**request for proposals**

**for**

**social media consultant**

**rfp # 15-04**

****

**february 6, 2015**

**notice to proposers**

**(advertisement)**

**philadelphia parking authority**

**701 market street, suite 5400**

**philadelphia, pa 19106**

**request for proposals for**

**social media consultant**

**rfp # 15-04**

Sealed proposals will be received until 2:00 PM on March 6, 2015, by the Philadelphia Parking Authority (“the Authority”), a body corporate and politic created under the laws of the Commonwealth of Pennsylvania in accordance with the Act of June 19, 2001, P.L. 287, No. 22, as amended, known as the “Parking Authority Law.”

The Authority requests proposals from interested and qualified vendors for social media consultant services.

The Authority anticipates that it will award one contract as a result of this Request for Proposals (“RFP”), but reserves the right not to award a contract, if in the best interest of the Authority.

The RFP may be downloaded at [www.philapark.org](http://www.philapark.org). Interested vendors must first register with Mary Wheeler at contracts@philapark.org.

The Authority shall conduct a mandatory pre-proposal meeting on February 11, 2015 at 10:00AM at 701 Market Street, Philadelphia, PA 19106. It is required that interested vendors attend this meeting, either in person or via conference call. Prospective proposers may call in at 1-877-820-7831 and use participant password 253772.

The deadline for questions is February 20, 2015 at 2:00 PM. All questions and requests for clarification must be submitted in writing via email to Mary Wheeler at [contracts@philapark.org](mailto:contracts@philapark.org). Questions will not be answered by telephone.

Proposals must be received by March 6, 2015 at 2:00 PM at the following address:  
philadelphia parking authority

c/o mary wheeler

701 market street, suite 5400

philadelphia, pa 19106

Proposal documents should be submitted as follows: one (1) signed, un-bound original and five (5) copies. The Authority also requires one (1) CD or flash drive containing the vendor’s entire response. Late proposals will not be accepted.

The Authority reserves the right to waive any defects or informalities, to accept or reject any and all proposals, or any part or parts thereof, and to award a contract, if in the best interest of the Authority. The award of a contract shall be based upon a determination by the Authority of the most advantageous proposal from a responsible and responsive vendor taking into consideration the evaluation criteria set forth in the RFP and total costs.

The issuance of this solicitation does not imply any commitment to purchase any product or services from any vendor.

If any changes are made to this RFP, an addendum will be issued. Addenda will be emailed to all registered vendors.

note: For information specific to this particular RFP, please contact Mary Wheeler at (215) 683-9665, or [contracts@philapark.org](mailto:contracts@philapark.org).

**philadelphia parking authority**

**request for proposals**

**for**

**social media consultant rfp # 15-04**

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1. Overview

#### 1.1 Purpose

The Philadelphia Parking Authority (the Authority) is seeking a highly qualified team or firm with proven social media experience to ensure that social media is used effectively to promote the Authority and the services it provides to the public. The Authority anticipates that it will award one contract as a result of this RFP, but reserves the right not to award a contract, if in the best interest of the Authority. The Authority will award the contract(s) based on the evaluation of work history, technical experience, ability, resources, creativity, and other pertinent factors of the proposer in conjunction with the total cost.

#### 1.2 Mission

The mission of the Philadelphia Parking Authority is to continually enhance the quality of life in Philadelphia through our strategic partnerships with the Commonwealth of Pennsylvania and the City of Philadelphia. That is accomplished by supporting the region’s economic vitality through the provision of comprehensive parking, regulatory and transportation services. A focus on improved access, greater mobility, and increased vehicular and pedestrian safety are the guiding principles of our programs.

To fulfill our mission, the Authority strives to:

* Provide comprehensive on-street parking management services including the development of sound parking regulations and programs to address the current needs of each community, as well as fair, consistent enforcement operations;
* Set standards of excellence and fair pricing structures through the construction and management of off-street parking facilities;
* Assist in presenting a first rate introduction to the region by providing attractive, user friendly on-site parking facilities at the Philadelphia International Airport;
* Insure safe, attractive, reliable taxicab and limousine service through sound regulations and consistent enforcement;
* Improve traffic and pedestrian safety through automated red light camera enforcement at dangerous intersections;
* Apply new technology and continuing professional staff development to insure the highest quality public service and the greatest efficiency in all operations.

