

REQUEST FOR PROPOSALS

Services Delivered to the City of Philadelphia Office of the Managing Director

Issued by:

The Mayor's Fund for Philadelphia

On behalf of The City of Philadelphia, Office of the Managing Director

Questions about this RFP should be submitted to mayorsfund@phila.gov and zakiyyah.ali@phila.gov by December 27, 2017.

Proposals must be received no later than 5:00PM Philadelphia, PA, local time, on January 5, 2018. A pdf version of the proposal must be emailed to: mayorsfund@phila.gov and zakiyyah.ali@phila.gov.

Introduction- Statement of Purpose

The Mayor's Fund for Philadelphia and the Office of the Managing Director (MDO) seek qualified professional firms to deliver engaging and interactive courses that support and enhance the development of essential workplace skills (e.g. professionalism and soft skills) for target learner groups.

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 lead 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 the Managing Director (MDO) will serve as the project manager for this effort on behalf of the Fund.

The Managing Director's Office (MDO), led by Michael DiBerardinis, oversees the City's operating departments. The MDO provides support, assistance, and coordination, both within and across departments, to ensure that quality services are delivered to the public efficiently and effectively every day. The MDO also develops and implements key policy initiatives to advance Mayor Kenney's agenda to advance equity, access and opportunity for all; oversees departments' performance and progress; catalyzes cooperation and collaboration across departments and with public and private partners; and houses significant, public-facing services.

Project Background

As one of the largest employers in Philadelphia, City government intends to lead by example in providing high quality professional development opportunities that prepare, retain, and promote a diverse workforce. MDO intends to provide training courses and learning sessions to support and enhance the skill-building and professional development of current employees and individuals participating in Career Pathway and Workforce Readiness Programs with the City of Philadelphia as part of a new initiative, City as Model Employer.

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

The objectives for this project are to contract with qualified firms to develop and deliver courses (instructor-led, classroom-based and/or e-learning) that support and enhance the skill-building of target learner groups to increase their employment marketability and prepare them to be successful in the workplace. The primary learner group includes individuals that have low educational attainment, limited literacy and digital literacy proficiency, and English language challenges.

For instructor-led, classroom-based courses, the vendor will train learner groups in a classroom-based setting. The vendor will utilize a Train-The-Trainer (TTT) model to build the City's internal capacity to deliver courses independently.

Course topics should focus on foundational workplace skills (e.g. professionalism and soft skills); see Appendix A for examples. All courses should be empowering, interactive, and engaging via the use of varied learning methods such as small group activities, team-based exercises, videos, individual reflection/journaling, short lectures, role-plays, panel discussions, and knowledge checks (e.g. quizzes) to test for understanding. The proposal should indicate the following:

- Specific courses, by topic or course name, that the firm can develop and deliver (train); include description, duration, and learning objectives for each course
- Course development status: currently developed (existing, off-the-shelf) or requires development (needs to be created)
- Quote for instructional design services associated with developing a new course, for courses not currently in existence
- Quote for training delivery services associated with training several classes of each foundational course being offered; specify the number of training classes to be delivered within project time period, dates do not need to be included
- Quote for delivering at least three but no more than five in-person Train-The-Trainer sessions
- Names and short biographies of trainers or consultants that have trained or could potentially train each course being offered

Vendor Capabilities and Aspects for Consideration

The vendor should possess extensive experience in designing and developing classroom-based learning solutions and training courses for diverse learners and audiences. Experience designing and developing e-learning courses is preferred though not required. Additional relevant experience should include:

- Strong experience in designing and developing custom training curriculums or courseware, on time and on budget, using proven instructional design methodologies (e.g. ADDIE, SAM, Agile, etc.)
- Strong experience in designing and developing custom training curriculums or courseware that are grounded in adult learning principles and comprised of an appropriate blend of behavioral and cognitive instruction methods
- Strong experience with delivering instructor-led, classroom-based training courses or learning sessions for diverse learner groups
- Utilization of instructional models that focus on learning through effective processing, retention, transferability, and application of new knowledge and skills
- Ability to incorporate learning experiences, activities and exercises that are workplace-focused and have either a task-centered or problem-centered orientation to learning
- Demonstrated experience with developing and/or delivering training for individuals that have low educational attainment, limited literacy and digital proficiency, and English language challenges

- Ability to write course materials using plain, accessible language

For firms with e-learning design and development capabilities, experience should include:

- Ability and capacity to write concise storyboards and obtain and incorporate audio tracks/voiceover recordings into e-learning courses
- Direct experience developing SCORM and AICC compliant e-learning courseware and integrating that courseware within various Learning Management Systems
- Experience using a variety of course authoring and design tools (e.g., Articulate Storyline, Dreamweaver, Front Page, Flash, HTML5, Authorware, QuizMaker, Adobe Presenter, Captivate, Camtasia, Photoshop, and Illustrator)

Note: for the purposes of this RFP, e-learning is considered a self-paced, asynchronous online course. The City of Philadelphia utilizes several Learning Management Systems, SmarterU, Cornerstone OnDemand, and SkillSoft.

The selected firm will establish a working team, led by a dedicated project manager, and collaborate with the MDO's project manager and team of internal stakeholders to execute project.

Budget

The total estimated budget for this project is \$50,000. Multiple contracts may result from this RFP based on specific aspects of the RFP that an applicant proposes to deliver.

