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August 25, 2015

Office of Mayor Peduto
414 Grant Street
Pittsburgh, PA 15219

The Office of the Mayor invites you to submit a proposal for a feasibility study to create a municipal ID in Pittsburgh. This study will determine the needs and cost of launching a city wide photo identification card through research and benchmarking. The project will require project management, market research, and technology analysis.

All proposals will be due by September 14th and the committee will announce the awardees on September 21st. The study is to begin in November and conclude in spring of 2016.

Please send all questions and proposals to Manager of Procurement & Fixed Assets, Office of Management and Budget, Kevin Forsythe, at kevin.forsythe@pittsburghpa.gov.

Thank you for your time, effort, and interest in the project.

Sincerely,

Betty Cruz
Manager, Special Initiatives
Office of Mayor William Peduto





DESCRIPTION OF THE PROJECT

The Office of the Mayor is seeking proposals from qualified individuals or firms to conduct a feasibility study to create a Municipal Identification Cards (ID) for the City of Pittsburgh. The study will require one or more firms to provide project management, market research, and technological research.

Municipal IDs are useful tools that have been developed in other metro areas worldwide to connect marginalized populations, children, youth, and families with critical services, and to increase the accessibility of public services, spaces, and cultural institutions. The cards unify a population under a single system with multiple benefits and opportunities to participate.

Within the City, the concept for the ID was initially explored by the Mayor's Welcoming Pittsburgh Advisory Council, which is charged with producing a roadmap for the initiative. The ID is confirmed as one of the long-term recommendations the Council will present to Mayor Peduto in May 2015. The work of the Advisory Council has underscored the benefits of launching a Municipal ID in Pittsburgh, and support for the concept was reinforced during Welcoming Pittsburgh's community outreach phase which engaged more than 3,000 Pittsburghers.

The City is seeking planning support to define the program parameters and requirements to create, launch, and manage the dissemination and maintenance of this program. This can be in the form of a single contractor who can manage the project, conduct market research and database/technology feasibility and cost-mapping, or multiple contractors to manage distinct aspects of the proposal.



TIMELINE

The successful Respondent (or Respondents) will enter into a contract with the City to begin Fall 2015 and conclude by Spring 2016.

RFP released – August 31, 2015

Cut-off for questions – September 4, 2015

Proposal submission deadline – September 14, 2015

Evaluation Committee meets – September 21, 2015

Contract award – September 25, 2015

Project start date – November 2, 2015



SPECIFIC REQUIREMENTS

Project Management:

- Document the interests, benefits provided, and requirements of all partners. Some examples that have been discussed include:
 - City of Pittsburgh, Office of the Mayor: ease in obtaining a non-stigmatizing valid government ID card at welcoming community spaces, such as libraries and Citiparks rec centers, with proof of residence, age, identity for all residents and children – linked to benefits, resources, and communications.
 - Education and Out of School Time Partners:
 - data analytics capabilities, promotion of educational opportunities to enrolled children and families.
 - data sharing and privacy concerns, distribution of cards, student and family access to school records and resources.
 - connect to existing networks/platforms used, understand migration from existing card systems to new/replacement cards for partners consolidating their card into the Muni ID.
 - Cultural Institutions: alignment of current policies and programs for free and reduce price, creative funding mechanisms for broader access, free membership, etc.
 - Public Transit: ability to provide free transportation to youth from 3PM to 6PM and weekends; tie-in to other transportation programs.
 - Local Law Enforcement: information, verification of identity and residence, recognition of cards as a valid form of ID.
 - Local Financial Institutions: identity verification, ability to open bank account.
- Coordinate information gathering and communication among partners related to establish the goals, benefits, roles, technological considerations, or data sharing agreements.
- Determine which institution would serve as the optimal Administering Agency for the ID program.



- Determine the fiscal implications of ID Cards. What are the start-up costs, yearly maintenance, administrative costs, potential for fees, and cost per eligible individual? This includes budget review of various partners related to cost savings, maintenance funds, etc.
- Prepare report and presentation for interested parties. This will include project:
 - Goals: who and how many people will be enrolled, types of benefits they will access.
 - Implementation Requirements: Administering agency, enrollment locations and partners, communications and outreach, data and technology requirements, advisory role and oversight.
 - Fiscal Implications: start-up budget, maintenance budget, partner contributions, revenue and fee requirements.
 - Implications and requirements for additional regional municipality participation in card expansion.

Marketing Consultant:

- Brand and communications recommendation related to first year of launch, ongoing enrollment, and culturally appropriate messaging to ensure a broad audience including minorities, non-English speaking, veterans and other populations are attracted.
- Recommend methods and technical requirements for pushing ongoing benefit opportunity messages reach cardholders.

Technical Consultant:

- Review and determine technology requirements to implement the coordination of collaborating partner systems, government requirements, and communications. Review partner's current infrastructure, systems, vendors, data types and architecture, communications backbone, and data analytics.
- Provide technology recommendations and procurement expenses to transition partner's systems. Such as:
 - Card Identification Hardware (swipe or scan).
 - Enrollment Software and Database.
 - Fraud Prevention Software.





- Backend Software.
- Card Printing.

Goals and Outcomes of the Project

The City is committed to the creation of a Pittsburgh ID card for city residents in order to have a valid photo ID that connects our community to the wonderful amenities and resources our city has to offer. This planning process will provide a:

- Feasibility Plan and Cost Projections to create a Municipal ID card for children and adults in the City of Pittsburgh.
- Requirements for potential expansion of card accessibility to other regional municipalities.

