

Request for Proposals – Questions and Answers

PHL Taking Care of Business Clean Corridors Program

2023 Impact Report

Important Points of Clarification:

1. The Philadelphia Department of Commerce (Commerce) is the primary client for this project and RFP. Philadelphia Industrial Development Corporation (PIDC) is only responsible for managing the payment administration of this project. The selected consultant will work directly and closely with Commerce staff throughout the course of the project timeline.
2. Graphic design and copywriting are the primary services requested for this project. Commerce will work closely with the selected firm to provide them with most of the raw data for analysis and the final statistics for inclusion in the Impact Report. The selected firm's primary responsibilities will be to analyze and filter the information and convey it to a general audience through compelling copywriting, and attractive and intuitive graphic design. The 2022 Impact Report, which can be found [here](#), should serve as an example of the tone, type of narrative and statistical content, and design that Commerce is seeking to expanded upon for the 2023 Impact Report.
3. Section 2A ("Requested Services") of the RFP provides a thorough and complete overview of how the Impact Report will be structured and what content items will comprise each section. Each content item listed is marked by a "P," "PC," or a "C," which indicates the data sourcing for that particular content item. In most instances, the selected firm will be responsible for producing qualitative content, such as interviews and success stories and other copy-written content, with some background information and suggested interview subjects or data sources provided by Commerce. These qualitative content items will typically range from 75-200 words. In most instances, Commerce will provide quantitative content, such as numeric statistics, basic charts, and map graphics, to the selected firm for designing and formatting into the document. However, some quantitative content items will require the selected firm to analyze spreadsheets of raw data provided by Commerce to calculate statistics from.
4. The RFP specifies a maximum project cost of \$20,000, which would *include* the cost of printing 500 copies of the Impact Report. If found to be unfeasible, applicants are still encouraged to submit a proposal. Applicants may reduce the number of copies to be printed or eliminate print management and print costs all together to meet the \$20,000 project maximum. Commerce can manage printing and associated costs separately if necessary.

Questions and Answers

Will [Commerce] identify and inform the selected design agency who the stakeholders are for the interviews?

Yes, Commerce will work with its TCB neighborhood nonprofit partners to identify and make initial contact with potential interview subjects. With an interview subject's approval, Commerce will provide the selected firm with the contact information of the neighborhood nonprofit partner or directly with the interview subject to coordinate the interview. Interviews will likely be conducted over the phone but may need to take place in person within Philadelphia city limits, given any translation needs or tech limitations of the interview subject.

Will [Commerce] provide the selected design agency with the data for the charts and graphs?

See #3 under Important Points of Clarification above.

Does the \$20,000 maximum budget include the printing costs for the 500 copies of the completed Impact Report?

See #4 Important Points of Clarification above.

Have you worked with an outside agency in the past to produce the impact report? If so, is the incumbent part of this bidding process?

PHL Business Inaugural Impact Report (2021) and PHL TCB 2021 Impact Report were both produced by an outside firm. That firm is eligible to submit a proposal in response to this RFP for consideration.

The 2022 TCB Impact Report was fully produced by Commerce in-house. Commerce will grant the selected firm with access to the Adobe InDesign and Illustrator files to use as design template for the 2023 Impact Report.

All previous program evaluation documents can be found here:

<https://www.phila.gov/documents/phl-tcb-clean-corridors-program-evaluation-reports/>

Who is the incumbent?

Commerce produced the 2022 Impact Report in-house.

Are you happy with the incumbent?

Commerce produced the 2022 Impact Report in-house. Although the final product was satisfactory, Commerce seeks a consultant to produce the 2023 Impact Report due to capacity constraints and the desire to expand the document's scope, depth and quality of content, and improve design.

Is the incumbent submitting a proposal for this opportunity?

N/A.

Anything specific that you would like to change for this contract based on previous performance?

The scope of work provided within the RFP in section 2A accurately reflects any desired content changes or additions between the 2022 Impact Report produced in-house and the 2023 Impact Report to be produced by the selected firm.

Could you provide us with a list of potential additional qualitative data that the consultant would need to collect and analyze besides Stakeholder interviews?

