



THE CITY OF PHILADELPHIA

REQUEST FOR PROPOSALS

MISCELLANEOUS PURCHASE ORDER

TO

REVISE AND UPDATE THE CITY OF PHILADELPHIA GUIDE TO CHILD CARE LICENSING

THE CITY OF PHILADELPHIA

Mayor's Office of Community Empowerment and Opportunity

Proposals should be submitted as a single document to

Teresa.Dooley@phila.gov

**Proposals must be received no later than 5:00 p.m. Philadelphia, PA, local time,
on Friday, June 16, 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
REVISE AND UPDATE THE CITY OF PHILADELPHIA GUIDE TO CHILD CARE LICENSING
REQUEST FOR PROPOSALS**

1. PROJECT OVERVIEW

This RFP seeks proposals for performance of the following services under a Miscellaneous Purchase Order (MPO) issued by the Mayor's Office of Community Empowerment and Opportunity (CEO) or (Department): CEO seeks a qualified vendor to revise and update the City of Philadelphia's Guide to Child Care Licensing ("the Guide") to help child care providers navigate the City of Philadelphia's licensing process and prepare for annual inspections.

The Guide is a handbook for child care providers who are responsible for the health and safety of young children in their care. Eighteen hundred child care facilities in Philadelphia are licensed by the Pennsylvania Department of Human Services. They 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 from a single site. The local child care license certifies that the provider has met minimal requirements in areas such as food preparation, building codes, fire safety, lead safety, zoning and business licenses. It is a prerequisite to obtaining a child care license from the Pennsylvania Department of Human Services.

The Guide was last revised in 2006. Since that time many local regulations pertaining to child care have been updated. The successful vendor will work with the Department of Commerce - Office of Neighborhood Business Services to incorporate these changes into the new guide. It will be published in PDF form on the City of Philadelphia's Business Services web site at <https://business.phila.gov/child-care-facility-license/>. The current guide consists of 40 pages of narrative including title pages, charts and graphics, plus 24 pages of sample documents. The proposed guide will be approximately the same length.

The term of the MPO is expected to commence on or about July 1, 2017 and, unless sooner terminated by the City pursuant to its terms, shall expire on September 15, 2017. The compensation provided in the MPO shall not exceed a total of Five Thousand Dollars (\$5,000). The MPO will incorporate and be governed by the Miscellaneous Purchase Order Terms and Conditions attached as Appendix A to this RFP.

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

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. 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 collaborating with the Department of Commerce to revise and update the Guide as part of 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. PROJECT REQUIREMENTS

A. Services:

The revised and updated version of City of Philadelphia Guide Child Care Licensing will include front matter, a table of contents, title pages, a guide to resources, check lists and forms for licensing and inspections regarding building codes, environmental health, fire safety, license applications and zoning.

The goals of the Guide are to:

- 1) Help child care providers understand and prepare for inspections required to obtain a child care license from the City of Philadelphia.
- 2) Convey information in a clear, accessible and culturally relevant manner to a diverse audience. Some of Philadelphia's child care providers do not speak English as their first language and others are low-literacy readers.
- 3) Serve as a reference manual for child care licensing in the City of Philadelphia.

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

- 1) **Phase I – Research and Development.** The vendor will review the 2006 version of the Guide and information about proposed changes. He or she will make high-level recommendations to the Project Manager concerning the presentation of information (e.g. readability of text, organization, layout, etc.) and identify areas where clarification of regulations may be required.

- 2) **Phase II – First Draft.** Following review of the vendor’s recommendations and clarification of regulations by the Project Team, the vendor will draft an updated version of the Guide. The draft will be reviewed by the Project Team.
- 3) **Phase III – Second Draft and Final Changes.** Following review and input from the Project Team, the vendor will incorporate changes for final review and approval. Changes may be requested prior to final approval of text that is ready for publication.

B. Stakeholder Review and Input

Input from stakeholders including content experts in City government, child care providers and technical assistance providers will help ensure the accuracy, clarity and relevance of the Guide. The vendor may be expected to attend at least one meeting with a small group of stakeholders who represent these groups. Content experts from the City will also be available to answer specific questions during revision and review. Input from content experts will be coordinated by the Project Manager.

A panel of non-interested parties will review and rate each submission. This panel will provide recommendations to Commerce and CEO management.

C. Vendor Responsibilities

The vendor will be responsible for:

- 1) Attend at least one meeting with the Project Manager;
- 2) Reviewing the current Guide and new content including but not limited to: regulations, policy clarifications, etc.
- 3) Providing a written document with high-level recommendations about the concept for the Guide. These may include but not be limited to: address organization, narrative, layout, graphic design, or other enhancements to improve usability by child care providers;
- 4) Providing a document that identifies ambiguities in the regulations or areas where clarifications is needed from the City;
- 5) Writing a first draft that revises and updates the Guide, incorporating new material and any recommendations and policy clarifications approved by City;
- 6) Writing a second draft that incorporates feedback from the City;
- 7) Completing additional edits as needed;
- 8) Submitting drafts of all items that require review at least one week before approval is needed;
- 9) Providing copyedited, proofread text of all drafts and the final version of the Guide. This includes, but is not limited to, the front and back inside and outside covers, table of contents, front matter, resource guides, title pages, and the index. All technical terms, URLs, etc. should be proofread for accuracy. The narrative should be accompanied by clear instructions about all graphic elements that will be included to enhance readability.)
- 10) Providing two versions of the final text. One should be a clean copy in Word. The other should be a clean copy in Word with annotation about design and graphic elements. Both final copies should include sample copies of City of Philadelphia forms that will be included in the Guide.
- 11) Submitting all invoices for work completed to the Department of Commerce.

