

The Philadelphia Parking Authority
701 Market Street, Suite 5400
Philadelphia, PA 19106

RFP No. 22-15
Public Relations Services 2022
Addendum One

To: See Email Distribution List

From: Shannon Stewart
Manager of Contract Administration

Date: July 27, 2022

No Pages: 2

This addendum is issued on July 27, 2022 prior to the bid due date to add, delete, modify, clarify and/or to respond to questions submitted by prospective bidders regarding the work included in the above referenced solicitation.

QUESTIONS

1. **Question:** Do you need all six packets of the RFP notarized or just one with 5-additional copies?

Response: Only the original needs to be notarized, you may make copies of the affidavit for the copies of your proposal.

2. **Question:** What are some of the new technologies that the PPA plans to roll out? How will they help?

Response: *The Authority continually develops new technology, both to conduct existing duties and to perform new assignments. For an example, Philadelphia recently enacted a new ordinance creating an automated camera “noise pollution” violation and designated the Authority as the system administrator. The Authority will work with the City and potential technology providers to develop this program.*

3. **Question:** What is the professional background (or general background) of most PPA employees?

Response: *The Authority employees approximately 1,000 people. Nearly 70% of those employees work on the street, with their hands or are directly customer facing. Most of that 70% are represented by 1 of 6 different labor unions recognized by the Authority. The Authority also employs attorneys, accountants, IT professionals, and other people with advanced degrees. The Authority has a strong commitment to educating and advancing from within. Several people in the highest level of management started as Parking Enforcement Officers. Many are able to further their education and advancement through the Authority’s tuition reimbursement program.*

4. **Question:** What are some of the specific neighborhood needs throughout the city? Obviously more parking but what else?

Response: *Parking needs fluctuate with the changes our neighborhood experience. Some areas become more residential, others become more commercial, or experiencing a blending. A new supermarket, apartment*

complex, restaurant or school will significantly alter parking needs. The Authority employs analysts specifically to monitor these changes. We work directly with neighborhood groups, businesses, and elected officials, every day, to address these changing needs.

5. **Question:** What do you mean by “regular” communication through social media, web-based opportunities ect.?

Response: *Daily.*

6. **Question:** What is PPA expected annual budget for this project?

Response: *This is not a project; it is a continuing service integral to the Authority’s mission. No specific line item has been assigned to this service.*

END OF ADDENDUM ONE