

## **Contract Bid Opportunity: Block Cleaning & Engagement Services in Mt. Airy/Germantown**

### **Contract Opportunity Summary**

Mt. Airy Community Development Corporation (MACDC) is seeking to contract for the provision of weekly litter-cleaning services in the public right-of-way on 335 blocks in Philadelphia's Mt. Airy and Germantown neighborhoods, including the management of certain communication and resident engagement activities related to the cleaning program. The contract term will begin no earlier than November 1, 2023 and will end on June 30, 2025. This opportunity requires a sealed bid.

### **Project Overview**

MACDC has obtained funding to implement a block-cleaning program in Mt. Airy and Germantown on streets that have been identified as both at-risk for gun violence and that score high on the city's litter index. Applying proven principles of crime prevention through environmental design, the project seeks to produce a demonstrable impact on neighborhood pride, residents' well-being, and reduce new gun violence incidents by implementing a sustainable litter-removal intervention through cleaning and neighbor investment. Funding for this contract is provided by the Pennsylvania Commission on Crime and Delinquency's Violence Intervention and Prevention program.

This contract opportunity seeks a capable and experienced provider who can carry out weekly litter cleaning services across 335 blocks, undertake associated logistical management, and oversee communications and community engagement tasks necessary to build resident buy-in. The contract term will begin no earlier than November 1, 2023 and end on June 30, 2025.

### **Scope of Work**

The following project tasks must be performed under this contract opportunity:

#### **November 2023 - February 2024 (Months 1-4) — Project Planning and Hiring**

- The contract provider will hire or designate a project manager (PM) to oversee project implementation. Mt. Airy CDC will provide a definitive list of blocks to be cleaned under the program.
- The contract provider will design and conduct a pre-intervention litter study to determine the level and type of litter present in targeted communities. A sample of blocks will be selected for pre-and-post evaluation.



- The contract provider will develop a block cleaning schedule that balances coverage, efficiency, and coordination with other city services including trash collection.
- The contract provider will hire and train sufficient cleaning team members to serve the targeted cleanup areas. Hiring opportunities will be communicated in coordination with community partners designated by MACDC and workforce development partners. Preference shall be given to candidates with barriers to work, including those who have been previously incarcerated. Cleaner team training must address material, physical, and environmental safety, cleanup effectiveness, and positive community engagement.
- The PM will engage proactively with community members and organizations on targeted blocks. Particular efforts will be made to connect with current or former block captains and community leaders and organizers. Door-to-door engagement and an emphasis on listening will enable trust-building and collaborative partnerships.
- The PM will produce effective print and digital outreach materials designed to inform and engage the community in cleanup campaign efforts
- The PM will design a tracking and accountability system and guidance for cleanups.

### **March-July 2024 (Months 5-9) — Cleanup Kickoff and Community Engagement**

- Cleanup efforts commence with 5 months of fully-funded weekly block sweeping across all 335 project blocks.
- Hired and trained cleaning team members will complete weekly cleanups. Information will be collected following cleanups that includes before/after photos, data on amount of litter removed, and any other noted issues or observations.
- The PM will oversee weekly cleanup operations, managing quality assurance, troubleshooting cleaner or neighborhood issues, ensuring proper disposal of all trash collected, adjusting block selection as necessary to maintain project goals, and providing personnel support and feedback for cleaning team members.
- The PM will manage equipment replenishment, cleaner team schedule adjustments, cleaner team feedback, and additional hiring as needed.
- The PM will engage with residents and businesses door-to-door to increase awareness and feedback regarding community cleanups. Formalized survey data collection will include safety and cleanliness sentiment analysis, pre/post observations, and testimonials.



- The PM will coordinate 43 in-person “block parties” throughout the project area in coordination with community partners designed to engage neighbors and celebrate the impact of cleanups
- The PM will design and promote the launch of a matching fund campaign to provide grant-supported subsidies for ongoing cleanups in the targeted area. Management of this campaign will include messaging, outreach, accounting, and scheduling.

