

1. Is there a cap on administrative charges?

The Mayor's Fund does not have an administrative cap per their contracting requirements. We generally expect administrative fees not to exceed 15% percent and the Fund can provide that in writing if needed. The maximum funding available for this proposal is \$125,000, and that is inclusive of administrative fees.

2. Who is on the project team and steering committee?

The Project Team will be made up of representatives from City departments and agencies. The Steering Committee will be made up of mixed group of City representatives and external partners.

3. Who will approve the milestones?

Either the Project Team, or Steering Committee, or both depending on the milestone (please see RFP page 10, Timetable).

4. Who will be on the evaluation panel for the proposals?

Representatives from Parks & Recreation, the Office of Sustainability, other City agencies, and a few members of the Food Policy Advisory Council (FPAC) Urban Agriculture Subcommittee who helped develop the language for the RFP. The evaluation panel will create a rubric for scoring proposals. At this time, the City does not plan to share the evaluation rubric.

5. Who is not eligible to submit a proposal?

Anyone who was a member of the FPAC Urban Agriculture Subcommittee RFP working group, which developed the language for the RFP.

6. What is the likelihood that additional funding will follow this planning process for implementation?

The City does not currently have funds identified for the implementation of the plan, but has the intention of securing funding for that purpose, including from funding sources identified through the planning process and outlined in the final document.

7. Can there be teeth to our recommendations, i.e. how can we be sure that a recommendation offered in the plan will actually be implemented?

The planning process includes internal engagement of City departments that will ultimately be responsible for implementing recommendations in the Plan. As recommendations are identified, the Project Team will be negotiating what the City can do. The City is looking for actionable recommendations.

8. Needs assessments often take a lot of time. Will there be support from the City to gather information and support outreach for the needs assessment, like using FPAC's network for example?

Yes, the City will provide a package of research, policies, and plans that we have gathered over the years, and will use our networks to support outreach.

9. In the RFP on page 4 under the general disclaimer it says, "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." Does this mean that samples of a consultant's work will become the property of the City, and could potentially be published by the City?

Per City RFP policies, if there is a request for a list of the applicants, we will disclose the list of applicant names. We will keep records of all proposals for our own files, but we would not disclose the contents of an application to the public. If, for some reason, the responses are subject to a Right to Know Request, or if there is a specific request to disclose a particular application, we would consult with the applicant on what would be released and what would be redacted.

10. Can the consultant begin doing work before the contract is conformed?

If the contract negotiations and conformance process is underway, the Project Manager and the Fund can agree to begin work with the selected applicant. The Fund is able to extend its contractual relationships to ensure the projects are completed. The Fund typically cannot pay any invoices prior to the contract conformance, but services can be delivered prior to contract conformance.

11. Does the funding have to be spent within the fiscal year?

No, but it does have to be spent within the contract term, which can be extended if needed.

12. Will there be staggered payments based on milestones?

Yes.

13. Is there anything that cannot be included in the budget?

Costs associated with lobbying, political activity, or any illegal activities should not be included in your proposal or budget.

14. Does the \$100,000-\$125,000 contract amount include outreach, will that funding be provided separately?

Outreach costs must be included within the budget of your proposal.

15. Can you estimate a start date for the project?

Ideally the project would kick off in June, but we acknowledge that there are many factors that will contribute to that timeline, including the evaluation period, hiring the Urban Agriculture Director position, etc.

16. How frequently do the different groups (ie. Steering Committee, consultant and Project Team, etc.) meet?

Meeting types and frequency should be included in your proposal.

17. Will there be a negotiation process between the City and the consultant?

Yes, the City intends to interview final candidates, including the prime contractor and the subcontractor(s). The final scope of work will be agreed upon by both the City and the consultant.

18. Can insurance be acquired after selection? Can costs associated with insurance be included within the budget?

Yes. The insurance requirements represented in the RFP are the Fund's standard insurance requirements and are not tailored specifically to this scope of work. During the contracting phase, the Fund can work with the selected applicant to evaluate what the appropriate level of insurance should be based on the final scope of work.

