

*Philadelphia Water Department*

REQUEST FOR PROPOSALS FOR MICRO PURCHASE

*FOR CURRICULUM SPECIALIST/EDUCATION FOR SUSTAINABILITY*

**RESPONSE DEADLINE:**

No later than 5 pm Local Philadelphia Time on *December 23, 2020*

**SUBMISSION REQUIREMENTS:**

All proposals must be submitted electronically to the correct contract opportunity established for this RFP (identified by opportunity number) through **eContract Philly** at <https://philawx.phila.gov/econtract/>

**M/W/DSBE Solicitation:**

The City values diversity, equity and inclusion and actively solicits, Minority-, Women- and Disabled-Owned Businesses (M/W/DSBE). Visit the Office of Economic Opportunity website

**<https://www.phila.gov/departments/office-of-economic-opportunity/>** for more information.

The Honorable James F. Kenney, Mayor  
Randy Hayman, Commissioner, Philadelphia Water Department  
The City of Philadelphia

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## 1. INTRODUCTION

### 1.1 Values

The City of Philadelphia values **diversity, equity, and inclusion**, and seeks to provide increased access to contracting opportunities for local, Minority-, Women- and Disabled-Owned Businesses (M/W/DSBE), Small Business Enterprises (SBEs), and alternative diverse businesses registries recognized by the City.

#### IF ELIGIBLE, YOU ARE ENCOURAGED TO:

- ✓ Apply for **Local Business Entity** (LBE) certification with City’s Procurement Department. If you provide your LBE status and/or promise to have a Local Impact, this must be used as a positive factor in evaluation and potential selection. Additionally, some opportunities are exclusively reserved for LBE certified businesses.
- ✓ Register as a **M/W/DSBE** certified businesses with the City’s Office of Economic Opportunities (OEO) Registry. The City and prime contractors use this registry to find and solicit diverse vendors for contracts and subcontracts.

M/W/DSBEs, **alternative Diverse Businesses recognized by the City**, vendors participating the Rebuild Emerging Vendors Program, and LBEs are encouraged to respond directly to this RFP

### 1.2 Contracting with the City of Philadelphia

**The City of Philadelphia (“the City”) has two primary categories of contract opportunities:**

#### PROFESSIONAL SERVICES

Includes consulting, legal or creative services and other service types

#### PROCUREMENT

Includes supplies and equipment and public works

Consistent with our values, the City requires that all contractors and subcontractors be in compliance with our laws, regulations, and polices, including:

1

**City business licenses and permits requirements**

2

**Payment of City taxes or other indebtedness owed to the City**

3

**Compliance with the City’s Antidiscrimination Policy established under Executive Order 03-12**

4

**Compliance with Philadelphia 21st Century Minimum Wage and Benefits Ordinance**

Please closely review the City's contract attachments including the standard terms and conditions. Any contract resulting from this RFP will incorporate and be governed by these documents. **You must raise any objections to these standard terms and conditions in your proposal. Objections are not favored and may be weighed against your proposal and negotiation of proposed objections may extend the contracting time. Additionally, the City need not consider later-raised objections.**

## 1.3 Contacting Us

For technical questions or concerns connected to this RFP, email [eContractPhilly@phila.gov](mailto:eContractPhilly@phila.gov) or call (215) 686-4914.

- Please note the phone number provided is not a live helpline.
- Allow for enough time prior to any application deadline to receive a response to your request. The City will not extend a deadline even if it has not responded to your question or request.

## 2. SERVICES WE ARE LOOKING FOR

### 2.1 Overview

|                                       |   |
|---------------------------------------|---|
| <p><b>Department Issuing</b></p>      | <p>The Fairmount Water Works Interpretive Center (FWWIC) is PWD’s public education and outreach program provider. Responding to the Federal Clean Water Act, PWD’s Public Affairs Division, of which the FWWIC is a unit sponsors educational programming to promote public stewardship of shared, community water resources. As the public face and voice of the Department, the Public Affairs Division serves an important role in helping PWD achieve its vision of being the country’s model 21st Century urban water, wastewater and stormwater utility—one that fully meets the complex responsibilities and opportunities of our time. The FWWIC uses a broad range of museum education and engagement approaches, including lectures, presentations, teacher trainings, curriculum and professional development to help citizens understand the concepts behind a healthy watershed and is plays a critical role in this important education initiative.</p> |
| <p><b>Term</b></p>                    | <p>The term of the contract is expected to start on or about January 8, 2021</p>  |
| <p><b>Compensation</b></p>            | <p>Compensation cannot exceed a total of \$34,000</p>   |
| <p><b>Local Business Criteria</b></p> | <p>Both Local Impact and certified Local Business Entity status can be considered positive factors in evaluation. Local Impact is considered employing City residents or performing work in the City.</p>   |
| <p><b>Services</b></p>                | <p>Through this RFP, the Philadelphia Water Department’s (PWD) Public Affairs division is seeking a candidate to provide Consultant services directly to/with Fairmount Water Works interpretive center staff, District teachers and School District of Philadelphia Administrators. Consultant will assist in the design development, implementation, and assessment of an Introductory Environmental Science Unit for high school grades.</p>   |

