

THE PHILADELPHIA PARKING AUTHORITY

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ORIGINAL

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

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MONDAY, SEPTEMBER 21, 2020

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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
2415 SOUTH SWANSON STREET
PHILADELPHIA, PENNSYLVANIA 19148
(215) 683-9400

A P P E A R A N C E S:

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

1 MS. WHEELER: My name is Mary Wheeler.
2 I am the Contact Administrator for the PPA. We
3 are going to begin this matter -- well, first of
4 all, thank you for calling in today for RFP No.
5 20-04, On-Call Digital Content Creation
6 Services. We're going to start the meeting with
7 introductions. We will go through the PPA staff
8 that is here in the room with me, then to the
9 PPA staff on the phone, and then to our
10 prospective offerers.

11 MS. STEWART: Shannon Stewart,
12 Philadelphia Parking Authority, S-T-E-W-A-R-T.

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

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

19 MR. CASEY: Michael Casey, C-A-S-E-Y,
20 Associate General Counsel for the Philadelphia
21 Parking Authority.

22 MS. KING: Janell King, K-I-N-G,
23 Public Communications -- Public Engagement of
24 the Parking Authority.

1 MS. WHEELER: Okay. PPA caller number
2 one.

3 MR. WASSER: Bill Wasser, W-A-S-S-E-R,
4 Communications Coordinator, Philadelphia Parking
5 Authority.

6 MS. WHEELER: PPA caller number two.

7 MS. CARROLL: Theresa Carroll,
8 C-A-R-R-O-L-L, PPA, Manager of Customer Service.

9 MS. WHEELER: PPA called number three.

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

14 MS. WHEELER: Caller number four.

15 MS. TOLSON: Good morning. Clarena
16 Tolson, T-O-L-S-O-N, Deputy Executive Director
17 for the Philadelphia Parking Authority.

18 MS. WHEELER: And then our caller
19 number one from the public.

20 MS. MACRI: Ash Macri, M-A-C-R-I, for
21 Maskar Design.

22 MS. WHEELER: Terrific. Ash, can you
23 send me an e-mail at the conclusion of this
24 meeting so that I have your correct contact

1 information?

2 MS. MACRI: Sure.

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

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

9 This is a mandatory meeting, and I
10 will allow late arrivals to the meeting. If
11 you're not speaking, if you could mute your
12 phone, that would be terrific. I'm going to
13 start with important dates. This solicitation
14 was released on Monday, September 14, 2020.
15 Today is a mandatory pre-proposal meeting,
16 September 21, 2020, and we began at about 11:05
17 a.m. Questions regarding this solicitation are
18 due Friday, October 2, 2020, at two o'clock p.m.
19 and proposals are due Wednesday, October 14,
20 2020, at two o'clock p.m. When submitting your
21 proposals, they must be in a sealed envelope or
22 box addressed to my attention at 701 Market
23 Street, Philadelphia, PA 19106. You must
24 handwrite on the outside of your package the RFP

1 number and your company name. You must submit
2 one original and one electronic file either on a
3 flash drive or a CD consisting of one PDF of
4 your entire proposal.

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

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

23 The Authority is continually looking
24 for opportunities for growth and advancements

1 with small and small and diverse businesses with
 2 our contracts. On part one, item number seven,
 3 there are two links there where you can get
 4 information on the small and small and diverse
 5 business program and where you can self-certify
 6 if you are already certified as, say, an MBE, a
 7 DBE, a WBE -- you can go to those links and
 8 self-certify and get the small business
 9 procurement initiative certificate.

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

23 Part one, number 16 talks about
 24 subcontracting. There are a lot of facets to

1 the work statement involved here, and we do
2 realize that there may be subcontractors needed
3 to complete the work. All subcontractors need
4 to be approved by the Authority in advance, so
5 be sure to take a look at that section.

