

**PHILADELPHIA URBAN AGRICULTURE PLAN  
REQUEST FOR PROPOSALS  
Services Delivered to the City of Philadelphia, Philadelphia Parks & Recreation**

Issued by:

The Mayor's Fund for Philadelphia  
On behalf of the City of Philadelphia, Philadelphia Parks & Recreation

Applicants must fully meet all requirements in the scope of services, including community engagement, technical mapping and data skills, and strategic planning and analysis. The City strongly encourages and expects firms to collaborate on proposals and form well-balanced teams. The City will host two Q&A sessions where firms may meet other potential Applicants so they can identify opportunities to collaborate.

The first Q&A session will take place on March 14, 2019 from 2:00pm to 4:00pm.

The second Q&A session will take place on April 2, 2019 from 6:00pm to 8:00pm.

Both sessions will take place at the One Parkway Building (1515 Arch St. 18<sup>th</sup> floor, 18-029 Room). Attendance at one or both of these sessions is strongly encouraged, but not required.

Additional questions about this RFP should be submitted to [mayorsfund@phila.gov](mailto:mayorsfund@phila.gov) and Elisa Ruse-Esposito at [farmphilly@phila.gov](mailto:farmphilly@phila.gov) by April 9, 2019 at 11:59pm EST. Answers to questions submitted by email and through the two Q&A sessions will be posted on April 16, 2019.

Proposals must be received no later than 11:59pm EST on April 30, 2019. Please email the proposal and required documentation or attachments in PDF form to: [mayorsfund@phila.gov](mailto:mayorsfund@phila.gov) and [farmphilly@phila.gov](mailto:farmphilly@phila.gov).

### **Introduction- Statement of Purpose**

The Mayor's Fund for Philadelphia and Philadelphia Parks & Recreation ("PPR") invite competitive proposals from consultants to create an Urban Agriculture Plan ("Plan") for the City of Philadelphia (the "City"). The process of creating the Plan is expected to take between twelve (12) months and eighteen (18) months. This process must include robust engagement with resident stakeholders, City agencies, and non-profit organizations involved in urban agriculture. The final Plan will outline the current state of agriculture in Philadelphia, offer strategies for sustaining existing efforts, and guide the City on how to improve and create new pathways for support and resources for the maintenance and expansion of urban agriculture projects in Philadelphia. It will also provide recommendations to the City and partners on how to best coordinate and strengthen their work on urban agriculture.

Applicants are expected to exhibit an understanding of the history of the urban agriculture movement and land use in Philadelphia, and must be able to assess and explain environmental, economic, and social constraints and potential impacts of urban agriculture as a land use. Respondents are also expected to employ social justice and food justice lenses throughout the entire process of creating the Plan, and operate according to values of equity, transparency, and inclusion. Respondents must be well-versed in community engagement, and have demonstrated skills in consensus building.

Final deliverable will include:

- 1) Urban Agriculture Plan for the City of Philadelphia

The City reserves the right to provide feedback on drafts of the Plan until it meets the City's requirements.

### **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 will serve as the project manager for this effort on behalf of the Fund.

Philadelphia Parks & Recreation (PPR) connects the city's residents to the natural world, to each other, and to fun physical and social opportunities. PPR also administers the City's only dedicated urban agriculture program, FarmPhilly. FarmPhilly runs youth education programs at recreation centers throughout Philadelphia, supports community gardens on city parkland, provides greenhouse propagation opportunities and works on garden preservation, and long-term policy. Through these diverse program areas, FarmPhilly seeks to uplift the importance of urban agriculture and support its expansion across Philadelphia.

The Applicant will work with a Project Manager, as well as a Project Team composed of representatives from relevant City agencies. These agencies will include at least the Office of Sustainability, Philadelphia City Planning Commission, Philadelphia Department

of Public Health, Department of Public Property, Philadelphia Land Bank, and the Managing Director's Office. The Project Manager at PPR will be the Applicant's main point of contact, and the Project Team will serve in an advisory capacity.

### **Project Background**

Philadelphia is fortunate to have a robust tradition of urban agriculture—rooted in African American, immigrant, and refugee communities and nurtured across the city by residents for generations. In the words of the city's many growers, urban agriculture heals communities and gives them a path to self-reliance. Urban agriculture means empowerment and making your voice heard. It means getting to choose what nourishes you and your community.

