



Extended timeline updated as of January 7, 2021

REQUEST FOR PROPOSALS

Philadelphia Households Internet Assessment Delivered to the City of Philadelphia, Office of Innovation and Technology

Issued by:

The Mayor's Fund for Philadelphia

On behalf of The City of Philadelphia, Office of Innovation and Technology

Questions about this RFP should be submitted to mayorsfund@phila.gov and Juliet Fink-Yates, Digital Equity Fellow at Juliet.Fink-Yates@Phila.gov by January 12th, 2021.

Proposals must be received no later than January 29th, 2021. A pdf version of the proposal must be emailed to: mayorsfund@phila.gov and Juliet.Fink-Yates@Phila.gov.

SECTION I – INTRODUCTION

A. Statement of Purpose

The City of Philadelphia (the “City”) and the Mayor’s Fund for Philadelphia (the “Fund”) seek to understand the number of households that are currently without internet or relying on unstable, low bandwidth options, as a way to benchmark progress by the City and its partners to close the digital divide. We envision an assessment with enough accuracy that will enable us to make the most informed policy, program and budget decisions possible regarding the City’s digital equity strategy.

B. Department Overview

The Mayor’s Fund for Philadelphia works in close partnership with the City of Philadelphia and private sector partners to develop and run initiatives that reflect Mayoral priorities and seek to improve the quality of life for all Philadelphians. The Fund will serve as the fiscal administrator for this contract opportunity. The Office of Innovation and Technology will serve as the project manager for this effort on behalf of the Fund.

The Office of Innovation and Technology (“OIT”) provides technology services and solutions to City of Philadelphia operational departments and directly to the public through digital services on phila.gov. OIT has been a key player in the City’s digital inclusion efforts for residents since 2010 with the creation of the KEYSPOt program of public computer centers and then with the formation of the Digital Literacy Alliance grant funding program in 2017. To date, and on behalf of the Alliance, OIT has administered grant awards to over 25 different non-profit organizations across the city with annual funding cycles of approximately \$175,000. The onset of the COVID-19 pandemic expanded OIT’s priorities to seek solutions on a digital divide that disproportionately impacts low-income households and communities of color in Philadelphia.

C. Problem Statement and Background

In August 2020, with generous funding from philanthropy and in cooperation with local education agencies, the City launched PHLConnectED, a two year program to provide free in-home, wireline internet as well as cellular MIFI devices to K-12 families in need of connectivity for remote learning. PHLConnectED is a partnership among OIT, the Mayor’s Office of Education and the Mayor’s Policy Office.

A key challenge to the PHLConnectED program is benchmarking – how much of an impact has the program had in reducing the number of K-12 households without a reliable and stable internet connection, and how many more families remain in need?



Prior to July's program launch, OIT conducted an analysis to estimate of the number of K-12 households without internet. Data inputs included estimates provided by the School District of Philadelphia and a number of charter schools on the potential number of households without internet access. Estimates were based on school-conducted surveys, but did not include all K-12 households, were limited in scope and were conducted partially in spring and early summer. A second data input was the US Census American Community Survey data from 2014-2018 examined at the micro-data level. A final data input was a snapshot of the number of public-school households without a subscription to either of the two major wireline Internet Service Providers (ISP) in Philadelphia. The ISP analysis compared de-identified addresses based on enrollments from the end of the school year in June 2020 to confirm that addresses were not subscribed to one of the two ISPs. The analysis was not comprehensive of every K-12 household across the city and did not include data from cellular, satellite, or any other type of Internet connection service that a household might have had as of July 2020.

As a result, the City only has a limited understanding from July 2020 as to the potential number of families in need of service, which at the time was estimated at 18,000 households. Since that time, much effort has been made through the PHLConnectED program to increase connectivity across Philadelphia's K-12 households and the City wishes to measure the impact of the initiative.

The City requires quantification of internet access among residential households, and further categorization of quantities between K-12 and non-K-12 households and by type of service (wireline, cellular, other). The City seeks to understand which households are currently without internet or are relying on unstable, low bandwidth options, as a way to benchmark the effectiveness of PHLConnectED and understand the sheer size and scope of the remaining digital divide. The City is also planning additional strategies to tackle the digital divide beyond K-12 households, and having this data is necessary for scaling and operationalizing programs.

