

Clarifying Questions from
Pre-Submittal Conference for Municipal Marketing RFI 6/26/17 &
Questions received via email
July 14th, 2017

Questions:

Q: What is the term and length of the contract for this RFI?

A: There is not a specific term length for potential contracts. Contract terms will depend on each initiative, revenue generating opportunity and/or technology opportunity and will be decided on a case by case basis. Each response and potential contract will be considered individually in terms of what makes sense for both the City & the private contractor and the service they are providing.

Q: Are you looking for a single vendor?

A: No. The City welcomes multiple ideas and opportunities from multiple vendors. There also may be one vendor that provides solutions to all identified goals in this solicitation.

Q: Are there some ideas already in the works?

A: If it is municipal marketing related you can find information on the Municipal Marketing section in the City Website.

https://www.cityofchicago.org/city/en/depts/fin/supp_info/municipal_marketing.html

You may also research other department's initiatives on the City of Chicago website.

<https://www.cityofchicago.org>

Q: Has the City considered extending the deadline for submission?

A: Yes. We will discuss internally the possibility of an extension. If we choose to extend the deadline we will post that date to the Municipal Marketing website and distribute the information via email to the Pre-submittal Conference attendees.

Since the Pre-Submittal Conference, the City has decided to extend the RFI Submission deadline to:

Monday, August 28, 2017 no later than 4pm CST.

Q: What are the legal instruments for this RFI? Which departments? Does it require City Council approval?

A: The legal channels for each opportunity may vary. The determination will be made based on the initiative. It may come in the form of a contract and/or City Council Ordinance. The Chief Financial Officer has Municipal Marketing authority through Municipal Code, but other departments may be included in the execution of a given contract. It will be determined on a case by case basis.

The City's Municipal Marketing Framework has identified some criteria for City Council approval:

- Initiatives that generate more than \$5 million in annual revenue;

- Contracts with a duration 10 years or more;
- Initiatives that, in the opinion of the Municipal Marketing Committee or other City staff, merit full public hearing and public discourse.

Again, each initiative and contract will be determined on a case by case basis.

Q: What do you expect from a Public-Private Partnership? For instance, how much revenue or operational expertise do you expect?

A: The City is offering the use of our assets and does not have specific expectations of revenue amounts. The vendor should determine the value of a given asset and consider your own operational expenses associated with your proposed idea or innovation.

Q: How many street poles does the City have?

A: The City did not provide that number in the solicitation. There are approximately 280,000 street poles in the City of Chicago. The proposed use of street poles will be evaluated on a case-by-case basis.

Q: Since this is an RFI, is an EDS required?

A: Yes. The City has the right to execute a contract based on responses to this RFI. As a result, the City asks an EDS as part of your submission.

Q: Do we know what contracts exist and when they end? How do we find out?

A: Current contracts for the Municipal Marketing Program are available on the Municipal Marketing website.
https://www.cityofchicago.org/city/en/depts/fin/supp_info/municipal_marketing.html
If you have a particular Department in mind, based on the services you are proposing, we suggest that your review that Department's page on the City's website.
www.cityofchicago.org

Q: Are there any best practices from other cities you are following?

A: The City of Chicago does follow best practices industry-wide, but has not implemented best practices of any particular City. The City of Chicago is currently considered a national leader in Municipal Marketing initiatives.

Q: How much weight do you attribute to revenue producing opportunities versus showcasing Chicago?

A: New revenue opportunities are important to the City in order help sustain daily operations and contribute to the health of the City's finances. We do value any partnership that provides new sources of revenue and/or additional public benefits and services to Chicagoans including technology and Smart City innovations.

Q: Would the proposed RFI need to address, utilize and incorporate ALL of the City's goals and objectives?

A: No.

Q: Specifically, is the City's goal and objective #6 (presented on page 5) required to be addressed for any asset in the RFI?

A: No. You may present ideas for that satisfy any of the identified goals and objectives for any identified or unidentified asset referenced in the RFI.

Q: Do all partnerships have to be solidified now for the RFI submission?

A: No

Q: Can the RFI submission directionally speak to potential or targeted partners for implementation of services?

A: Yes. You may reference your intention to include potential partners.

Q: Are corporate income tax returns adequate to submit as financial statements (as outlined on page 25)?

A: If your corporate income tax returns reflect information identified in ATTACHMENT A, EXHIBIT II, REQUIRED INFORMATION, then that would be adequate to submit with your response. See below:

7. Financial Statements

Respondent must provide a copy of its audited financial statements for the last 3 years. Respondents that are comprised of more than one entity must include financial statements for each entity. The City reserves the right to accept or reject any financial documentation other than the financial statements requested by this section.

If Respondent is not able to provide audited financial statements, state the reasons in your Qualifications response and provide financial documentation in sufficient detail to enable the City to assess the financial stability of your company.

Sufficient alternate documentation would be un-audited financial statements from those Respondents not required to have their financial statements audited. At a minimum, the statements need to include balance sheets and income statements (or equivalent) for the requested three years. Assets/liabilities and income/expenses must be presented in adequate detail for the City to assess the financial condition of the Respondent.

Q: Is there a specific website or resource that outlines the Smart City initiatives, application and functions currently being utilized by the City?

A: The City's Technology Plan may be accessed at techplan.cityofchicago.org.

Q: Will a list of the Pre-Submittal Conference attendees be made available?

A: Yes. The list was posted to the Municipal Marketing website on 7/10/2017.

Q: Please clarify how the RFI connects with the Municipal Marketing Program referenced on page 4 and whether responding to this RFI will result in entities being listed as the City of Chicago Municipal Marketing Qualified Respondent and if that status continues to be relevant.

A: The goal of the RFI is not to “Qualify” respondents as “Municipal Marketing Qualified Respondents”. The status of the vendors that are on the current “Municipal Marketing Qualified Respondents” list from prior RFQ solicitations will remain the same.

Q: Please clarify if the intention of the City is to require electronic EDS filings only (with the Respondent providing the online certification and Appendix A) or if the Respondent may file EDSs in paper format with their response to the RFI and include Appendix A.

A: For these purposes of this RFI submission, please fill out an EDS. Submitting an EDS in paper format is permitted; however responding electronically is preferred with the certification page provided in your submission.

Q: Clarify the “City Owned Land Website”

A: https://www.cityofchicago.org/city/en/depts/dcd/supp_info/cityowned_land_inventory.html

The site has since been edited in the RFI online.

Q: Do you have the ability to provide the Chicago Owned Land Inventory data as a kml file that can be uploaded into Google Earth?

A: No.

Additional Clarifications:

1) All responses shall be addressed and returned to:

Carole Brown, Chief Financial Officer
Attention: Colleen Stone
Department of Finance
Room 700, City Hall
121 North La Salle Street
Chicago, IL 60602

2) GENERAL INVITATION

III GENERAL TERMS FOR RFI

D. Replace “Chief Procurement Officer” with “The City” (p.8)

3) The RFI referenced “RFQ” on page 10 (Section B under Exclusions), page 12 (last line under Section H) and page 13 (sentence above the timeline) in error. RFI is the correct reference.