#### 1.3 Agency Organization

The Authority is comprised of four main divisions with varying responsibilities:

* On- Street Parking: Includes managing on-street parking spaces, permit issuance, signage, towing and impoundment, red-light photo enforcement and vehicle auctions.
* Off- Street Parking: Manages garage and parking lots.
* Taxicab and Limousine: Regulates taxicab and limousine services.
* Philadelphia International Airport: Manages garage and lot parking.

#### 1.4 History and Current Status of Social Media Engagement

As a result of the wide range of programs and services the Authority offers, in 2011 the Authority decided to explore the use of social media to:

* Promote and explain the services offered by the Authority
* Provide another component of accessible customer service
* Foster positive public sentiment for the Authority

The Authority currently has a presence across a variety of social media platforms, including:

* Philadelphia Parking Authority website ([www.philapark.org](http://www.philapark.org)) Blog views per month = 12,000
* Facebook (Facebook.com/philapark) Facebook fans = 5,626
* Twitter (@philaparking) Twitter followers = 4,660
* YouTube

These social channels are a vital communication component of the Authority. The Authority is able to use these platforms as an extension for customer service, public relations and emergency information distribution. Just last year alone, the Authority generated 8.5 million impressions from having a social presence.

On a monthly basis, there are more than 300 messages sent back and forth between citizens and the Authority on the Facebook and Twitter accounts. These inquiries cover lost items in taxis to explanations regarding signs, ticketing and enforcement requests. The most viewed blog on the site, “Free Meter Wednesday” has more than 45,000 page views.

The Authority launched a successful hashtag campaign for creating awareness regarding blocked bicycle lanes, (#unblockbikelanes) which encouraged citizens to tweet pictures or locations where vehicles were blocking the flow of bicycle traffic in dedicated bicycle lanes. From the data collected, the Authority was able to strategically deploy enforcement and create new patrol beats to address the situation. In the future, the Authority would like to launch a campaign for the public to report taxi experiences, both positive and negative and for reporting lost items.

#### 1.5 RFP Schedule

Issue Date February 6, 2015  
 Mandatory Pre-Proposal Conference February 11, 2015  
 Deadline for Questions February 20, 2015  
 Addenda Issued by the Authority (if any) February 25, 2015\*  
 Sealed Proposals Due March 6, 2015  
 Presentations of Top Ranked Proposer(s) (if any) March 12, 2015\*  
 Announcement of Successful Proposer (if any) March 16, 2015\*

*The Authority reserves the right to modify this schedule at its discretion. All times and dates are Eastern Standard Time.*

*\* Dates are approximate.*

2. Proposal Procedures and General Conditions

#### 2.1 Procedures & Process

This section details Authority procedures for directing the RFP process. The Authority reserves the right in its sole discretion to reject the proposal of any vendor that fails to comply with any procedure in this section. All vendor communications concerning this RFP shall be directed to the Contracts Manager.

The Contracts Manager is: Mary Wheeler, 215-683-9665, contracts@philapark.org

Unless authorized by the Contracts Manager, no other Authority employee is empowered to speak for the Authority with respect to this RFP. Any vendor seeking to obtain information, clarification, or interpretations from any other Authority official or employee other than the Contracts Manager is advised that such material is used at the vendor’s own risk. The Authority will not be bound by any such information, clarification, or interpretation.

From the issue date of this RFP until the Authority’s Board approves contract award, Mary Wheeler is the sole point of contact concerning this RFP. Any violation of this condition may be cause for the Authority to reject the offending proposer’s proposal. If the Authority later discovers that the proposer has engaged in any violation of this condition, the Authority may reject the offending proposer’s proposal or rescind its award. Proposers must agree not to distribute any part of their proposals beyond the Authority. A proposer who shares information contained in its proposal with other Authority personnel and/or competing proposer personnel may be disqualified.

#### 2.2 Mandatory Pre-Proposal Meeting

The Authority shall conduct a mandatory pre-proposal meeting on February 11, 2015 at 10:00 AM at 701 Market Street, Philadelphia, PA 19106. The purpose of this meeting is to discuss the RFP and its implementation with prospective proposers and to answer questions concerning the RFP. This is an opportunity for vendors to raise concerns regarding specifications, terms, conditions, and any requirements of this solicitation. Failure to raise concerns over any issues at this opportunity will be a consideration by the Authority in any protest filed against the Authority regarding such items that were known as of this pre-proposal meeting and such failure may constitute a waiver of that issue.

Any questions and answers furnished will not be official until verified in writing and if appropriate an addendum to this RFP will be issued by the Contracts Manager. Answers that change or substantially clarify the RFP will be affirmed in writing and copies will be provided to all in attendance.

