



# Refurbishing and Tech Support RFP

Informational Webinar  
August 2<sup>nd</sup> and 3<sup>rd</sup> 2022



City of  
Philadelphia



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# BACKGROUND



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# Device Access in Philadelphia

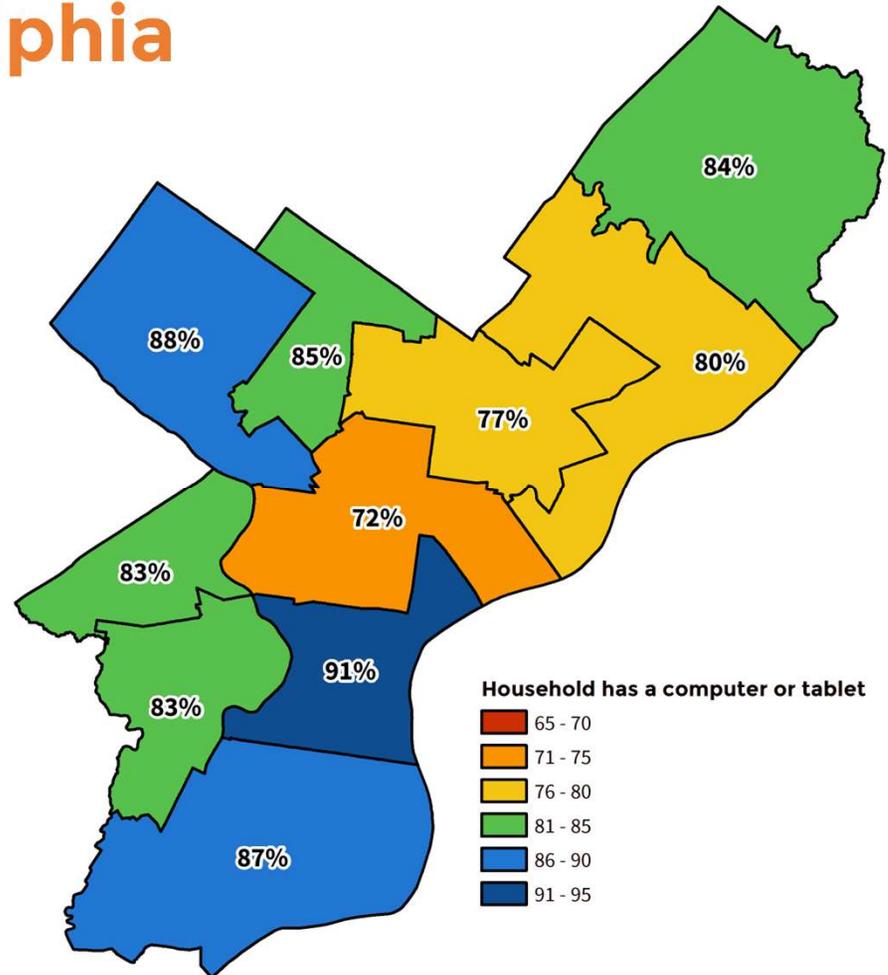
The need for devices is especially acute in certain areas of Philadelphia



19% of all Philadelphia households (~119,000) still do not have any working desktop, laptop, or tablet at home<sup>1</sup>



37% of low-income households still do not have any working desktop, laptop, or tablet at home<sup>2</sup>



Map sourced from "Connecting Philadelphia: 2021 Household Internet Assessment Survey"





# Device Access in Philadelphia

## Additional metrics



41% of seniors 65 or older do not have any working desktop, laptop, or tablet at home<sup>1</sup>



12% of Philadelphia households lack any device including a mobile phone<sup>3</sup>



42% of Spanish speaking Hispanic households do not have any working desktop, laptop, or tablet at home<sup>2</sup>



Of Philadelphians without broadband service, **50% stated that the cost of a computer is too expensive** and 12% ranked this as the most important reason for not having broadband<sup>4</sup>





# WHAT'S HAPPENING LOCALLY



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# GOAL 1: DEVICES

PHILADELPHIANS CAN ACCESS APPROPRIATE AND AFFORDABLE TECHNOLOGY DEVICES

## Key Strategies and 5-Year Initiatives

### SCALE A SYSTEM OF COMPUTER RECYCLING, REFURBISHING AND COMMUNITY TECH SUPPORT

1. Establish a non-city entity to coordinate and manage a large-scale, city-wide recycling, refurbishing, and community technical support operation.
  - The City is committed to **helping an entity take over PHLDonateTech and scale it up** into a larger city-wide effort.
  - A successful model **requires deep knowledge of technology recyclers, the profit model, building relationships with corporate entities** willing to recycle and donate their equipment, **security and data wiping standards**, and a robust model of **workforce development to train employees** on technical support.
  - Philadelphia currently lacks a cohesive model and relies on small refurbishers to handle a few hundred devices at most.