### **August 2024- March 2025 (Months 10-17) – Cleanup Matching Campaign and Data Collection**

- The PM will perform a post-intervention litter study to evaluate the effectiveness of the weekly cleanup campaign. Special focus will include the difference in sustained impact between blocks that participate in the follow-up matching campaign versus blocks that remain un-funded and do not receive follow-up cleaning services.
- The PM will launch and oversee the matching campaign which provides up to 8 months of subsidized cleanups for a limited number of blocks in the targeted area. Via the matching campaign, neighbors opting to continue cleanups via a shared subscription on their block will receive a 1-week cleanup subsidy every month. The grant will directly support this 8-month subsidy on the cost of continued cleanup services, incentivizing participation and making the service more affordable. The contract provider will develop and maintain a system for organizing and collecting these voluntary service subscriptions.
- The PM will continue to supervise cleaner team operations, making adjustments to personnel, scheduling, and ongoing training and data collection, as needed.
- The PM will manage an ongoing and evolving outreach campaign designed to inform neighbors of the work done to-date as well as the matching campaign subsidy available to all residents. The goal of outreach will be to maximize the number of blocks participating in continued cleanups and encourage increased levels of participation among the percentage of neighbors on a block participating.

### **April-June 2025 (Months 17-20) – Additional Funding and Succession Planning**

- The PM will collect a final phase of resident feedback with a special focus on establishing a link between the continuation of cleanups and their impact on safety sentiment and block cleanliness.
- The PM will produce a case study and model for project expansion and replication that can be used with similar community partners in Philadelphia and beyond.
- The PM may elect at its own discretion to continue providing subscription-based cleaning services to interested blocks outside of the contract period, and will



undertake appropriate communication to all remaining subscribers regarding the continuation or termination of services, as the case may be.

### **Project Budget and Cost Guidelines**

The total project budget cannot exceed \$727,608, including all costs for personnel and supplies. Applicants are encouraged to submit competitive cost proposals within this budget.

### **Administrative and Financial Requirements**

This contract will be subject to certain administrative and financial requirements deriving from its use of state funds.

- **Hiring and contracting:** If the contract provider hires new staff for the Project Manager position under this initiative, or hires any subcontractor to perform part of this contract, it shall be required to publicly post and advertise the opportunity, and to produce evidence of having considered and interviewed a minimum of three bona fide applicants before making a hiring/contracting decision.
- **Prevailing Wage:** The contract provider and any subcontractors utilized for this contract shall comply with the provisions, duties, obligations, remedies, and penalties of the Pennsylvania Prevailing Wage Act, 43 P.S. § 165-1 et. seq. The general prevailing minimum wage rates, as determined by the Secretary of Labor and Industry, shall be paid for each craft or classification of all workmen needed to perform work on the funded project during the term hereof for the locality in which the work is to be performed.
- **Recordkeeping:** Documentation to support reported expenditures under this contract must be kept on file and made available for review when requested by MACDC or any Commonwealth of Pennsylvania oversight agency. Supporting documentation includes, but is not limited to, the following:
  - **Personnel:** Time and effort reports (timesheets) which reflect all hours worked on all compensated activities. This project must be identified as a separately identifiable activity on the time and effort reports.
  - **Benefits:** Documentation which supports how each benefit cost was calculated and charged to the project.
  - **Travel:** Documentation for all costs such as mileage logs, receipts, invoices, etc.
  - **Equipment:** Invoices, receipts, etc. to support the reported expenditures.
  - **Supplies and Operating Expenses:** Invoices, receipts, etc. for all costs. Calculations for all prorated costs must be included with the documentation.



- Consultants: Invoices for all costs
- Other: Invoices, receipts, etc. to support the reported expenditures.

**Additional Qualifications**

Applicants must be able to demonstrate experience in executing litter removal, cleaning, or janitorial work simultaneously across multiple sites. Applicants must have the capability of meeting all administrative, financial, and data-collection requirements outlined above. Applicants must demonstrate experience in public engagement, communication, or customer service sufficient to execute the resident-outreach components of the scope of work.

