Office of the
Managing Director

MUNICIPAL ID PROGRAM ADMINISTRATION RFP

City of Philadelphia

Optional Preproposal Conference:

Agenda:

- Background
- RFP Objectives
- RFP Services
- RFP Work Products
- Organization and Personnel Requirements
- Cost Considerations
- Alternative Solutions
- Timeline
- Questions

City of Philadelphia

Background

- Government issued photo identification is an essential part of modern life. It's often a requirement to open a bank account or gain access to critical services.

- Municipal IDs are an alternate to state ID cards to provide proof of identification and residence

- Philadelphia has a population of approximately 1.6 million people. This includes a foreign population of approximately 200,000, of which 50,000 are estimated to be undocumented.

- A number of municipalities across the United States, such as New York, NY, Detroit, MI, and San Francisco, CA, among others, have implemented similar programs.

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Summary of RFP objectives

The City of Philadelphia seeks to a create a Municipal ID card and administer a Municipal ID card program:

- Design and production of a secure and trustworthy ID card that meets requirements set forth in the RFP

- Administration of the program to the public, including processing by appointment and walk-in applicants, card issuance, processing renewals and change of address services, customer service and outreach

- Provides secure access for City agencies to accept and verify the card to provide City services and benefits

- Development of partnerships with private and non-profit organizations for ID holder services, discounts, and other benefits

SEE RFP for full list of objectives with detail.

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Summary of RFP Services

- Development of a uniquely Philadelphia Municipal ID card that illustrates the ideals of the City

- Program design and project management, includes appointment of at least one (1) full-time employee of Applicant to serve as Program Manager, based in Philadelphia on a full-time basis.

- Implementation, management, and administration of the Municipal ID program, including education and outreach, intake, verification, distribution, and database management. Applicant cannot retain any documents other than the application

- Program growth consulting services

- Provide weekly reports to the Steering Committee and Project Manager

SEE RFP for full description of RFP Services.

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RFP Work Products

- Implementation Plan, including schedule of key milestones

- Training materials

- Marketing and Outreach materials

- Stationary and mobile platforms for administering the Municipal ID Program

- Website

- Form

- Reports

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Organization and Personnel Requirements

▪ The Applicant organization should have significant experience with similar projects and should provide information and contacts for at least three (3) similar projects which have been successfully completed

▪ The Applicant organization should provide information on any similar projects where the contract was terminated for cause

▪ Employee that is to as the Applicant Program Manager shall have significant experience with at least one (1) similar project. Resume of the Program Manager, if already known, should be included in Applicant's proposal.

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Cost Considerations

Applicants must provide a detailed cost proposal, **with a line-item breakdown of the costs for specific services and work products proposed.**

Cost proposals must be "fixed price" proposals.

Applicants should note cost factors are considered in the selection process:

• "Lower cost" - "The City of Philadelphia wants to build a robust program with minimal cost to the City and minimal cost to the resident applicant to ensure success and sustainability"

• "Anticipated long-term cost effectiveness"

• See RFP, Section J, "Selection Process" for more information on selection materials

Note: Cost is a material factor, but not the sole or determining factor.

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Alternative Solutions

If an Applicant offers options and/or alternative solutions that are not requested in this RFP or are not included in its proposed prices, the Applicant must provide the following information for each:

▪ A detailed description of the option/alternative solution (including, but not limited to, all features, functionality, and/or services that will be unavailable if the option/alternative is not purchased);

▪ If not included in the proposed prices, a full explanation of the rationale for not including;

▪ Detailed cost information for each option/alternative, in accordance with the cost proposal requirements of the RFP.

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Timeline

RFP Posted	November 6, 2017
Optional Pre-Proposal Conference	November 17, 2017 at 11 am
All questions submitted	November 21, 2017, due by 5pm Local Philadelphia Time
Questions and answers posted on eContract Philly Website	November 29, 2017
Proposals Due	December 8, 2017, due by 5 pm
Selected interviews	The week of December 18, 2017
Applicant Selection	January 5, 2018
Contract Effective Date	February 9, 2018

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Questions?

The City will post all questions asked during this optional proposal conference along with answers on November 29, 2017

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