**It is required that interested vendors attend this meeting, either in person or via conference call.**

Prospective proposers may call in at 1-877-820-7831 and use participant password 253772. A proposer may not bring more than two persons to the pre-proposal conference. It is strongly suggested that one of the two persons in attendance be the intended primary contact for the consultant.

#### 2.3 Questions

Questions are to be submitted tothe Authority no later than February 20, 2015 at 2:00 PM. Questions must be submitted in writing, via email to Mary Wheeler at [contracts@philapark.org](mailto:contracts@philapark.org). Subject line of email should read “Social Media Consultant”. Only questions submitted in writing will be addressed. Failure to request clarification of any inadequacy, omission, or conflict will not relieve the vendor of any responsibilities under this solicitation or any subsequent contract. It is the responsibility of the interested vendor to assure that they received responses to questions if any are issued. Any furnished answers will not be official until they have been verified, in writing, by the Authority. The Authority shall not be bound by any verbal information nor shall it be bound by any written information that is not either contained within the RFP or formally issued as an addendum by the Authority. The Authority does not consider questions to be a protest of the specifications or of the solicitation.

#### 2.4 Clarifications

Should the prospective proposer find a discrepancy in or an omission from the RFP, or if they are in doubt as to the meaning of any term contained therein, the proposer shall notify Mary Wheeler, Contracts Manager at 215-683-9665, who will clarify any discrepancies by sending written instructions/clarifications to all proposers.

#### 2.5 Changes to the RFP/Addenda

A change may be made by the Authority if, in the sole judgment of the Authority, the change will not compromise the Authority’s objectives in this RFP. A change to this RFP will be made by formal written addendum issued by the Authority’s Contracts Manager. Addenda issued by the Authority shall become part of this RFP and included as part of the contract. It is the responsibility of the interested vendor to assure that they have received Addenda if any are issued.

#### 2.6 Receiving Addenda and/or Question and Answers

The Authority will make efforts to provide courtesy notices, reminders, addendums and similar announcements directly to interested vendors. Notwithstanding efforts by the Authority to provide such notice to known vendors, it remains the obligation and responsibility of the vendor to learn of any addendums, responses, or notices issued by the Authority. Such efforts by the Authority to provide notice do not relieve the vendor from the sole obligation for learning of such material.

All proposals sent to the Authority shall be considered compliant to all Addendums, with or without specific confirmation from the vendor that the Addendum was received and incorporated. However, the Authority can reject the proposal if it does not reasonably appear to have incorporated the Addendum. The Authority could decide that the vendor did incorporate the Addendum information, or could determine that the vendor failed to incorporate the Addendum changes and that the changes were material so that the Authority must reject the offer, or the Authority may determine that the vendor failed to incorporate the Addendum changes but that the changes were not material and therefore the proposal may continue to be accepted by the Authority.

#### 2.7 Proposal Response Date and Location

Proposals must be received by the Authority no later than March 6, 2015 at 2:00 PM. Proposals must be delivered to:

Philadelphia Parking Authority

c/o mary wheeler

701 market street, suite 5400

philadelphia, pa 19106

Proposals must be sealed and delivered via certified mail, return receipt requested or by hand-delivery. Responses should be in a sealed box or envelope clearly marked with RFP title and number. If RFPs are not clearly marked, the vendor has all risks of the RFP being misplaced and not properly delivered. The Contracts Manager is not responsible for identifying responses submitted that are not properly marked*.*

The Authority requires one (1) signed, un-bound original (suitable for photocopying) and five (5) hard-copies delivered to the Authority. The Authority also requires one (1) CD or flash drive containing the vendor’s entire response. The RFP response may be hand-delivered or must otherwise be received by the Contracts Manager at the address provided, by the submittal deadline*.* Please note that delivery errors will result without careful attention to the proper address.

The vendor has full responsibility to ensure the proposal arrives to the Authority within the deadline. The Authority assumes no responsibility for delays caused by the US Post Office or any other delivery service. Postmarking by the due date will not substitute for actual receipt of response by the date due. Proposals will be opened after the due date and time. Responses arriving after the deadline may be returned, unopened, to the proposer, or may simply be declared non-responsive and not subject to evaluation, or may be found to have been received in accordance to the solicitation requirements, at the sole determination of the Authority.

