



REDEVELOPMENT AUTHORITY
OF THE CITY OF PHILADELPHIA

REQUEST FOR PROPOSALS

COMMUNICATIONS CONSULTANT

Contract Opportunity for Communications Consultant

Table of Contents

Scope of Work	2
Evaluation/Selection	3
Response Requirements	3
Reservation of Rights	4
Application Process	5
Contact for Additional Information	5

1 Scope of Work

The Redevelopment Authority of the City of Philadelphia (RDA) is seeking proposals from qualified and experienced communication consultants who are able to assist with developing and implementing a communications plan for the RDA's various activities. Since the RDA has no communications staff, it requires outside assistance with ongoing media and communications needs, including:

- Responding to press inquiries.
- Writing articles and op-eds.
- Placing articles and stories in newspapers and other media outlets.
- Helping the RDA clarify its many different roles and projects, so that the public understands what the RDA does.
- Identifying media outlets that might help the RDA better communicate its work.
- Developing responses to more complicated questions or to clarify complex issues.
- Assisting with public events open to the media.

The successful consultant will provide the following support:

- Meet with the RDA senior staff to clarify goals.
- Work with the RDA to develop and implement a communications plan.
- Assist with developing written or online materials that will create a clear message for audiences.
- Assist in identifying potential audiences and determining which mediums to use.
- Develop sample communication pieces to assist in presenting the RDA to the public; this could include press releases and assisting in creating graphic summary brochures geared toward the general public. Hard copies and electronic files of all produces will be provided to the RDA.
- Other tasks as needed.

Background on RDA's Roles & Responsibilities

The RDA makes strategic investments, using land and financing, to create economic opportunity and improve the quality of life for people who live and work in Philadelphia's neighborhoods. Created under the Pennsylvania State Charter Urban Redevelopment Law of 1945, and with a Board of Directors appointed by the Mayor, the Redevelopment Authority is the City's public government agency charged with the redevelopment of the City of Philadelphia. Mayor Michael Nutter currently serves as the Chair of the RDA Board of Directors. For more information about the RDA, visit www.phila.gov/rda.

The RDA is currently managing the following programs:

- **Neighborhood Stabilization Program (NSP) 1 & 2**: The RDA is managing the federal stimulus program NSP1 & NSP2 on behalf of the City; the RDA received \$20 million under NSP1 & \$44 million under NPS2 from the U.S. Department of Housing & Urban Development (HUD) to address the rehab and redevelopment of housing in the city's neighborhoods.
- **NTI**: The RDA manages all land acquisitions and dispositions under the City's Neighborhood Transformation Initiative Program.
- **Community Development**: Working with the City Planning Commission, the RDA has been managing and assisting with neighborhood plans and engaging ULI in studying the redevelopment potential of RDA parcels.

- **Affordable Housing Underwriting**: The RDA also finances low and moderate income housing programs for the City's Office of Housing. In 2009, the RDA provided \$36 million in loans, leveraging \$140 million in financing for 475 affordable housing units.
- **Philadelphia Home Improvement Loan Program (PHIL)**: The RDA provides homeowners with affordable loans for home repairs. In 2009 the RDA approved 142 homeowners for PHIL loans to complete basic home repairs.
- **Vacant Land Reform**: The RDA is also working with other City agencies to develop a plan to overhaul the City's vacant property system to result in more neighborhood development, increased property tax collections and a more transparent property sale system that will encourage private investment.

2 Evaluation/Selection

The RDA intends to award a contract to the consultant who best demonstrates the level of experience, skill and competence required to perform the services called for in this RFP in the most efficient, cost-effective, and professional manner. The successful respondent will be willing to work pursuant to the RDA's contract terms and conditions which include – without limitation – non-discrimination requirements, indemnification of the RDA, insurance requirements and cost principles. The RDA also reserves the right not to award contracts as a result of this RFP, or to award contracts for part of this scope.

Budget: The budget for this project is not to exceed \$25,000. The respondent's proposal should outline the work that can be done within this range. If an additional task or work product that the respondent believes is necessary or helpful could be undertaken with additional resources, the respondent should outline that in the proposal.

The RDA will be guided by the following criteria in making a selection for award, and will use its professional judgment in determining which respondent best serves the interests of the RDA:

- Superior ability or capacity to meet particular requirements of this contract opportunity and needs of the RDA.
- Superior prior experiences of various scales; demonstrated relative strength, reputation and successful experience providing services.
- Eligibility under Philadelphia Code provisions relating to campaign contributions.
- Compliance with RDA standards for contracting, such as indemnification and non-discrimination.
- Competence and proven track record working with private sector, governments and development organizations.
- Administrative and operational efficiency, requiring less RDA oversight and administration. Accessibility of the consultants' to the RDA.
- Demonstrated ability to meet timelines and milestones.