19. Can an applicant be a team member of multiple teams?

Yes.

20. Does the plan have to be City-branded?

The document should be in the spirit of the City's colors and general aesthetic, but we will not provide specific style guidelines for the final document.

21. What is the funding for?

The funding is for one contract to develop the Urban Agriculture Plan. We expect any team would have a prime contractor, that is, one entity with whom the Fund will develop a contract. The primary contractor, and any subcontractors (that is, team members who will be paid by the prime contractor), decides on the budget, which may include labor, outreach materials, meeting space, and other ancillary expenses.

22. Is there a length of time for which the funding is available?

As per the RFP, all money must be invoiced/spent within the contract term, which we estimate will be 12-18 months but could be extended.

23. In the cost proposal, it seems like you're asking for a payment based on milestones but also a breakdown of fees. Is that correct?

Yes, we do want to know the breakdown of the budget into line-items (salaries/wages, office supplies, transportation, etc.), but we also want to know how it breaks out over milestones, as the prime contractor's payments are tied to successful delivery of milestones.

24. Could you issue a budget template?

The City's budget template is available at www.mayorsfundphila.org/rfp-urban-ag-plan/. You are not required to use this template, we are providing it as an option and a guide.

25. Do you have a specific M/W/DSBE (minority, women, or disabled-owned business entity) goal? Are you counting local versus national M/W/DSBE differently?

We do not have a specific goal.

26. What role will the City play in terms of Task 3 (needs assessment) and Task 5 (city engagement)?

Task 3: The City is in the process of putting together our package of available data, that may include various data files, plans, information from the pre-planning engagement process for this RFP, etc. That package will be delivered to the consultant team at the kickoff meeting.

Task 5: The Urban Agriculture Director will lead with City engagement process. We do not expect the consultant to set up meetings with City personnel. Rather the Urban Agriculture Director will set up the meetings and may call on the consultant to assist in planning those meetings.

27. What do you mean by urban agriculture?

Urban agriculture encompasses a multitude of practices including, but not limited to, community gardens, farms, food forests, beekeeping, animal husbandry, economic development, food access, community stewardship, and vertical farming. We seek proposals that will address the full range of urban agriculture. A proposal that focuses on just one facet will not be successful.

28. Is the consultant responsible for researching and taking into consideration other municipal, regional, state, and federal policies, studies, attitudes, and complementary or conflicting forces?

Yes. We will depend on the consultant to point to those factors.

29. Is there a limit to the number of people that can be on a team?

No, but we are issuing one contract, so we expect the prime contractor to managing the team/subcontractors.

30. What will the implementation process look like?

The final Plan should give clear, actionable next steps for City departments, including what can happen now versus what do we need to do over the long-term. The Urban Agriculture Director position is funded for one year. We want to extend the funding so that the Director is not just managing the creation of the plan, but driving the implementation of the plan. Also, because the Steering Team will be comprised of City agencies that will be engaged throughout the process, we expect that they will sign off on the recommendations.

31. Will the contractor be involved in implementation of the UAP?

At this point, it depends on what comes out of the Plan. Too soon to tell.

32. It seems like it would be great to have youth and teens involved. Can we provide stipends to youth for their participation?

Yes.

33. How much should the plan assume cooperation from other parts of the City government, e.g. City Council, etc.?

We acknowledge that other parts of City government have complementary and competing priorities. We want to work with City Council, for example, and make sure they are part of developing the plan, but we also want to look at other creative opportunities to support urban agriculture that do not depend solely on any single entity or policy.

34. Should the consultant consider legislative issues or obstacles?

The consultant should give recommendations about legislation, but are not expected to become advocates to change the legislation.

35. What is the dialogue with the School District of Philadelphia regarding urban agriculture?

To create the RFP we engaged many entities, including internal stakeholders to let them know this is where we are heading. The Urban Agriculture Director will assist in leading these types of engagement conversations as we move through plan development. Regarding the School District specifically, since its oversight has moved from the State back to the City, this may be a good time to re-engage around urban agriculture.

36. How much consideration is being placed on putting together a cohort of native Philadelphians, versus people from outside Philadelphia?