The Authority will consider supplemental brochures and materials. Proposers are invited to attach any brochures or materials that will assist the Authority in evaluation. The vendor is responsible for all shipping and delivery costs of the specified items required to support the proposal.

#### 2.8 Offer and Proposal Form

Proposer shall provide the response in the format required herein and on any forms provided by the Authority herein, which forms and information shall become the property of the Authority and will not be returned to proposers, unless a written request to withdraw is received prior to the opening of proposals. All prices shall be in US Dollars.

#### 2.9 Unacceptable Proposals

No proposal will be accepted from or selection made of any person, firm or corporation that is in arrears or in default to the Authority upon any debt or contract, or whose insurer or banking institution is in default as surety or otherwise upon any obligation to the Authority, or has failed in the sole opinion of the Authority to faithfully perform any previous contract with the Authority.

#### 2.10 Document Disclosure

While documents exchanged by or with the Authority or its agents during this process may be protected from public release by certain terms of Pennsylvanias Right to Know Law (65 P.S. 67.10167.3104), Pennsylvanias Procurement Code, or other laws, all proposers in the instant process are advised to review such disclosure issues. Respondent should give specific attention to, and identify those portions of their bids that they deem to be confidential, proprietary information or trade secrets and provide justification of why such material, upon request, should not be disclosed by the Authority.

#### 2.11 Proposal Disposition

All material submitted in response to this RFP shall become the property of the Authority upon delivery.

#### 2.12 Contract Terms and Conditions

Vendor agrees, as a condition of submitting an RFP response, to enter into contract as provided in this RFP.

If vendor is awarded a contract and refuses to sign the contract as provided in this RFP, the Authority may reject and/or disqualify vendor from future solicitations for this work. Vendors are to price and submit proposals to reflect the contract provided in this RFP. Under no circumstances shall vendor submit its own boilerplate of terms and conditions.

That being said, if a vendor seeks to modify any contract provision, the vendor must submit a request with their proposal, as “**Exceptions to Authority Contract”** for Authority consideration. The vendor must provide a revised version that clearly shows their alternative contract language. The Authority is not obligated to accept the revised version. The Authority may accept some or all exceptions or may refuse. Exceptions that materially change the character of the contract may result in rejection of the proposal as non-responsive.

The Authority does not expect to change Indemnification and may reject all exceptions to Indemnification. The Authority shall accept or reject exceptions, and will present a final contract for vendor signature. The bidder should be prepared to receive the contract for signature without discussion or negotiation.

Nothing herein prohibits the Authority from opening discussions with the highest ranked apparent successful proposer, to negotiate modifications to either the proposal or the contract terms and conditions, in order to align the proposal or the contract to best meet Authority needs within the scope sought by the RFP. The Authority will not sign a licensing or maintenance agreement supplied by the vendor. If the vendor requires the Authority to consider otherwise, the vendor is also to supply this as a requested exception to the contract and it will be considered in the same manner as other exceptions.

#### 2.13 Contract Period

Commencing with the effective date, the term of the final contract shall be for a period of three (3) years, with the option of two (2) additional one (1) year extensions, at the Authority’s discretion. The Authority, at its sole discretion, shall have the right to terminate the contract upon thirty days written notice.

#### 2.14 Executed Contract Required

Notwithstanding completed review and submission of all Request for Proposal and Response documents, and regardless of any formal or informal public or private statements emanating from any official of the Authority or the vendor, including any notice of contract award from the Authority, the Authority will not be legally bound to any contract for the provision of Social Media Consultant services or be subject to any other liability whatsoever on any legal theory concerning the provision such system until a final document evidencing the complete and exclusive contract of the parties is signed by the Authoritys Executive Director and the duly authorized representative of the vendor.

#### 2.15 Incorporation of RFP and Proposal in Contract

This RFP and the vendor’s response, including all promises, warranties, commitments, and representations made in the successful proposal, shall be binding and incorporated by reference in the Authority’s contract with the vendor.

#### 2.16 Standard Practices

All work performed under the contract shall be subject to inspection and final approval by the Authority.

#### 2.17 M-DBE/W-DBE/DS-DBE Participation

The Authority strongly encourages the meaningful and substantial participation of Minority Disadvantaged Business Enterprises (“M-DBE”), Women Disadvantaged Business Enterprises (“W-DBE”) and Disabled Disadvantaged Business Enterprises (“DS-DBE”), not limited to Design, Construction, Operations Management, etc.

While there are no participation ranges projected for this proposal, proposers are prohibited from discriminating in their selection of subcontractors and are encouraged to solicit quotes from businesses, when applicable, on an equitable basis with other firms.



