

APPENDIX A – PROPOSED SERVICES

The following scope of work is intended to accompany the RFQ (“A Plan for a City-Wide Cultural Resources Survey Delivered to the City of Philadelphia Department of Planning and Development (DPD)” that was issued by The Mayor’s Fund for Philadelphia on behalf of The City of Philadelphia, Department of Planning and Development (DPD), and the Philadelphia Historical Commission (“Commission”).

This document is meant to provide context for RFQ applicants on the full extent of services needed to plan for a city-wide cultural resources survey and pilot program. Applicants submitting a Letter of Intent in response to the RFQ should refer to this document when addressing the Areas of Qualification for which they seek qualification. A Request of Proposals will be issued to applicants qualified by the RFQ process to submit for the multi-year contract to plan and pilot a city-wide cultural resources survey. RFQ applicants should not propose a scope of work or budget as part of their RFQ application.

Please note: These Proposed Services were prepared to aid applicants in the submission of their RFQ applications. The Fund and DPD reserve the right to modify the Proposed Services stated herein based on changed circumstances, the RFQ process, the RFP selection process, and contract negotiations with the final applicant team selected following the RFP.

The Scope of Work for the full project can be separated into three main components: 1) community engagement and outreach efforts; 2) research and development; 3) analysis and implementation. While specific deliverables and proposed project organization is outlined below, we will be open to Proposals that reframe or restructure the Scope of Work so long as the goals and objectives of this project are clearly addressed.

A. SCOPE OF WORK.

1. COMMUNITY OUTREACH (Ongoing, 2 years)

We recognize that to achieve our goals, community outreach will be at the heart of this project. The Commission will need to build trust, develop relationships, and engage local communities in the process of identifying and documenting cultural resources – commitments that will extend beyond the life of this project to create long-lasting partnerships and processes.

An outreach plan for this project should include opportunities for engagement that are city-wide, that focus on specific individuals and organizations operating in the historic and cultural resource space, and, during the pilot project, are specific to the geography of the selected area. This plan should be mindful of feedback from public meetings of the Mayor’s Task Force on Historic Preservation, being sensitive to the time the public has devoted to this process to date. (Applicants may visit <https://www.phlpreservation.org/meetings> to be aware of outreach that was conducted to date. Other information from the Historic Preservation Task Force will be made available to the contracted consultant team.)

This project presents an opportunity to partner with entities that are already doing remarkable work around history, cultural heritage, and community-organizing throughout



Philadelphia. It also presents a chance to bring innovation to the process that includes histories not currently documented or designated because they are not represented by a physical artifact like an architectural feature or monument, etc.

Work completed through community outreach will inform and contribute to the creation of components included in the Research & Development by collaborating with the survey work of the full team.

Deliverables:

- Community Outreach Plan

2. RESEARCH AND DEVELOPMENT (Year 1: Fall 2021-Fall 2022)

Project Management. Facilitate the project throughout the full project timeframe (approximately two years). Help plan meetings, provide updates, connect team members, and ensure the project progresses in a timely, consistent, and meaningful manner. Assist in maintaining the guiding principles (referenced on page 3 of the RFQ) throughout the project.

Methodology. Establish a people-centered approach for research and survey that ensures a framework of various research methods (online, field, etc.) to identify sites and incorporate the diverse stories woven throughout our City.

Develop a system so that the data is collected consistently and provides adequate context. As we expand the work of the Philadelphia Historical Commission to include stories and spaces that are not marked by physical, tangible objects, the data collection will also need to evolve. The Commission currently utilizes Arches software as a data management system and has access to consultants who, upon recommendation, may customize the system.

Research and document the City's cultural histories and develop 4-8 thematic statements focused on historically underrepresented communities. This documentation and the thematic statements will not only assist with nominating and designating properties to the Philadelphia Register of Historic Places, but also help to identify cultural resources that should be surveyed, documented, and possibly preserved.

The thematic statements can be created through written documentation, oral histories, photography, recipes, ancestral documents, transcribed group conversations, and more. We envision a process that expands the current methods of documentation to better encompass the diversity of our City's neighborhoods and the multiple perspectives of cultural events and developments throughout our shared history.

Draft Cultural Resources Survey Plan. The Research and Development phase should be documented in a draft survey plan. The draft plan will provide the framework to approach the pilot survey project and should contain drafts of all proposed sections outlined under "Final Plan and Recommendations" on page 3 below.