# Device Distribution Locally

## PHLDonateTech

A City initiative calling on residents and businesses to donate, recycle, and provide computers to families and people in need across Philadelphia.



**4,800+** devices donated in 2021



**1,000+** large screen devices distributed in 2021 to Philadelphians in need

## Digital Navigators

A “Digital Navigator” acts as a digital support case manager, who can provide remote one-to-one dedicated support to households around accessing and using technology.



**450+** Philadelphians received devices, including through PHLDonateTech, from Jun 2020-Dec 2021



**1,385** unique callers provided support with accessing or using technology from Jun 2020-Dec 2021





# Overview of Digital Literacy Alliance (DLA)

The Digital Literacy Alliance is a broad coalition of institutional stakeholders working to alleviate the digital divide in Philadelphia.

The coalition develops strategy, manages an existing seed fund, raises additional funding and oversees funded programs with the assistance of relevant stakeholders and committee members.

## DLA By the Numbers

- **6** grant rounds in 6 years
- **~\$150K-\$200K** awarded each year toward innovative digital literacy projects
- **\$1M+** in funds dispersed
- **35** community-based organizations funded





# RFP OVERVIEW



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## Purpose

*The goal of this effort is to create a sustainable model for providing free and low-cost devices and city-wide technical support to residents in need to extend the lifespan of residents' devices.*

We envision a model that includes:

- 1) a robust device collection operation that includes e-waste vendors/recyclers with current accreditation under the [e-Stewards](#) or [R2 certified](#) appendix B standards.
- 2) a device refurbishment program that follows established standards for data sanitization and security.
- 3) a device redistribution program through which residents can receive free and / or low-cost devices.
- 4) a program that offers reasonable free or low-cost tech support that includes IT help desk support and device repair to Philadelphia residents in need across the City.





## Key Points

- We anticipate awarding contract to **one selected Applicant** who will serve as the “prime” contractor for delivery of services.
  - *Applicants may propose additional organizations to be subcontracted as part of the Applicant’s team*
- We will accept proposals from a range of solution providers. Responses **not limited to local** organizations or companies.
- Proposals should demonstrate **understanding of Philadelphia’s local context** and / or demonstrate having committed local partners
- Applicants should **consider public infrastructure / assets** (i.e., libraries, recreation centers) and local CBOs
- Applicants must demonstrate **ability to sustain operations beyond any initial funding** from this RFP





## Timeline

| <b>Milestone</b>                   | <b>Date</b>            |
|------------------------------------|------------------------|
| Questions due from applicants      | 8/15/22                |
| Question responses posted publicly | 9/2/22                 |
| Full proposals due                 | 9/16/22 at 11:00pm EST |
| Applicant interviews               | 9/19/22 - 9/30/22      |
| Final selection                    | 10/14/22               |
| Kick-off meeting                   | 10/28/11               |
| Contract signed                    | 12/31/22               |

We anticipate that work under this RFP will be accomplished over a 2-year funding cycle ending by December 31<sup>st</sup>, 2024.





## Required components of proposed solution:

- Demonstration of a robust strategy for the collection of devices and ability to build partnerships with national and local companies or organizations to pick up bulk donations of devices.
- Commitment to accredited e-waste vendors/recyclers and standards for data sanitization and security.
- Ability to hold, secure, and refurbish devices in a timely manner.
- Distribution of devices via an online store and a “storefront” model or in partnership with local organizations that offer a consistent schedule of days and/or hours for residents.





## Required components of proposed solution:

- A model that provides a set number of free devices each year to be determined by the Applicant and offers a sliding scale price point of devices at \$50 or less.
- Demonstration of a Help Desk / Tech Support model that has multi-linguistic capacity and provides free or low-cost Level 1/2/3 repair and technical assistance by phone and in person on a consistent schedule.
- Collaboration with local partners. This can include one or more of the following: local refurbishers, recyclers, recreation centers, libraries, digital navigator organizations, or other local digital inclusion partners to support any aspect of the proposed solution for refurbishing, distribution or technical support.