#### 2.18 Invoicing

All invoices must be accompanied by a description of the services provided. The Authority will not be responsible for any invoices not delivered or mailed to:

accounts payable  
 the philadelphia parking authority  
 701 market street, suite 5400  
 philadelphia, pa 19106

#### 2.19 Statement of No Proposal

All prospective proposers that do not intend to submit a proposal are asked to complete the “Proposal Decline Form” below. Please submit via email to the Contracts Manager, Mary Wheeler, at contracts@philapark.org



#### 2.20 Withdrawal of Proposal

A submitted proposal may be withdrawn by written request of the submitter, prior to the submittal closing date and time. Such request must be in writing and sent to the Contracts Manager at the address set forth herein by certified mail, return receipt requested, or delivered in person. Such withdrawal shall be effective only upon receipt by the Authority and will not preclude the submission of another proposal by same vendor prior to the submittal deadline. After scheduled deadline, no vendor will be permitted to withdraw their proposal and each vendor agrees that their proposal shall remain firm for the contract period. A proposal made and opened may be withdrawn with the written permission of the Authority, if in the Authority’s opinion, the proposal is inconsistent with the best interest of the Authority.

#### 2.21 Rejection of Proposals, Right to Cancel

The Authority reserves the right to reject any or all proposals at any time with no penalty. The Authority also has the right to waive immaterial defects and minor irregularities in any submitted proposal.

#### 2.22 Cost of Preparing Proposals

The Authority will not be liable for any vendor costs in the preparation and presentation of proposals submitted in response to this RFP including, but not limited to, costs incurred in connection with the proposer’s participation in interviews and the pre-proposal conference.

3. Project Specifications

#### 3.1 Project Goals

The Authority is committed to engage fully, authentically and efficiently with the public across all relevant social media channels. The Authority’s social media goals are to establish a comprehensive:

* Understanding of the Authority’s current social media status, in terms of presence across channels and quality of engagement;
* Strategy that leverages the power of social media for information distribution (including emergencies), engagement and marketing promotion in a more coordinated and cohesive manner;
* Plan for incorporating social media into search engine optimization efforts;
* Understanding of the social media strategy as a benefit to visitors and residents of Philadelphia.

#### 3.2 Scope of Services

3.2.1 The Vendor shall provide strategic advice on current activities and potential activity regarding social media and mobile communications.

3.2.2 The Vendor shall assist Authority staff in creating written content, planning timings and publishing posts throughout each month through the development of a monthly content calendar based on information provided by the Authority, such as evergreen content, seasonal promotions, as well as execution of content that requires timeliness (such as breaking news, weather emergencies, etc.).

3.2.3 The Vendor shall manage, develop and deploy the Authority’s pro-active and reactive messaging in social media channels according to the guidelines collaboratively developed between the Authority and Vendor.

3.2.4 The Vendor will use social media platforms and tools to extend and measure the distribution of the Authority’s communications, and alert the Authority to positive and problematic messages and developments.

3.2.5 The Vendor shall provide tools and processes to integrate with Authority staff to solve constituent problems or answer inquiries.

3.2.6 The Vendors shall provide ongoing monitoring of social presence to analyze brand mentions, community feedback, customer service and media integration and develop plans for adjustment or enhancement.

3.2.7 The Vendor shall assist in developing benchmarks for reviewing the efficacy of social engagement.

3.2.8 The Vendor shall provide technical support and consulting for current and future online digital efforts, programs and special projects or campaigns, including but not limited to Google+, Yelp and Instagram.

3.2.9 The Vendor shall manage the Authority’s website blog, blog calendar, content creation and distribution for Authority stories, messages and programs.

3.2.10 The Vendor shall provide project management services for select special projects and initiatives.

3.2.11 The Vendor shall suggest strategies for influencing online bloggers, writers, editors, publishers and publications.

3.2.12 The Vendor shall manage the Authority’s yearly digital advertising strategy, consisting of display, branded/sponsored content, social (Facebook and Twitter) and search ads. The strategy shall be reviewed and adjusted if necessary on a quarterly basis or as needed.

3.2.13 The Vendor shall execute online advertising in accordance with the Authority approved plan.

3.2.14 The Vendor shall provide monthly reports on social media engagement activity and success on all platforms, including advertising efforts.

