



THE CITY OF PHILADELPHIA

REQUEST FOR PROPOSALS

MISCELLANEOUS PURCHASE ORDER

FOR

CHILD CARE LICENSING VIDEO PROJECT

THE CITY OF PHILADELPHIA
Mayor's Office of Community Empowerment and Opportunity

Proposals should be submitted as a single document to
Christie.Balka@phila.gov

**Proposals must be received no later than 5:00 p.m. Philadelphia, PA, local time,
on Wednesday, March 1, 2017**

James F. Kenney, Mayor
Mitchell Little, Executive Director,
Mayor's Office of Community Empowerment and Opportunity

**MAYOR'S OFFICE OF COMMUNITY EMPOWERMENT AND OPPORTUNITY
CHILD CARE LICENSING VIDEO PROJECT
REQUEST FOR PROPOSALS**

The Mayor's Office of Community Empowerment and Opportunity (CEO) is seeking proposals from qualified vendors to produce five short informational videos that will support child care providers through the City of Philadelphia's licensing process and prepare them for annual inspections. The videos will replace a half-day, face to face orientation session that was popular among child care providers. Short videos will enable them to access information at their own pace and review it more than once if needed.

1. OVERVIEW

The Child Care Licensing Video Project will consist of five short educational videos, of five to seven minutes each, designed to prepare child care providers for inspections required by the City of Philadelphia. Eighteen hundred child care facilities in Philadelphia are licensed by the Pennsylvania Department of Human Services. These include center, group and family child care programs, known as "commercial" and "family" child care in Philadelphia. Most are small businesses and nonprofits that operate a single site. Possession of a City of Philadelphia license is a prerequisite for receiving the state license. The local license certifies that the provider has met basic health and safety requirements for child care facilities. Sample video topics correspond to these requirements and include food preparation, fire safety, lead safety, zoning and business licenses.

The successful vendor will work with the Office of Community Empowerment and Opportunity (CEO) and its partners to narrow a list of key issues to be addressed in each video. S/he will prepare a treatment or script for each. Following a review by stakeholders and approval by CEO, the vendor will film, edit and produce each one. Most of the content will consist of on-camera interviews with experts and cutaways to child care locations, with narration and occasional graphics.

The videos will be accessible through the City of Philadelphia's Business Services web site at <https://business.phila.gov/child-care-facility-license/> so that child care providers can review topics at their own pace and use them as a reference.

Disclaimer

This RFP does not commit the City of Philadelphia to award a Miscellaneous Purchase Order (MPO). This RFP and the process it describes are proprietary to the City and are for the sole and exclusive benefit of the City. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response submitted pursuant to this RFP shall become the property of the City and may be subject to public disclosure by the City or any authorized agent of the City. The City is not liable for any costs incurred by Applicants in preparing and submitting a proposal in response to this RFP or for any costs and expenses incurred in any meeting with, or making oral presentations to the City if so requested.

2. INFORMATION ABOUT THE MAYOR' OFFICE OF COMMUNITY EMPOWERMENT AND OPPORTUNITY

In January 2013, the City of Philadelphia launched the Mayor's Office of Community Empowerment and Opportunity (CEO). The work of CEO is focused on increasing opportunities for low-income individuals, families, and communities through Shared Prosperity Philadelphia, the city's plan to fight poverty. Shared Prosperity is organized around five issues: housing security, access to public benefits, financial empowerment, workforce development and early learning. The agency convenes stakeholders on each

of these issues, identifies opportunities for collaboration, and staffs these collaborative efforts to reduce poverty. The Shared Prosperity Philadelphia plan is available at <http://www.sharedprosperityphila.org>. One of these collaborations is *A Running Start Philadelphia: for every child, birth to five*, a citywide effort to increase the number of children with access to high-quality early learning opportunities in Philadelphia. The Running Start plan is available here: <http://www.sharedprosperityphila.org/our-initiatives/a-running-start/>. One of its goals is to increase the supply of high-quality child care facilities. An element of this work involves streamlining the City's business and regulatory processes that apply to child care. CEO is undertaking the Child Care Licensing Video Project to support this effort.

