REQUEST FOR PROPOSALS
RFP NO. 20-04
ON-CALL DIGITAL CONTENT CREATION SERVICES

MONDAY, SEPTEMBER 21, 2020

Meeting held at The Philadelphia Parking Authority, 701 Market Street, Suite 5400, Philadelphia, Pennsylvania, commencing at 11:05 a.m. on the above date before Gina Zukowski, Professional Reporter and Notary Public in and for the Commonwealth of Pennsylvania.

THE PHILADELPHIA PARKING AUTHORITY
TAXICAB AND LIMOUSINE DIVISION
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APPEARANCES:

THE PHILADELPHIA PARKING AUTHORITY:

MARY WHEELER
SHANNON STEWART
MEGAN ACKER
MICHAEL CASEY, ESQUIRE
JANELL KING
BILL WASSER
THERESA CARROLL
SUE CORNELL
CLARENA TOLSON

ASH MACRI, MASKAR DESIGN
MS. WHEELER: My name is Mary Wheeler. I am the Contact Administrator for the PPA. We are going to begin this matter -- well, first of all, thank you for calling in today for RFP No. 20-04, On-Call Digital Content Creation Services. We're going to start the meeting with introductions. We will go through the PPA staff that is here in the room with me, then to the PPA staff on the phone, and then to our prospective offerers.


MS. WHEELER: Yes. Please state your full name, spell your last name and identify the company that you're here representing.

MS. ACKER: Megan Acker, A-C-K-E-R. I am with the Philadelphia Parking Authority. I'm an intern.


MS. WHEELEER: Okay. PPA caller number one.


MS. WHEELEER: PPA caller number two.


MS. WHEELEER: PPA called number three.

MS. CORNELL: Good morning, everyone. Sue Cornell, C-O-R-N-E-L-L, Senior Director of Public Engagement for the Philadelphia Parking Authority.

MS. WHEELEER: Caller number four.


MS. WHEELEER: And then our caller number one from the public.


MS. WHEELEER: Terrific. Ash, can you send me an e-mail at the conclusion of this meeting so that I have your correct contact
information?

MS. MACRI: Sure.

MS. WHEELER: Okay. And I'll go over my e-mail later in this meeting.

We do have a court reporter here today just so everyone is aware. If you ask any questions, please identify yourself prior to asking the question.

This is a mandatory meeting, and I will allow late arrivals to the meeting. If you're not speaking, if you could mute your phone, that would be terrific. I'm going to start with important dates. This solicitation was released on Monday, September 14, 2020. Today is a mandatory pre-proposal meeting, September 21, 2020, and we began at about 11:05 a.m. Questions regarding this solicitation are due Friday, October 2, 2020, at two o'clock p.m. and proposals are due Wednesday, October 14, 2020, at two o'clock p.m. When submitting your proposals, they must be in a sealed envelope or box addressed to my attention at 701 Market Street, Philadelphia, PA 19106. You must handwrite on the outside of your package the RFP
number and your company name. You must submit
one original and one electronic file either on a
flash drive or a CD consisting of one PDF of
your entire proposal.

I'm going to begin to go through the
instructions in part one. As I stated earlier,
questions are due October 2, 2020, at two
o'clock p.m. All questions must be e-mailed to
my attention at mwheeler@philapark.org. All
responses will be sent via addendum. They will
be sent to everybody in attendance at this
meeting, and they also be posted to our website
where you downloaded the solicitation from. If
you have any clarifications of any of the
instructions, they are handled the exact same
way as questions and have the same question
deadline.

From this point forward, I will be
your sole contact regarding this solicitation
with the Philadelphia Parking Authority. All
communication has to flow through me and I will
answer any questions that you have.

The Authority is continually looking
for opportunities for growth and advancements
with small and small and diverse businesses with our contracts. On part one, item number seven, there are two links there where you can get information on the small and small and diverse business program and where you can self-certify if you are already certified as, say, an MBE, a DBE, a WBE -- you can go to those links and self-certify and get the small business procurement initiative certificate.