Any other factors the RDA considers relevant to the evaluation of the responses from applicants.

3 Response Requirements

Respondents must submit a fee proposal, including any related matters affecting total compensation.

- Brevity and conciseness is appreciated; proposals should be no longer than five pages.
- Respondents should provide his/her resume including information and background on those factors enumerated as selection criteria.
- Respondents should provide at least two references for work that is similar to that being asked for in this RFP. References from government clients and engagements with similar scopes of work are preferred.
- Respondents should provide a statement he/she has no pending matters that would be in conflict with this project for the RDA or the City of Philadelphia.
- Non-Indebtedness to the City of Philadelphia. Respondents, upon request of the RDA, must provide evidence satisfactory to the RDA that all municipal taxes, including business taxes, real estate, school, water and sewer charges, if applicable, are current for both the individual applicant and the applicant's law firm and both are not currently indebted to the City; and will not at any time during the term of the agreement be indebted to the City, for or on account of any delinquent taxes, liens, judgments, fees or other debts for which no written agreement or payment plan satisfactory to the City has been established.
- The RDA strongly encourages and promotes the employment of qualified MBE/WBE/DBE firms in all aspects of its procurement of goods and services. If applicant is a Certified M/W/DBE, defined as Minority Business Enterprises (MBE), Woman Business Enterprises (WBE), or Disabled Business Enterprises (DSBE); please submit information to confirm Certification as part of bid package.

4 Reservation of Rights

By submitting a proposal in response to this RFP, an Applicant affirmatively acknowledges: (i) its acceptance of the terms and conditions of this RFP; (ii) the RDA may exercise in its sole discretion the following rights; and (iii) the RDA may exercise the following rights at any time and without notice to any Applicant.

1. to reject any and all proposals;
2. to supplement, amend, substitute, modify or re-issue the RFP with terms and conditions materially different from those set forth here;
3. to cancel this RFP with or without issuing another RFP;
4. to extend the time period for responding to this RFP;
5. to solicit new proposals;
6. to conduct personal interviews with any Applicant to assess compliance with the selection criteria;
7. to request additional material, clarification, confirmation or modification of any information in any and all proposals;
8. to negotiate any aspect of a proposal, including price;
9. to terminate negotiations regarding any and all proposal at any time;
10. to expressly waive any defect or technicality in any proposal;
11. to rescind a selection prior to contract execution if the RDA determines that the proposal does not conform to the specifications of this RFP;

12. to rescind a selection prior to contract execution if the RDA determines that the specifications contained in this RFP are not in conformity with law or that the process in selection of a proposal was not in conformity with law or with the legal obligations of the RDA;
13. in the event a contract is awarded, the successful Applicant or Applicants shall procure and maintain during the life of the contract liability insurance in an amount to be determined prior to the award of any contract;
14. in the event a contract is awarded, all Applicants agree to perform their services as an independent contractor and not as an employee or agent of the RDA;
15. in the event a contract is awarded, all Applicants agree that no portion of performance of the contract shall be subcontracted without the prior written approval of the RDA; and
16. each Applicant agrees to indemnify, protect and hold harmless the RDA from any and all losses, injuries, expenses, demands and claims against the RDA or the City of Philadelphia sustained or alleged to have been sustained in connection with or resulting from (i) the submission of the Applicant's proposal; (ii) the delivery by the Applicant to the RDA of any other documents or information; and (iii) any other conduct undertaken by the Applicant in furtherance of or in relation to the Applicant's proposal. Each Applicant agrees that its duty to indemnify and hold harmless shall not be limited to the terms of any liability insurance, if any, required under this RFP or subsequent contract.

5 Application Process

Applicants must submit **proposals to the RDA no later than September 6th at 5pm**; absolutely no proposals will be accepted after that time. Applicants must email proposals directly to Tania.Nikolic@rda.phila.gov .

The timeline for this Contract Opportunity is as follows:

Event	Date
Notice of Contract Opportunity Posted	August 11, 2010
Proposals Due	September 6, 2010
Respondent(s) Selected	September 15, 2010

These dates are estimates only and the RDA reserves the right, in its sole discretion, to alter this schedule as it deems necessary or appropriate.

6 Contact for Additional Information

All questions and requests for additional information should be directed in writing to Tania Nikolic at Tania.Nikolic@rda.phila.gov .