D. City of Philadelphia Responsibilities

CEO is issuing this MPO opportunity. The Department of Commerce will serve as the vendor’s primary point of contact with the City once the contract is enacted. The Department of Commerce will:

- 1) Supply the vendor with a complete version of the 2006 Guide in PDF form and document regulatory and other changes since 2006 that must be included in the new Guide;
- 2) Serve as the liaison with other City regulatory agencies to clarify regulations and interpretations of policy, as needed;
- 3) Schedule and convene meetings with the Project Team;
- 4) Compile feedback from all reviewers and respond within one week of receiving drafts;
- 5) Compile all forms to be included in the Guide as samples;
- 6) Update resource list to be included in Guide
- 7) The Department of Commerce and CEO will provide final approval for the Guide.

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

4. PROJECT TIMELINE

Work on this project is expected to begin on or about July 1, 2017 and end by September 15, 2017.

RFP Issued	June 2, 2017
Applicant Questions Due	June 13, 2017
Proposals Due	June 16, 2017
Applicant Selection	June 23, 2017
Commencement of Work /Kick-off meeting	Early July 2017
Guide submitted for final approval	August 25, 2017
Deliverables Completed	September 15, 2017

5. COMPENSATION

The compensation provided in the MPO shall not exceed a total of Five Thousand Dollars (\$5,000). Payment will be based on completion and approval of specified work, against approved invoices.

6. PROPOSAL SUBMISSION REQUIREMENTS

Proposals are due no later than **Friday, June 16, 2017 at 5:00 p.m.** The proposal should be no more than 4 pages. Please submit by email only to Teresa.Dooley@phila.gov. Upon selection through this RFP process and pending the successful negotiation of contract terms, work will begin on or about July 1, 2017 under this MPO.

A. Proposal Format and Content:

- 1) **Summary of Approach:** Your work plan including an identification of key tasks, a timeline, and staff hours required.

- 2) **Qualifications:** An indication of who would work on this project and who would be the primary contact person. Provide biographical information 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.
- 3) **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.
- 4) **Work Samples:** Please include links to or PDFs of three examples of your work that is comparable to this project.
- 5) **References:** Provide three references with contacts, email and phone numbers.
- 6) **Capacity:** Indication of ability to begin work immediately and meet deadlines.

B. Participation of Minority, Woman and Disabled Owned Business Enterprises

Executive Order 03-12 establishes an Antidiscrimination Policy relating to the participation of Minority (MBE), Woman (WBE) and Disabled (DSBE) Owned Business Enterprises (collectively referred to hereafter as M/W/DSBEs) in City Contracts (the “Antidiscrimination Policy”). The Antidiscrimination Policy is administered by the Office of Economic Opportunity (“OEO”). The purpose of the Antidiscrimination Policy is to provide equal opportunity for all businesses and to assure that City funds are not used directly or indirectly, to promote, reinforce or perpetuate discriminatory practices. While there are no participation ranges for M/W/DSBEs established for this MPO, the Applicant is encouraged to provide meaningful and representative contracting opportunities for M/W/DSBEs in this project. M/W/DSBEs are also encouraged to respond directly to this RFP.

7. SELECTION CRITERIA

This RFP is not a competitive bid subject to the requirement of Section 8-200 of the Philadelphia Home Rule Charter that award be made to the lowest responsible bidder. Cost to the City is a material factor, but it is not the sole, or necessarily the determining factor, in proposal evaluation. The City may, at its sole discretion, award a MPO resulting from this RFP to a person or entity other than the responsible Applicant submitting the lowest price. If the City chooses to award a MPO, that MPO will be awarded to the Applicant whose proposal the City determines, in its sole discretion, is the most advantageous to the City and in the City’s best interest.

The successful proposal will be selected based on criteria that include but are not limited to:

- a) Approach presented and responsiveness of the proposal to the requirements of the RFP
- b) Experience and Qualifications
- c) Work Samples
- d) Availability and Success in Meeting Deadlines
- e) Value and Pricing Structure

8. QUESTIONS RELATING TO THE RFP

All questions concerning this RFP must be submitted in writing via email to Teresa.Dooley@phila.gov no later than Tuesday, June 13, 2017, and may not be considered if not received by then. 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.

9. RESERVATION OF RIGHTS; CONFIDENTIALITY AND PUBLIC DISCLOSURE

Reservation of Rights

By submitting its response to this notice of contract opportunity, the Applicant accepts and agrees to this Reservation of Rights. The term “notice of contract opportunity,” as used herein, means and includes this RFP.

A. 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.

B. 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.

C. 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.