**Diversity & Inclusion**

Mt. Airy CDC is committed to facilitating diverse business participation in its work. Diverse applicants are encouraged to apply and to consider this goal in the formation of their project staff.

**Bid Process and Schedule**

As required by the Commonwealth of Pennsylvania, this contract will be awarded pursuant to a sealed bid process. **Sealed bid responses must be submitted by Monday, October 16, 2023 at 12:00pm** (noon) to:

Mt. Airy CDC  
6703 Germantown Avenue, Suite 200  
Philadelphia, PA 19119  
ATTN: Philip Dawson

It is the responsibility of the Applicant to assure and confirm receipt of delivery of the bid. Any questions and communications regarding the bid opportunity are to be submitted to Philip Dawson at [pdawson@mtairycdc.org](mailto:pdawson@mtairycdc.org) by 11:59pm on October 6, 2023. Responses will be publicly posted at <https://mtairycdc.org/bid> by 5:00pm on Tuesday, October 10, 2023.

Bids will be evaluated promptly, with the goal of initiating a contract effective November 1, 2023. All information related to the bid opportunity will be publicly posted at <https://mtairycdc.org/bid>.

**Bid Format**

Bids must be submitted in hard copy format. Applicants are reminded to be clear and concise in their responses.



**Proposal Content**

Proposals submitted in response to this bid opportunity must include the following information, in the sections and order indicated:

1. Cover Letter of intent signed by a person authorized to issue proposals on behalf of the Applicant.
2. Applicant Identification Info
  - a. Applicant name, address, website address
  - b. Contact name, job title, email and telephone number
  - c. Federal tax ID number or EIN
3. Project Interest: Provide a narrative that addresses the following:
  - a. Why you are interested in being considered for this Project
  - b. Services you provide
  - c. Identification of the design team you have assembled.
4. Applicant Profile: (two pages each, maximum) Provide a narrative description of the Applicant and any subcontractors, including the following information for each firm/individual:
  - a. Basic Information:
    - i. Business status (i.e. corporation, partnership, LLC, for profit or not for profit, etc.)
    - ii. Location of registration/license to complete work
    - iii. Country and state of business formation
    - iv. Number of years in business
    - v. Significant business experience
    - vi. MBE / WBE certifications
    - vii. Other information about Applicant's business organization pertinent to this opportunity
  - b. Include a brief history of the applicant, including as applicable the overall organization and management structure, its goals and objectives, and a statement of its philosophy for services provided.
  - c. List and explain the circumstances and outcome of any litigation, arbitration, or claims filed against your company in the last 5 years.



5. Cost Proposal: Submit a cost estimate for your services.
6. Statement of Qualifications and Relevant Experience: (five pages maximum)  
Provide a statement of qualifications and a description of relevant experience of no more than five projects that are similar in nature, size and/or scope to that which MACDC is pursuing.
7. Team Organization and Key Staff Resumes: The Applicant shall include a description of the proposed team. The description should clearly indicate the relationship of all key staff by depicting the roles/disciplines and responsibilities required for the anticipated project.
8. References: (one page maximum) Provide at least three references, preferably for projects that are described in the Statement of Qualifications and Relevant Experience section above. For each reference, include the name, title, organization name, address, telephone number and email address.
9. Applicant Declarations: The Applicant(s) must certify that they are able to meet the licensing, insurance, and administrative requirements to work on this project, including the following:
  - a. Professional licenses and registrations (as applicable)
  - b. Certificate of Insurance for general liability and workman's compensation
  - c. Financial capacity to perform the work
  - d. Active Business License

## **Declarations**

Mt. Airy CDC reserves the right to:

- Reject any or all offers and discontinue this process without obligation or liability to any potential professional.
- Award a contract based on bids received, without discussions or requests for best and final offers.