Proposers are strongly encouraged to include people/entities from/within Philadelphia, but not at the expense of a comprehensive proposal. For example, these Q&A meetings give the opportunity for firms to meet one another, no matter where they are from or how big or small they are, and make ties to Philadelphia. Community engagement will be a primary data gathering mechanism, and we strongly believe a successful plan requires a comprehensive community engagement strategy. A Philadelphia address does not necessarily mean that an entity can execute such a strategy.

37. How do we plan to communicate (or not) to the winning proposer information from proposals that were not chosen. If the Mayor's Fund and City reads the proposals, will they pull from the other proposals aggregate the ideas and then use those ideas to inform the winning consultant?

Refer to the answer from Q #9. The spirit of the disclaimer comes from the old process of printing out the proposal and giving it to us. We do not own the intellectual property, just the physical document. The people who are reviewing the proposals will be bound to a confidentiality agreement and the proposals will not be shared outside of that group.

38. What form will the existing data be made available in?

We do not know yet and cannot say yet.

39. What is the process after the proposals are submitted?

The City is assembling an evaluation team and matrix with which we will evaluate the proposals. We estimate that it will take three weeks to evaluate the proposals, at which point we will invite top contenders to interview/present to the group. Then we will make an offer to the final candidate. It may take four to eight weeks to conform the contract with the chosen proposer.

40. Who is on the selection committee?

The selection committee includes Food Policy Advisory Council Urban Agriculture Subcommittee members who helped develop the language for the RFP and City staff.

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41. Amendment to question 38 – can you tell us more about what form you expect the data to come in?

Some examples of data the City expects to provide the consultant are GIS data layers, PDF documents (plans, policies, meeting minutes, etc.), and excel spreadsheets. This is not a comprehensive list.

42. Please clarifying paragraph 2 of Task 4 – what does the phrase “a safe space” mean?

“Safe space” refers to a concept that allows all people coming into a space to feel safe expressing their ideas, opinions, and concerns. It does not mean that we are looking for consensus, but rather creating a space where everyone feels heard even if they have differing opinions. This will be an important skill and need for the different types of meetings.

43. Will you expect any data created during the planning process to be given to you?

Yes, we expect the consultant to both give us the raw data sets, and an explanation of methodology as to how and why that data was collected so that if the City wants to replicate that data set in the future, we have the tools to do so.

44. Are there any urban agriculture champions in City Council?

We understand that City Council Districts have diverse needs, and we’ve had good conversations on specific urban agriculture projects with a number of City Council people. In our experience, Quinonez-Sanchez, Reynolds Brown, Taubenberger, and Henon have been supporters.

45. Does the winning proposer need to print and distribute the plan?

No, the City will garner resources to print and distribute the plan. We need a printable product from the winning proposer, including an online PDF and a printable PDF with printer marks and guides.

46. What is the scale of the needs assessment, and how do we know whether the scale chosen is appropriate? Is this more about gathering qualitative data from individuals or about analyzing quantitative data?

First we need to understand the data that we have, and what the gaps are. This may require meeting with other institutions that have data to begin to fill those gaps. Through the needs assessment, we want to determine the problem statement - what is the problem we are trying to address, and what are the gaps in our ability to understand it?

47. You mentioned land tenure as a concern, and resources as another concern. What do you mean by “resources?”

Resources are both physical materials and technical knowledge. We do not expect the consultant to lead an educational campaign to generate access to resources, rather we seek actionable recommendations from the consultant on how the City can increase access to resources.

48. Do you expect the planning process to build on similar community engagement efforts already completed in the lead up to releasing this RFP?

Yes.

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49. I am unclear whether the envisioned plan is intended to provide technical solutions for growers - for example, soil testing or soil amendment protocols, approaches to irrigation, shade structures etc. What you are expecting in terms of technical horticultural information in the plan?

The plan should not provide explicit technical recommendations. Technical horticultural information may be part of an implementation recommendation, such as “ensure growers have guidelines for how to test their soil or compost properly.” This action may also be associated with the group responsible for implementing it, and therefore developing the appropriate technical guidelines.