



**The Mayor's Fund
for Philadelphia**

REQUEST FOR PROPOSALS

Strategic Communications Delivered to the City of Philadelphia, Office of Children and Families

Issued by:

The Mayor's Fund for Philadelphia

On behalf of The City of Philadelphia, Office of Children and Families (OCF)

Questions about this RFP should be submitted to mayorsfund@phila.gov and Christine.piven@phila.gov by one week after release of the RFP, July 14th, 2021

Proposals must be received no later than 5:00pm Philadelphia, PA, local time, on July 30th 2021. A pdf version of the proposal must be emailed to: mayorsfund@phila.gov and Christine.piven@phila.gov



SECTION I – INTRODUCTION

A. Statement of Purpose

The Mayor's Fund for Philadelphia and The Office of Children and Families Adult Education ("Adult Education") seek a qualified communications consultant to conduct audience research and develop a strategic messaging campaign. The campaign will be grounded in the work of Adult Education, and will build on input from a variety of current and potential adult education stakeholders in order to solidify support for Adult Education's focused/responsive approach.

B. 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. Adult Education will serve as the project manager for this effort on behalf of the Fund.

The Office of Children and Families (OCF) aligns the City's policies, resources, and services for children and families. Our priorities are safe children, strong families, and supported schools and communities. Adult Education oversees the City's planning and investments in adult education. OCF/AE seeks to ensure adults have equitable access to the foundational educational opportunities and programs needed to accomplish their education, career, family, and civic goals.

C. Project Background

In 2020 Adult Education commissioned a report that highlighted key recommendations for the office. One of the nine recommendations was to communicate the purposes and benefits of adult education. The researchers gathered from focus groups and surveys that:

- Interviewees repeatedly stated that many potential and actual stakeholders, including City Council members and leaders of City agencies, institutions of higher education, and the business sector, do not understand what adult education is and how it can help them meet their goals. They often have a narrow understanding of it as "the GED® program" or perhaps "the English program for immigrants" rather than a key service that can help address pressing city needs and goals and play a key role in alleviating poverty; addressing the needs of citizens returning from incarceration; and improving employment, housing security, and public health outcomes. Key stakeholders and other City leaders need a deeper knowledge of adult education, adult education services, and the functions of an office for adult education.
- The office's functions, and citywide adult education services, must be communicated clearly and made more visible to all stakeholders. This could broaden and further commitment to adult education and help to ensure more sustained funding, engagement, collaboration, and integration across sectors.
- [Please see here for the full report.](#)



To address the issues in the report, clear, concise tools are needed to communicate the value and purpose of adult education. Ultimately, Adult Education seeks to develop a long-term marketing and communications campaign that will achieve the following goals:

1. The value of adult education is understood by key stakeholders and connection is made to real life advantages of engaging in adult education services.
2. Adult Education is perceived by its key stakeholders and the public as a credible, transparent, and responsive agency that adds value in its communities
3. Adult Education has support and assistance of local and state officials as well as the philanthropic community for increased funding for adult education

Before the marketing and communications campaign can be developed, executed and finalized, Adult Education seeks the services of a communications consultant to conduct audience research in order to provide direction on the strategies and activities that will be most effective at developing the plan. The audience research will also inform the redesign of the website, which is a separate project not included in the scope of this work.

D. General Disclaimer

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.

SECTION II – PROPOSED SERVICES

A. Scope of Work

Project goals

The OCF AE strategic communications messaging and engagement plan will support success of strategic priorities by achieving the following goals:

1. The value of adult education is understood by key stakeholders
2. Adult Education is perceived by its key stakeholders and the public as a credible, transparent, and responsive agency that adds value in its communities
3. Adult Education has support and assistance of local and state officials as well as the philanthropic community for increased funding for adult education

The Applicant's proposed scope of work should address each objective specifically and describe in detail how the Applicant will achieve the objective

B. 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.

I. Audience Research (Three months)



The first three months of the engagement will involve gaining a full understanding of Adult Education Services and of the challenges and opportunities faced in pursuing its goals. This work will include the following:

