

Allegheny County Sanitary Authority (ALCOSAN)

REQUEST FOR QUALIFICATIONS for ON-CALL PROFESSIONAL SERVICES

SOCIAL MEDIA CONSULTANT

July 2018

1.0 INTRODUCTION

The Allegheny County Sanitary Authority (“ALCOSAN”) is soliciting Letters of Interest and Statements of Qualifications (collectively, “Qualifications Submittals”) from firms and individuals interested in providing On-Call Professional Consulting Services for Social Media Services. Individual Consultants are encouraged to submit.

The selected Offeror will provide all services necessary to perform the duties outlined in Section 4.0 “Scope of Services.”

This document is intended to assist Offerors in preparing their Qualifications Submittals for this project. All Qualifications Submittals that fail to conform to requirements set forth herein will not be considered by ALCOSAN.

2.0 COMMUNICATIONS REGARDING THE REQUEST FOR QUALIFICATIONS

Questions and requests for clarification regarding this Request for Qualifications (“RFQ”) must be directed, in writing, to:

Suzanne Thomas
Procurement Officer
Allegheny County Sanitary Authority
3300 Preble Avenue
Pittsburgh, PA 15233-1092
Email: suzanne.thomas@alcosan.org

Responses to all general questions and requests for clarification will be posted on ALCOSAN’s website. ALCOSAN will provide, in writing, any clarifications, changes and/or other information deemed to be necessary as an addendum to this RFQ.

An Informational Meeting will be held at 10:00 am, July 23, 2018, at the ALCOSAN Auditorium at 3300 Preble Ave., Pittsburgh, PA 15233 to present and clarify the goals and purpose of the Request for Qualifications.

3.0 OBJECTIVE

ALCOSAN’s intention is to retain highly qualified On-Call Social Media Consulting firms and individuals to provide the services described herein. Firms and team members

with significant experience in providing the On-Call service set forth herein will be given prime consideration for this project. Those firms that participate in this Request for Qualification (RFQ) process will be referred to as “Proposers.” The successful firm shall be referred to as the “On-Call Professional Services Firm.”

4.0 SCOPE OF SERVICES

On-Call Service: Social Media Consultant
Location: 3300 Preble Ave., Pittsburgh PA 15233
Maximum Term: 2 years from Notice to Proceed

The successful contractor will assist the Communications department in the following:

1. Assessing the current status of the Authority’s social media presence, including assisting with any technical changes (consolidation of accounts, name changes, etc.)
2. Assisting the department in streamlining the existing social media presence
3. Researching new social media outlets for possible use by the Authority
4. Researching and assisting with implementation of social media best practices
5. Researching and assisting with implementation of social media audience building

Note: This is not a writing or content creation position; however, successful candidate should have a working knowledge of social media content best practices.

5.0 SCHEDULE OF RFQ EVENTS

- Release of RFQ Documents July 13, 2018
- Informational Meeting July 23, 2018
- Deadline for submission of questions August 1, 2018
- Deadline for Proposal Submission August 10, 2018
- Interviews August 29, 2018
- Consultant Selection (*tentative*) September 27, 2018
- Contract Negotiations (*tentative*) October 2018
- Commencement of Contract (*tentative*) October 25, 2018

6.0 EVALUATION OF QUALIFICATIONS SUBMITTALS/SELECTION PROCESS

In addition, to the proposal, all or some of the Proposers may be required to interview as part of this evaluation. ALCOSAN’s Procurement Project Team shall review, discuss and independently score all Qualifications Submittals/Interviews. The Procurement Committee will score Qualifications Submittals based upon the following non-exhaustive list of criteria:

1. Experience in establishing a social media presence for a business; experience in utility, government or public authorities a plus
2. Technical experience in navigation of social media outlet rules and regulations
3. Experience in social media audience building and engagement

4. Experience in social media layout and design
5. Ability to work on site at ALCOSAN at least two days a week
6. Interview

Based on the results of the evaluation, the Procurement Project Team shall submit a recommendation of the best qualified On-Call Professional Services Social Media Consultant to the Professional Services Committee.

Upon award of an On-Call contract, ALCOSAN will issue service authorizations on an as-needed basis, using the labor rates identified in this procurement.

7.0 QUALIFICATIONS SUBMITTALS

Six [6] hard copies of sealed Qualifications Submittals and one electronic copy (CD) are required. Qualifications submittals must be received by ALCOSAN no later than 2:00 PM on August 10, 2018.

All copies of Qualifications Submittals and one (1) CD should be addressed as follows:

Statement of Qualifications for On-Call Social Media Services

Allegheny County Sanitary Authority
3300 Preble Avenue
Pittsburgh, PA 15233-1092
Attn: Suzanne Thomas, Procurement Officer

Late and/or noncompliant Qualifications Submittals will not be accepted for any reason. If submittals are being hand-delivered, please allow enough time to process through Security. If submittals are submitted via courier or USPS, it is the Offeror's responsibility to ensure delivery has been made.