D. General Disclaimer

This RFP does not commit the Fund or the City of Philadelphia to award a contract. This RFP and the process it describes are proprietary to the Fund and the City and are for the sole and exclusive benefit of the Fund/City. No other party, including any Applicant, is intended to be granted any rights hereunder. Any response, including written documents and verbal communication, by any Applicant to this RFP, shall become the property of the Fund/City and may be subject to public disclosure by the Fund/City, or any authorized agent of the Fund/City.

SECTION II – PROPOSED SERVICES

A. Scope of Work

OIT seeks a highly accurate quantification of household internet access that will guide the City of Philadelphia and its partners to make informed policy, program and financial decisions about digital equity solutions like PHLConnectED. Accurate data is needed both for PHLConnectED operational decisions as well as for strategic planning to close the digital divide for all households in need of affordable, reliable, high-bandwidth internet connectivity.

The City seeks to understand the number of households that are currently without internet or are relying on unstable, unreliable or low bandwidth options, and where these households are located in the city. By connected, we mean the entire range of options from wireline (fiber or coax cable) to the home, cellular from mobile phone hotspots or dedicated MIFIs, satellite, high bandwidth wireless paid subscription services, or use of free wireless signals available from inside the home. Understanding the limitations of the low-bandwidth options, including the data limits, speeds, and cost of the plans that are in use by households, is equally important.

The Fund and the City will accept proposals from a range of solution providers. Responses need not be limited to firms with polling/survey modeling expertise. Applicants must demonstrate the reliability, statistical validity and accuracy of their methodology and data, including where there may be remaining gaps in their analysis. In this way, the City can understand the extent to which this analysis and data can be applied to operational decision making and strategic planning.

The City is not looking for a solution provider to analyze US Census American Community Survey data. That analysis is already complete and has proven insufficient for the needs of PHLConnectED operations or strategic planning for initiatives that can move beyond K-12 households to close the digital divide.

It is understandable that proxy data or interpretations of available data suggesting one type of internet connectivity or use over another may be required. OIT simply needs to understand the validity of this data, how it may be applied, and with what measures of confidence to quantify internet use or lack thereof at a household level in Philadelphia.

B. Tangible Work Products

- Written reports and presentations explaining
 - Findings
 - Statistical reliability
 - Methodology for data collection and analysis
 - Testing and validation methods
- Summary data including
 - Quantity of households with or without internet



- Breakdown of quantities by household type (pre-K, K-12, post-secondary age, over 65 age, other, etc.)
- Location of households by type by a geography that is readily analyzed using common frames of reference (e.g., Census Block Group, ZIP Code)
- Breakdown by estimated or verified Internet service utilized by household type
- Demographics by race and age groupings (not required, but enhances the assessment)
- Data provided in .csv format or via RESTful API
- Metadata including full data dictionary for all tables generated

C. Timeline

Milestone	Date
Questions due from applicants	1/12/2021
All responses shared back with all applicants	1/14/21
Proposals received	1/29/21
Applicant Interviews	Week of 2/8/21
Final Selection	2/15/21
Kick- off Meeting	2/22/21
Preliminary Findings	3/19/21
Final Report and Presentation	4/9/21

If the Applicant proposes a different overall timeline, it should state its reasons.

OIT anticipates that the work under this RFP will be completed by April 15, 2021, unless the timeline proposed by Applicants provides acceptable rationale for a longer timeframe for data collection and analysis.

D. Budget

The Fund and the City seek to understand the cost of this assessment given its short time frame and challenging nature of the data collection and analysis due to the needed granularity and specificity of internet access/connectivity by household type.

E. Location of Work

OIT expects that all work can be done remotely. All meetings will take place virtually, online.

SECTION III – GENERAL TERMS

The Mayor's Fund for Philadelphia serves as a Fiscal Sponsor for projects and programs administered by The City of Philadelphia (the City) and City-Related Agencies in support of the Mayor's core priorities. The Fund is responsible for implementing procedures that honor Chapter 17-1400 of the Philadelphia Code.

By submission of a proposal in response to this RFP, the Applicant agrees that it will comply with all contract monitoring and evaluation activities undertaken by the City of Philadelphia and the Mayor's Fund for Philadelphia.

For this contract opportunity, the Mayor's Fund has agreed to act as the "Fiscal Sponsor" for the City of Philadelphia Office of Innovation and Technology in order to facilitate the Philadelphia Households Internet Assessment the City's behalf. The contract or contracts resulting from this RFP will be held between the Mayor's Fund and the selected applicant(s).