# What we mean by "Technical Support"

## Level 1

Support that can mostly be done over the phone with someone familiar with common IT problems such as:

- resetting a password
- re-booting a device
- finding/opening/manipulating an application on a device

## Level 2/3

Support that requires a more skilled technician and is sometimes referred to as “break/fix”. It can include:

- troubleshooting, diagnosing and/or fixing a software, hardware, or connectivity problem with a device or with peripheral devices that are not working properly
- fixing or replacing a part of a device
- running virus software
- re-installing an operating system

Technical support is distinguished here from *digital navigation*, which can help residents on how to use properly working common software, an application, or basic functions of their device.





## Examples of optional components:

- Use of the Affordable Connectivity Program or other federal programs to support device and internet access.
- Ability to work with schools or other larger entities to offer tech support and device repair.
- Experience providing or integrating workforce IT training or bringing in apprentices or students from Workforce Training programs to support operations.





# Workforce Training

- ✓ Workforce development programs can set individuals up for success in Information Technology and help prepare Philadelphians for a growing field.
- ✓ The Computer Support Specialist (CSS) is the entry point into the field.
- ✓ Some refurbishing organizations offer tech support and workforce training already.
- ✓ There is an opportunity to leverage these programs to offer **city-wide community tech support**.



- The IT sector is one of the fastest growing sectors – 25% of all net new job growth in Philadelphia since 2002 has been in the tech sector, totaling 25,000 jobs.
- Between 2012 and 2019, Philadelphia region added net total of 15,000 tech jobs.



- Economy League estimates 35% of the region's tech workforce has less than a Bachelor's degree.
- According to Glassdoor data, the average base pay in IT in Philadelphia is \$55,683, more than twice the median income of an individual in the region.





# Philadelphia Works Outlines Career Pathways in IT

<https://www.philaworks.org/career-pathways/information-technology/>

**COMPUTER USER SUPPORT SPECIALISTS (CSS)** -- also referred to as *Help Desk Analyst, Desktop Support Analyst, IT Specialist, Desktop Support Technician*

**JOB TASKS:** Provide technical assistance to computer users. Answer questions or resolve computer problems for clients in person, or via telephone or electronically. May provide assistance concerning the use of computer hardware and software, including printing, installation, word processing, electronic mail, and operating systems.

**STARTING HOURLY RATE:** \$21.38 + BENEFITS

**LOCAL TRAINING PROGRAMS:** CISCO or COMP TIA A+ programs such as those at:

- Tech Impact
- JEVS
- Per Scholas
- JobWorks
- Urban Technology Partnership
- The Urban League
- NerdIT
- Community College of Philadelphia





## Products & Deliverables

- Online and storefront presence
- Marketing materials
- Tech support hotline
- Written progress reports (as determined by contract)
- Quarterly data reports, including but not limited to:
  - Number of devices collected as part of any local campaign
  - Number / types of devices distributed to local entities and/or directly to residents
  - Number of help desk tickets submitted and resolved
  - Demographics of residents who received devices





## Location of Work

- Distribution of devices should occur solely within Philadelphia County
- Particular attention to neighborhoods with the least access to devices and internet
- Partner with local trusted entities
- Work with recyclers or other partners involved in this device ecosystem can be done nationally / regionally / remotely if the applicant demonstrates that this is the most cost-effective way to operate





## Budget

- Applicants should demonstrate full cost of the proposed project over a 2- year period
- Applicants will be required to provide a 10% funding match as part of their proposal budget in Year 1 and a 25% match in Year 2.
- Applicants should anticipate further budget conversations as part of any finalist interviews
  - Should be able to demonstrate areas where the budget could be reduced, increased, or altered to meet the needs of the City





# SUBMISSION REQUIREMENTS



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# Submission Requirements

## A. Executive Summary

## B. Proposal Description

1. Describe in detail your ability and experience **collecting and recycling devices** and how you would leverage this model for Philadelphia.
2. Describe how you would **set up operations** in Philadelphia
3. Provide details on your proposed model to **distribute devices** to Philadelphia residents in need including through **an online store, storefront locations, or other means.**
4. Describe your proposed **community tech support operation** and what is covered by your tech support solution.
5. *<Optional>* The city is interested in practical ways to integrate workforce training into a proposed solution. Describe a workforce training model that is currently employed by your organization or could be incorporated into your solution.
6. *<Optional>* Describe any other added benefits or innovative components to your model that is outside the scope of work of this RFP.





