may be executed.

If selected for award, the Applicant will have to comply with laws, regulations, polices in order to be eligible for award of the contract and to maintain the contract after award.

WHAT ARE MY RESPONSIBILITIES IF I'M AWARDED THE CONTRACT?

Have an active Business Income and Receipts Tax (BIRT) Account Number.

REGISTER [HERE](#).

Have an active Commercial Activity License (CAL) Number

REGISTER [HERE](#)

Obtain a Philadelphia Tax and Regulatory Status and Clearance

OBTAIN A TAX CLEARANCE CERTIFICATE [HERE](#)

Meet the Campaign Contribution Disclosures Requirements

INFORMATION ON DISCLOSURE/ELIGIBILITY IS [HERE](#)

Comply with the 21st Century Minimum Wage and Benefits Ordinance

CURRENT LIVING WAGE RATE CAN BE FOUND LOCATED [HERE](#)

If applicable, comply with federal Health Insurance Portability and Accountability Act (HIPAA)

SEE TERMS AND CONDITIONS IN THE OPPORTUNITY INFORMATION