



REQUEST FOR PROPOSALS

Media Consultant Services Delivered to the City of Philadelphia Division of Maternal, Child, and Family Health

Issued by:

The Philadelphia City Fund

On behalf of The City of Philadelphia, Division of Maternal, Child, and Family Health

Questions about this RFP should be submitted to **cityfund@phila.gov** and **nia.coaxum@phila.gov** by October 20, 2023

Proposals must be received no later than 11:59pm Philadelphia, PA, EST, November 13, 2023 A pdf version of the proposal must be emailed to: **cityfund@phila.gov** and **nia.coaxum@phila.gov**

SECTION I – INTRODUCTION

A. Statement of Purpose

The Philadelphia City Fund and the Philadelphia Department of Public Health (PDPH) seek qualified media consultants to develop and disseminate a comprehensive media plan and products for the Philly Joy Bank, a guaranteed income pilot for pregnant and postpartum people in Philadelphia. The Philly Joy Bank will provide \$1000 of monthly guaranteed income to participants throughout pregnancy and through 12 months postpartum, with the goal of improving financial stability for participants and reducing the risk of infant prematurity.

B. Department Overview

The Philadelphia City Fund (the Fund) 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 Philly Joy Bank Steering Committee (PJB SC) is leading the implementation of the Philly Joy Bank, with the PDPH Division of Maternal, Child, and Family Health (MCFH) serving as the backbone. MCFH will serve as the project manager for this effort on behalf of the Fund and is responsible for initiatives to improve the lives of childbearing people and help every child get a healthy start in life.

C. Project Background

The Philly Joy Bank was designed by the Philadelphia Community Action Network Holistic Mental Health group, which is a diverse group comprising of Lived Experience Experts (people with lived experience as a birthing person or parent of color) and community-based organizations that work together to improve mental health of birthing people with the goal of reducing racial disparities in infant prematurity and mortality. Through the Perinatal Periods of Risk (PPOR) process, the CAN Holistic Mental Health group found that financial instability is a major source of stress during pregnancy, and that there are large racial and socioeconomic disparities in infant prematurity and mortality. In order to improve financial stability and support birthing parents in addressing social and structural determinants of health, the Philly Joy Bank will provide guaranteed income of \$1000/month throughout pregnancy and 1 year postpartum and will also offer voluntary support services including financial coaching and programs through the Philly Loves Families website. In order to select for pregnant people at risk for infant prematurity, the Philly Joy Bank will recruit 250 participants based on the following criteria: 1) currently pregnant, in 2nd or 3rd trimester; 2) living in neighborhoods of Cobbs Creek, Strawberry Mansion, or Nicetown-Tioga (the 3 neighborhoods with highest rate of very low birth weight, a proxy for prematurity); and 3) individual income below \$100,000. An evaluation will be conducted to assess feasibility and acceptability of guaranteed income for pregnant and postpartum people, as well as impacts of the program on ability to address basic needs, physical health, mental health, pregnancy, wealth generation, caregiving, and overall well-being.

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

PDPH's objective for this project is to provide 250 Philly Joy Bank participants with monthly cash assistance for up to 18 months, with the goal of improving financial, physical, and mental health and well-being of participants and their infants. We anticipate that the Philly Joy Bank will demonstrate the value of cash during pregnancy and postpartum to improve the lives of birthing people and their infants, laying the foundation for new and changed policies and practices that support guaranteed income for this population. We expect the consultant to support this goal by providing the following:

- Development of social media content and outreach materials to support recruitment
- Finalization of outreach materials and social media content design in collaboration with PJB Steering Committee
- Design, development, and launch of enrollment website

The Applicant's scope of work should address each objective and describe how the Applicant will achieve the objective.

B. Services and Tangible Work Products

The Fund requires at least the services and tangible work products listed below. Applicants may propose additional or revised services and tangible work products but should explain why each is necessary to achieve the project objectives.

i. Services

The Department requires the services listed below including the specific tasks and work activities described. Applicant's proposed scope of work should state in detail how it will carry out each task, including the personnel/job titles responsible for completing the task. For each service specified, the Applicant should propose criteria to determine when the tasks comprising the service are satisfactorily completed. Applicants may propose additional or revised tasks and activities but should explain why each is necessary to achieve the project objectives.

- **Enrollment website:** The selected consultant will design a website for the Philly Joy Bank to provide information, FAQs, and support applications and enrollment of participants.
- **Outreach and recruitment materials:** The consultant will develop materials to be disseminated during the outreach and recruitment process such as social media posts, flyers, rack cards, and/or other recommended online and printed materials.

ii. Tangible Work Products

PDPH requires completion and delivery of the tangible work products listed below. The proposed scope of work should state in detail how the Applicant will produce each work product, including the personnel/job titles that will be responsible for delivering the work product. For each work product, the Applicant should propose criteria for satisfactory completion and delivery. Applicants may propose additional or revised tangible work products but should explain why each is necessary to achieve the project objectives.