## 2.2 Project Details

### Services

|  |   |
|--|---|
| <p><b>Overall goals and objectives</b></p>       | <p>Consultant to continue to align standards and embed Education for Sustainability Standards (EfS) in new Units added to the middle years Curriculum implemented in grades 6-8. Consultant will facilitate Curriculum design development and implementation for an introduction to Environmental Science Unit for 9<sup>th</sup> grade and guide the strategic plan for expanding and implementing watershed curriculum in the elementary grades in alignment with the District’s Science scope and sequence and the Education for Sustainability. Consultant must be proficient in curriculum planning, design, decision-making, writing and editing.</p>   |
| <p><b>Tasks, milestones, or deliverables</b></p> | <p>Consultant will work with Fairmount Water Works staff, District teachers and School District of Philadelphia Administrators to</p> <ul style="list-style-type: none"> <li>• Design an Introductory Environmental Science Unit for high school</li> <li>• Embed EfS Standards, Performance Indicators and Enduring Understandings, Academic Content Standards and NGSS into the unit of study</li> <li>• Design/innovate diagnostic, formative and summative assessments that track student learning, measure growth and produce student work as evidence of aligned EfS, Common Core and Next Generation Science Standards</li> <li>• Provide systems thinking language and tools and the lens of sustainability education where appropriate</li> <li>• Help facilitate piloting the Unit in the classroom, incorporating teacher feedback; Innovate learning experiences (where necessary) to produce congruence between performance</li> </ul> |



|   |  |
|---|--|
|   | <p>indicators, essential and guiding questions, learning objectives, lessons, assessments, rubrics and student work (Winter/Spring 2021)</p> <ul style="list-style-type: none"> <li>• Facilitate the design modification process as needed. (Winter/Spring 2021)</li> <li>• Determine and articulate the expectations for the Depth of Knowledge (DOK) each assessment is targeting (Spring 2021)</li> <li>• Finalize HS Unit for Fall 2021 full implementation in partnership with School District of Philadelphia and PA Department of Education (Spring/Summer 2021)</li> <li>• Edit, refine, and align new middle grade Learning Experience in Unit 5 on Mussels (Winter/Spring 2021)</li> <li>• Consult with Fairmount Water Works and School District of Philadelphia on long-term strategic plan for implementation of the Watershed curriculum to all grade levels in alignment with GreenFutures 2.0 and District Science Framework (Spring/Summer 2021)</li> </ul> |
| <p><b>Organization and personnel requirements</b></p> | <p>Requirements:</p> <ul style="list-style-type: none"> <li>• Previous experience photographing a public utility and its customers, employees, and partners</li> <li>• Portfolio showcasing strong work around people in both interior and exterior settings, like a Contact Center, homes, public events, etc.</li> <li>• Strong knowledge of industry standards in photography management &amp; editing software</li> </ul> <p>Demonstrated understanding of PWD’s mission and brand</p>   |
| <p><b>Technological requirements</b></p>              | <p>Consultants must have experience in Curriculum design and instruction working on a K-12 School District level or higher, in partnership with public and private organizations and entities, including public utilities related to water and/or energy systems; mastery of Education for Sustainability Standards and</p>  |



|                                      |   |
|--------------------------------------|---|
|                                      | <p>Benchmarks and nationally recognized leader in Educating for a Sustainable future.</p> <ul style="list-style-type: none"> <li>• Must be able to work remotely via Zoom and shared files using the google platform</li> <li>• Must have access to Atlas Rubicon, a curriculum software design tool</li> </ul>   |
| <p><b>Reporting requirements</b></p> | <p>The successful Applicant shall report to the City of Philadelphia on a regular basis regarding the status of the project and its 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. If hourly rates are charged, the invoice must also detail the number of hours, the hourly rate, and the individual who performed the service.</p> |

**Compensation**

Applicants are required to provide a cost proposal in their response which includes:

- A line-item breakdown of the costs for the specific services and work products proposed.
- A price that includes all costs, such as administrative or fringe costs, proposed to be charged to the City.