As a result of this RFP, we expect to execute a contract. That contract will not be fully executed until it is approved by our board and signed by our executive director. You will have to have a Philadelphia Commercial Activities license. If you do not currently have one, you will have five days from notice of selection to obtain that. The Authority reserves the right to waive irregularities in the forms and papers included, to accept or reject any proposals and to re-advertise for proposals if it is in the best interest of the Philadelphia Parking Authority.

Part one, number 16 talks about subcontracting. There are a lot of facets to
the work statement involved here, and we do
realize that there may be subcontractors needed
to complete the work. All subcontractors need
to be approved by the Authority in advance, so
be sure to take a look at that section.

The Authority will evaluate the
proposals and score them and make a selection
within 60 days of the opening of the proposals.
In the event that a decision is not made within
those 60 days, that time frame can be extended
if mutually agreed upon. Any proposals
submitted is subject to Pennsylvania's right to
know law. So I suggest if that's a concern to
you, that you do some research on what that
entails. And that's about it for part one. I
didn't cover everything in part one, but it's
your responsibility to adhere to all of the
requirements.

Are there any questions on part one?

There being none, I'm going to move on
to part two, and this is how we want your
proposal submitted. It's a tabbed format. In
your original, please use actual tabs that
extend from the eight-and-a-half-by-11 sheet of
paper. Tab A is going to be a transmittal letter. It tells us a little bit about your company, and it is signed by somebody who has the authority to bind your firm in a contract with us. Tab B will give us your qualifications and experience. Tab C your references. Tab D is your key personnel, personnel who will be working on this contract. Tab F is the proposal form. Tab G, financial statements. We are looking for financial statements for the past three years that have been audited or reviewed by an independent public accountant who is not an employee. There are details in part 2-8 of what exactly we're looking for. If this is a problem for you or if you do not have these currently, you should ask for relief from this requirement during the question period and allow the Authority to respond in an addendum.

Part nine, evidence of insurance. You're going to have to provide a sample certificate of insurance from either a recent project that meets our requirements or a letter from your insurance company stating that if you are awarded this contract, you will be insured
up to the limits that are required. We cannot negotiate the insurance requirements after proposals are taken. So, again, if you need relief from a requirement listed in the insurance requirements, ask it during the question period and allow us to respond in an addendum.

Tab I is where you're going to put your changes, any proposed changes to the sample contract. If you want to negotiate those proposed changes, they have to be submitted with the proposal.

Tab J we're looking for samples of any of this work that you would like to submit for. You do not have to be able to do everything in the list. But if you are submitting pricing for any of those items, provide us samples of work that you have done in the past. If you've done any work with government entities, those samples are preferred.

Part two, number 12, these are work scenarios that we're looking for you to submit a proposal for. And I believe Bill will talk about them a little bit later. Does anybody
have any questions on how to submit their proposal?

Okay. There being none, I'll move on to part three. This is our criteria for selection. This is how we are going to score the proposals. Number one indicates the mandatory responsiveness requirements. You have to be in attendance at this meeting. You have to submit your proposal before the due date, and the proposal has to be properly signed. We may ask clarification questions after proposals are received or ask offerers to come in for presentations or interviews as well. And then part four just indicates the weighted criteria that we will formally score the proposal on. Does anyone have any questions on part three?

Part four is the work statement, and to describe the work that we're looking for here, I'm going to turn the floor over to Bill Wasser.

MR. WASSER: Bill here. Essentially this is strictly a content creation RFP. Just to give you a brief background, we did previously contract with a social media
consultancy vendor who provided not only content creation services, strategy equation services and social media monitoring services, but we are bringing the engagement and strategy services predominantly in-house, and we will be requiring assistance and content creation specifically for infographics, video creation, graphic design, motion graphics and GIFs. And you can see the examples on the work statement. But we're predominately looking for assistance on an as-needed basis for visual content creation. Are there any questions in that regard?

MS. MACRI: Yes. This is Ash. How much video do you think that you're going to be -- need to be created?

