



CITY OF GRASS VALLEY

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REQUEST FOR PROPOSALS

Date: May 24, 2022
To: Social Media Management Consultants
From: Abigail Walker, Community Services Analyst II

The City of Grass Valley (City) invites proposals from qualified parties to provide consulting services for management of the City's social media accounts. Proposals should take into account the current marketing efforts and coordination and collaboration between the City, Grass Valley Downtown Association (GVDA) and Chamber of Commerce; ensuring consistent messaging across each organization's platform. Post-award, the selected consultant will review and analyze the City's existing social media sites (including the Fire and Police Department's sites) to make recommendations and implement changes to consistently improve each site and increase followers and engagement. Additionally, the consultant will be expected to work with City staff to create a visitor/tourism section within the City's existing website, cityofgrassvalley.com, so the website messaging is consistent with and supports the social media sites.

The selected candidate will be expected to design and execute a comprehensive social media campaign that will drive awareness, engagement, and channel growth to deliver a measurable return on the City's investment. The social media campaign will play an integral role in the City's entire tourism and downtown event marketing efforts. The plan should fully complement and support the City's initiatives to:

- continue to increase the community's awareness of and involvement in events downtown
- expand the reach of audiences to ensure Grass Valley is recruiting new and diverse visitors and homeowners alike
- help make community members more aware of current and upcoming projects happening in the City
- implement strategies to better educate the public about City Government processes
- continue to increase visitation to the City of Grass Valley
- continuously adapt to changes in social media post styles (e.g. reels)
- expand the City's online presence via creation of new social media accounts and enhancement of existing, underutilized online accounts (e.g. Pinterest, YouTube, respectively)

Existing Social Media Sites:

- | | |
|---|---|
| ● Facebook - | ● Instagram - |
| ○ Facebook.com/cityofgrassvalley | ○ Instagram.com/cityofgrassvalley |
| ○ Facebook.com/grassvalleyfire | ○ Instagram.com/grassvalleyfirefighters |
| ○ Facebook.com/grassvalleypolicedepartment | ○ Instagram.com/grassvalleypd |

Examples of target audiences:

- Current and potential residents
- New and returning visitors
- Current and prospective business owners
- Those seeking group leisure destinations and activities (weddings, reunions, etc.)

The City recognizes many visitors and community members are drawn to the history of Grass Valley, so it's important we continue to highlight our history while embracing the new attractions in Grass Valley.

Services required:

- Planning - design a comprehensive, holistic social media plan that meets the overall marketing objectives for the City. This includes planning regular meetings with assigned City staff to ensure consultant and City are continuously on the same page.
- Creative - write, design, capture, and produce all social media content, including frequent (often daily) on-the-ground live coverage of special events in Grass Valley.
- Optimization – consistent, results-focused testing and calibration of all social media messaging and advertising.
- Reporting – deliver monthly reports to the City to review campaign performance to date and provide copies of reports upon request (e.g. Google Analytics)
- Coordination – consultant will work closely with the City (including Fire and Police Departments) to provide creative support in all social media efforts for City-sponsored events and projects (ex. Cornish Christmas, Thursday Night Market, etc.).
- Crisis monitoring - consultant will provide in-depth social media monitoring, as well as proactive and reactive strategies and messaging in the event of a citywide crisis or emergency (including, but not limited to natural disasters, a major crime event or greater issues of public health and safety). Further crisis-specific initiatives may occur, and will be considered on a case-by-case
- Comment Response - Respond to questions and concerns posted on City's social media sites (within reason).

Budget:

The overall project budget is approximately \$25,000 which includes consultant fees for strategy and implementation and expenditure on social media ads, videos, etc. for a twelve (12) month period.

The contract that results from this RFP will specify a maximum “not to exceed” fee. A budget amount and payment schedule will be agreed upon between the City and the contractor during contract negotiations.

All applicable costs may be charged to the contract within the agreed upon fixed price limit. Appropriate charges may include wages and salaries, overhead, travel, materials and subcontractor costs. Contractor shall provide all necessary equipment including software, materials, supplies, and safety equipment required for its personnel to perform the services accurately, efficiently, and safely. Compensation for these items shall be considered included in the Contractor’s overhead. Only those items listed in the cost proposal shall be reimbursed by the City.

The City will not provide financial assistance to the contractor beyond negotiated fees but will collaborate with the contractor and give reasonable cooperation in the collection of information and facilitation of meetings with appropriate agencies. The City of Grass Valley shall not be liable for any pre-contractual expenses incurred by the Contractor in the preparation of its proposal. Pre-contractual expenses are defined as expenses incurred by the Contractor in preparing its proposal; submitting the proposal; negotiating with the City of Grass Valley related to this RFP; or any other expenses that may be incurred by the Contractor prior to the date of award of this Contract.

Selection Criteria:

CRITERIA	WEIGHT/POINTS
Understanding of the work to be done	5
Capabilities of consultant	25
Qualifications and Availability of Proposed Staff	35
Project Understanding and Approach	35
TOTAL	100

Submittals will be reviewed for responsiveness, and responsive submittals will further be screened by a selection committee in accordance with the above criteria. The firm(s) submitting the highest rated proposal may be invited for interviews (optional).

The City reserves the right to make an award without further discussion of the submittal with the offeror.

