



REQUEST FOR PROPOSALS

PHLConnectED Impact Analysis Delivered to the City of Philadelphia, Office of Innovation and Technology

Issued by:

The Philadelphia City Fund

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

Questions about this RFP should be submitted to **cityfund@phila.gov** and **monica.quinonesrivera@phila.gov** by February 21, 2025.

Proposals must be received no later than 11:59pm Philadelphia, PA, EST, March 10, 2025. A pdf version of the proposal must be emailed to: **cityfund@phila.gov** and **monica.quinonesrivera@phila.gov**.

SECTION I – INTRODUCTION

A. Statement of Purpose

The Philadelphia City Fund (Fund) and PHLConnectED seek qualified professionals and/or organizations to create an Impact Analysis report on PHLConnectED from its inception in 2020 to the end of 2023. PHLConnectED requests an Impact Analysis that highlights the scope of work and accomplishments of the program over a three-year period to support connectivity to pre-k-12 households in Philadelphia. Utilizing datasets collected by the City during the three-year project period as well as any relevant outside, public data, the successful applicant will submit a detailed explanation of how they will design and create a cohesive, publishable narrative of PHLConnectED’s work that can be published by the City. The main goal is to demonstrate PHLConnectED’s work to support pre-K-12 households in gaining and maintaining internet access within the City.

B. Department Overview

The Philadelphia City Fund (the Fund) works in close partnership with the City of Philadelphia (City) and private sector partners to develop and run initiatives that seek to advance City initiatives and improve the quality of life for all Philadelphians. The Fund will serve as the fiscal administrator for this opportunity and will hold the contract awarded to the winning applicant, on behalf of the Office of Innovation and Technology. 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”) advocates and manages the City of Philadelphia’s technology services and solutions. This includes providing digital services directly to the public through phila.gov. Since 2010, OIT has been at the forefront of the City’s digital inclusion efforts for Philadelphians with such programs as the KEYSPOt program, which provided public computer centers for residents and the [Digital Literacy Alliance](#) grant funding program, which brought digital inclusion organizations throughout Philadelphia together to provide more comprehensive services.

C. Project Background

In 2020, as a response to the Covid-19 epidemic, OIT launched their most ambitious digital inclusion program, PHLConnectED. In an ever-increasing digital world, PHLConnectED provides internet access to pre-K-12 households to ensure that students can continue to participate fully in their education, whether remote or in-person. This was accomplished by providing free broadband subscriptions through Comcast’s Internet Essentials and mobile hotspots from T-Mobile. PHLConnectED also established the 211 hotline, which provides a one-stop shop for eligible student households to learn about the program, get their internet solution, and connect to a Digital Navigator who can provide families with information about the program and assist them in getting connected.

In the past three years, PHLConnectED has worked with over 60 partners and organizations to increase internet access to low-income households. From 2020-2023, PHLConnectED has collected data about its operation. This data originates from such sources as the 211 hotline, United Way (the program's Coordinating Agent), the Philadelphia School District, and the Philadelphia Digital Navigator Network. The data includes the number of 211 calls, internet subscription numbers, amount of hotspots distributed, website traffic, number of grants, and more. PHLConnectED is seeking an applicant and/or organization that will be able to analyze and compile this data in order to highlight PHLConnectED's impact on pre-K-12 household connectivity in the City. Additional data might be needed, which may necessitate a data share agreement with Philadelphia School District and PHLConnectED's Coordinating Agent, United Way of Greater Philadelphia and Southern New Jersey. Additionally, this project might require interviews with PHLConnectED clients and Digital Navigator organization members in order to highlight the program's work.

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

The Office of Innovation and Technology requires the services outlined 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.

PHLConnectED arose from the COVID-19 pandemic, which shut down schools and local education agencies and forced a sudden move to a 100% remote learning environment. PHLConnectED was created as a rapid response to address this need, providing eligible pre-k-12 households with free internet access through Comcast Internet Essentials and T-mobile hotspots. Since the start of PHLConnectED, OIT has provided over 23,000 internet connections to pre-k-12 students and collected concrete data on the program operations, distribution of internet access, and the digital supports created to help students and families

access and use internet. The PHLConnectED program is committed to supporting all pre-K-12 students with reliable, affordable internet access and shrinking the Digital Divide.

The Impact Analysis is intended to document the full scope of the project over the first three years, analyze its impact, pull out key insights and enable other municipalities to learn from the project. Additionally, with an Impact Analysis in hand, the City of Philadelphia and its partners can continue to make informed decisions on digital equity programming, finances and policies, such as modifying PHLConnectED's operations to reach crucial populations and/or mobilizing the City of Philadelphia Digital Navigator Network to target underserved groups. Collection and evaluation of accurate data is foundational to PHLConnectED's mission.