Urban agriculture is Bhutanese refugees cultivating Thai Roselle in South Philly. It is beehives in Mount Airy; elders and youth tending an 80-year-old garden in Grays Ferry; thousands of pounds of produce shared with families who do not have enough to eat; young people selling vegetables to neighbors in Kensington, Mantua, Kingsessing, and across North Philadelphia; fruit trees and berry bushes tended by and feeding residents and passersby; thousands of gallons of stormwater managed; a network of farmers—across race, class, and generation—supplying markets and restaurants and exploring opportunities for cooperative ownership.

As of 2016, Philadelphia had at least 470 gardens on almost 600 parcels, distributed citywide and concentrated in historically disinvested neighborhoods. Of these parcels, almost half are publicly owned surplus. More than one third are privately owned, many tax delinquent and abandoned. Slightly less than 30% are owned by nonprofit and faith-based sectors or on Philadelphia Parks & Recreation or School District of Philadelphia land. Hundreds of these spaces emerged as neighbors transformed abandoned and disinvested places into vibrant community assets. And hundreds of these spaces are at risk of being lost. This simultaneous push and pull of possibility and precariousness reflects the overall picture of urban agriculture today in Philadelphia.

Zoning changes in 2012 made gardening and farming permissible activities on most land in the city. The Philadelphia Land Bank Law of 2013 identified urban agriculture as a priority community beneficial use for vacant land. In 2016, City Council voted to approve a stormwater fee discount for gardens. In 2017, the Philadelphia Land Bank established acquisition and disposition policies with input from the Philadelphia Food Policy Advisory Council's Urban Agriculture Subcommittee. But the effort to ensure all Philadelphians have access to fresh, healthy, and affordable food is simultaneously losing and gaining ground. Part of the problem is a lack of direction, investment, and coordination necessary at the City, State, and Federal levels to support urban agriculture projects and contribute to a thriving urban agriculture community. Furthermore, philanthropic resources are not meeting the growing needs of urban agriculture.

The benefits of urban agriculture are well-understood, driving many cities across the

country to commit to urban agriculture.<sup>1</sup> For example, the City of Chicago invested a \$1 million U.S. Department of Agriculture grant in land trusts, cooperatives, and training and capacity building for urban farmers. The cities of San Francisco, Seattle, and New York are making urban agriculture more accessible by establishing coordinating offices, which support growers with resources, tools, and education. Many cities facilitate new projects by pre-approving land for urban agriculture projects. A citywide plan developed with inclusive and effective community engagement will provide the direction necessary to strengthen cohesion among multi-sector urban agriculture stakeholders, and ensure that urban agriculture thrives in Philadelphia.

### **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**

#### **Project Details**

The Scope of Work section states requirements for the project, including the services and the tangible work products to be delivered, and the tasks the City has identified as necessary to meet those requirements. The City reserves the right, however, to modify specific requirements, based on changed circumstances, the proposal selection process, and contract negotiations with the Applicant(s) selected for negotiations, and to do so with or without issuing a revised RFP. The Applicant must provide in its proposal a detailed proposed scope of work showing how it will meet the project requirements stated in this section.

The objectives for this project include the following:

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<sup>1</sup> Knizhnik L., Heather, "The Environmental Benefits of Urban Agriculture on Unused, Impermeable and Semi-Permeable Spaces in Major Cities With a Focus on Philadelphia, PA" (2012). Master of Environmental Studies Capstone Projects. 46. [http://repository.upenn.edu/mes\\_capstones/46](http://repository.upenn.edu/mes_capstones/46)

Meenar, M. R., & Hoover, B. M. (2012). Community food security via urban agriculture: Understanding people, place, economy, and accessibility from a food justice perspective. *Journal of Agriculture, Food Systems, and Community Development*, 3(1), 143–160. <http://dx.doi.org/10.5304/jafscd.2012.031.013>

Pearsall, H., & Rosan, C., (2017). *Growing a Sustainable City?*. Toronto : University of Toronto Press.