What follows are contractual terms the chosen applicant will be expected to agree to. By submitting a proposal in response to this RFP, the applicant acknowledges and agrees to be bound by these terms unless otherwise noted in the applicant's proposals. The applicant may suggest alternative language to the following terms, and at the Fund's sole discretion, negotiation may be possible to accommodate an applicant's requested changes during the contracting phase.

A. Insurance Requirements

The standard minimum insurance policy requirements to be maintained by Vendor of The Mayor's Fund are listed below. Vendor must maintain:

1. Workers' compensation (or similar) insurance as required by the jurisdiction where the Services are performed
2. Commercial general liability insurance (including products liability, completed operations and contractual liability coverage) with minimum limits applicable to bodily injury and property damage of \$1,000,000 per occurrence, and \$2,000,000 in aggregate, and containing a waiver of subrogation against The Fund
3. Excess or umbrella insurance with minimum limits of \$1,000,000 per each occurrence and in the aggregate and containing a waiver of subrogation against The Fund
4. Errors and omissions insurance with minimum limits of \$1,000,000 combined single limit

Such policies must (a) be in Vendor's name unless agreed upon in writing by The Fund, (b) include The Fund and its employees as additional insureds, (c) not have a deductible exceeding \$25,000 per claim, and (d) be placed with insurers reasonably acceptable to The Fund, having a Best's rating of no less than "A-". These minimum insurance amounts are



not to be construed as limiting a Contractor's right to obtain additional coverage and higher liability limits at Contractor's discretion. Contractor may be required to provide proof of insurance at the Fund's discretion.

B. Confidentiality

Through performance of the Agreement resulting from this RFP, the selected Vendor may receive or have access to Confidential Information of The Fund and OIT, which may include certain information concerning the Services and other information not generally known to the public. Vendor shall not disclose any Confidential Information it receives from The Fund and the OIT to any person or entity except (a) employees or contractors of Vendor, and (b) Vendor's professional advisors who have a need-to-know such information, provided such professional advisors have agreed in writing to maintain the confidentiality of such information pursuant to confidentiality agreements containing confidentiality obligations that are not materially less restrictive than those contained in this Agreement, or such professional advisors are bound by law or codes of professional conduct to keep such matters confidential. Vendor shall inform such employees having access or exposure to Confidential Information of Vendor's obligations under this Agreement. Vendor shall use not less than the same degree of care (but no less than a reasonable degree of care) to avoid disclosure of such Confidential Information as Vendor uses for its own confidential information of like importance. Vendor shall use reasonable efforts to ensure that Confidential Information and all materials relating to The Fund and the OIT at the premises of Vendor or in the control of Vendor shall be stored at locations and under such conditions as to prevent the unauthorized disclosure of such information and materials. Vendor may not use the Confidential Information for any purpose other than for the performance of to the Services under this Agreement. This obligation shall survive the termination of this Agreement. Vendor shall return The Fund and the OIT's materials, if applicable, to The Fund promptly upon termination of this Agreement or earlier if requested by The Fund.

"Confidential Information" means all non-public information in whatever form transmitted, whether written, electronic, oral or otherwise, including without limitation business plans, specifications, design plans, drawings, software, data, prototypes and other business and technical information that is disclosed by The Fund and the OIT pursuant to this Agreement and that is marked as "confidential" or "proprietary" (or, if disclosed orally, designated as confidential upon disclosure) or which, under the circumstances surrounding disclosure, a reasonable person would deem as confidential. Notwithstanding the foregoing, Confidential Information shall not include information that: (a) is independently developed by Vendor or lawfully received by Vendor free of restriction from another source having the right to so furnish such information; (b) is or becomes generally available to the public without breach of this Confidentiality Agreement by Vendor; (c) at the time of disclosure, was known to Vendor free of restriction; or (d) is required to be disclosed pursuant to any statute, law, rule or regulation of any governmental authority or pursuant to any order of any court of competent jurisdiction; provided however, that: (e) the Vendor shall use commercially



reasonable efforts to notify The Fund and the OIT before disclosure, (f) Vendor shall disclose only such portion of the information as is legally required; and (g) the disclosed information is not "Confidential Information" only for the purpose of and to the extent of the required disclosure, and otherwise remains "Confidential Information" subject to the terms and conditions of this Agreement.

