



**The Mayor's Fund
for Philadelphia**

**MAYOR'S FUND FOR PHILADELPHIA
REQUEST FOR PROPOSALS (RFP)
PHILLY FREE STREETS EVENT MANAGEMENT SERVICES**

Issued by:

The Mayor's Fund for Philadelphia

On behalf of The City of Philadelphia, Office of Transportation & Infrastructure Systems

Proposals must be received no later than 5:00 p.m. Philadelphia, PA, local time, Friday, July 21, 2017. A pdf version of the proposal must be emailed to: mayorsfund@phila.gov and charlotte.castle@phila.gov.



INTRODUCTION

The Mayor's Fund for Philadelphia (the "Fund") and the City of Philadelphia's Office of Transportation and Infrastructure Systems ("oTIS") seek a qualified vendor to manage digital content for (1) Philly Free Streets program.

DEPARTMENT OVERVIEW

The Mayor's Fund for Philadelphia (the Fund) works in close partnership with the City of Philadelphia and private sector partners to develop and run initiatives that reflect Mayoral priorities and seek to improve the quality of life for all Philadelphians. The Fund will serve as the fiscal administrator for this contract opportunity. The Office of Transportation & Infrastructure Systems (oTIS) will serve as the project manager for this effort on behalf of the Fund.

The Managing Director's Office of Transportation & Infrastructure Systems (oTIS) will serve as the project manager for this effort on behalf of the Fund. oTIS is charged with building a shared vision and coordinating decision-making among agencies and departments - Streets, Commerce, Public Property, Traffic Police, City Planning, the School District, Parks and Recreation, the Airport, the waterfront and port agencies, SEPTA, PATCO, PennDOT, Amtrak, and DVRPC in order to save money and improve conditions throughout the City's transportation system.

PROGRAM DESCRIPTION

Led by oTIS, Philly Free Streets is a people-powered initiative of the City of Philadelphia that temporarily closes streets to cars, inviting people to walk, bike, and play. Philly Free Streets is a family-friendly program that promotes active transportation (walking and biking), as well as healthy lifestyles and learning.

Philly Free Streets' inaugural 2016 program welcomed over 30,000 participants who represented 42 of the city's 47 zip codes.

GENERAL DISCLAIMER OF THE CITY

This RFP does not commit the Fund or the City of Philadelphia to award a contract. This RFP and the process it describes are proprietary to the Fund and the City and are for the sole and exclusive benefit of the Fund/City. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP, shall become the property of the Fund/City and may be subject to public disclosure by the Fund/City, or any authorized agent of the Fund/City.

SCOPE OF WORK

oTIS and the Fund seek digital content support on behalf of Philly Free Streets for (1) Philly Free Streets program in 2017, including, but not limited to:

- Web page management, with an initial web page build-out;
- Support on Twitter, Facebook, and Instagram, with drafting and scheduling posts.



Exact program date to be shared later.

oTIS considers Philly Free Streets digital presence successful when:

- Messaging builds Philly Free Streets brand awareness;
- Messaging bolsters Philly Free Streets as a City of Philadelphia initiative
 - Highlights Philly Free Streets as an active transportation program
 - Highlights City departments contributions to Philly Free Streets
 - Highlights Philly Free Streets' valued sponsors
 - Highlights Philly Free Streets program providers;
- Messaging is both fun and family-friendly
 - When needed, messaging is clear and instructive (information for residents/businesses along the route is clearly conveyed);
- Messaging is in English and Spanish;
- Social media platforms gain followers;
- Digital media metrics are reviewed and analyzed and used to make recommendations for improvements for future programs. Recommendations could include:
 - Which platforms performed well, or
 - Which adjustments will result in improved performance.

SERVICES

To ensure the Philly Free Streets 2017 program is successful, oTIS and the Fund seek support with social media management leading up to, during, and the week after the Philly Free Streets program. Specifically:

- Launching updated Philly Free Streets 2017 website
 - Maintaining and updating Philly Free Streets website, ensuring that all information pertinent to the public is accessible and accurate;
- Drafting digital content calendar and submitting to oTIS for approval;
- Recommending and implementing paid/promoted social media that targets focus neighborhoods along the Philly Free Streets route;
- Working with partners to secure partner sharing of social media
- Attending Philly Free Streets press event and posting live updates;
- Attending Philly Free Streets program and posting live updates.