To enable ALCOSAN to efficiently evaluate the Qualifications Submittals, Proposers must strictly follow the required format in preparing their Qualifications Submittals. Any Qualifications Submittals that do not follow the required format will be considered non-responsive. Non-responsive Qualifications Submittals will not be scored.

Each hard copy of the Qualifications Submittals shall be bound using GBC or other semi-permanent binding to ensure that pages are not lost. Pages shall be no larger than standard letter size 8 1/2" x 11" or folded to that dimension. Each section (as set forth below) shall be separated by a tabbed divider. Elaborate covers, binding, dividers, and the like are not required.

Electronic copies may be submitted as a Word, PDF, or other appropriate electronic document format and must be on a CD.

Each Qualifications Submittal shall be organized in the following order:

A. Cover Letter: Provide a cover letter and company profile introducing the Offeror. This letter shall commit to the terms of this RFP and shall be signed by the individual or the person authorized to bind the company.

B. Outside Cover and/or First Page: Shall contain the name of the RFQ (“Qualifications Submittals for On-Call Professional Social Media Services”), the name of the Proposer, point-of-contact, contact information (email address and phone number), and the submittal date.

C. Table of Contents

D. Experience/Past Performance (Tabbed Section 1): The Offeror shall select up to five (5) projects of a similar scope of work best representing the Offeror’s project experience. For each project, the Proposer shall prepare a brief, one-page, single-sided summary of the project including the following information:

- Project Name and Location
- Date(s) of Project
- Project Owner
- Contact Name/Telephone Number/Email Address
- Brief Description of the Project, highlighting the involvement of the Proposer

ALCOSAN shall use these projects as references for the Firm as part of the past performance review so Proposers should notify the client(s) to let them know they may be contacted.

E. Personnel Experience (Tabbed Section 2): The Offeror will submit up to five (5) pages, describing the experience and education of the social media consultant. In addition, the Offeror shall provide a resume not exceeding two (2) pages.

F. Scenario Demonstration (Tabbed Section 3): The Offerors must take the following scenarios and provide an appropriate social media campaign to address/promote these issues with the greatest number of contacts:

- a. ALCOSAN Rate Increase – Show how ALCOSAN can reach the largest number of rate payers with the most information to avoid negative backlash.
- b. ALCOSAN Open House – Show how ALCOSAN promotes the Open House on social media to reach the highest number of attendees.
- c. ALCOSAN Scholastic Outreach Event – What social media would be best to reach the highest number of schools and teachers?
- d. ALCOSAN Audience Building – Show how ALCOSAN can increase the number of followers for its social media outlets.

G. Price Proposal (Tabbed Section 4): The Offeror will submit a completed On-Call Services Price Proposal, which is attached to this RFQ as Appendix A.

H. Commitment to MBE/WBE/SDV Participation Goals (Tabbed Section 5):

ALCOSAN encourages businesses owned and operated by minorities, disadvantaged, women, and service disabled veteran business enterprises to submit Qualifications Submittals or to participate as Subconsultants or suppliers. The On-Call Professional Services Offeror shall be required to utilize minority, disadvantaged, and women's business enterprises to the fullest extent possible. The MBE/WBE/SDV participation goals are 10-25% of the total value of the On-Call Professional Services Offeror's services. The SDV participation goals are 3% of this same total value. A copy of ALCOSAN's Minority and Women Business Policy Statement is available upon request.

All large businesses shall submit an ALCOSAN Solicitation and Commitment form, highlighting MBE/WBE/SDV companies the Offeror has contacted relating to this procurement. Failure to comply with this requirement shall result in the submittal being considered non-responsive.

I. Potential Conflict of Interest (Tabbed Section 6): The Consultant is required to immediately notify ALCOSAN of potential conflict of interest situations, with ALCOSAN reserving the right of termination of the "Agreement for Professional Services" and any related service authorization if, in ALCOSAN's view, a conflict of interest is possible. Each Proposer shall submit in its Technical Proposal a Certificate of Conflict of Interest (See Appendix B) and show appropriate information to support its belief that its business activities do not and will not create a conflict of interest situation. This information could include detailed descriptions of existing contractual relationships, corporate policy statements related to the conflict of interest issue, and certified statements by authorized corporate officials related to present and future courses of action. The Proposer should pay particular attention to affiliate activities.

J. Non-Collusion Affidavit (Tabbed Section 7): A copy of ALCOSAN's Non-Collusion Affidavit is attached hereto in Appendix C. Proposer must execute the Non-Collusion Affidavit and include the form in the Technical Proposal for the proposal to be considered responsive.

K. Right to Know (Tabbed Section 8): ALCOSAN is a municipal authority and is therefore subject to requests through the Pennsylvania Right-To-Know Law (RTKL). Submittals may become part of a RTKL request during and after the subsequent contract. **All Proposers shall clearly identify only that portion of the proposal which is considered company proprietary information and, therefore, exempt under the RTKL.** A legend at the beginning of the proposal and/or on every page will not be considered sufficient. If there is no information contained in the submittal that may be exempt from the RTKL, Proposers shall make a statement to that fact in this section.