Vitiello, D., & Nairn, M. (2009, October 1). Community Gardening in Philadelphia 2008 Harvest Report. Retrieved from [https://www.farmlandinfo.org/sites/default/files/Philadelphia\\_Harvest\\_1.pdf](https://www.farmlandinfo.org/sites/default/files/Philadelphia_Harvest_1.pdf)

- Establish a Plan for long-term urban agriculture that contributes to the equitable development of Philadelphia.
- Clarify the roles that City government, nonprofit organizations, and other stakeholders should play in supporting urban agriculture, and develop recommendations for implementation and evaluation of the Plan.
- Identify pathways and opportunities for the City and affiliated partners to support new and existing urban agriculture projects, including community gardens, market farms, for-profit enterprises, and educational programs.

The Applicant's proposed scope of work should address each objective specifically and describe in detail how the Applicant will achieve the objective, or how the Applicant will enable the City to achieve the objective.

The Applicant will work with a Project Manager, a Project Team, and a Steering Committee throughout the implementation of this project. The Applicant will also present to the Philadelphia Food Policy Advisory Council (FPAC), a group of volunteers appointed by the Mayor that connects Philadelphians and their local government to create a more just food system.

The Project Manager will be the primary contact at the City for the Applicant, and will be responsible for coordinating the timely completion of tasks, services, and deliverables associated with this project.

The Project Team will be made up of representatives from City departments and agencies, including at least the Managing Director's Office, Office of Sustainability, Philadelphia City Planning Commission, Philadelphia Department of Public Health, Department of Public Property, Philadelphia Land Bank, and Philadelphia Parks & Recreation. The Project Team will be responsible for providing feedback on tasks, services, and deliverables and overseeing the completion of the project overall.

The Steering Committee will be composed of stakeholders within and external to City government, and represent a cross-sector of urban agriculture constituents. The Steering Committee will be responsible for providing feedback and input at critical milestones to guide the direction of the project and help create an effective plan.

Applicants must fully meet all requirements in the scope of services, including community engagement, technical mapping and data skills, and strategic planning and analysis. The City strongly encourages and expects firms to collaborate on proposals and form well-balanced teams. The City will host two Q&A sessions where firms may meet other potential applicants so they can identify opportunities to collaborate.

**Budget**

Estimated Budget: \$100,000 - \$125,000

## **Services and Tangible Work Products**

The City requires at least 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 are encouraged to be creative and propose additional or revised services that will achieve the project objectives.

### **Task 1: Project kickoff meeting**

The Applicant will organize a project kickoff meeting that proposes a detailed work plan, sets meeting and deadline schedules, and confirms project milestones. At this time, the City will deliver data and research it has collected and any analysis thereof. The Applicant will submit a detailed work plan, including meeting and deadline schedule, and project milestones, no later than one (1) week after the Project Kickoff meeting. The City reserves the right to provide feedback on drafts of the work plan until it meets the City's requirements. The Project Manager will support the Applicant in organizing required meetings.

Minimum required meetings following the kickoff meeting will include:

- Weekly calls and/or meetings as needed with Project Manager and/or Project Team regarding project status, challenges, findings, deliverables, and schedule (may be made bi-weekly upon mutual agreement of Applicant and Project Team).
- Four (4) to six (6) meetings with the project Steering Committee.
- Two (2) to three (3) in-person presentations to the Philadelphia Food Policy Advisory Council.
- Two (2) to three (3) public meetings.

### **Task 2: Reviewing research and background information, and conducting a mapping analysis**

The Applicant will be well versed in urban agriculture plan models from around the country, and will understand the history of the urban agriculture movement and land use in Philadelphia. The Applicant will also be aware of innovative food production models as tools for economic development in urban areas. The City will provide background research and data including a comprehensive database of existing gardens and farms (including location, size, stewardship, and ownership); GIS layers and data to support analysis and mapping efforts (city-wide land use, zoning, vacancy, etc.), known previous plans and studies, and recommendations from existing City plans and reports related to urban agriculture. The Applicant will use criteria established and provided by the City to create maps that overlay the data to show where need and opportunity for urban agriculture overlap. The Applicant will submit maps that are suitable for a public audience.

The Applicant will incorporate a deep analysis of environmental justice, race, class, and economic disinvestment throughout the planning process. The Applicant will be aware of the history of land changes and developments, with special attention to historical land use, governmental interventions, and socio-economic implications. The Applicant will also be aware of existing state and municipal environmental plans, policies, and regulations. The

Applicant will submit a memo documenting the Applicant's review and validation of background research, and additional data or gaps in information needed for further analysis.

