

3040 Williams Drive, Suite 200
Fairfax, Virginia 22031
www.novaregion.org



Voice: 703-642-0700

Fax: 703-642-5077

Northern Virginia Regional Commission

www.novaregion.org

REQUEST FOR PROPOSALS

TITLE: Northern Virginia Clean Water Partners Social Media Outreach Support Services

ISSUING AGENCY: Northern Virginia Regional Commission (NVRC, regional government agency).

3040 Williams Drive, Suite 200

Fairfax, VA 22031

Attention: Corey Miles

ISSUE DATE: February 10, 2020

QUESTIONS DEADLINE: 5 PM February 21, 2020

PROPOSAL DUE DATE: 5 PM March 6, 2020

A total of three (3) hard copies shall be delivered to NVRC by the proposal due date

CONTRACT PERIOD: From date of contract award through final acceptance of deliverables January 31, 2020, with one (1) one-year renewal period options.

Northern Virginia Regional Commission (NVRC) reserves the right to reject any and all proposals, cancel this solicitation, and to waive any informalities or irregularities in procedure. NVRC does not discriminate against faith-based organizations, or against any other offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by law.

NORTHERN VIRGINIA REGIONAL COMMISSION

REQUEST FOR PROPOSALS

NORTHERN VIRGINIA CLEAN WATER PARTNERS SOCIAL MEDIA OUTREACH SUPPORT SERVICES

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I. INTRODUCTION

a. Purpose of Solicitation

The Northern Virginia Regional Commission (NVRC) is soliciting proposals from qualified individuals or firms to serve as an independent consultant for the creation of a comprehensive strategy utilizing social media platforms for public education and outreach, as well as website enhancement and maintenance for the Northern Virginia Clean Water Partners website www.onlyrain.org.

b. Background

For more than ten years, the Northern Virginia Regional Commission (NVRC) has coordinated a partnership of local jurisdictions and water utilities for the purpose of implementing a water pollution prevention program in the Northern Virginia region. The partnership, known as the Northern Virginia Clean Water Partners, includes the Counties of Arlington, Fairfax, and Loudoun, Cities of Alexandria, Fairfax, and Falls Church, and Towns of Dumfries, Herndon, and Vienna. To assist the local governments with their education and public awareness initiatives for stormwater runoff and water quality protection, the NVRC has created a variety of education and outreach messages that are delivered on cable TV networks, digital networks, websites (www.onlyrain.org), and promotional materials.

The NVRC on behalf of the Northern Virginia Clean Water Partners seeks to develop a deeper engagement about why protecting water quality is important with Northern Virginia residents, and to improve the delivery of a variety of messages to target audiences about changing certain pollution causing behaviors such as improper disposal of motor oil. The overall goal is to encourage a culture of water quality stewardship among Northern Virginia residents through social media and digital marketing and drive traffic to the website so people can learn more about what they can do at home and in their community.

The Social Media Marketing Support Services contract will target multiple audiences within the region and will vary based on direction from NVRC staff. **NVRC is allocating \$30,000 for the initial contract period.**

II. SCOPE OF WORK

The consultant will provide social media communications support to the NVRC/NVCWP team to build public awareness of the Only Rain Down the Drain Campaign for 12 months. This support may include the following services:

a. Website Update:

Provide graphical updates and content enhancements to the OnlyRain.org website to include:

1. Link RSS feed and procure updated images to modernize the visual appearance.
2. Improve the Search Engine Optimization for OnlyRain.org.

3. Set up Google Analytics or similar tool to collect website use metrics including how visitors arrive at the website, pages that were visited, where visitors were located, how long they stayed on the site, and other useful metrics.
4. Work with NVRC and/or other members of Clean Water Partners to place updated written content as needed.

b. Develop Social Media Campaign Strategy

Develop a social media campaign and strategy to promote messages about the importance of maintaining clean water in Northern Virginia, behavior changes that target audiences can take to help maintain clean water, other actions that homeowners can take to reduce stormwater runoff, and the OnlyRain.org website.

1. Participate in at least two marketing strategy sessions with NVRC and other members of Clean Water Partners to discuss existing content, develop new messages, and brainstorm most cost-effective strategies to reach target audiences utilizing various combinations of google ads and social media platforms.
2. Develop original visual creative with written messages about protecting clean water such as fertilizing less, proper disposal of household hazardous waste, proper disposal of pet waste, littering, and proper use of road salt. Creative should include four (4) short videos using stock images and/or video clips for internet use and up to 104 other social media posts;
3. Make recommendations for negotiating and purchasing digital and social media ad space.
4. Develop a year-long social media content schedule to include at least two original content posts per week and one shared/re-tweeted post per week assuming an ad purchase of approximately \$2000 per month. Content should also be able to be shared by the individual partners to maximize the reach.

c. Implement Social Media Campaign Strategy

Implement the strategy developed in Task b as well as the following;

1. Gain approval of all proposed media buys by NVRC staff prior to purchasing any ad space.
2. Post approved content on Google ads, social media, and other digital media according to schedule created in Task b.
3. Monitor and report on website use metrics including how visitors arrive at the website, pages that were visited, and where visitors were located, and how long they stayed on the site.
4. Make recommendations on how to make the paid ad campaign most effective based on testing and comparing performance (i.e. views, shares, likes, comments etc.) of different ads during the campaign.

5. Attend at least one in-person meeting of the Northern Virginia Clean Water Partners representatives to present results.

III. Schedule

ISSUE DATE: February 7, 2020

QUESTIONS DEADLINE: 5 PM February 21, 2020

PROPOSAL DUE DATE: 5 PM March 6, 2020

A total of three (3) hard copies shall be delivered to NVRC by the proposal due date and one digital copy to info@novaregion.org

CONTRACT PERIOD: From date of contract award through final acceptance of deliverables December 31, 2020, with one (1) one-year renewal period option.