# Submission Requirements

## A. Timeline

## B. Organizational Infrastructure and Partnerships *(no more than 3 pages)*

1. Statement of qualifications and experience
2. Staffing and resumes of those with experience with like project
3. Partnerships
4. Financial stability
5. Ability to continue the work beyond the 2-year grant

## C. Cost Proposal

- A. Budget narrative AND line-item budget
- B. Match of 10% the first year and 25% in Year 2

## D. References





# FREQUENTLY ASKED QUESTIONS



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## Frequently Asked Questions

### What is the budget? Is there any limit on my funding request?

We have not provided a set grant award amount because we are interested to hear from applicants about an appropriate budget for a two-year start up project. We hope to understand the approach applicants will take and how they will leverage their resources to build an effective, sustainable model in Philadelphia. The selected applicant should anticipate working with us to determine the budget for their final contract. [For example, the yearly cost of PHLDonateTech was \$35,000 and we were able to distribute 1000 devices for free. Estimates of costs to refurbish devices run from \$35/device to \$75/device.]

### Am I required to provide free devices?

Yes. As part of this RFP, we ask that applicants set aside a certain number of devices to distribute for free to those in need. The number of devices is up to the Applicant, and we are looking for applicants to tell us how many free devices they could distribute as part of their plan each year. Applicants may also resell devices at a reduced price, but they must provide some devices for free as part of their contract.





## Frequently Asked Questions

### Can I focus on a specific population of residents?

We hope that access to devices and the tech support will be available generally across the city to Philadelphia residents in need. The Applicant can work with the DLA to help prioritize certain populations for free devices or areas of the city for distribution events or tech support. Be clear about any populations in the past that you have provided devices to and / or priority populations that you hope to serve. However, Applicants should be open to reaching a wide variety of residents in need and can look to our digital equity plan to understand Philadelphia's highest need populations.

### What does a “Storefront presence” mean?

A store-front is a place a resident can go and receive support in person. This does not have to be a stand-alone store. The storefront could be housed in a library, rec center, or other community organization. An in-person location is critical for those who may be least comfortable with technology and where they can build a trusted relationship with local staff.





## Frequently Asked Questions

### Does the Tech Support operation need to be 24/7? What do you mean it needs to serve all residents in need?

No. the tech support operation could have a hotline that operates for a few hours a week or in-person tech support days that happen once/week or once/month. As a two-year start up project, we ask Applicants to provide a realistic approach to providing level 1,2, and 3 tech support and scaling it up over time. We ask that Applicants think across the highest need areas of the city and make the tech support available beyond one neighborhood or only one population group. We also ask that tech support be provided to those who may not have received a device from the refurbisher directly.





# Appendix



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## Relevant Links

[Digital Navigator webpage](#)

[PHLDonateTech](#)

[City of Philadelphia Digital Equity Plan](#)

[Understanding the Digital Divide: Philadelphia's Report on Internet Access](#)

[Philadelphia's Public Computer Centers](#)



# Who are the City's Digital Navigators?

A “Digital Navigator” acts as a **digital support staff** who **provides remote or in-person one-to-one dedicated support** to households **around accessing and using technology**.



Beyond Literacy

**215•426•7940**

[info@beyondliteracy.org](mailto:info@beyondliteracy.org)

Helpline calls will be live-answered on Mondays (8:30 a.m. to 4:30 p.m.), Tuesdays (12:30 to 4:30 p.m.), Thursdays (12:30 to 4:30 p.m.), and Fridays (8:30 a.m. to 12:30 p.m.).



ExCITE Center at Drexel  
University

**267-217-3508**

[navigator@excitecenter.org](mailto:navigator@excitecenter.org)

Digital Navigators will be responding to questions 9am-5pm, Monday - Friday. You will be contacted within 1 business day. Find additional information and help videos on the [Digital Resource](#) page.



SEAMAAC

**215-867-9732**

[digital@seamaac.org](mailto:digital@seamaac.org)

\*Live chat translation available in Spanish.  
Most languages are available on helpline call.



