PHL Taking Care of Business Evaluation RFP
Questions & Answers
January 8, 2021

Question: Are you looking for the consulting team to design the evaluation (as a leave-behind for ongoing evaluation) AND do an initial round of evaluation (to be reported on in the preliminary report and final report)?

Answer: The main focus is on creating/conducting an evaluation that will yield a preliminary report and a final report that can be used as we near the end of the two-year pilot period to seek additional funding, and possibly implement program changes. Recommendations regarding how to conduct further evaluation might be part of the final report.

The task called Evaluation Design is meant to describe the work that the team will do early in the contract period where they will propose how to measure and report out on the program impacts, and work with the TCB Work Group to agree upon a plan for gathering the needed data, doing the analysis and creating the needed reports.

Question: Given that the preliminary report is due in March, just a couple of months into the engagement, what is the expectation as to how detailed that report should be?

Answer: We expect that the preliminary report will be much less detailed than the final report and will aggregate and summarize the data that is readily available.

Question: For Tasks 1 (Evaluation Design) and 2 (Litter Index Reports), are you looking for data/evaluation/results for all 82 corridors?

Answer: Yes

Question: To what extent do the program reports need to show individual corridor level info?

Answer: We are most interested in the impact of the program as a whole across the four goal areas. Also, since it may be difficult to gather data that is comprehensive we are open to approaches that may sample or profile a selection of corridors as opposed to providing data on the entire program.

Question: Are you expecting that one round of the Litter Index should be completed prior to the preliminary report is due on March 31st, 2021?

Answer: Yes

Question: Additionally, the Preliminary Report should include a comparison of the 1st round of Litter Index (March 2021) with the 2018 baseline Litter Index?

Answer: Yes if possible.

Question: Litter Scores. Will OIT be doing the calculations of the weighted litter scores for each corridor and processing all litter index data through their ARCGIS platform and Survey 123? Or will we need access to that data and methodology to process?

Answer: For the purpose of your response you should assume that the Litter Index data that you report via the OIT application will be aggregated within the OIT system and that that data then will be made available to you on an individual block basis. Your team will then need to take the data that has been reported for each block and do the analysis to calculate average scores on an individual corridor basis.

Question: Communication. What is the desired frequency of check in meetings with PHL TCB Work Group?

Answer: We would like for you to propose a schedule that you think matches the assignment but would imagine that it would range between 4-8 times during the contract period.

Question: Data Collection Priorities. In the table on pp. 3-5, several different possible data sources are listed that could help assess progress on the four goals. Given the current climate/context of COVID-19 and the impacts that this has had on business unrelated to the PHL TCB program, does the PHL TCB Work Group have a preference for qualitative or quantitative data to tell the story of the impact of the program?

Answer: We are very open to qualitative approaches such as interviews, and case studies and also approaches that may sample or profile a selection of corridors as opposed to providing data on the entire program.