### **Task 3: Needs Assessment**

In the pre-planning phase of this project, growers identified resources for gardening as a critical gap. The Applicant will conduct a needs assessment of existing organizational capacity of City agencies, non-profits, and academic institutions that support urban agriculture to determine what resources need to be available for gardeners and where gaps exist. The Applicant will submit a memo documenting the analysis, synthesis, and results of the needs assessment and how it will be used to develop the content of the Plan.

### **Task 4: Designing and executing a thorough community outreach strategy**

The Applicant is expected to solicit input on the Plan from a wide range of stakeholders and thereby implement a planning process that takes into account diverse perspectives from urban agriculture constituents. Stakeholders include (but are not limited to) growers and those interested in growing, residents who are most impacted by and vulnerable to food system challenges like food insecurity, urban agriculture critics, and youth. Many of these communities historically have not had a voice in policy-making. The Applicant will work with the City to develop this community engagement plan, which will include engagement strategies for target audiences, meeting schedules, and deadlines. The City reserves the right to provide feedback on drafts of the plan until it meets the City's requirements. At a minimum, the Applicant is expected to inquire about the history of participants' experience with urban agriculture in Philadelphia, their needs (including resources and types of land), and suggestions for other groups or communities to include in the planning process. The strategy should be sensitive to the content and amount of community engagement that has been done around other planning efforts.

While implementing the community engagement plan, the Applicant will create a space where a diverse set of voices and perspectives will be heard. Establishing a safe space for effective communication among many stakeholders is critical. This service will generate cross-sector dialogue, provide insightful information that will be used to design an effective plan, and create excitement around the design and implementation of a citywide plan. The Applicant will document meeting minutes, analysis, and results of all engagement strategies employed.

The Applicant is also expected to offer a period of public comment on the draft of the Plan.

We welcome the Applicant to utilize their expertise to advise the City on how best to execute a community engagement strategy through their response to this RFP. Please provide a sample and/or a reference regarding your experience with or approach to community outreach.

### **Task 5: Supporting City government engagement in the planning process**

The Applicant will support the Project Manager and Project Team to convene and engage with other City departments and agencies that influence urban agriculture. Additional

outreach may include interviews, surveys, and/or focus groups. Agencies include but are not limited to:

- Department of Planning and Development
  - o Philadelphia Land Bank
  - o Philadelphia Redevelopment Authority
  - o Philadelphia Housing and Development Corporation
  - o Philadelphia City Planning Commission
  - o Department of Housing and Community Development
- Philadelphia Housing Authority
- Philadelphia Office of Sustainability
- Department of Public Property
- Philadelphia Department of Commerce
- Philadelphia Parks & Recreation
- Philadelphia Water Department
- Licenses and Inspections
- Philadelphia Department of Revenue
- School District of Philadelphia

**Task 6: Develop recommendations and implementation plan to meet needs identified in tasks 1 and 2**

The Applicant will use results from the above tasks to develop content for the Plan, including:

- Analysis of existing conditions, including needs assessment, existing organizational capacity, and articulation of the benefits of urban agriculture;
- Strategy recommendations to define partner (City/non-profit/private) collaborations, build trust and transparency among City agencies (internally) as well as with urban agriculture constituents;
- Short, mid, and long-term recommendations, such as legislation, funding, baseline resources, and staffing, that sustain and expand urban agriculture, in a range of sizes and scales, in Philadelphia;
  - o The Applicant is encouraged to develop a range of strategies or options for the Project Team, Steering Committee, and community to review prior to selecting the final recommendations and implementation strategies for the Plan
- An implementation plan that lays out how to achieve those recommendations; and
- Analysis of current funders and identification of new potential funders that correspond with the short, mid, and long-term recommendations to sustain and expand urban agriculture in Philadelphia.

**Task 7: Create citywide Urban Agriculture Plan**

The Applicant will integrate information gathered from tasks to 1 to 6 create an effective and digestible Urban Agriculture Plan. A successful Plan will include recommendations for how the City and partners can support, both through maintenance and growth, long-term urban agriculture that contributes to the equitable development of Philadelphia, as well as an implementation plan with strategies and processes to achieve those recommendations. A successful Plan will also have content that is accessible to a general audience, and will

be designed for public consumption. Providing graphic design services to develop a clear layout and attractive design for the Plan is optional. If the Applicant plans to provide graphic design services, please include a description of these services and an optional line item in the budget of your proposal.