Cost proposals typically are:

- Fixed price, where payment is not based on time or resources expended, or
- Hourly rate, where payment is based on time or resources expended.

|                                  |  |
|----------------------------------|--|
| <p><b>Compensation</b></p>       | <p>Not to exceed \$34,000.00 for a contract resulting from this RFP.</p>   |
| <p><b>Cost Proposal Type</b></p> | <ul style="list-style-type: none"> <li>▪ The not-to-exceed amount of compensation to the vendor is \$34,000.</li> <li>▪ Services are to be performed for a fixed price</li> <li>▪ Payment based on completion and approval of specified work.</li> </ul>   |
| <p><b>Terms of Payment</b></p>   | <ul style="list-style-type: none"> <li>▪ The not-to-exceed amount of compensation to the vendor (cannot exceed \$34,000).</li> <li>▪ Services are all to be performed for a fixed price.</li> <li>▪ Payment based on completion and approval of specified work. Invoices should be submitted after contract is conformed.</li> </ul> |





Please note travel costs are reimbursable only if approved by the Department and in accordance with current City policies; commuting costs are not reimbursable. The City has adopted the **Federal Government Maximum Per Diem rate**.

### **Project Schedule**

January 8, 2021 (or contract conformance) through January 7, 2022.

Hours of operation/service provision will be complementary to programming/event hours and includes day, evening, and weekends.



### 3. HOW TO SUBMIT YOUR RESPONSE

#### 3.1 RFP Schedule

|  |   |
|--|---|
| <b>RFP Posted</b>  | <i>December 2, 2020</i>   |
| <b>Applicant Questions Due</b>   | <i>December 10, 2020<br/>Email all questions to Karen.Young@phila.gov</i> |
| <b>Answers Posted on <u>eContract Philly</u></b>                       | <i>December 15, 2020</i>  |
| <b>Proposals Due</b>   | <i>December 23, 2020, 5pm Local Philadelphia Time</i>                     |
| <b>Applicant Interviews, Presentations</b><br><i>(City Discretion)</i> | <i>N/A</i>  |
| <b>Applicant Selection</b>   | <i>December 29, 2020</i>  |
| <b>Contract Execution</b>  | <i>January 4, 2021</i>  |
| <b>Commencement of Work</b>  | <i>January 8, 2021</i>  |

The above dates are estimates only. Notice of changes in the pre-proposal meeting date, time or location, and due date for Applicant questions will be posted on **eContract Philly**. **Should the Department change the date for the Application submission, a notice/Addendum will be posted on eContract Philly.**

## 3.2 What You Must Include in Your Response

Applicants **must** submit in response to this RFP:

1. *Introduction*
2. *Company Profile*
3. *Company contact information*
4. *Proposed Scope of Work, addressing all items in Section 2 and describing how the Applicant will meet project requirements*
5. *Proposed Schedule*
6. *Cost Proposal*
7. *Project Personnel Statement of Applicant's Qualifications/Relevant Experience*
8. *References*
9. *Written Statement of Financial Capacity and at least one current financial document (audited or unaudited financial statements, bank statements or references, Form 990)*
10. *Stated exceptions to terms and conditions, if any, and reasons for the request*
11. *Local Business Certification and justification and/or documentation*
12. *If applicable, documentation of M/W/DSBE, Rebuild Emerging Vendors Program, City recognized alternative diverse businesses registration status,*
13. *LGBTQ Applicant Data (optional)*

Applicant Proposed Scope of Work responses should be limited to 5 pages.

## 3.3 Response Requirements

### **Online Submission Required by the Application Deadline**

You must apply online through **eContract Philly** to be considered for this contract opportunity. The City will not accept responses in any other format.

If you are not already registered with **eContract Philly**, you must first register for an account before you can apply to this opportunity. Note that each legal entity must have a separate account; you may not utilize or repurpose another entity's account for this application.

### **A Complete Application is Required**

Please give yourself as much time as possible to start and complete your online application. The City will not consider proposals that are submitted late.