3.2.15 The Vendor shall manage imagery, video, graphic and infographic information.

3.2.16 The Vendor shall provide customer service support via social media channels during regular business hours (Monday through Friday, 8:30 AM- 5:30 PM), responding within one hour.

3.2.17 The Vendor shall provide customer service support via social media channels outside of regular business hours and holidays on an emergency, as-needed basis.

3.2.18 The Vendor shall provide digital public relations efforts in collaboration with Authority staff and consultants. This may include, but is not limited to blogger outreach, media outreach and integration, branded content programs, interactive events, community/philanthropy program storytelling and copyediting.

3.2.19 The Vendor shall create quarterly public relations campaigns and programs including Tweet chats, press conferences and special events.

3.2.20 The Vendor shall collaborate with Authority staff and consultants to create and implement a yearly overview of content distribution and special campaign and program planning.

3.2.21 The Vendor shall not publish or distribute content without obtaining approval from the Authority.

3.2.22 The Vendor shall allocate between sixty (60) and seventy (70) billable hours per month for the aforementioned services.

4. Submission Information

#### 4.1 Vendor Responsibility to Provide Full Response

It is the Vendor’s responsibility to provide a full and complete written response that does not require interpretation or clarification by the Authority. The Vendor is to provide all requested materials, forms and information. Any form which is required to be submitted and which is incomplete, conditional, obscure, contains additions not called for and not approved by the Authority, or which contains irregularities of any kind, may be cause for rejection of the proposal. In the event of default by a successful vendor, or the Vendor’s refusal to enter into the contract with the Authority, the Authority hereby reserves the right to re-bid the contract or to accept the proposal of the next most responsible vendor at the Authority’s sole option.

The Vendor is responsible to ensure the materials submitted will properly and accurately reflect the specifications and offering. During scoring and evaluation (prior to interviews if any), the Authority will rely upon the submitted materials and shall not accept materials from the proposer after the RFP deadline; however this does not limit the right of the Authority to consider additional information (such as references that are not provided by the proposer but are known to the Authority, or past experience by the Authority in assessing responsibility), or to seek clarifications as needed by the Authority.

#### 4.2 Errors in Proposals

Proposers are responsible for errors and omissions in their proposals. No such error or omission shall diminish the proposer’s obligations to the Authority.

#### 4.3 Readability

Vendors are advised that the Authority’s ability to evaluate proposals is dependent in part on the Vendor’s ability and willingness to submit proposals which are well ordered, detailed, comprehensive, and readable. Clarity of language and adequate, accessible documentation is essential.

#### 4.4 Vendor Responsibility

It is the Vendor’s responsibility to examine all specifications and conditions thoroughly, and comply fully with specifications and all attached terms and conditions. Vendors must comply with all Federal, State, and City laws, ordinances and rules.

#### 4.5 Changes in Proposals

Prior to the proposal submittal closing date and time established for this RFP, a vendor may make changes to its proposal provided the change is initialed and dated by the Vendor. No change to a proposal shall be made after the proposal closing date and time.

#### 4.6 Signatures Required

Submitted proposals must be signed in ink in all spaces where signatures are required. In cases of corporation, the signature must be that of a duly authorized officer of the corporation and officer’s title must be stated. In cases of partnerships, the signature of a general partner must follow the firm name, using the term “A Member of Firm.” In cases of an individual, use the term “DBA” (Company Name) or as sole owner.

#### 4.7 General Warranty

Neither the final Certificate of Payment nor any provision in the contract included within the scope of the contract shall constitute an acceptance of work not done in accordance with the contract or relieve the proposer of liability in respect to any expressed warranties or responsibility for faulty materials or workmanship.

#### 4.8 Business Licenses

The selected vendor must apply for and obtain, prior to execution of the final contract document, and at the vendor’s sole expense, any business license required to comply with the applicable law as related to the scope of work detailed in this RFP.

#### 4.9 Pricing

The vendor shall submit pricing at a fixed hourly fee for services provided on a monthly basis. The vendor shall bill the Authority no more than seventy (70) hours per month, unless express, written consent is provided by the Authority. The vendor must provide pricing for the entire length of the contract term, including the additional one year options, e.g., pricing for years 1, 2, 3, 4 and 5 must be provided in the vendor’s response to this RFP. If the Authority selects the proposer’s proposal, the non-conflicting contents of the selected proposal will become contractual obligations upon execution of the contract.

#### 4.10 Proposal Qualifications

Proposals must present evidence satisfactory to the Authority that they are fully competent to perform the conditions of the contract. Vendors must have the necessary facilities, equipment, experience and financial capacity to fulfill the conditions of the contract and all the terms and specifications included herein.