The Applicant will also attach an Appendix to the Plan that will incorporate all documentation and results from tasks 1 to 6, including facilitated public meetings, roundtable discussions, stakeholder interviews, and any other public engagement strategies employed.

The City reserves the right to provide feedback on drafts of the Plan until it meets the City's requirements, and expects the Applicant to offer a period of public comment on the draft plan, as per the Applicant's successful community outreach strategy.

### **Tangible Work Products**

The City requires completion and delivery of at least 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 are encouraged to be creative and propose additional or revised tangible work products that will achieve the project objectives.

Final Work Product 1: Urban Agriculture Plan based on a robust community engagement process that integrates an analysis of existing conditions, recommendations, and implementation plan. The Plan will include an appendix that describes work completed and lessons learned.

### **Milestones**

The City anticipates the work for this project will be organized into the following milestones (at a minimum), i.e. or groups of tasks, services and/or work products, listed below. Acceptance by the City's Project Manager or Project Team is the only point at which a milestone will be considered complete, and means the Project Manager/Team's comments and requests have been satisfactorily incorporated. 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.

- Milestone 1: Acceptance of Tasks 1 through 3.
- Milestone 2: Acceptance of Tasks 4 and 5.
- Milestone 3: Acceptance of Task 6.
- Milestone 4: Acceptance of Task 7.
- Milestone 5: Delivery of Final Work Product 1.

The City 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 the 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**

The City anticipates that the work required under this RFP will be completed no more than 18 months after project start and following the approximate schedule in the table below, based on the City’s identification of critical milestones and tasks. The scope of work proposed by Applicant should include a detailed 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 Department’s authorization to proceed under the City contract 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. Note that the Applicant will be expected as part of Task 1 to add dates to the “Submit for approval by” column of the table below, or a similar table outlining its activities if it proposes a different project schedule.

<b>Milestone #</b>	<b>Task Description</b>	<b>Completion</b>	<b>Associated Service/Work Product</b>	<b>Submit for approval by:</b>	<b>Submit for approval to:</b>
1	#1: Kickoff meeting	Within 1 month of contract award	Detailed work plan, including meeting and deadline schedule and project milestones	Within one (1) week of the project kickoff meeting	Project Manager (PM)
	#2: Reviewing background research and information, and conducting mapping analysis	TBD	Memo documenting Applicant’s review, and additional information needed for further assessment; maps suitable for public consumption	TBD	PM
	#3: Needs Assessment	TBD	Memo documenting analysis,	TBD	PM, Project Team (PT), and

			synthesis, and results of needs assessment		Steering Committee (SC)
2	#4: Designing and executing community outreach	TBD	Detailed community engagement plan, including meeting schedules, and deadlines.	TBD	PM, PT, and SC
	#5: Supporting City government engagement in the planning process	TBD	Documentation of all meetings/ roundtables/ other engagement strategies with City agencies	TBD	PM and PT
3	#6: Develop recommendations and implementation plan	TBD	Short, mid, and long-term recommendations and implementation plan for achieving them	TBD	PM, PT, and SC
4	#7: Create citywide Urban Agriculture Plan	TBD	Urban Agriculture Plan that integrates results from tasks 1 through 6; incorporate appendix that includes documentation from tasks 1 through 6	TBD	PM, PT, and SC
5	Delivery of Final Work Products	TBD		TBD	PM, PT, and SC

**Hours and Location of Work**

A successful applicant will be available for regularly scheduled project monitoring phone calls during business hours (Monday – Friday, 9:00am to 5:00pm EST). Community outreach meetings may take place outside of regular business hours in the evenings and

on weekends. Due to the community-based nature of this project, Applicants (or sub-contractors) based in Philadelphia are particularly encouraged to apply.

### **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. The department will inspect the work through the mechanisms listed in the Timetable (pages 10-11), including through regular phone conferences and/or meetings with the Applicant.

