

**REQUEST FOR PROPOSALS**  
**Program Management Services Delivered to the City of Philadelphia**  
Office of Community Empowerment and Opportunity

Issued by:

The Mayor's Fund for Philadelphia  
On behalf of The City of Philadelphia-Office of Community Empowerment and  
Opportunity

Applications must be received no later than 5 pm Philadelphia, PA, local time, on  
December 8, 2017. A pdf version of the proposal must be emailed to:  
[mayorsfund@phila.gov](mailto:mayorsfund@phila.gov) and [ARunningStartPhila@gmail.com](mailto:ARunningStartPhila@gmail.com). Please include "Program  
Management" in the subject line.

## **Introduction- Statement of Purpose**

The Mayor's Fund for Philadelphia (the Fund) and the Office of Community Empowerment and Opportunity (OCEO) seek proposals from consultants to manage a parent communications initiative on a part-time basis from January through July, 2018. Over the past two years the initiative has investigated the child care preferences of Philadelphia's low-income and hard-to-reach parents/caregivers, developed messages and materials to reach them, and trained "trusted messengers" to help parents/caregivers locate, select and afford good care for their children. In the final year of this initiative, OCEO seeks a consultant to:

- Develop a small pilot project to invest Pennsylvania's Keystone STARS Quality Rating and Improvement System (QRIS) with greater meaning for parents;
- Provide selected child care programs with marketing and communications support;
- Disseminate OCEO's findings from the three-year Parental Engagement Initiative to stakeholders;
- Provide grant and contract administration.

OCEO's research about parents' motivations for selecting with various types of child care revealed that existing messages did not address parents' most important concerns, and existing tools to help them make child care decisions are underutilized. OCEO will collaborate with parents, child care providers and the Pennsylvania Office of Child Development and Early Learning (OCDEL) to develop and test a new approach to communication with parents about Keystone STARS.

## **Department Overview**

OCEO strengthens the City's anti-poverty efforts on behalf of its most vulnerable citizens and communities. Its agency-wide initiative, *Shared Prosperity Philadelphia: Our Plan to Fight Poverty*, focuses on five areas to help alleviate the worst effects of poverty, expand opportunity, and prevent the continuation of intergenerational poverty. Early Learning is one of OCEO's priority areas. This work is guided by a citywide plan called *A Running Start-Early Learning*.

The Mayor's Fund for Philadelphia 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. The Office of Community Empowerment and Opportunity (OCEO) will serve as the project manager for this effort on behalf of the Fund.

## **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.

### **Term and Anticipated Time Commitment**

The Fund and OCEO seek to engage an internal Project Manager to lead planning activities from January through June 2018. The expected time commitment to this project will average 24 hours per week.

### **Services and Work Products**

The Consultant will be expected to deliver the following services:

#### Task Management

- Refine project plans and timeline
- Keep project participants including OCEO staff, vendors, and partners informed of timelines, roles and responsibilities, and deadlines

#### Communication

- Serve as first point of contact with external vendors (evaluation firm, graphic designer and t.a. provider) and partners in the pilot project and three-year evaluation
- Lead Keystone STARS message development for pilot
- Draft, edit, produce and disseminate brief on key findings of three-year project
- Draft final grant report with support from OCEO staff

#### Program Implementation

- Refine pilot concept
- Identify partners and enlist their involvement
- Oversee design of materials
- Identify technical assistance needs
- Develop and promote mini-grants to build providers' marketing capacity
- Support staff who conduct trusted messenger training

#### Financial and Grants Management

- Monitor spending to ensure project is delivered within budget
- Review all invoices and authorize payments
- Draft RFPs and administer vendor selection processes
- Execute contracts with designer, technical assistance provider and for mini-grants
- Provide regular financial reports for OCEO and Mayor's Fund

### **Qualifications**

The Consultant should have at least 5 years' experience in program development or project management, including work with community-based organizations. In addition, the Project Manager must possess the following skills:

- Communication  
superior oral and written communication skills  
experience using a variety of tools to market low-budget organizations
- Supervision  
at least two years of supervisory experience
- Financial and Grants Management  
demonstrated ability to monitor budgets, compile narrative and financial reports
- Ability to establish good interpersonal relationships and work across organizational boundaries
- Analytic and problem-solving skills

Experience with Philadelphia's childcare sector and familiarity with basic concepts in communications research are highly desirable.

**Budget**

The budget for the Consultant's services from January through July 2018 is \$28,000.

**Timetable**

<b>Milestone</b>	<b>Date</b>
Proposals received	December 8, 2017
Selection	December 13, 2017
Work Begins	January 3, 2018
Work Ends	July 31, 2017

**Hours and Location of Work**

The Project Manager will be expected to devote an average of 24 hours per week to this project. Services shall be performed primarily at 1234 Market Street, 16<sup>th</sup> floor.

**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.

**Reporting Requirements**

The successful Applicant shall report to the Director of Children and Youth Strategies, OCEO, on a regular basis regarding the status of the project and progress in providing the contracted services and/or products. At a minimum, the successful Applicant shall submit a monthly invoice detailing the services and/or products provided, the goals/tasks accomplished, and the associated costs. Upon review and approval of deliverables by the Director of Children and Youth Strategies, OCEO, the invoice will be submitted for payment by the Fund.

**Insurance Requirements**

As a contractor of the Mayor’s Fund for Philadelphia, the Consultant will be required to maintain insurance. Specific policies and minimum limit(s) will be commensurate with the scope of work to be performed, and will be determined with the Consultant once selected. The Consultant may be required to provide proof of insurance at the Fund’s discretion.

**Submission Requirements:**

- 1. 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, to that which is described in this RFP. The proposal must identify the applicant’s qualifications by education level, skill set (described in detail), experience level, and job title. A resume should be included in Applicant’s proposal. Experience with “like” projects should be cited.

The Applicant should state the number of days following the Fund’s authorization to proceed by which the will be ready to start the work, including any mobilization time.

- 2. Deadline for Submission:**

Responses to this RFP must be emailed as a single pdf by December 8th, 2017 at COB to [ARunningStartPhila@gmail.com](mailto:ARunningStartPhila@gmail.com) and [mayorsfund@phila.gov](mailto:mayorsfund@phila.gov). Please include “Program Management” in the email subject line.

**Proposal Review and Selection Process:**

It is expected that proposals will be reviewed during the week of December 11, 2017. At the discretion of the Fund and OCEO, a limited number of interviews may be conducted.

The successful candidate will be the applicant who demonstrates the knowledge, experience and ability to perform the work effectively. (Refer to qualifications on page four.)