To that end, OIT seeks a consultant to evaluate the first three years of the PHLConnectED program, create a report that demonstrates the successes and impact of the program, and identify future pathways to continue to support the pre-K-12 households with their internet needs.

The selected applicant (Consultant) will utilize the available data collected throughout the three years of the program but may also wish to include external datasets, such as more recent Census data and ACS surveys. The Consultant may also conduct interviews of households who were helped by PHLConnectED and the workers that assisted them, like the Digital Navigators.

To date, PHLConnectED has collected a large variety of datasets that include:

- Data reports on number of students connected to an internet solution; either Comcast Internet Essentials or T-mobile hotspots.
- Data on number of pre-K-12 households connected to internet that did not have a subscription before.
- Data from 211's datamart that include metrics such as number of calls to 211, data collected from those calls, and outcomes from 211 callers.
- Data from PHLConnectED's Issue Escalation form
- Data from digital navigation services provided
- Data from outreach, phone banking, and canvassing
- Data from digital support grants provided to schools and community organizations
- Marketing and communications reports and data
- Reports to funders, decks explaining the program, and other internal resources.

OIT seeks a consultant to consolidate the data collected and tell the story and impact of PHLConnectED from 2020-2023. This Impact Analysis should be presented as a ready-to-publish report, using layman terms and intelligible graphics, that is accessible to a broad audience. It should touch on the following:

1. Who was successfully connected to the internet through PHLConnectED and how;
2. The relationship between United Way/211 and the program;
3. The role of Digital Navigators and
4. Client satisfaction

This work may require two Data License Agreements. One will be with the School District of Philadelphia. The other will be with PHLConnectED's Coordinating Agent, United Way of Greater Philadelphia and Southern New Jersey.

The Fund and the City will accept proposals from a range of solution providers. Applicants must demonstrate their experience with similar types of projects, their methodology, and experience with analysis, including where there may be remaining gaps in their analysis. In this way, the Fund and the City can understand the extent to which this analysis and data can be applied to operational decision making and strategic planning.

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

B. Tangible Work Products

The Office of Innovation and Technology 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.

- Regular check-in meetings with OIT during the contract duration
- Collection and organization of data sources, identification of additional data to be collected
- Interviews, surveys or any other data collection completed
- Initial proposed review of data outcomes, insights or analysis findings
- Outline of Draft Report, including Analysis findings
- Report Draft that includes nearly complete summaries, data presentation, and graphics
- Final Report that is written for the general reader with accessible language, intelligible graphics, and compelling images. The report should be ready for publishing and distribution. The selected Applicant (Consultant) will be responsible for the content of the report and graphics, as well as the actual design, layout and presentation of the report.

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

C. Milestones

The Office of Innovation and Technology 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.

- Outline of Report – May 23, 2025
- Report Draft – June 13, 2025
- Final Report – June 30, 2025

The Fund and the Office of Innovation and Technology 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 from applicants | 2/21/2025 |
| Responses to questions posted on: | 3/3/2025 |
| Proposals received | 3/10/2025 |
| Final Selection | 4/14/2025 |
| Kick-off Meeting | 4/23/2025 |
| Outline of Report | 5/23/2025 |
| Report Draft | 6/13/2025 |
| Final Report | 6/30/2025 |

The Fund anticipates that the work required under this RFP will be completed by June 30, 2025, unless the timeline proposed by Applicants provides acceptable rationale for a longer timeframe for data collection and analysis.

E. Budget

Estimated Budget for the PHLConnectED Impact Analysis: \$60,000-\$85,000

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.

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, Office of Innovation and Technology in order to facilitate PHLConnectED Impact Analysis 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 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 Vendors 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 \$2,000,000 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 Vendor's right to obtain additional coverage and higher liability limits at Vendor's discretion. Vendor 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 PDPH, 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 PDPH 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 the 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 the 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 PDPH 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 the Agreement. This obligation shall survive the termination of the Agreement. Vendor shall return the Fund and PDPH materials, if applicable, to the Fund promptly upon termination of the 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 PDPH pursuant to the 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 the 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 PDPH 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 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 Office of Innovation and Technology 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 Office of Innovation and Technology may participate at its expense in any Claim, and the Fund and the Office of Innovation and Technology 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 Office of Innovation and Technology 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. Scope of Work Description:

The proposal should respond to the Scope of Work above and include:

1. A general project schedule that identifies all tasks, activities, and deliverables
2. Approach and methodology of any additional data that the applicant proposes to collect or review
3. 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 Fund 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 organization'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 11:00pm EST on March 10, 2025 to cityfund@phila.gov and monica.quinonesrivera@phila.gov.

F. Proposal review and Selection Process:

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