### **Reporting Requirements**

A successful Applicant shall report to the City of Philadelphia on a regular basis regarding the status of the project and its progress in providing the contracted services and/or products. Reporting will happen at a minimum via weekly or biweekly progress meetings. The Applicant agrees to meet by phone or in-person with the Project Team and/or Coordinator to provide updates on contractual goals and deliverables, including:

- Progress on milestones
- Barriers to implementation
- Success stories

### **Insurance Requirements**

The standard minimum insurance policy requirements to be maintained by contractors of The Mayor's Fund are listed below. The Applicant 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 the Applicant'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 an Applicant's right to obtain additional coverage and higher liability limits at the Applicant's discretion. Applicants may be required to provide proof of insurance at the Fund's discretion.

## **Submission Requirements:**

### **1. Organization & Personnel Qualifications:**

The proposal must identify all personnel who will perform work on the project, 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. The City encourages establishing well-balanced teams to enable the Applicant to meet the full scope of work and produce a high-quality result.

Firms based in Philadelphia, people of color, women, LGBTQIA+, gender-oppressed, veterans, people with disabilities, and intergenerational-owned firms, and firms with experience creating urban agriculture plans are encouraged to apply. The City strongly encourages and promotes the employment of qualified MBE/WBE/DBE firms in all aspects of its procurement of goods and services. If applicant is a Certified M/W/DBE, defined as Minority Business Enterprises ("MBE"), Woman Business Enterprises ("WBE"), or Disabled Business Enterprises ("DBE"), please submit information to confirm Certification as part of bid proposal. Collaborative proposals from firms working to develop well-balanced teams are encouraged.

A successful Applicant (or Applicant team) will have the following qualifications:

- 1) Facilitation, communication, and conflict-mediation skills;
- 2) Experience writing technical content for a general audience;
- 3) Data and land use analysis skills and experience;
- 4) Strong ties to Philadelphia communities;
- 5) An understanding of the history of gentrification and displacement in Philadelphia and how urban agriculture intersects with the city's socioeconomic challenges;
- 6) An understanding of the formal and informal language used to describe the vast array of urban agriculture projects; and
- 7) Experience with race and class analyses and working with communities of color and low-income residents.
- 8) Optional: Graphic design skills.

### **2. Proposal Format:**

Proposals submitted in response to this RFP must include a cover letter signed by the person authorized to issue the proposal on behalf of the Applicant, and the following information, in the sections and order indicated:

1. Table of Contents
2. Introduction/Executive Summary  
Provide an overview of the services being sought and proposed scope of services.
3. Applicant Profile  
Provide a narrative description of the Applicant itself, including the following:
  - a. Applicant's business identification information, including name, business address, telephone number, website address, and federal taxpayer identification number or federal employer identification number;

- b. A primary contact for the Applicant, including name, job title, address, telephone and fax numbers, and email address;
  - c. A description of Applicant's business background, including, if not an individual, Applicant's business organization (corporation, partnership, LLC, for profit or not for profit, etc.), whether registered to do business in Philadelphia and/or Pennsylvania, country and state of business formation, number of years in business, primary mission of business, significant business experience, whether registered as a minority-, woman-, or disabled-owned business or as a disadvantaged business and with which certifying agency, and any other information about Applicant's business organization that Applicant deems pertinent to this RFP.
- 4. Project Understanding  
Provide a brief narrative statement that confirms Applicant's understanding of, and agreement to provide, the services and/or tangible work products necessary to achieve the objectives of the project that is the subject of this RFP. Applicant shall describe how the Applicant's business experience will benefit the project.
- 5. Proposed Scope of Work  
Provide a proposed scope of work, including a cost proposal and project timetable (schedule), in accordance to page 4-5, "Scope of Work," of this RFP.
- 6. Statement of Qualifications; Relevant Experience  
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. Include names and resumes of personnel expected to fulfill the activities defined in the proposal. If any minimum qualifications for performance are stated in this RFP, Applicant must include a statement confirming that Applicant meets such minimum requirements.
- 7. Proposed Subcontractors  
State the intention to use subcontractors to perform any portion of the work sought by this RFP. For each such subcontractor, provide the name and address of the subcontractor, a description of the work the Applicant intends the named subcontractor to provide, and whether the subcontractor can assist with fulfilling goals for inclusion of minority, woman, or disabled-owned businesses or disadvantaged businesses.
- 9. Applicant Diversity Disclosure  
As a separate document, Applicants must include a completed Diversity Disclosure Report for RFP Applicants. This form is attached to this RFP as Appendix A.