#### 4.11 Insurance Requirements

Insurance requirements presented in the contract shall prevail. If formal proof of insurance is required to be submitted to the Authority before execution of the contract, the Authority will remind the Apparent Successful Proposer in the Intent to Award letter. The Apparent Successful Proposer must promptly provide such proof of insurance to the Authority in reply to the Intent to Award Letter. Contracts will not be executed until all required proof of insurance has been received and approved by the Authority.

Vendors are encouraged to immediately contact their insurance broker to begin preparation of the required insurance documents, in the event that the vendor is selected as a finalist. Proposers may elect to provide the requested insurance documents within their proposal.

5. Proposal Format and Organization

All proposals submitted must conform to the following format requirements. Proposals must be submitted on letter size (8 ½ x 10”) paper. The point size font for text must be 10 to 12, and 6 to 8 for exhibits. All documents must contain a one-inch margin. For exhibits, 11 x 17” paper is acceptable. The mandatory tab requirements are as follows:

**Tab A: Letter of Transmittal/Executive Summary.** The Vendor must include a brief summation of the highlights of their proposal and the overall benefits to the Authority. Please include name, address, phone number and email address of authorized agent. The letter must be signed by a person authorized to engage Vendor in a contract with the Authority.

**Tab B: Vendor Profile**

**Tab C: Vendor Questions and Qualifications**

**Tab D: Financial Statement.** The Vendor must provide financial statements for the last three (3) years, which have been examined by an independent Certified Public Accountant, who is not an employee of the Vendor.

**Tab E: Insurance Requirement.** The Vendor must submit executed Insurance Requirement Form.

**Tab F: Document Disclosure Form**

**Tab G: Proposal/Price Form**

**Tab H: Additional Attachments**

**Tab I: Acceptance and Exceptions to Authority Contract.** The Vendor must provide a one-page statement that confirms acceptance of the Authority contract, including terms and conditions, and represents complete review as needed by the Vendor. If the Vendor has a legal office that must review contract prior to signature, the Vendor must clearly confirm that such review is complete.

If Vendor desires exceptions to the Authority contract, attach the Authority contract that shows the alternative contract language (print out a version with your suggested new language clearly displayed in a track changes mode). You must provide the alternative language, and not simply list an exception you wish to discuss. You may attach a narrative of why each change is to the benefit of the Authority and any financial impact. Also attach any licensing or maintenance agreement supplements.

The Authority will review the proposed language, and will thereupon either accept or reject the language. The Authority will then issue a contract for signature reflecting Authority decisions. Any exceptions or licensing and maintenance agreements that are unacceptable to the Authority may be grounds for rejection of the proposal.

**Tab J: Proposal Security.** The Vendor must provide a certified check or cashier’s check acceptable the Authority, in an amount equal to at least ten percent (10%) of the amount of their proposal, payable without condition to the Philadelphia Parking Authority as a guaranty that the Vendor, if awarded the contract, will promptly execute the agreement in accordance with the proposal and other contract documents, and will furnish good and sufficient bond for the faithful performance of the same, and for the payment to all persons supplying labor and material for the work. The amount required for this solicitation should be calculated based on the total amount of the contract for three years.

6. Submittal Checklist

**Submittal Checklist:**

|  |  |  |
| --- | --- | --- |
| **Tab A** | Letter of Transmittal/Executive Summary |  |
| **Tab B** | Vendor Profile |  |
| **Tab C** | Vendor Questions and Qualifications |  |
| **Tab D** | Financial Statement |  |
| **Tab E** | Insurance Requirements |  |
| **Tab F** | Document Disclosure Form |  |
| **Tab G** | Proposal/Price Form |  |
| **Tab H** | Additional Attachments |  |
| **Tab I** | Acceptance & Exceptions to Authority Contract |  |
| **Tab J** | Proposal Security |  |

7. Evaluation Process

An Evaluation Committee comprised of Authority staff and legal counsel to the Authority will review all proposals and select the most responsible proposer(s). In qualifying a proposer as responsible, the Authority will consider the proposer’s ability to meet the requirements, terms and conditions of the RFP. Proposers will be evaluated on factors including, but not limited to, the proposer’s work experience, staffing level and experience, responsiveness, quality and timeliness of past performance with the Authority as well as others, financial capability, reliability, responsibility, compliance with equal employment requirements and anti-discrimination provisions, compliance with wage, hour and other fair labor standards, and the integrity of the firm and its key people.