- Review Adult Education guiding documents
- Review past audits of stakeholders
- Conduct audience research to assess stakeholders' current perceptions and needs in terms of how messaging should be delivered to reach specific intended audiences (interviews, surveys, focus groups etc.)
 - External audiences
 - Corporate Community
 - Philanthropic Community
 - Learners (involved and not involved with Adult Ed Classes)
 - Immigrant Community
 - Re-entry population
 - Adult Ed Providers
 - Workforce System
 - General Public
 - Media
 - Internal audiences
 - Key agency staff
 - Policymakers (elected and appointed)
 - Government officials, specifically:
 - City Council
 - The Courts
 - Commerce Department

II. Developing Strategic Messaging (One month)

After completing the research phase, the consultant will develop draft messaging and communications materials. The consultant will work with the Adult Education and the OCF Communications teams to finalize the messaging and the recommendations for best distribution mechanisms based on feedback from the stakeholder engagement sessions.

Project deliverables:

- A final report that includes:
 - A detailed report on the current perceptions, concerns, and needs of internal and external stakeholders
 - Key strategic messaging which addresses the concerns of the audiences and includes recommended ways to deliver messaging to the audiences.

C. Timeline

A review committee led by the Adult Education Executive Director and the OCF Communications Director will, along with select staff, evaluate all proposals, and make recommendations. The review committee will continue to be engaged at key milestones during the project for review.

The anticipated timeline for this project, which is subject to change, is as follows:

Milestone	Date
Questions about RFP submitted	7/14/2021
Deadline for receipt of requests for proposals	7/30/2021



Interviews	(If needed)
Consultant selection	August 13, 2021
Contract Negotiations	8/23/2021 – 8/27/2021
Research phase completed and report issued by	12/2/2021
Strategic Messaging and staff review completed by	01/14/2022
Adoption plan by	01/21/2022

The Fund anticipates that the work required under this RFP will be completed by January 21, 2022

D. Budget

Proposals for the scope of work outlined above must not exceed \$34,000.

Proposed costs will be an important consideration during review of the RFP submissions. OCF plans to implement the plan with existing staff and has limited funds for engaging outside assistance in implementation.

SECTION III – GENERAL TERMS

The Mayor's Fund for Philadelphia serves as a Fiscal Sponsor for projects and programs administered by The City of Philadelphia (the City) and City-Related Agencies in support of the Mayor's core priorities. The Fund is responsible for implementing procedures that honor Chapter 17-1400 of the Philadelphia Code.

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.

For this contract opportunity, the Mayor's Fund has agreed to act as the "Fiscal Sponsor" for the City of Philadelphia OCF in order to facilitate Adult Education Strategic Messaging on the City's behalf. The contract or contracts resulting from this RFP will be held between the Mayor's Fund and the selected applicant(s).

What follows are contractual terms the chosen applicant will be expected to agree to. By submitting a proposal in response to this RFP, the applicant acknowledges and agrees to be bound by these terms unless otherwise noted in the applicant's proposals. The applicant may suggest alternative language to the following terms, and at the Fund's sole discretion, negotiation may be possible to accommodate an applicant's requested changes during the contracting phase.

A. Insurance Requirements

The standard minimum insurance policy requirements to be maintained by Vendor of The Mayor's Fund are listed below. Vendor 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.

B. Confidentiality

Through performance of the Agreement resulting from this RFP, the selected Vendor may receive or have access to Confidential Information of The Fund and OCF, which may include certain information concerning the Services and other information not generally known to the public. Vendor shall not disclose any Confidential Information it receives from The Fund and OCF to any person or entity except (a) employees or contractors of Vendor, and (b) Vendor's professional advisors who have a need-to-know such information, provided such professional advisors have agreed in writing to maintain the confidentiality of such information pursuant to confidentiality agreements containing confidentiality obligations that are not materially less restrictive than those contained in this Agreement, or such professional advisors are bound by law or codes of professional conduct to keep such matters confidential. Vendor shall inform such employees having access or exposure to Confidential Information of Vendor's obligations under this Agreement. Vendor shall use not less than the same degree of care (but no less than a reasonable degree of care) to avoid disclosure of such Confidential Information as Vendor uses for its own confidential information of like importance. Vendor shall use reasonable efforts to ensure that Confidential Information and all materials relating to The Fund and OCF at the premises of Vendor or in the control of Vendor shall be stored at locations and under such conditions as to prevent the unauthorized disclosure of such information and materials. Vendor may not use the Confidential Information for any purpose other than for the performance of to the Services under this Agreement. This obligation shall survive the termination of this Agreement. Vendor shall return The Fund and OCF materials, if applicable, to The Fund promptly upon termination of this Agreement or earlier if requested by The Fund.