With this information, we will have a solid foundation to engage interested funders and sponsors to support the creation and a launch of this card.



GENERAL REQUIREMENTS

Respondent's proposal shall remain effective, subject to the City's review and approval, for a period of ninety (90) days from the submittal deadline.

The City may enter into negotiations with one or more Respondents during the ninety (90) day period during which all proposals will stay effective. The purpose of such negotiations will be to address questions and identify issues as the parties move towards the execution of a final contract or contracts.

The City may reject any and all proposals and re-issue the RFP at any time prior to the execution of a final contract if, the City, in its sole discretion, deems such rejection in the best interests of the City.

The City may supplement, amend, substitute or otherwise modify this RFP at any time prior to selection of one or more of the Respondents for negotiation.

The City may cancel this RFP with or without issuing another RFP.

The City may reject the proposal of any Respondent who, in the City's sole judgment, has been delinquent or unfaithful in the performance of any contract with the City.

The City may reject the proposal of any Respondent who, in the City's sole judgment, is financially or technically incapable of performing in accordance with this RFP.

The City may reject as non-responsive any proposal which, in the City's sole judgment, is incomplete, or conditional in any way, or not in conformity with applicable law, or deviates from the requirements of the RFP.

The City, in its sole judgment, may waive any informality, defect, non-responsiveness, or deviation from this RFP that is not material to the Respondent's proposal.



CONFLICT OF INTEREST

Respondent, by submission of this proposal to this RFP, states that Respondent currently has no interest and shall not have any interest, direct or indirect, which would conflict in any manner with the faithful performance of any services required by this RFP.





THE PROPOSAL: FORM & CONTENT

A. Letter of Transmittal

Include here a brief statement of your willingness and ability to perform the services outlined in this RFP. Give the name, address, phone number, and email, of the person who will serve as your primary contact with the City.

If you, as an individual, or if any principal or employee of your firm, has a relationship or knowledge of, or contact with any official or employee of the City; that relationship, knowledge, or contact should be stated and described in your Letter of Transmittal.

B. Profile of the Respondent

This should demonstrate your experience in performing the services and producing the work product sought by the RFP.

This Profile should also list your key personnel who you will assign to perform the services outlined in the RFP, along with their qualifications including experience with similar engagements.

Include in this Profile your location from which you will provide the bulk of the services. Brochures and other promotional materials may be included here if they relate to the services or work product requested.





C. Detailed Description of Services and Work Product

This will be the “heart” of your Proposal. It must specifically address all points covered by this RFP. Describe your work plan and list the resources, personnel, methods, and processes you will bring to bear on the required task(s).

Include here any estimated timelines for completion of different stages of the project and for the production of certain deliverables.

You may provide examples of similar projects you have done in the past or on which you are currently engaged. You may reference or submit similar deliverables associated with those past or current projects.

D. Cost

Since this is an RFP for professional services, cost will not be the *only* factor considered when evaluating your Proposal. Cost, however, will still be one of the primary considerations. You may state your proposed cost as a lump sum for the entire project. Alternatively, you may break your cost down over the project’s several stages (if applicable). You may submit your cost based on one or more hourly rates. Estimated costs for travel, lodging, food, office expenses, and similar items may be provided.



EVALUATION PROCESS & CRITERIA

Your Proposal will be evaluated by a Proposal Committee comprised of the Manager, Special Initiatives, Office of the Mayor, Betty Cruz; Procurement Coordinator, Office of Management and Budget, Stephanie M. Dorman; and Manager of Procurement & Fixed Assets, Office of Management and Budget, Kevin Forsythe.

All proposals will be evaluated using the following criteria. The percentages represent estimates of the degree of importance (or “weight”) given to each criterion.

Cost: 40%

Experience with Similar Projects: 20%

Technical Expertise, Procedures, Methods: 15%

Qualifications of Key Personnel: 10%

Location: 10%

References: 5%





AWARD & CONTRACT

After the City has received all Proposals and conducted its initial Evaluation, described above, the Proposal Committee may invite one or more Respondents to a follow-up interview to further discuss their Proposal(s). The Proposal Committee will have seven (7) days from the last such interview to make a decision. If no follow-up interviews are conducted, the Proposal Committee will have seven (7) days from the submission deadline of the Proposals to make its decision.

The Proposal Committee may decide to accept the Proposal of one or more Respondents. It may decide to reject all proposals. Once a Proposal is accepted, the contract negotiation process will commence. This RFP and your response to it, in the form of your entire Proposal, will become part of the Contract. If a real or apparent conflict should arise between this RFP/Proposal and other language contained in the final Contract, the language of the final Contract shall control.

Successful Respondents will be required to enter into a Contract with the City of Pittsburgh, contingent upon the approval of City Council. This Contract will be directed and managed by the issuing department and the Office of Management & Budget. A copy of the City's Standard Professional Services Contract is attached for your review.

Work cannot commence on this Contract until it is fully executed. The City cannot process invoices nor approve payments until this Contract has been fully executed by the Respondent and all required City signatories, including the issuing department, the Law Department, and the City Controller.

City laws and policies mandate the incorporation of various terms and conditions into all City contracts. For this reason the City will not sign any standard contract proffered by the Respondent.

Once the Contract is fully executed the City will notify Respondent in writing and give the order to proceed.