The evaluation shall be conducted in a multi-tiered approach. Proposals must pass through each step to proceed forward to the next step. Those found to be outside the competitive range in the opinion of the Evaluation Committee will not continue forward to the next evaluation tier.

**Round 1: Responsiveness.** The Authority shall first review submittals for responsiveness. Proposals will be reviewed for submission requirements in accordance to RFP instructions. Those found responsive based on this initial review shall proceed to Round 2.

**Round 2 – Vendor Response and Price Scoring.** The Authority will evaluate proposals that successfully pass through the first Round. The Authority will evaluate proposals using the criteria below. Responses will be evaluated and ranked. Those proposals that cluster within a competitive range in the opinion of the Evaluation Committee shall continue.

|  |  |
| --- | --- |
| **Evaluation Criteria** | **Total Possible Points** |
| Proposed Work Plan- Tools and services provided by vendor to meet the needs of the RFP Specifications | 30% |
| Experience in providing similar social marketing consultation/or management services | 30% |
| Qualifications and Background | 20% |
| Pricing Proposal | 20% |
| TOTAL | 100% |

**Round 4 – Interview/Presentation (Optional)**

The Authority, at its sole option, may require that Vendors who remain active and competitive participate in an interview or presentation to the Evaluation Committee. The Authority may waive this Round, but if not, interviews and presentations will be scored on a pass/fail basis. When requested, The Vendor will submit a list of names and company affiliations who will be participating in the interview or presentation. The Authority reserves the right to conduct site visits to clarify information contained in a vendor’s proposal.

**Round 5 – References (Optional)**

The Authority may contact users of the Vendor’s services for references. References will be scored on a pass/fail basis. A negative reference may result in rejection of the Proposal as not responsive. Those vendors receiving a failed reference may be disqualified from further consideration. The Authority may use any former client, whether or not they have been submitted by the Vendor as references, and the Authority may choose to serve as a reference if the Authority has had former work or current work performed by the Vendor. Although the Authority anticipates completing reference checks at this point in the process, the Evaluation Committee may contact the client references of the Vendor or other sources in addition to those specifically provided by the Vendor, at any time to assist the Authority in understanding the service.

8. Award and Contract Execution Instructions

#### 9.1 Notification

The Authority will study and evaluate all proposals which are received in accordance with the instructions set forth in the RFP and may select a proposer or multiple proposers and notify all other proposers of the selection within one hundred twenty (120) days after the date the proposals are opened. Such notice shall be in writing and mailed to the address furnished by each respective proposer. The selected proposer(s) shall not start the performance of any work prior to the Effective Date of the contract and the Authority shall not be liable to pay the selected proposer(s) for any service or work performed or expenses incurred before the Effective Date of the contract.

#### 9.2 No Debriefs to Proposers

The Authority issues results and award decisions to all proposers, and does not otherwise provide debriefs of the evaluation of their respective proposals.

#### 9.3 Instructions to the Apparent Successful Proposer

The Apparent Successful Proposer will receive an Intent to Award Letter from the Authority after award decisions are made by the Authority. The Intent to Award Letter will include instructions for final submittals that are due prior to execution of the contract.

If the Vendor requested exceptions per the instructions the Authority will review and select those the Authority is willing to accept. There will be no discussion on exceptions.

After the Authority reviews Exceptions, the Authority may identify proposal elements that require further discussion in order to align the proposal and contract fully with Authority business needs before finalizing the agreement. If so, the Authority will initiate the discussion and the Vendor is to be prepared to respond quickly in Authority discussions. The Authority has provided no more than 15 calendar days to finalize such discussions. If mutual agreement requires more than 15 calendar days, the Authority may terminate negotiations, reject the Proposer and may disqualify the Proposer from future submittals for these same products/services, and continue to the next highest ranked Proposal, at the sole discretion of the Authority. The Authority will send a final agreement package to the Vendor for signature.

Once the Authority has finalized and issued the contract for signature, the Vendor must execute the contract and provide all requested documents within ten (10) business days. If the Vendor fails to execute the contract with all documents within the ten (10) day time frame, the Authority may cancel the award and proceed to the next ranked Vendor, or cancel or reissue this solicitation.

Cancellation of an award for failure to execute the Contract as attached may result in Proposer disqualification for future solicitations for this same or similar product/service.

Attachments

Attachment #1 – Contract Terms & Conditions

