

REQUEST FOR PROPOSALS
Services Delivered to Philadelphia Parks & Recreation

Issued by:

The Mayor's Fund for Philadelphia
On behalf of Philadelphia Parks & Recreation (PPR)

Questions about this RFP should be submitted to mayorsfund@phila.gov and andy.viren@phila.gov by October 11, 2017.

Proposals must be received no later than 5:00 pm Philadelphia, PA, local time, on October 13, 2017. A PDF version of the proposal must be emailed to: mayorsfund@phila.gov and andy.viren@phila.gov.

Introduction- Statement of Purpose

The Mayor's Fund for Philadelphia and Philadelphia Parks & Recreation (PPR) are seeking a qualified professional firm to create internal and external engagement plans that validate and build upon the work of the PPR's 2017 strategic plan. These engagement plans will inform how PPR engages with department staff and its park and recreation system users during the life of the strategic plan (approximately the next three years), with an emphasis on the first year of implementation (2018).

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. Philadelphia Parks & Recreation (PPR) will serve as the project manager for this effort on behalf of the Fund.

Philadelphia Parks & Recreation is the operating department of the City of Philadelphia responsible for the management of over 140+ parks, 150 recreation centers, and 10,200 acres of open space in the City of Philadelphia.

Project Background

For most of its history, Philadelphia's parks, recreation centers and playgrounds were managed by two separate city government departments: the Fairmount Park Commission, created in 1867, and the Philadelphia Department of Recreation, created in 1951. The 2010 merger of the two created Philadelphia Parks & Recreation (PPR), one of the largest urban park and recreation systems in the country. Citizens now enjoy vastly improved access and opportunity with hundreds of recreation facilities and approximately 10,200 acres of parkland throughout Philadelphia.

However, much has changed for Philadelphia Parks & Recreation since 2010. Chief among those changes are new mayoral and departmental leadership, as well as anticipated additional resources from Mayor Kenney's Rebuilding Community Infrastructure initiative (a.k.a. "Rebuild"), a plan to invest \$500 million in Philadelphia's parks, recreation centers and libraries. To manage these changes proactively and seize the opportunities they present, PPR identified the need for a robust, internal, operational plan with broadly defined goals whose reach and focus extend beyond traditional departmental structures.

In response to this need, PPR initiated a strategic planning process with lead consultants Studio Gang Architects in February 2017. So far, the process has been informed by more than a hundred staff interviews, dozens of site visits, a deep document review, and leadership workshops. The strategic plan's leadership also hosted focus groups with PPR

staff from all divisions, union representatives, nonprofit partners, and the Commission on Parks and Recreation. Most recently, our team created seven working groups composed of 90 staff members from across the department to create the goals, objectives, and strategies to make the plan attainable, measurable, timely, and relevant.

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

1. **Background research and analyses** - Consultant will conduct a research review and provide a brief synopsis of the research relevant to this project.
2. **Engagement Plan Feedback Sessions** - Consultant will plan and implement two, two-hour Engagement Plan feedback sessions each with up to 10 PPR employees. One session will be organized around internal engagement. The second session will be organized around external engagement.
3. **Engagement Plans** - Consultant will produce internal and external engagement plans that build off the strategic plan's goals and objectives.
4. **Implementation** - Consultant will coordinate implementation of the internal and external engagement plans with PPR staff to ensure broad and diverse inclusion and maximum reach.

Budget

Estimated budget for the development of internal and external engagement plans is \$44,000.

Services and Tangible Work Products

PPR requires at least the services and tangible work products listed below. Applicants may propose additional or revised services and tangible work products, but should explain why each is necessary to achieve the project objectives.

Services

PPR requires the services listed below including the specific tasks and work activities

described. Applicant's proposed scope of work should state in detail how it will carry out each task, including the personnel/job titles responsible for completing the task. For each service specified, the Applicant should propose criteria to determine when the tasks comprising the service are satisfactorily completed. Applicants may propose additional or revised tasks and activities but should explain why each is necessary to achieve the project objectives.