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

19 Are there any questions on part one?

20 There being none, I'm going to move on
21 to part two, and this is how we want your
22 proposal submitted. It's a tabbed format. In
23 your original, please use actual tabs that
24 extend from the eight-and-a-half-by-11 sheet of

1 paper. Tab A is going to be a transmittal
2 letter. It tells us a little bit about your
3 company, and it is signed by somebody who has
4 the authority to bind your firm in a contract
5 with us. Tab B will give us your qualifications
6 and experience. Tab C your references. Tab D
7 is your key personnel, personnel who will be
8 working on this contract. Tab F is the proposal
9 form. Tab G, financial statements. We are
10 looking for financial statements for the past
11 three years that have been audited or reviewed
12 by an independent public accountant who is not
13 an employee. There are details in part 2-8 of
14 what exactly we're looking for. If this is a
15 problem for you or if you do not have these
16 currently, you should ask for relief from this
17 requirement during the question period and allow
18 the Authority to respond in an addendum.

19 Part nine, evidence of insurance.
20 You're going to have to provide a sample
21 certificate of insurance from either a recent
22 project that meets our requirements or a letter
23 from your insurance company stating that if you
24 are awarded this contract, you will be insured

1 up to the limits that are required. We cannot
2 negotiate the insurance requirements after
3 proposals are taken. So, again, if you need
4 relief from a requirement listed in the
5 insurance requirements, ask it during the
6 question period and allow us to respond in an
7 addendum.

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

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

21 Part two, number 12, these are work
22 scenarios that we're looking for you to submit a
23 proposal for. And I believe Bill will talk
24 about them a little bit later. Does anybody

1 have any questions on how to submit their
2 proposal?

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

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

21 MR. WASSER: Bill here. Essentially
22 this is strictly a content creation RFP. Just
23 to give you a brief background, we did
24 previously contract with a social media

1 consultancy vendor who provided not only content
2 creation services, strategy equation services
3 and social media monitoring services, but we are
4 bringing the engagement and strategy services
5 predominantly in-house, and we will be requiring
6 assistance and content creation specifically for
7 infographics, video creation, graphic design,
8 motion graphics and GIFs. And you can see the
9 examples on the work statement. But we're
10 predominantly looking for assistance on an
11 as-needed basis for visual content creation.
12 Are there any questions in that regard?

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

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

19 MS. MACRI: Okay.

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

23 MR. WASSER: In the past year we've
24 created approximately -- for public

1 dissemination we've created approximately three
2 videos in-house for public dissemination.

3 MS. MACRI: Thank you.

4 MS. WHEELER: Do you have any other
5 questions?

6 MS. MACRI: No, that was it.

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

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

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

23 MR. WASSER: We currently use
24 Mailchimp -- I'm sorry. You broke up a little

1 bit with the first part of your question. I
2 only heard the question which e-mail marketing
3 software are you currently using.

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

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

10 MS. WHEELER: Any other questions?

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

16 MS. WHEELER: Anything else on part
17 four?

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

22 Then I'm going to move on to the
23 proposal form. Page one of the proposal form,
24 that's where you're going to identify that you

1 have received all the addenda that I have
2 released. One of the last things before
3 submitting your proposal you should do is go to
4 our website to make sure you have received every
5 addenda that has been released. Sometimes
6 things get lost in e-mail, especially during
7 this time with firewalls and attachments. So
8 checking the website before you submit is the
9 safest way to make sure that you have all of the
10 information.

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

20 I'd also like to point out on page
21 three of the proposal form, this is where we get
22 your corporate signatures. If you're a
23 corporation, you sign the top portion. If you
24 are any other business entity, you sign the

1 bottom portion. The top portion for
2 corporations asks for a corporate seal. If for
3 some reason you do not have that, just ask for
4 relief during the question period.

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

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

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

19 Page eight is the proposal decline
20 form. If for any reason after this meeting you
21 decide not to submit a proposal, I would
22 appreciate it if you could take the time to fill
23 out this form and let us know why you decided
24 against submission. Information that I gather

1 on these forms is extremely helpful when we
2 craft future solicitations so I would appreciate
3 that. Any questions on the proposal form?

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

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

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

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

17 MS. MACRI: Thank you.

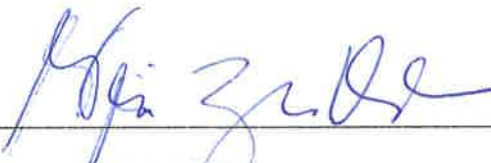
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19 (Whereupon the meeting concluded at 11:23 a.m.)

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C E R T I F I C A T I O N

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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