

## Mayor's Fund for Philadelphia

### Request for Proposals

#### TRAUMA-INFORMED COMMUNICATIONS TRAINING FOR THE CITY OF PHILADELPHIA

**Proposals due via email to [Marisa.Waxman@phila.gov](mailto:Marisa.Waxman@phila.gov) by Monday, December 21 at 5PM EST**

#### Statement of Purpose and Partners

The Mayor's Fund for Philadelphia ("The Mayor's Fund") seeks proposals for the design and implementation of Trauma-Informed Communications Training for the City of Philadelphia's Department of Revenue. This training is in support of the City of Philadelphia's participation in the City Accelerator Program—an initiative to promote innovation in local government, funded by the Citi Foundation and Living Cities.

The Mayor's Fund for Philadelphia is a non-profit fiscal agency that works in close collaboration with the City of Philadelphia and private sector partners to develop and implement initiatives that reflect Mayoral priorities and seek to improve the quality of life for all Philadelphians. As the program's fiscal agent, the Mayor's Fund will manage all fiduciary and contractual relationships for the City Accelerator program. The Department of Revenue and the Mayor's Office of Community Empowerment and Opportunity (CEO) serve as the project managers for this effort.

#### Project Background

The goal of the City of Philadelphia's City Accelerator Project is to (1) strengthen innovation experiments and projects that impact the lives of low-income Philadelphians; and (2) embed key elements of an innovation practice in Philadelphia city government. With this funding, Philadelphia will increase the overall impact of its efforts to use new, innovative techniques to improve the well-being of vulnerable residents.

Government services that interact with the public inevitably interact with those who have suffered or been exposed to trauma. In Philadelphia, 26.3 percent of residents live in poverty, which is the highest among the nation's 10 largest cities. The City of Philadelphia recognizes the prevalence and impact of trauma, its relationship to poverty, and its effect on taxpayer and water customer health, mental health, and response to government communications. The City hopes that by being attentive to the experiences of Philadelphians when it interacts with its customers that it may avoid re-traumatization and increase positive outcomes and customer satisfaction.

#### Statement of Work

The Department of Revenue collects taxes, water charges, and other fees and fines to provide funding for schools and City services. Generally, communications between the Department of Revenue and its customers involve situations that by their nature are likely to be stress causing due to the subject

matter. The Department wants to avoid re-traumatization when communicating with its customers regarding the collection of taxes, charges, and fees.

Proposals are sought for trainings for the following various groups of employees (approximately 200 employees in total):

- In-person customer service staff
- Phone-only customer service staff
- Managers of customer service staff (with a focus on evaluating performance and written communication)
- Awareness Training for other staff

Training should include but is not limited to the following areas:

- General awareness of the effects of trauma
- The fundamentals of customer service training
- Strategies for communication
- Role playing/group exercises, with opportunities for feedback to participants

Individual class size should be from 10 to 15 employees and should be no longer than 4 hours, which will include a break. The City will provide facilities and the selected vendor will provide all other materials.

A successful respondent must be able to start trainings in January 2016. The City and the respondent will mutually agree upon the number of staff to be trained and training calendar. All trainings for all staff must be completed by June 30, 2016.

All questions must be submitted via email to [Marisa.Waxman@phila.gov](mailto:Marisa.Waxman@phila.gov) by Monday, December 14, 2015 by 5pm. Responses will be provided to all questions via email no later than Wednesday, December 16, 2015. **Proposals due via email to [Marisa.Waxman@phila.gov](mailto:Marisa.Waxman@phila.gov) by Monday, December 21 at 5PM EST**

*Proposals must include:*

*Background Information*

- Name, address, and telephone number of firm;
- Description of Provider (corporation, sole proprietorship, partnership, consortium) and year formed;
- State if the firm is qualified to do business in the Commonwealth of Pennsylvania and the City of Philadelphia. Include all that apply: federal tax identification number, City of Philadelphia tax identification number, City of Philadelphia business license number.
- Name, title and business address of persons to whom communications respecting this activity should be directed, if different from above.

### *Organizational Description and Experience*

Complete the following information:

- Provide a general statement describing the organization, its size, number of employees, hours of operation and primary business areas.
- Provide a description of the organization's experience performing similar size/type projects for similar size/type clients. Include dates, locations and scale of these services. Please be specific about experience focused on trauma-informed customer service training separate from general customer service training. Provide contacts for 3 recent (within the last 3 years) clients for whom the firm has performed similar work.

### **Project Understanding & Statement of Qualifications**

- All applicants must demonstrate their knowledge and understanding of the project.
- All applicants must explain why they are qualified to perform the work required.
- All applicants must submit their proposal for how they will structure the trainings and whether any trainings will be tailored to the individual groups listed above

### **Cost Proposal**

Cost proposals must be itemized by service. Hourly rates, where applicable, should be indicated. Additional optional services can be included but must be accompanied by a description of the service and related costs.