CEO serves as a single point of contact and accountability for the City's anti-poverty efforts, while supporting City departments and lead agencies in meeting their yearly anti-poverty goals. It also anchors Philadelphia's Promise Zone, a place-based effort to improve outcomes for children and adults in one of the city's poorest areas in West Philadelphia's Mantua neighborhood and parts of Powelton. Finally, CEO manages Community Service Block Grant funds (approximately \$4.8 million in calendar year 2015) and other resources. Mitchell Little is the Executive Director of CEO, and oversees the development and implementation of the Shared Prosperity Philadelphia anti-poverty strategy.

3. SCOPE OF WORK

The Child Care Licensing Video Project will produce a series of five informational videos that will each be five to seven minutes long. Each will include a table of contents, a graphic showing the sequence of action required to complete that particular stage of the process, and interviews with an inspector and a validator (e.g. a pediatrician, early childhood teacher, etc.). Cutaways to a child care program will illustrate key points. Each video will conclude with a short list of resources that providers may consult for additional information and a checklist to guide providers through each stage of licensing. The Fund will consider other approaches proposed by applicants that depart from this format.

The goals of this series are to:

- Help child care providers prepare for inspections required to obtain a child care license from the City of Philadelphia.
- Model best practices in child care health and safety for providers.
- Convey information in a clear and culturally relevant manner to a diverse audience. Some of Philadelphia's child care providers are not native English speakers and others are low-literacy readers.

Work on this project will proceed in three phases as described below:

Phase I – Research and development. The vendor will work with the City to hone topics to be addressed by each video. The vendor will prepare a written treatment or script and narration for each topic. These materials and graphics will be submitted to the City for review and approval.

Phase II - Production and post-production. Following review and approval by the City, interviews and location shots will be filmed and edited. Narration and other sound, if it is to be used, will be added. Graphics will also be added.

Phase III – Final review and approval. Videos will be submitted to the City for final review and approval. Changes may be requested prior to final approval.

A. Stakeholder Review and Input

Input from stakeholders including content experts in City government, child care providers and technical assistance providers to the child care sector is essential to ensure the accuracy, clarity and relevance of the videos. The vendor is expected to attend at least two meetings to solicit input from a small group of stakeholders who represent these groups. These stakeholders will also be available to support the throughout the production process Content experts from the City will also be available to answer specific questions if the need arises during the production process.

The City of Philadelphia Department of Licenses and Inspections will review all video content before CEO signs off on it.

B. Vendor Responsibilities

The vendor will be responsible for:

- Develop a treatment and/or script for five videos;
- Conduct all on-camera interviews;
- Film at child care sites;
- Write and providing all sound including narration;
- Create graphics;
- Submit drafts of all items that require review at least two days before approval is needed;
- Participate in stakeholder meetings as described above and incorporating feedback into the videos;
- Edit videos; and
- Provide five videos to the City of Philadelphia in MP4, MOV, or AVI formats.

C. CEO Responsibilities

CEO will serve as the primary contact for this project. Its staff will:

- Supply the vendor with a final list of topics and draft outlines of key points to be covered in each video;
- Schedule and convene stakeholder meetings;
- Identify and schedule on-camera interviews in consultation with the vendor;
- Identify child care locations and schedule filming in consultation with the vendor;
- Secure all releases from individuals appearing on camera.
- Provide final approval of content for all videos on a timely basis.

Unless otherwise noted, CEO will interface with other City of Philadelphia agencies on behalf of the vendor.

4. PROJECT TIMELINE

Work on this project will begin in early March and continue through September 5, 2017.

Proposals received	March 1, 2017
Final selection / Notice to Proceed	Week of March 6
Kick-off meeting	Week of March 13
Videos submitted for final approval	August 14

5. BUDGET

The budget for this project is approximately \$20,000-\$25,000. This RFP will be contracted through a Miscellaneous Purchase Order (MPO), and total costs for the project may not exceed \$32,000. Please make sure time for revisions is included since extensions and further funds will not be available.

6. TERMS AND CONDITIONS

The City of Philadelphia must own, have full access to, and have the right to any graphic design work created as a part of this project. If selected for this project, the contractor would be responsible for employing subcontractors and vendors as necessary.

7. PROPOSAL SUBMISSION

Proposals are due no later than Wednesday, **March 1 at 5:00 p.m.** The proposal should be no more than 8 pages. Please submit by email only to Christie.Balka@phila.gov and include links to examples of previous work. Upon selection through this RFP process and pending the successful negotiation of contract terms, work may begin immediately under this contract.