C. Representations, Warranties, and Covenants

The selected Vendor represents, warrants and covenants that so long as the Agreement resulting from this RFP has not been terminated: (a) Vendor has full power and authority to enter into and perform its obligations under the Agreement; (b) entering into and performing its obligations under the Agreement (i) will not violate or breach any agreement binding on Vendor; and (ii) does not result in a conflict of interest between the Services or Works to be provided under the Agreement and Vendor's other activities. Vendor shall advise The Fund and the OIT of any conflict of interest that arises during the performance of the Agreement. (c) the Services and Works will: (i) be created and originated by Vendor and may be conveyed to The Fund under the Agreement free and clear of claim of ownership by others; (ii) not violate or infringe any proprietary information, non-disclosure, copyright, patent or other intellectual property or contractual right; (iii) not violate any applicable law, rule or regulation; (iv) conform with the Agreement, be performed in a workmanlike and professional manner, be of high quality, and in no event, be of a quality less than the quality of services performed and work product created by a skilled consultant with expertise in the area for which Vendor is providing the Services; and (v) be free of errors and that all failures of the Services or Works furnished hereunder will be corrected to conform with the Agreement.

D. Indemnification

The selected Vendor shall indemnify, defend and hold The Fund and the OIT harmless from and against any damage, loss, liability, obligation, claim, litigation, demand, suit, judgment, cost or expense including, without limitation, reasonable attorneys' fees ("Claims") that may be made: (a) for bodily injury, death, or damage to real or tangible personal property, including theft, resulting from the acts or omissions of Vendor, its employees or agents; (b) in connection with Vendor's breach of its obligations under the Agreement; (c) by any third party alleging that the Services or Works violate any proprietary information, non-disclosure, copyright, patent or other intellectual property or contractual rights; and (d) in connection with Vendor's recklessness, gross negligence, willful misconduct, or violation of applicable law. The Fund and the OIT may participate at its expense in any Claim, and The Fund and the OIT's prior written consent is required for settlement of any Claim.

Except for the indemnification covenants contained in the first paragraph of this Section, for which no cap shall be applicable, if Vendor has any other liability to The Fund and the OIT for any Claims, such liability shall in all cases whatsoever be limited to the greater of (e)



any amount of insurance Vendor is required to carry as set forth in the Agreement, and (f) the total amount received by the Vendor for the Services under the Agreement.

SECTION IV – SUBMISSION REQUIREMENTS

A. Organization & Personnel Qualifications:

Provide a statement of qualifications and capability to perform the services sought by this RFP, including a description of relevant experience with projects that are similar in nature, size and scope.

The proposal must identify the teams' qualifications by skill set, experience level, and ability to complete the work requested by OIT. Resumes of all personnel so identified should be included in Applicant's proposal. Experience with "like" projects should be cited.

B. Proposal Description:

The proposal should respond to the Problem Statement above and include:

1. Detailed scope of work that identifies all tasks
2. Approach, methodology and usability of the data based on its statistical or other means of measuring reliability and accuracy
3. Data sources
4. Deliverables
5. Milestones the Applicant proposes to carry out for the project and a time of completion (measured from project start date) for each.

If the Applicant proposes a different overall timeline, it should state its reasons.

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

C. Cost Proposal:

Applicants must provide a detailed cost proposal, which must include:

1. Line-item breakdown of the costs for specific services and work products proposed; and
2. A statement of staff hourly rates.

The proposed price must include all costs that will be charged to the City for the services and tangible work products the Applicant proposes to perform and deliver to complete the



project. Any contract resulting from this RFP will provide for a not-to-exceed amount in the compensation section of the contract.

D. References:

Include contact information for a minimum of (2) references who can speak to the applicant or firm's experience with similar types of work as that described in this RFP.

E. Deadline for Submission:

Responses to this RFP must be emailed as a single pdf by 11:00 PM EST January 29, 2021 emailed to: mayorsfund@phila.gov and Juliet.Fink-Yates@Phila.gov.

F. Proposal review and Selection Process:

It is expected that proposals will be reviewed and a limited number of in person interviews will be held during the week of February 8, 2021.

The successful candidate will be the person/firm who demonstrates the knowledge, experience and ability to perform the work effectively.