"Confidential Information" means all non-public information in whatever form transmitted, whether written, electronic, oral or otherwise, including without limitation business plans, specifications, design plans, drawings, software, data, prototypes and other business and technical information that is disclosed by The Fund and OCF pursuant to this Agreement and that is marked as "confidential" or "proprietary" (or, if disclosed orally, designated as confidential upon disclosure) or which, under the circumstances surrounding disclosure, a reasonable person would deem as confidential. Notwithstanding the foregoing, Confidential Information shall not include information that: (a) is independently developed by Vendor or lawfully received by Vendor free of restriction from another source having the right to so furnish such information; (b) is or becomes generally available to the public without breach



of this Confidentiality Agreement by Vendor; (c) at the time of disclosure, was known to Vendor free of restriction; or (d) is required to be disclosed pursuant to any statute, law, rule or regulation of any governmental authority or pursuant to any order of any court of competent jurisdiction; provided however, that: (e) the Vendor shall use commercially reasonable efforts to notify The Fund and OCF before disclosure, (f) Vendor shall disclose only such portion of the information as is legally required; and (g) the disclosed information is not "Confidential Information" only for the purpose of and to the extent of the required disclosure, and otherwise remains "Confidential Information" subject to the terms and conditions of this Agreement.

C. Representations, Warranties, and Covenants

The selected Vendor represents, warrants and covenants that so long as the Agreement resulting from this RFP has not been terminated: (a) Vendor has full power and authority to enter into and perform its obligations under the Agreement; (b) entering into and performing its obligations under the Agreement (i) will not violate or breach any agreement binding on Vendor; and (ii) does not result in a conflict of interest between the Services or Works to be provided under the Agreement and Vendor's other activities. Vendor shall advise The Fund and OCF of any conflict of interest that arises during the performance of the Agreement. (c) the Services and Works will: (i) be created and originated by Vendor and may be conveyed to The Fund under the Agreement free and clear of claim of ownership by others; (ii) not violate or infringe any proprietary information, non-disclosure, copyright, patent or other intellectual property or contractual right; (iii) not violate any applicable law, rule or regulation; (iv) conform with the Agreement, be performed in a workmanlike and professional manner, be of high quality, and in no event, be of a quality less than the quality of services performed and work product created by a skilled consultant with expertise in the area for which Vendor is providing the Services; and (v) be free of errors and that all failures of the Services or Works furnished hereunder will be corrected to conform with the Agreement.

D. Indemnification

The selected Vendor shall indemnify, defend and hold The Fund and OCF harmless from and against any damage, loss, liability, obligation, claim, litigation, demand, suit, judgment, cost or expense including, without limitation, reasonable attorneys' fees ("Claims") that may be made: (a) for bodily injury, death, or damage to real or tangible personal property, including theft, resulting from the acts or omissions of Vendor, its employees or agents; (b) in connection with Vendor's breach of its obligations under the Agreement; (c) by any third party alleging that the Services or Works violate any proprietary information, non-disclosure, copyright, patent or other intellectual property or contractual rights; and (d) in connection with Vendor's recklessness, gross negligence, willful misconduct, or violation of applicable law. The Fund and OCF may participate at its expense in any Claim, and The Fund and the OCF's prior written consent is required for settlement of any Claim.

Except for the indemnification covenants contained in the first paragraph of this Section, for which no cap shall be applicable, if Vendor has any other liability to The Fund and OCF for any Claims, such liability shall in all cases whatsoever be limited to the greater of (e) any amount of insurance Vendor is required to carry as set forth in the Agreement, and (f) the total amount received by the Vendor for the Services under the Agreement.

SECTION IV – SUBMISSION REQUIREMENTS

A. 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.

B. 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.

C. 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.

D. 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.

E. Deadline for Submission:

Responses to this RFP must be emailed as a single pdf by 5:00pm July 30th, 2021 to mayorsfund@phila.gov and Christine.piven@phila.gov.

F. Proposal review and Selection Process:

It is expected that proposals will be reviewed and a limited number of interviews (if necessary) will be held between July 30th and August 13th.

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