Your proposal should include the following:

- **Summary of Approach:** A summary of approach to completing the scope of work, or your work plan including an identification of key tasks, a timeline, and staff hours required.
- **Qualifications:** An indication of who would work on this project and who would be the primary contact person. Provide short bios or resumes for each person on the team, and a short description of your firm. Please include information on any vendors you expect to use if you do not handle all tasks in-house.
- **Cost proposal:** Please provide hourly rates, estimates of staff time, and how the budget would break out or be allocated across tasks identified in the work plan.
- **Work Samples:** Please include links to three samples of your work that would be comparable to this project.
- **References:** Provide three references with contacts, email and phone numbers.
- **Capacity:** Indication of ability to begin work immediately and meet deadlines.

8. SELECTION CRITERIA

Proposals submitted in response to this RFP will be scored and ranked according to the following criteria:

- (1) Approach presented and responsiveness of the proposal to the requirements of the RFP

- (2) Production Capabilities
- (3) Experience and Qualifications
- (4) Availability and Success in Meeting Deadlines
- (5) Value and Pricing Structure

9. SUBMISSION INSTRUCTIONS AND DEADLINES

Proposals should be submitted by email to Christie Balka at Christie.Balka@phila.gov by **March 1, 2017 at 5:00 pm**. Upon selection through this RFP process and pending the successful negotiation of contract terms, work may begin immediately under this contract.

10. QUESTIONS RELATING TO THE RFP

All questions concerning this RFP must be submitted in writing via email to Christie.Balka@phila.gov any time prior to the proposal submission deadline. The City will respond in writing to questions it considers appropriate to the RFP, but reserves the right, in its discretion, not to respond to any question. No oral response to any Applicant question by any City employee or agent shall be binding on the City or in any way considered to be a commitment by the City.

11. RESERVATION OF RIGHTS; CONFIDENTIALITY AND PUBLIC DISCLOSURE

Reservation of Rights

By submitting its response to this contract opportunity, the Applicant accepts and agrees to this Reservation of Rights.

1. This Notice of Contract Opportunity

The City reserves and may, in its sole discretion, exercise any one or more of the following rights and options with respect to this notice of contract opportunity:

- 1) to reject any and all proposals and to reissue this notice of contract opportunity at any time prior to execution of a final MPO;
- 2) to issue a new notice of contract opportunity with terms and conditions substantially different from those set forth in this or a previous notice of contract opportunity;
- 3) to issue a new notice of contract opportunity with terms and conditions that are the same or similar as those set forth in this or a previous notice of contract opportunity in order to obtain additional proposals or for any other reason the City determines to be in the City's best interest;
- 4) to extend this notice of contract opportunity in order to allow for time to obtain additional proposals prior to the notice of contract opportunity application deadline or for any other reason the City determines to be in the City's best interest;

- 5) to supplement, amend, substitute or otherwise modify this notice of contract opportunity at any time prior to issuing a notice of intent to enter into an MPO with one or more Applicants;
- 6) to cancel this notice of contract opportunity at any time prior to the execution of a final MPO, whether or not a notice of intent to enter into an MPO has been issued, with or without issuing, in the City's sole discretion, a new notice of contract opportunity for the same or similar services;
- 7) to do any of the foregoing without notice to Applicants or others, except such notice as the City, in its sole discretion, elects to post on eContractPhilly.

2. Proposal Selection and Negotiation of the MPO

The City reserves and may, in its sole discretion, exercise any one or more of the following rights and options with respect to proposal selection:

- 1) to reject any proposal if the City, in its sole discretion, determines the proposal is incomplete, deviates from or is not responsive to the requirements of this notice of contract opportunity, does not comply with applicable law (including, without limitation, Chapter 17-1400 of the Philadelphia Code), is conditioned in any way, or contains ambiguities, alterations or items of work not called for by this notice of contract opportunity, or if the City determines it is otherwise in the best interest of the City to reject the proposal;
- 2) to reject any proposal if, in the City's sole judgment, the Applicant has been delinquent or unfaithful in the performance of any contract with the City or with others; is delinquent, and has not made arrangements satisfactory to the City, with respect to the payment of City taxes or taxes collected by the City on behalf of the City of Philadelphia, or other indebtedness owed to the City; is not in compliance with City regulatory codes applicable to Applicant; is financially or technically incapable; or is otherwise not a responsible Applicant;
- 3) to waive any defect or deficiency in any proposal, including, without limitation, those identified in subsections 1) and 2) preceding, if, in the City's sole judgment, the defect or deficiency is not material to the proposal;
- 4) to require, permit or reject, in the City's sole discretion, amendments (including, without limitation, information omitted), modifications, clarifying information, and/or corrections to their proposals by some or all of the Applicants at any time following proposal submission and before the execution of a final MPO;
- 5) to issue a notice of intent to enter into an MPO and/or execute an MPO for any or all of the items in any proposal, in whole or in part, as the City, in its sole discretion, determines to be in the City's best interest;
- 6) to enter into negotiations with any one or more Applicants regarding price, scope of services, or any other term of their proposals, and such other contractual terms as the City may require, at any time prior to execution of a final MPO, whether or not a

notice of intent to enter into an MPO has been issued to any Applicant and without reissuing this notice of contract opportunity;

- 7) to enter into simultaneous, competitive negotiations with multiple Applicants or to negotiate with individual Applicants, either together or in sequence, and to permit or require, as a result of negotiations, the expansion or reduction of the scope of services or changes in any other terms of the submitted proposals, without informing other Applicants of the changes or affording them the opportunity to revise their proposals in light thereof, unless the City, in its sole discretion, determines that doing so is in the City's best interest;
- 8) to discontinue negotiations with any Applicant at any time prior to the execution of a final MPO, whether or not a notice of intent to enter into an MPO has been issued to the Applicant, and to enter into negotiations with any other Applicant, if the City, in its sole discretion, determines it is in the best interest of the City to do so;
- 9) to rescind, at any time prior to the execution of a final MPO, any notice of intent to enter into an MPO issued to an Applicant, and to issue or not issue a notice of intent to enter into an MPO to the same or a different Applicant and enter into negotiations with that Applicant, if the City, in its sole discretion, determines it is in the best interest of the City to do so;
- 10) to elect not to enter into any MPO with any Applicant, whether or not a notice of intent to enter into an MPO has been issued and with or without the reissuing this notice of contract opportunity, if the City determines that it is in the City's best interest to do so;
- 11) to require any one or more Applicants to make one or more presentations to the City at the City's offices or other location as determined by the City, at the Applicant's sole cost and expense, addressing the Applicant's proposal and its ability to achieve the objectives of this notice of contract opportunity;
- 12) to conduct on-site investigations of the facilities of any one or more Applicants (or the facilities where the Applicant performs its services);
- 13) to inspect and otherwise investigate projects performed by the Applicant, whether or not referenced in the proposal, with or without consent of or notice to the Applicant;
- 14) to conduct such investigations with respect to the financial, technical, and other qualifications of each Applicant as the City, in its sole discretion, deems necessary or appropriate; and,
- 15) to do any of the foregoing without notice to Applicants or others, except such notice as the City, in its sole discretion, elects to post on eContractPhilly.

3. Miscellaneous

- 1) Interpretation; Order of Precedence. In the event of conflict, inconsistency or variance between the terms of this Reservation of Rights and any term, condition or provision contained in any notice of contract opportunity, the terms of this Reservation of Rights shall govern.

- 2) Headings. The headings used in this Reservation of Rights do not in any way define, limit, describe or amplify the provisions of this Reservation of Rights or the scope or intent of the provisions, and are not part of this Reservation of Rights.

Confidentiality and Public Disclosure

The successful Applicant shall treat all information obtained from the City which is not generally available to the public as confidential and/or proprietary to the City. The successful Applicant shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person. The successful Applicant agrees to indemnify and hold harmless the City, its officials and employees, from and against all liability, demands, claims, suits, losses, damages, causes of action, fines and judgments (including attorney's fees) resulting from any use or disclosure of such confidential and/or proprietary information by the successful Applicant or any person acquiring such information, directly or indirectly, from the successful Applicant.

By submission of a proposal, Applicants acknowledge and agree that the City, as a municipal corporation, is subject to state and local public disclosure laws and, as such, is legally obligated to disclose to the public documents, including proposals, to the extent required thereunder. Without limiting the foregoing sentence, the City's legal obligations shall not be limited or expanded in any way by an Applicant's assertion of confidentiality and/or proprietary data.