

Philadelphia City Council

REQUEST FOR PROPOSALS FOR
SMALL ORDER PURCHASE
FOR COMMUNICATIONS CONSULTANT,

RESPONSE DEADLINE:

No later than 5 pm Local Philadelphia Time on Tuesday, August 3, 2023.

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
Darrell L. Clarke, Council President, City Council
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 01-21

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 | The City Council of Philadelphia. |
| Term | The term of the contract is expected to start on or about September 2, 2023. The City may, at its sole option, amend the Contract to add up to three (3) additional terms, each not to exceed one year. |
| Compensation | Compensation cannot not exceed a total of \$50,000. |
| Local Business Criteria | 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. |
| Services | Through this RFP, the City is seeking a contractor to perform the following services: To skillfully and expertly use media (television, radio, internet, social media, and video) to communicate priorities, goals, constituent information, and other city of Philadelphia information to an ever-increasingly complex communications world that is dispersed and varied. |

2.2 Project Details

Services

Overall goals and objectives

To skillfully and expertly use media (television, radio, internet, social media, and video) to communicate priorities, goals, constituent information, and other city of Philadelphia information to an ever-increasingly complex communications world that is dispersed and varied. To harness and leverage new and existing technologies and platforms to communicate with tough-to-reach communities with unique cultural, language, and regional variety.

| | |
|--|--|
| <p>Tasks, milestones, or deliverables</p> | <ul style="list-style-type: none"> - Provide the Office with ongoing advice regarding communications, public relations, and outreach strategies to various communities in order to promote the activities of the Office; - Attend regular staff meetings to ensure awareness of ongoing needs; - Maintain a regular contact list and relationship with the press to initiate conversations regarding the Councilmember’s legislative and public advocacy efforts; - Develop press releases and additional press-related materials for the purposes of communicating Office activities and endeavors; - Help to prepare comments for various public events and interviews as needed; - Coordinate regular and special events geared towards residents and partners and improve public exposure for the Office initiatives and efforts; - Assist with communicating to targeted audiences/community groups, advocates, stakeholders, relevant local businesses, educational institutions and other potential partners; - Manage the Councilmember’s public-facing social media activities; - Refresh and provide additional content development and postings of relevant material and coverage from, and of events; - Identify new and viable platforms to utilize and integrate into any communications strategy including YouTube and others; and - Provide outreach to relevant industry blogs and information sources for the public; - Oversee the development and distribution of a quarterly newsletter through MailChimp or other distribution platform/system; and - Create and implement tactics and themes for future email marketing expansion efforts. |
| <p>Technological requirements</p> | <p>Cell phone, laptop or computer, video equipment equipped with audio capability, and graphic editing software.</p> |

Reporting requirements

Weekly reports of project completion status will be required.

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 for a contract resulting from this RFP. |
| Cost Proposal Type | Fixed price. |
| Terms of Payment | Monthly invoices 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

By the completion of this contract’s term, you’ll be expected to have boosted Councilmember Anthony Phillips’ public profile and image by skillfully and expertly using media (television, radio, internet, social media, and video) to communicate priorities, goals, constituent information, and other city of Philadelphia information to an ever-increasingly complex communications world that is dispersed and varied.

3. HOW TO SUBMIT YOUR RESPONSE

3.1 RFP Schedule

| | |
|--|--|
| RFP Posted | July 20, 2023 |
| Applicant Questions Due | July 27, 2023, 5pm Local Philadelphia Time. Must be emailed to Shirley.threadgill@phila.gov. |
| Answers Posted on <u>eContract Philly</u> | July 31, 2023 |
| Proposals Due | August 3, 2023, 5pm Local Philadelphia Time |
| Applicant Selection | August 4, 2023 |
| Contract Execution | September 2, 2023 |
| Commencement of Work | September 2, 2023 |

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

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
5. Proposed Schedule
6. Cost Proposal
7. Project Personnel Statement of Applicant's Qualifications/Relevant Experience
8. References
9. Written Statement of Financial Capacity from independent source 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. Provide the following statement: "If awarded this contracting opportunity and this contract opportunity is valued at or over \$88,000 or the amount expected to be realized by the Applicant is at or over \$88,000, the Applicant will provide all Transparency in Business disclosures required by Section 17-1402(1)(b)(.4) of the Philadelphia Code prior to contract conformance."
13. If applicable, documentation of M/W/DSBE, Rebuild Emerging Vendors Program, City recognized alternative diverse businesses registration status,
14. 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 independent Statement of Financial Capacity” and 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? | ✓ |
| Does your application provide the mandatory statement: <i>“If awarded this contracting opportunity and this contract opportunity is valued at or over \$88,000 or the amount expected to be realized by the Applicant is at or over \$88,000, the Applicant will provide all Transparency in Business disclosures required by Section 17-1402(1)(b)(.4) of the Philadelphia Code prior to contract conformance.”</i> | ✓ |
| 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](#)

***{If the awarded contract is valued at or over \$88,000}* Submit all Transparency in Business disclosures**

TRANSPARENCY IN BUSINESS REGULATIONS ARE [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