IV. QUALIFICATIONS

a. Agency capabilities

The agency should have the ability to service all aspects of this contract with in-house resources and minimal reliance on subcontractors.

b. Agency experience

Agency should be able to demonstrate at least three examples of projects the agency led conducting environmental, public safety, or public health campaigns on behalf of government or non-profit agencies.

V. EVALUATION CRITERIA:

Selection shall be made by a panel. Preference will be afforded to highly qualified agencies that are adequately staffed and or represented in Virginia or its immediate proximity. Cost is not the sole determining factor.

Proposals will be evaluated with the following criteria in mind:

Criteria	Weight
Proposal is complete and was submitted on-time	10%
Quality of Reference Feedback	15%
Agency provides three examples that demonstrate high quality results	30%
Qualifications of proposed team members	25%
Ability to commence work no later than March 27, 2020	10%
Office Location in Northern Virginia or immediate vicinity	5%
Cost	5%

VI. TERMS and CONDITIONS:

This solicitation is subject to the provisions of the laws and regulations of the Commonwealth of Virginia and any changes or revisions thereto, which are hereby incorporated into this contract in their entirety.

a. Confidentiality

The contractor assures that information and data obtained as to personal facts and circumstances related to NVRC partners or funders will be held confidential during and following the term of this agreement and will not be divulged without NVRC's written consent. All source materials / data / information and resultant work products compiled or created, and any information or portion of information derived there from are the property of NVRC and Clean Water Partners and must not be used by the contractor for any purpose other than the purpose outlined by this agreement.

b. Intellectual Property

All copyright and patent rights to all papers, reports, forms, creations, and deliverables created or developed in the performance of this contract shall become the sole property of NVRC and or the Clean Water Partners.

c. Contract Termination

This contract may be terminated by NVRC for any cause by delivering to the contractor a notice of termination specifying the extent to which performance under the purchase order or contract is terminated and the date of termination. After receipt of a notice of termination, the contractor must stop all work or deliveries under the purchase order or contract on the date and to the extent specified. The contractor will be paid for all work completed and through the date of termination.

VII. PROPOSAL PREPARATION and SUBMISSION:

Proposals should be prepared simply and economically providing a straightforward and concise description of the offeror's ability to meet the requirements of this RFP. Three (3) copies of the proposal should be provided as well as one (1) electronic version of the same.

NVRC nor its agents or funders engages in discrimination against a bidder or offeror because of race, religion, color, sex, nationality, origin, age, disability or any other basis prohibited by city and or state law (VA) relating to discrimination in employment.

Agencies should submit proposals in the format described below and include all the information requested below.

a. Authorization Letter and Signature

Include a letter signed by an authorized agency representative with authority to negotiate on behalf of the agency and indicate acceptance of the terms and conditions.

b. Executive Summary

Include a summary of your proposal that is no more than one page in length.

c. Agency Information

Agency information must include:

Legal name; address; phone; e-mail, years in business, office location that will primarily service this account; primary contact for RFP purposes; EVA Vendor ID or DUNS #. Discuss where (geographically) the in-house staff providing different account services will be based.

d. Technical Proposal

Discuss agency’s approach and ability to complete each of the tasks in the Scope of Work outlined in Section II. Propose a schedule to complete the tasks in Section II.

Discuss any other capabilities that the agency believes can benefit the outcomes of the work outlined in Section II.

e. Qualifications

Discuss the agency’s qualifications and how they pertain to the Scope of Work outlined in Section II. Provide CV’s or resumes of the proposed project manager and team members. Discuss any other qualifications that the agency believes can benefit performance of the work outlined in this RFP.

f. Experience

Discuss experience from at least three projects that are relevant to the scope of work detailed in this RFP including:

- Client Requirements;
- The challenge, budget, goals and objectives;
- Strategy developed to achieve goals and objectives;
- Discuss any additional experience the agency believes address this RFP.

Provide online or otherwise electronic examples of your work for each reference company provided.

g. References

Provide contact information for at least three clients that NVRC may contact. For each reference, indicate the following: a. Client Name; b. Contact Name and Title; c. Contact Phone Number; d. Industry of Client; e. Service Description; f. Length of Relationship; and g. Brief explanation regarding the end of the business relationship, if applicable.

h. Nonbinding Price Proposal

Propose the cost for each task and enter it into the table below.

Agency Name	
Task	Estimated cost
Website Update	
Develop Social Media Campaign Strategy	
Implement Social Media Campaign Strategy	
Total	

NOTE: NVRC is using a competitive negotiation process in this selection. The statutory authority for this is provided in the Virginia Public Procurement Act. Initial selection will be made of the offeror deemed to be fully qualified and offering the best value among those submitting proposals, based on the factors detailed in this RFP – including price, since it is identified as a factor. However, price is not be the sole or primary determining factor in the final selection.

VIII. CONTRACT DEVELOPMENT

Once an entity is selected to enter into contract negotiations, NVRC reserves the right to propose a contract that amends the scope of the RFP or the entity's proposal prior to signing the contract.

If a proposed contract cannot be negotiated with the highest ranked firm, negotiations will be formally terminated. Negotiations shall then be undertaken with the second most qualified firm and so on.

PROPOSALS MAY BE MAILED or HAND-DELIVERED TO:

Northern Virginia Regional Commission Attn.: Receptionist

3040 Williams Drive, Suite 200, Fairfax, VA 22031

NVRC also requests an electronic version sent to info@novaregion.org

Note – No pre-proposal conference will be held concerning this solicitation.

■ **END OF DOCUMENT** ■