- **Outreach and recruitment materials:** There is an expectation for a variety of media products developed for dissemination.
- **Philly Joy Bank website:** There should be a public-facing website that provides relevant information and supports participant applications and enrollment in an accessible, visually-pleasing way.

This section is intended only as an overview of specific services to be provided by the applicant for this project.

C. Milestones

The Department anticipates the work for this project will be organized into the following milestones (at a minimum), i.e. or groups of tasks, services and/or work products, listed below. For each milestone, the Applicant should propose criteria to determine when the milestone has been satisfactorily completed. Applicants may propose additional or revised milestones, or a project structure that does not rely on milestones, but should explain their reasons for the structure proposed and how it will facilitate completion of the work.

- Finalization of outreach material design with PJB Steering Committee
- Finalization of enrollment website design with PJB Steering Committee
- Completion of outreach material development and enrollment website

The Fund and Department reserve the right to condition payments on the satisfactory completion of the specified milestones, tasks, services and/or work products listed above. In addition to describing how each proposed milestone will be accomplished, the scope of work proposed by Applicant should identify the milestones the Applicant proposes as payment milestones and the amount it proposes for each milestone payment. Applicants may propose alternative means of payment, but should explain their reasons for the alternative and how it will facilitate completion of the work.

D. Timeline

| Milestone | Date |
|-------------------------------|-------------------|
| Questions due by | October 20, 2023 |
| Responses to Questions posted | October 25, 2023 |
| Deadline for submission | November 13, 2023 |
| Final Selection | November 17, 2023 |

| | |
|---------------------------------|-------------------|
| Anticipated Contract Start Date | December 17, 2023 |
| Project Period End Date | December 2025 |

Per the Fund’s contracting policies, an initial contract will be offered with a one-year term, with the option to renew through the end of the project period.

E. Budget

Estimated budget for the selected Consultant’s services: \$50,000, with \$25,000 allocated to year 1 and \$25,000 to year 2.

SECTION III – GENERAL TERMS

The Philadelphia City Fund serves as a Fiscal Sponsor for projects and programs administered by The City of Philadelphia (the City) and City-Related Agencies in order to advance City initiatives and improve the quality of life for all Philadelphians. The Fund is responsible for implementing procedures that honor Chapter 17-1400 of the Philadelphia Code.

By submitting 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 Philadelphia City Fund.

For this contract opportunity, the Philadelphia City Fund has agreed to act as the "Fiscal Sponsor" for the City of Philadelphia Department of Public Health in order to facilitate "Philly Joy Bank" on the City’s behalf. The contract or contracts resulting from this RFP will be held between the 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 proposal. 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 Philadelphia City 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 the Philadelphia Department of Public Health, 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 Philadelphia Department of Public Health 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 Philadelphia Department of Public Health 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 the Services under this Agreement. This obligation shall survive the termination of this Agreement. Vendor shall return The Fund and the Philadelphia Department of Public Health'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 Philadelphia Department of Public Health 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 Philadelphia Department of Public Health 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 Philadelphia Department of Public Health 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 Philadelphia Department of Public Health 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 Philadelphia Department of Public Health may participate at its expense in any Claim, and The Fund and the Philadelphia Department of Public Health'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 Philadelphia Department of Public Health 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 to that which is the subject of this RFP and a portfolio of work products. The proposal must identify the applicant's qualifications by education level, skill set (described in detail), experience level, and job title. Resumes of all personnel so identified should be included in Applicant's proposal. Experience with similar projects should be cited.

B. Scope of Work Description:

The scope of work proposed by Applicant should include a general project schedule that identifies all tasks, activities, deliverables, and milestones the Applicant proposes to carry out for the project and a time of completion (measured from project start date) for each. The Applicant should state the number of days following the Fund's authorization to proceed by which it will be ready to start the work, including any mobilization time. If the Applicant proposes a different overall time of performance, it should state its reasons. The scope of work should not exceed 5 pages (not including any relevant references, and separate from organization/personnel qualifications and budget) with single-spaced, size 12 font.

C. Cost Proposal:

Applicants must provide a detailed cost proposal, which must include 1) a 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 11:59pm on November 13, 2023 to cityfund@phila.gov and Nia.Coaxum@phila.gov.

F. Proposal review and Selection Process:

It is expected that proposals will be reviewed and a final selection will be made by November 17, 2023.

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

Per the Fund's contracting policies, the initial term of the contract between the Fund and the winning applicant will be one (1) year. The Fund and the Department of Public Health fully expect to renew the winning applicant's contract by amendment for up to one (1) successive one (1) year term at the option of the Consultant, the Fund, and the City of Philadelphia Division of Maternal, Child, and Family Health.