# How #PHLDonateTech Campaign Works

## 1. Devices are picked up or mailed into 2 Recyclers

- Request a pick up of laptops or desktops from your home or business from **Retrievr**
- Mail in laptops to **DoneWithIt**
- Bulk equipment pickups are handled through **Electronic Access Foundation**

## 2. Recyclers work with 4 Local Refurbishers

- **Electronic Access Foundation**
- **NERDiT Foundation**
- **TDI Connect**
- **Temple Computer Recycling Center**
- Refurbishers certify, wipe data from computers, and refurbish equipment

## 3. Refurbishers provide computers to CBOs

- Refurbishers work with Digital Navigators and other Philadelphia CBOs to provide equipment in small bulk quantities
- Digital Navigators and CBOs hand equipment directly to residents in need based on priority populations.

Households or CBOs can contact Digital Navigators if they are in need of a free or low-cost device





# Local CSS Tech Training Programs

| Entity  | Primary Roles   |
|---|---|
| <b>Urban League / TechWorks program</b>   | <ul style="list-style-type: none"> <li>• <b>Urban League TechWorks Certifications</b> – CompTIA A+, IT Fundamentals, Cloud, Business Essentials</li> <li>• Prepares individuals with minimal IT experience for in-demand, higher-paying technology jobs. Currently piloting courses in Network and Cybersecurity</li> </ul>   |
| <b>Per Scholas</b><br><a href="https://perscholas.org/">https://perscholas.org/</a> | <ul style="list-style-type: none"> <li>• <b>Certifications:</b> CompTIA A+, JAVA, AWS for Amazon, Net+, Google</li> <li>• Provides free devices, connectivity, digital literacy, and technology enrichment to families without a device in their home.</li> <li>• <b>End use Desktop Support</b> - This course is designed to prepare students for specific job demand employers have in Philadelphia. Students will master fundamental concepts in Networking, Active Directory, ITIL, and have the opportunity to earn the CompTIA A+ certification.</li> </ul> |
| <b>School District Urban Technology Project</b>                                     | <ul style="list-style-type: none"> <li>• <b>Certifications:</b> Journeyperson Certificate: Internetworking Technician; college credit toward associate degree in computer science. 1st year Certs: COMP TIA IT Fundamentals, Comp TIA A+; started to offer AWS, Network +, Security +, Project +, Apple Care, Dell technician certs.</li> <li>• The UTP is comprised of the Computer Support Specialists Registered IT Apprenticeship Program and the Pre-Apprenticeship Digital Service Fellows AmeriCorps Program</li> </ul>                                    |
| <b>JEVS IT Apprenticeship program</b>   | <ul style="list-style-type: none"> <li>• <b>Certifications:</b> CompTIA A+</li> <li>• Operates both registered pre-apprenticeship and apprenticeship programs in the field of Information Technology.</li> <li>• Partnership with Urban League of Philadelphia through JobWorks</li> <li>• <a href="https://www.jevshumanservices.org/program/it-pre-apprenticeship/">https://www.jevshumanservices.org/program/it-pre-apprenticeship/</a></li> </ul>   |
| <b>Tech Impact – IT Works</b>   | <ul style="list-style-type: none"> <li>• <b>Certifications:</b> Cisco IT Essentials and CompTIA A+</li> <li>• Prepares young adults (18-26 years old) for entry-level IT careers.</li> <li>• Located in Philadelphia, Wilmington, and Las Vegas for entry-level IT careers and offered twice a year.</li> <li>• 11 weeks in the classroom followed by a 5-week internship.</li> </ul>   |
| <b>NerdiT Now / TechWorks Program</b>   | <ul style="list-style-type: none"> <li>• <b>Certifications:</b> CompTIA A+, IT Fundamentals, Cloud, Business Essentials</li> <li>• NERDiT, a local tech reseller, repair shop and refurbisher in Delaware recently started to formalize training in refurbishing and IT skills through a partnership with Job Works.</li> </ul>   |
| <b>Community College of Philadelphia</b>  | <ul style="list-style-type: none"> <li>• <b>Certifications:</b> CompTIA A+, CompTIA Security+, Microsoft Office Specialist, AWS SysOps Administrator Associate, Web Applications Developer Plus</li> <li>• Online courses offered with cost of tuition.</li> </ul>  |
| <b>PAR RecycleWorks</b>   | <ul style="list-style-type: none"> <li>• <b>Certifications:</b> N/A</li> <li>• PAR-Recycle Works is a nonprofit electronics recycler that provides transitional employment to people returning from prison. They deconstruct electronics and destroy data to generate revenue and pay employees</li> </ul>  |