Services and Tangible Work Products

The Fund 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

The MDO requires the services listed below including the specific tasks and work activities described. Applicant's proposed scope of work should include the specific services to be provided and the individual(s) responsible for performing each service and completing associated tasks, along with their job title and/or role.

- Develop a detailed project plan with desired outcomes and specific tasks with associated responsible party and deadlines
- Develop a uniform brand for look and feel of courseware materials that align with the City's branding guidelines and specifications
- Perform quality assurance review and checks for spelling, grammar, design uniformity, incorporation of client edits/feedback, and overall course flow
- Participate in scheduled meetings with project team members during the instructional design and development process (e.g. Learning Task Analysis meetings, planning/strategy meetings, periodic check-ins, etc.), if applicable
- Deliver courses to target learner groups and deliver Train-the-Trainer sessions
- Submit reports summarizing project status in terms of completed tasks, outstanding tasks, and completed deliverables

This section is intended only as an overview of specific services to be provided by the applicant for this project(s).

Tangible Work Products

The MDO requires completion and delivery of the tangible work products listed below. Applicants may propose additional or revised tangible work products, but should explain why each is necessary to achieve the project objectives.

- Complete and final course materials and original source files (e.g. MS Office documents, instructor guides, participant guides/workbooks, handouts, purchased images, e-learning source and SCORM files for LMS upload)

The City intends to ensure that all Tangible Work Products and Materials that are specifically customized or developed for the City including courseware, designs, plans, reports, specifications, drawings, purchased images, and other documents rendered by the Vendor shall become the sole property of the City except for the Vendor’s previously developed or currently existing courseware.

This section is intended only as an overview of tangible work products to be provided by the applicant for this project(s).

Milestones

The Department anticipates the work for this project will be organized into the following milestones (at a minimum). 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.

The Department reserves the right to condition payments on the satisfactory completion of the specified milestones, tasks, services and/or delivery of tangible work products. The Applicant should identify the milestones or work product deliverables the Applicant proposes as qualifying for payment and the amount of payment it proposes for each milestone or deliverable. 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
Questions Received	December 27, 2017
Proposals Received	January 5, 2018
Final Selection	January 17, 2018
Finalize and Sign Contract	January 17-23, 2018
Kick-off Meeting	January 24-26, 2018
Project Time Period	January 29-August 31, 2018
Project Close-Out	September 3-14, 2018

The Fund anticipates that the work required under this RFP will be completed by September 14, 2018.

Hours and Location of Work

Location of courseware design and development can take place at the vendor’s office location or remote work site. Location of classroom-based training delivery will take place at the City’s preferred training room(s). Project meetings will occur during regular work

hours between 9:00 AM and 5:00 PM, Monday through Friday and can be in-person or virtual.

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 to the MDO Project Manager, on a regular basis regarding the status of the project and its progress in providing the contracted services and/or products. At a minimum, the successful Applicant shall submit a monthly invoice detailing the services and/or products provided, the goals/tasks accomplished, and the associated costs. If hourly rates are charged, the invoice must also detail the number of hours, the hourly rate, and the individual who performed the service.

Periodic progress reports shall be prepared describing completed and outstanding tasks, tangible work products delivered and outstanding, decisions agreed upon and aspects still requiring a decision, and overall progress toward project completion. It shall contain an updated project schedule, invoice/payment status, and other applicable project information. Progress reports will be submitted with each invoice/payment request, or monthly, whichever represents the shorter duration. Upon review and approval of deliverables by the MDO Project Manager, the invoice will be submitted for payment by the Fund.

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. 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, deliverables, and milestones the Applicant proposes to perform for the project and a time of completion 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, if applicable. The proposed price must include all costs that will be charged to the City for the services and 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 directly to the applicant or firm's experience with similar types of work as described in this RFP.

- 5. Deadline for Submission:**

Responses to this RFP must be emailed as a single PDF by 5:00pm January 5, 2018 to mayorsfund@phila.gov **and** zakiyyah.ali@phila.gov.

Proposal review and Selection Process:

It is expected that proposals will be reviewed and a limited number of interview meetings will be held during the week of January 8-12, 2018.

The successful candidate will be the firm/entity who demonstrates the following:

- Strong experience with developing and delivering courses to underserved communities, diverse learners, and individuals with low education and low literacy levels
- The requisite, knowledge, experience, and ability to perform the work outlined
- The ability to perform the work outlined effectively, efficiently, on budget, and on time
- A currently existing suite of courses compatible to those listed in Appendix A or

capacity and resources to design, develop and deliver courses within project time period (February-August 2018, approximately seven months)

- The organizational structure to offer a high degree of flexibility with scheduling and delivering training classes

Appendix A

The below list is an example of course topics that support the skill-building and professional development of current employees and individuals participating in Career Pathway and Workforce Readiness Programs connected to the new initiative, City as Model Employer. The list of courses, while not all-encompassing, represents a training curriculum the City intends to provide to target learner groups.

1. Time Management (with a focus on Punctuality and Attendance)
2. Positive Attitude
3. Self-Awareness and Self-Management (or Emotional Intelligence)
4. Effective Communication
5. Critical Thinking (or Problem Solving)
6. Teamwork
7. Understanding and Embracing Diversity (or Cultural Competency)
8. Customer Service
9. Understanding Employer Expectations (customized course; needs to be designed/developed)