Commerce requires each neighborhood organization holding a TCB cleaning contract to submit a quarterly report. Each report includes quantitative data, such as the number of bags of trash collected during the reporting period, as well as qualitative data, such as brief narrative explanations of cleaning accomplishments, cleaning staff success stories and alike. Commerce will provide the selected firm with a spreadsheet including all of this quarterly report data for calendar year 2023. The selected firm will be responsible for sifting through the quarterly report responses and identifying any stories to follow up on or quotes to highlight in the Impact Report.

For any of the narrative profiles or features, as indicated in Section 2A of the RFP, the selected firm will likely need to meet with Commerce staff to gain broad context, basic background information, and potential interview subjects or data sources, on the narrative's topic. From there, the selected firm may conduct interviews, site visits and/or additional research to fill in any information gaps before copywriting.

How many stakeholders you will be interviewed?

See #3 under Important Points of Clarification above. At minimum, the selected firm should anticipate performing approximately 12 stakeholder interviews. Note that the majority of these interviews will be brief phone interviews to collect testimonial quotes, likely lasting 20 minutes or less. No interview transcriptions will be required.

How many pages/words of narrative?

See #3 under Important Points of Clarification above.

Will the potential 10 photos all take place within the city limits?

Yes, TCB is a City of Philadelphia program so all photos will be of people or places within city limits.

The 2022 report was 16 pages long. Based on the RFP this will run 28 to 32 pages. Is that the case?

Yes, the 2023 Impact Report will keep nearly all of the same content items as the 2022 Impact Report and include new content items for an expanded, and more impressive

evaluation of the TCB program. For instance, the 2022 Impact Report did not include a letter from the Mayor, which the 2023 Impact Report will include. This is an example of a content item that will require minimal effort from the selected firm. Commerce will provide all of the text and photo/s to be included for the Mayor's letter and the selected firm will be responsible for formatting it into the document.

How many pages/words of narrative?

Between the various narrative profiles and feature content items, and accompanying text for statistics and charts etc., Commerce anticipates that the selected firm will copywrite approximately 2000-2500 words.

You list April 29 as the deadline for printed and digital copies of the report, but the timeframe of the engagement is March through June. Is April 29 a hard-and-fast deadline? Is there an announcement or an event tied to that date?

Yes, April 29 is a firm deadline, as the print copies of the report are to be distributed at an event scheduled for early May.

Is there an anticipated timeline for the selection of a firm and start date of the work?

The selected firm will receive an award letter by 5pm on Friday, March 1, which would permit them to begin work on the project. PIDC will contract with the selected firm and disperse an initial payment within 10 business days of the award letter.

Is there an anticipated timeline/production schedule for the development of the project?

No, please see section C7 of the RFP, which details the project timeline sections to be provided by applicants in their proposals.

Has a printer been selected for this work, or is bidding this work to different printers part of the print management process for the firm selected for this project?

See #4 Important Point of Clarification above. The selected firm will be responsible for selecting a printer of their choosing, with a preference toward a Philadelphia-based printer. No formal bidding process to select a printer is required.

Will all of the materials provided by the City be available right away to the firm selected, or will there need to be a discovery process? Commerce will provide at least 60% of its provided content immediately once the firm has been selected and award letter issued. The remaining content will be provided to the selected firm by the end of March. Because much of the City-provided information is quantitative, the selected firm should be able to design page layouts around placeholder figures until final statistics are produced and ready to be plugged in.

You ask for resumes for all of the principal staff. Would brief narrative summaries of their qualifications and past experience be sufficient, or are you requiring formal resumes for each staff person?

Narrative summaries will be reviewed in lieu of resumes.

For the Anti-Discriminatory Statement (S&C), is there a requirement for W/M/DBE subcontracting? If so, what percentage of W/M/DBE is required? What if an agency has the capacity to perform all tasks in-house?

There is no requirement. However, Commerce advantages registered W/M/DBE firms and/or subcontracted firms during the selection process.

Is diversity of staffing important to your selection of a firm?

Commerce advantages firms that demonstrate staff diversity during the selection process.

Will any of the 500 printed copies be allocated to the selected agency to keep? If not, are additional copies allowed to be ordered for the agency to keep? The selected firm may retain up to 5 copies for their own use. Additional copies paid for by the selected firm are permitted.