MR. WASSER: I can't give a specific answer to that right now. Like I said it will be on as-needed basis.

MS. MACRI: Okay.

MS. WHEELER: Historically, Bill, is there any -- can you say in the past year we needed this many videos?

MR. WASSER: In the past year we've created approximately -- for public
dissemination we've created approximately three videos in-house for public dissemination.

MS. MACRI: Thank you.

MS. WHEELER: Do you have any other questions?

MS. MACRI: No, that was it.

MS. WHEELER: Okay. Great. Anything else you want to go over, Bill, with regards to the work statement?

MR. WASSER: Just to keep in mind that the content that is created -- just take note of the channels that it will be disseminated through. We utilize website blog content, Facebook, Twitter, Instagram and also e-mail marketing campaigns. It would be predominantly for public dissemination, not internal dissemination.

MS. MACRI: Hi, this is Ash again. Are you going to be sending e-mails out directly, or will you need assistance with that as well? And if so, what software are you currently using for your e-mail marketing?

MR. WASSER: We currently use Mailchimp -- I'm sorry. You broke up a little
bit with the first part of your question. I only heard the question which e-mail marketing software are you currently using.

MS. MACRI: Will you be needing assistance with actually sending out the e-mail campaigns or creating the e-mail templates or just the content that goes in them?

MR. WASSER: Just the content that goes in them.

MS. WHEELER: Any other questions?

MR. WASSER: Just one thing to add to that, too. We have the free Mailchimp account right now. We're below the subscription threshold, but we're building our content on an ongoing basis.

MS. WHEELER: Anything else on part four?

All right. Part five talks about the contract terms. This is going to be a one-year contract with four additional one-year terms available.

Then I'm going to move on to the proposal form. Page one of the proposal form, that's where you're going to identify that you
have received all the addenda that I have released. One of the last things before submitting your proposal you should do is go to our website to make sure you have received every addenda that has been released. Sometimes things get lost in e-mail, especially during this time with firewalls and attachments. So checking the website before you submit is the safest way to make sure that you have all of the information.

Number five is the cost proposal. We're looking for you to address a cost structure that lists all key personnel and their billing hours for each year of the five-year contact -- the potential five-year contract. Also indicate if there's any other rate structures that need to be taken under consideration, if something is a rush or an urgent job, how you handle that pricing.

I'd also like to point out on page three of the proposal form, this is where we get your corporate signatures. If you're a corporation, you sign the top portion. If you are any other business entity, you sign the
bottom portion. The top portion for corporations asks for a corporate seal. If for some reason you do not have that, just ask for relief during the question period.

Page four, this is our Affidavit of Non-Collusion. This is a very important form. Please be sure to read it. This form requires a notary, so make sure you leave enough time to have this form notarized.

Page five is where you will put your Philadelphia activities license if you currently have that and your federal EIN.

Page seven is the small and small diverse business participation submittal. This is where you'll indicate whether you are a small or small diverse business, and you will also attach your small business procurement initiative certificate.

Page eight is the proposal decline form. If for any reason after this meeting you decide not to submit a proposal, I would appreciate it if you could take the time to fill out this form and let us know why you decided against submission. Information that I gather
on these forms is extremely helpful when we craft future solicitations so I would appreciate that. Any questions on the proposal form?

Appendix B contains the sample contract. I'm not really going to go through that in its entirety, but we will take any questions you have on the sample contract.

Appendix C is our insurance requirements. Any questions on the insurance requirements?

Any questions on the RFP in general? Is there any additional information that the PPA would like to add?

Okay. With there being none, we will conclude this meeting. Thank you everybody for calling in today.

MS. MACRI: Thank you.

(Whereupon the meeting concluded at 11:23 a.m.)
CERTIFICATION

I hereby certify that the proceedings and evidence are contained fully and accurately in the stenographic notes taken by me upon the foregoing matter on September 21, 2020, and that this is a correct transcript of same.

GINA ZUKOWSKI,
Court Reporter-Notary Public

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