Therefore, the proposal should be submitted initially on the most favorable terms that the firm or individual might propose.

The City reserves the right to award a contract to the firm(s) that presents the best qualifications and whose proposal best accomplishes the desired results.

The City reserves the right to reject any or all proposals, or to waive minor irregularities in said proposals, or to negotiate with the successful firm(s). In the case of differences between written words and figures in a proposal, the amount stated in written words shall govern. In the case of a difference in unit price versus the extended figure, the unit price shall govern.

Award of a contract will not be based on discrimination based on race, religion, color, age, sex or national origin in accordance with the requirements of Title 49 CFR 26.13(b).

General Requirements:

- Proven work experience as a social media manager.
- The minimum general proposal requirements include Qualifications and experience of consultant, demonstrated understanding of scope of work and suggested approach to project, Capacity to perform work within schedule and budget, Billing rates, hourly or monthly, to remain in effect for the duration of the project, Any additional terms or conditions to which the parties may agree
- Please provide three references.
- In-person or virtual meetings or conference calls may be requested of proposing vendors during the evaluation period.
- See attached standard Professional Services Agreement template. If applicable, prevailing wages are required.
- Initial agreement term to be 1 year with allowable extensions as agreed upon.
- Agreement execution and project kickoff to begin within three weeks of notification of award.

Proposal Format:

Each response to this RFP shall include the information described in this section. Provide the information in the specified order. Failure to include all the elements specified may be cause for rejection. Additional information may be provided but should be succinct and relevant to the goals of this RFP. Excessive information will not be considered favorably.

Cover Letter with the following information:

- Title of this RFP
- Name and Mailing Address of Firm (include physical location if mailing address is a PO Box)
- Contact Person, Telephone Number, Fax Number, and Email Address
- A statement that the submitting firm will perform the services and adhere to the requirements described in this RFP, including any addenda (reference the addenda by date and/or number).
- Acknowledgement that all proposals may be considered public information. After award of this RFP, all of part of any submittal may be released to any person or firm who may request it. Therefore, proposers shall specify in their Cover Letter if any portion of their submittal should be treated as proprietary and not releasable as public information. Proposers should be aware that all such requests may be subject to legal review and challenge.

Signature Requirements - The Cover Letter must be signed by an officer empowered by the Consultant to sign such material and thereby commit the Consultant to the obligations contained in the RFP response. Further, the signing and submission of a response shall indicate the intention of the proposer to adhere to the provisions described in this RFP and a commitment to enter a binding contract.

- Proposals submitted on behalf of a Partnership shall be signed in the firm name by a partner or the Attorney-In-Fact. If signed by the Attorney-In-Fact, there shall be attached to the proposal a Power-Of-Attorney evidencing authority to sign proposals, dated the same date as the proposal and executed by all partners of the firm.
- Proposals which are submitted on behalf of a Corporation shall have the correct corporate name thereon and the actual signature of the authorized officer of the corporation written (not typed) below the corporate name. The title of the office held by the person signing for the corporation shall appear below the signature of the officer.
- Proposals which are submitted by an Individual doing business under a firm name (“dba”) shall be signed in the name of the individual doing business under the proper firm name and style.

Executive Summary – Provide a brief narrative of your firm’s approach to the project, providing an overview to the details identified in the Scope of Work. Include the Firm’s Organization Chart, including its constituent parts, and size variation of staffing levels over the past five years.

Capabilities of Firm – Provide a maximum of two (2) single page summaries of the firm’s experience with similar projects. The summaries should include the date(s) and duration of the project, one reference and a brief description of the project. The description is to include, at a minimum, an outline of the complexities of the project and the firm’s approach to the completing the project. Related experience to local agency projects of similar size and magnitude should be included in this summary. Provide no more than one (1) reference per project including Consultant staff that worked on the project, contact name and phone number. Preference is given to project references that have directly worked with proposed staff.

Qualifications and Availability of Proposed Staff – Identify specific staff members to be assigned to this contract and specify the percentage of time key staff members are available during this project.

Provide a summary of the qualifications, and experience of each team member assigned to this project, including length of service with the firm, and the qualifications/experience of any sub-consultant staff on your project team. Resumes should not be more than one (1) page per team member in this section. Also describe current and anticipated workload of each team member who will be assigned to the project; include a discussion of project commitments made to other agencies and a table showing the percentage of time key staff members are available during the project.

Project Understanding & Approach – Provide a detailed discussion of your firm’s approach to the successful implementation of this project. Include thorough discussions of methodologies you believe are essential to accomplishing this project including constraints, milestones, and required approvals relating to the project.

Provide a summary on your firm’s plan to accomplish this project and include any special services your firm offers to meet the City of Grass Valley’s need for a timely completion and overall success of this project.

Identify potential areas of concern relating to proposed scope of work that will require more detailed analysis.

Cost Proposal – Provide a fee proposal for all services to be delivered, and a breakdown of costs delineated by tasks as described in your project plan. Define any reimbursable expenses requested to be paid by the City.

Proposals:

Submit a completed proposal by June 20, 2022 in the manner described below:

Email: Abigail Walker – abigailw@cityofgrassvalley.com

Mail: ATTN: Abigail Walker, City of Grass Valley 125 East Main Street Grass Valley, CA 95945