Plan Pilot Survey Work. Identify a geographic area or thematic focus to test survey methodology and develop a written plan to undertake the pilot survey work.

Deliverables:

- Thematic Statements
- Draft Survey Plan
- Implementation Plan for Pilot Survey



3. ANALYSIS AND IMPLEMENTATION (Year 2: Summer 2022 – Summer 2023)

Pilot the Cultural Resources Survey in a specific geography or thematic focus. By continuing the Community Outreach and engaging community organizations, test the draft Cultural Resources Survey plan in the selected pilot geography or within a selected theme that records sites, stories, and spaces of cultural or historic relevance.

A year is not enough time to survey every site throughout the city, but the pilot will give us an opportunity to test the methodologies of the draft plan.

The pilot project should be heavily informed by community input but also a replicable process. This will inform the final plan and ultimately how Commission staff continue the work on an ongoing basis.

Final Plan and Recommendations

Deliver a final plan and recommendations for ongoing survey work that highlights the work completed through this project and identifies opportunities to expand the work of the Philadelphia Historical Commission. The completed pilot project should inform revisions to the draft plan. This plan should consider:

- **Preservation strategies.** How do we expand our methods of preservation to include histories that are embodied by tangible and intangible cultural expressions such as parades, street fairs, etc.? Recommended preservation activities may span from those rooted in the community to those regulated by the City. This may include proposing changes to the City's existing Preservation Ordinance or the Commission's Rules and Regulations.
- **Establish Priority Survey Strategy.** Establish an overall schedule or methodology for survey prioritization to ensure strategic and equitable designation that is generated by community members and neighborhood residents.
- **Ongoing data collection and storage.** The Commission utilizes Arches software and has access to consultants who specialize in this software system. The project team should identify recommendations to update Arches to collect, store, manage, analyze, and disseminate the survey data. While Arches currently supports an internal facing database for City agencies, we are currently working on an effort for it to become public facing and offer the ability for the public to contribute information.
- **Staffing and Maintenance Plan.** Determine staffing resources necessary to implement ongoing survey work and community outreach. As the survey work will be ongoing, develop strategies around maintaining the inventory and outline in a maintenance plan. The maintenance plan should include intersecting opportunities for data collection with other City agencies and departments.

Deliverables:

- Conduct Pilot Survey
- Final Cultural Resource Survey Plan

A. Budget

As proposed in the Scope of Work (included in Appendix A), we envision this process taking approximately two years to complete and a TOTAL budget of \$150,000 to \$200,000 for ALL of the services described herein. Where proposals consider consulting with the public, they



should include the cost of proposed compensation of individuals or organizations who contribute their time and expertise to the survey plan.

Please note: Applications to the RFQ should not include budget or scope of work.

B. Hours and Location of Work

Most project meetings will occur during regular work hours between 8 AM and 5 PM Monday through Friday. At the time of the publication of this RFQ, the Philadelphia Historical Commission offices remain closed. A portion of this work may be completed remotely. As Safer-At-Home restrictions are lifted, in-person meetings will begin. Community outreach meetings may take place outside of regular business hours in the evenings and on weekends.

While Applicants do not need to be in Philadelphia, a working knowledge and understanding of Philadelphia is recommended. We envision parts of the survey work will need to be done in Philadelphia; as will the majority of the community engagement tasks.

C. Timeline

Phase	Milestone	Timing
RFQ		
	RFQ distributed	May 17, 2021
	Written questions due	June 1, 2021
	Virtual Q&A Session	June 3, 2021
	All Q&As posted on Fund website	June 7, 2021
	Letters of Intent deadline	June 21, 2021
	Qualified List of Applicants posted /Invitations for full proposals sent	July 2021
RFP		
	RFP Q&A	July 2021
	RFP Submission Deadline	August 2021
	Final Selection	Late Summer 2021
Anticipated Project Implementation		
	Anticipated Start Date	Summer 2021
	Community Outreach	Fall 2021-Summer 2023
	Research and Development	Fall 2021-Fall 2022
	Implementation and Analysis	Summer 2022-Summer 2023
	Final Report	Summer 2023

The Fund anticipates that the work required under this project will be completed by June 30, 2023.