- Regular meetings with the project team during the project duration
- Synthesis of qualitative data captured during two staff feedback sessions and from background research. Applicants should state methodology (ies) to be employed for both.
- Compelling visual design of the tangible work products.
- Staff trainings required for implementation.

Tangible Work Products

The Department requires completion and delivery of the tangible work products listed below. The proposed scope of work should state in detail how the Applicant will produce each work product, including the personnel/job titles that will be responsible for delivering the work product. For each work product, the Applicant should propose criteria for satisfactory completion and delivery. Applicants may propose additional or revised tangible work products, but should explain why each is necessary to achieve the project objectives.

- Research Review document
- Draft Engagement Plans for feedback
- Final Engagement Plans
- Detailed Implementation Recommendations for Engagement Plans
- Resources (e.g., tools, trainings, materials) for implementation of Engagement Plans

Milestones

The Department anticipates the work for this project will be organized into the following milestones (at a minimum), or groups of tasks, services and/or work products, listed below. For each milestone, the Applicant should propose criteria to determine when the milestone has been satisfactorily completed. Applicants may propose additional or revised milestones, or a project structure that does not rely on milestones, but should explain their reasons for the structure proposed and how it will facilitate completion of the work.

- Background research and analyses by October 30, 2017
- Engagement Plan Feedback Sessions by November 3, 2017
- Draft Engagement Plans by November 17, 2017

- Engagement Plans and Final Implementation Recommendations by December 10, 2017

PPR reserves the right to condition payments on the satisfactory completion of the specified milestones, tasks, services and/or work products listed above. In addition to describing how each proposed milestone will be accomplished, the scope of work proposed by Applicant should identify the milestones the Applicant proposes as payment milestones and the amount it proposes for each milestone payment. Applicants may propose alternative means of payment, but should explain their reasons for the alternative and how it will facilitate completion of the work.

Timetable

Milestone	Date
Proposals Received	October 13, 2017
Final Selection	October 20, 2017
Initial Findings	November 15, 2017
Final Report with engagement Plans and Implementation Recommendations	December 10, 2017

The Fund anticipates that the work required under this RFP will be completed by December 10, 2017.

Hours and Location of Work

Project meetings will occur during regular work hours between 8:00 am and 5:00 pm Monday through Friday. Some work, including learning plan development sessions, may be scheduled on an evening.

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.

Reporting Requirements

The successful Applicant shall report the status of the project and progress on providing the contracted services and products to the PPR Project Manager each week. Applicant must submit an invoice upon the completion of each milestone. This invoice must include the services provided, the tasks accomplished, and associated costs incurred. If hourly rates are charged, the invoice must also detail the number of hours, the hourly rate, and the individual who performed the service.

Insurance Requirements

The standard minimum 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:

Qualifications:

1. **Organization & Personnel Qualifications:** Provide a statement of qualifications and capability to perform the services sought by this RFP, including a description of relevant experience with projects that are similar in nature, size and scope to that which is the subject of this RFP. The proposal must identify the applicant's qualifications by education level, skill set (described in detail), experience level, and job title. Resumes of all personnel so identified should be included in Applicant's proposal. Experience with "like" projects should be cited.

2. **Scope of Work Description:**

The scope of work proposed by Applicant should include a general project schedule that identifies all tasks, activities, deliverables, and milestones the Applicant proposes to carry out for the project and a time of completion (measured from project start date) for each. The Applicant should state the number of days following the Fund's authorization to proceed by which it will be ready to start the work, including any mobilization time. If the Applicant proposes a different overall time of performance, it should state its reasons.

3. Cost Proposal:

Applicants must provide a detailed cost proposal, which must include 1) a line-item breakdown of the costs for specific services and work products proposed, and 2) a statement of staff hourly rates. The proposed price must include all costs that will be charged to the City for the services and tangible work products the Applicant proposes to perform and deliver to complete the project. Any contract resulting from this RFP will provide for a not-to-exceed amount in the compensation section of the contract.

4. 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.

5. Deadline for Submission:

Responses to this RFP must be emailed as a single PDF by 5:00pm October 13th, 2017 to mayorsfund@phila.gov **and** andy.viren@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 may be held during the week of October 16th to 20th.

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