### **3. Technology Capabilities:**

The successful Applicant will be responsible for having and using the following technology capabilities and resources in performing the work: Microsoft Office Suite; creative design

software; mapping software; and data analysis software as determined by data needs.

#### **4. Alternative Solutions:**

The Fund and the City welcome innovative and creative solutions to the stated objectives for the Philadelphia Urban Agriculture Plan. If an Applicant offers options and/or alternative solutions that are not requested in this RFP or are not included in its proposed prices, the Applicant must provide the following information for each:

- A detailed description of the option/alternative solution (including, but not limited to, all features, functionality, and/or services that will be unavailable if the option/alternative is not purchased);
- If not included in the proposed prices, a full explanation of the rationale for not including; and
- Detailed cost information for each option/alternative, in accordance with the cost proposal requirements of the RFP.

#### **5. Available Information**

The City will provide the Applicant a suite of collected data to be reviewed and analyzed in Task 2. Data are expected to include, but are not limited to:

- Summary and analysis from the pre-planning engagement process for creating a citywide urban agriculture plan for Philadelphia developed by CoraJus;
- Past land suitability analyses and methodologies;
- Philadelphia Soil Safety Process and Recommendations Report (Food Policy Advisory Council);
- Walkable Food Access Reports (Philadelphia Department of Public Health);
- Philadelphia 2035 District Plans and technical memos;
- Philadelphia Land Bank Strategic Plan;
- Philadelphia Urban Agriculture Hearing transcripts;
- Delaware Valley Regional Planning Commission Food System Study;
- Inventory of existing urban agriculture sites, community gardens, and urban farms;
- Comprehensive report on Community Life Improvement Program (CLIP) and Pennsylvania Horticultural Society (PHS) managed vacant properties and any information on other vacant properties;
- Green City, Clean Waters data (Philadelphia Water Department);
- Model municipal urban agriculture plans; and
- Relevant existing and potential policies, and regulations.

#### **6. Cost Proposal:**

Applicants must provide a detailed cost proposal, with a line-item breakdown of the costs for specific services and work products proposed. Cost proposals must be “fixed price” proposals. The proposed price must include all costs that will be charged to the Fund for the services and tangible work products the Applicant proposes to perform and deliver to complete the project and including, but not limited to, costs for the following, if the Fund is to pay for them: employee compensation and fringe benefits; communication; printing; administrative expenses; bonding; acquisition of real estate; rent, utilities, maintenance

and security related to real estate; travel (reimbursable only at rates approved by the Fund and Project Manager and in accordance with current City policies, which can be obtained from the City); project management; development; testing; implementation; maintenance; training; and all other work proposed. Any contract resulting from this RFP will provide for a not-to-exceed amount in the compensation section of the contract. It is recommended that the Applicant break down its cost proposal by Work Product/Deliverable.

**7. References:**

Provide at least three references, preferably for projects that are similar in type, scope, size and/or value to the work sought by this RFP. Attach the final deliverable of at least one of those projects. If applicable, the Applicant should provide a sample and/or a reference regarding experience with or approach to community outreach. If applicable, Applicant should provide references for projects with other municipalities that are similar in size to the City of Philadelphia. For each reference, include the name, address and telephone number of a contact person.

**8. Deadline for Submission:**

Responses to this RFP must be emailed as a single PDF by April 30, 2019 at 11:59pm EST to [mayorsfund@phila.gov](mailto:mayorsfund@phila.gov) and [farmphilly@phila.gov](mailto:farmphilly@phila.gov).

**Selection process:**

Per the Fund's contracting policies, the initial term of the contract between the Fund and the winning applicant will be one (1) year. The winning applicant's contract may be renewed for up to two (2) successive one (1) year terms at the option of the Vendor, the Fund, and Philadelphia Parks and Recreation.

**Important Dates:**

3/14/19 – Q&A/ Networking Session 1

4/2/19 – Q&A/ Networking Session 2

4/9/19 – Deadline to submit questions that will be posted

4/16/19 – Answers will be posted online

4/30/19 – Deadline to submit full proposals