Other duties of a successful applicant may include:

- Attending and participating in planning and operations meetings, as requested;
- Other duties as requested to support the planning and implementation of Philly Free Streets.

Attributes of a successful applicant include:

- Focus on cost-effectiveness and efficiency;
- Effective project management skills;
- Able to meet deadlines and milestones;
- Innovative;
- Collaborative;
- Strong communication skills;
- Detail-oriented.



TIMETABLE:

Milestone	Date
Proposals received	July 21, 2017
Interviews	July 25, 2017
Final Selection	July 26, 2017
Commence Work	July 28, 2017

MONITORING/SECURITY:

By submission of a proposal in response to this RFP, the Applicant agrees that it will comply with all contract monitoring and evaluation activities undertaken by the City of Philadelphia and the Mayor's Fund for Philadelphia, and with all security policies and requirements of the City.

INSURANCE REQUIREMENTS:

The standard insurance policy requirements to be maintained by contractors of The Mayor's Fund are listed below. Contractor must maintain:

1. Workers' compensation (or similar) insurance as required by the jurisdiction where the Services are performed
2. Commercial general liability insurance (including products liability, completed operations and contractual liability coverage) with minimum limits applicable to bodily injury and property damage of \$1,000,000 per occurrence, and \$2,000,000, and containing a waiver of subrogation against The Fund
3. Excess or umbrella insurance with minimum limits of \$1,000,000 per each occurrence and in the aggregate and containing a waiver of subrogation against The Fund
4. Errors and omissions insurance with minimum limits of \$1,000,000 combined single limit

Such policies must (a) be in Vendor's name unless agreed upon in writing by The Fund, (b) include The Fund and its employees as additional insureds, (c) not have a deductible exceeding \$25,000 per claim, and (d) be placed with insurers reasonably acceptable to The Fund, having a Best's rating of no less than "A-". These minimum insurance amounts are not to be construed as limiting a Contractor's right to obtain additional coverage and higher liability limits at Contractor's discretion. Contractor may be required to provide proof of insurance at the Fund's discretion.

SUBMISSION REQUIREMENTS:

- **Background information:**
 - Name, address, and telephone number of firm;
 - Description of provider (corporation, sole partnership, 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 firm, its size, number of employees, hours of operations, and primary business areas;
 - Provide a description of the firm's experience performing similar size/type of projects for similar size/type of clients. Include dates, locations, and scales of these services.

- **Proposed staffing & schedule**
 - Describe the operation plan for this project, including:
 - i. Staffing needs, and
 - ii. Sample event management plan for a Philly Free Streets-type program, demonstrating an understanding of executing a program of this scale
 - All applicants that plan to use a subcontractor must provide a list of potential subcontractors that may be used by applicant if awarded;
 - All applicants must explain why they are qualified to perform the work required.

- **Cost proposal**
 - Submissions must be for a fixed-fee (no more than \$8,000 per event).
 - Cost proposals must be itemized based on category of service and task provided.

- **References:**
 - Include contact information for a minimum of (2) references who can speak to the applicant or firm's experience with similar types of work as that described in this RFP.

BUDGET

The maximum cost for digital content services will be no more than \$8,000.

DEADLINE FOR SUBMISSION:

Responses to this RFP must be emailed as a single pdf by 5:00pm on Friday, July 21, 2017 to mayorsfund@phila.gov and charlotte.castle@phila.gov.

PROPOSAL REVIEW AND SELECTION PROCESS:

Due to the shortened timeframe to execute a contract, it is expected that proposals will be reviewed and a limited number of in person interviews will be held on July 25, 2017.

The successful candidate will be the person/firm who demonstrates the knowledge, experience and ability to perform the work effectively.

SELECTION CRITERIA:

The successful proposal will be the person/firm who has met the submission requirements and demonstrates the attributes, knowledge, experience and ability to perform the work in a cost-effective and efficient manner, within the budget and time constraints detailed in this RFP. The Mayor's Fund or oTIS may request to meet with applicants regarding their response to the RFP prior to final selection.