**Use the Below Submission Checklist**

This is a tool to help you to submit a complete, accurate, responsive, and on time application.

| <b>DOES MY RESPONSE MEET THE PROPOSAL REQUIREMENTS?</b>  |   |
|--|---|
| Did you submit the proposal before the stated deadline in RFP Section 3.1?   | ✓ |
| Did the proposal explain how Applicant meets the goals and objectives, tasks, milestones, and deliverables, and other requirements described by the Department under "Services" in RFP Section 2.2?  | ✓ |
| Does your cost proposal meet the requirements under "Compensation" in RFP Section 2.2?   | ✓ |
| Does your cost proposal meet the requirements under "Project Schedule" in RFP Section 2.2?   | ✓ |
| Does your proposal meet the overall format and content requirements described in RFP Section 3.2, including the page limit?  | ✓ |
| If applicable, was the Local Business Certification and justification and/or documentation provided in the proposal?   | ✓ |
| If applicable, is documentation for M/W/DSBE, alternative Diverse Businesses recognized by the City, and/or Rebuild Emerging Vendors Program status provided in the proposal?  | ✓ |
| Did you review the entire RFP and Contract Attachments, including the Terms and Conditions?<br><ul style="list-style-type: none"> <li>■ <b>Did you state any objections to these document Terms and Conditions?</b> You must raise any objections to these standard terms and conditions in your proposal. Objections are not favored and may be weighed against your proposal; additionally, the City need not consider later-raised objections.</li> </ul> | ✓ |
| Was the proposal submitted electronically through <b>eContract Philly</b> ?  | ✓ |
| Was the proposal submitted under the correct opportunity number?   | ✓ |
| Was the application signed by clicking on the "submit" button at the conclusion of the <b>eContract Philly</b> submission process?   | ✓ |
| Was the individual who signed the application an authorized signatory for the Applicant?   | ✓ |

## 4. HOW WE SELECT A CONTRACTOR & AWARD THE CONTRACT

### 4.1 Overview

After the proposal deadline, a diverse panel will review the submitted, complete and eligible proposals. In some cases, the finalists may be contacted for an interview or other final selection step. Once the department managing the RFP selects an Applicant, the Applicant will be notified and will enter into negotiations with the department.

### 4.2 Selection Process

Although, cost to the City is a material factor, it is not the sole, or necessarily the determining factor, in proposal evaluation. If the City chooses to make an award of a contract from this RFP, the City may, at its sole discretion, award such contract to a person or entity other than the responsible Applicant submitting the lowest price when the City determines, in its sole discretion, it is most advantageous to the City and in the City's best interest to do so.

To select an Applicant for this contract opportunity, the City uses the below standard criteria in its selection process.

1. Superior ability or capacity to meet particular requirements of contract and needs of City Department and those it serves
2. Eligibility under Code provisions relating to campaign contributions
3. Superior prior experience of Applicant and staff
4. Superior quality, efficiency and fitness of proposed solution for City Department
5. Superior skill and reputation, including timeliness and demonstrable results
6. Special benefit to continuing services of incumbent, such as operational difficulties with transition or needs of population being served
7. Benefit of promoting long-term competitive development and allocation of experience to new or small businesses, including those owned by minority or disabled persons or by women
8. Lower cost
9. Administrative and operational efficiency, requiring less City oversight and administration
10. Anticipated long-term cost effectiveness
11. Meets prequalification requirements
12. Applicant's certification of its Local Business Entity/Local Impact status pursuant to Executive Order 04-12

The Department cannot communicate with other Applicants not selected for the opportunity about their proposals until after an agreement is finalized

The Department is not obligated to debrief an unsuccessful Applicant on why we've made the decision not to select them for award.

## 4.3 Award

The City will post a notice on [eContract Philly](#) once the City decides which Applicant will be awarded the contract. There is no waiting period before the contract may be executed.

If selected for award, the Applicant will have to comply with laws, regulations, policies in order to be eligible for award of the contract and to maintain the contract after award.

### WHAT ARE MY RESPONSIBILITIES IF I'M AWARDED THE CONTRACT?

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**Have an active Business Income and Receipts Tax (BIRT) Account Number.**

**REGISTER [HERE](#).**

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**Have an active Commercial Activity License (CAL) Number**

**REGISTER [HERE](#)**

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**Obtain a Philadelphia Tax and Regulatory Status and Clearance**

**OBTAIN A TAX CLEARANCE CERTIFICATE [HERE](#)**

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**Meet the Campaign Contribution Disclosures Requirements**

**INFORMATION ON DISCLOSURE/ELIGIBILITY IS [HERE](#)**

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**Comply with the 21<sup>st</sup> Century Minimum Wage and Benefits Ordinance**

**CURRENT LIVING WAGE RATE CAN BE FOUND LOCATED [HERE](#)**

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**If applicable, comply with federal Health Insurance Portability and Accountability Act (HIPAA)**

**SEE TERMS AND CONDITIONS IN THE OPPORTUNITY INFORMATION**

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