

SCHUYLKILL RIVER PASSENGER RAIL AUTHORITY
RFP 2022-02: SOCIAL MEDIA CONSULTING SERVICES
PROPOSAL DUE DATE: WEDNESDAY, MARCH 22, 2023

1.0 Introduction

The Schuylkill River Passenger Rail Authority is seeking proposals from qualified social media consultants to support our organization's efforts to increase engagement with customers and stakeholders through social media channels.

2.0 Scope of Work

The consultant will be responsible for the following tasks:

1. Develop and implement a comprehensive social media strategy that aligns with the Schuylkill River Passenger Rail Authority's goals and objectives.
2. Manage and regularly maintain the Schuylkill River Passenger Rail Authority's social media presence, including content creation, curation, and scheduling.
 - a. At a minimum post once per week to all agreed social media platforms
 - b. Monitor all platform activity daily.
 - c. Respond to questions/comments in a timely manner
3. Create and execute engaging social media campaigns to increase engagement and reach.
4. Analyze and report on the effectiveness of social media efforts, and provide recommendations for continuous improvement.
5. Stay current on best practices, emerging trends, and developments in the social media space, and incorporate this knowledge into the strategy and execution of social media efforts.
6. Attend monthly SRPRA Authority Board Meeting and monthly Communications and Public Relations Committee Meeting (both virtual)

3.0 Qualifications

The following qualifications are required for the social media consultant:

1. Proven experience in developing and implementing social media strategies for organizations. Knowledge of, or experience in, transportation and familiarity with Eastern Pennsylvania Region preferred.
2. Strong knowledge of social media platforms, including initially Facebook, Twitter and LinkedIn, and others as agreed.
3. Excellent written and verbal communication skills.
4. Ability to analyze and interpret data, and use this information to drive strategy and decision-making.
5. Strong project management skills and ability to work independently and as part of a team.

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4.0 Proposal Submission Requirements

Proposals should include the following information:

1. A summary of the consultant's experience and qualifications, including relevant case studies.
2. A detailed description of the proposed social media strategy, including specific tactics and metrics for measuring success.
3. A proposed project timeline, including key milestones and deliverables.
4. Billing rate and fee structure.
5. A detailed budget, including all anticipated costs for personnel, software, equipment, and other expenses.
6. Three references from clients for whom the consultant has provided similar services.

5.0 Evaluation Criteria and Selection Process

Proposals will be evaluated based on the following criteria:

1. Relevance of the consultant's experience and qualifications to the requirements of this project.
2. Quality and creativity of the proposed social media strategy.
3. Feasibility and viability of the proposed timeline and budget.
4. Strength of the references provided.

This is a "Best Value" solicitation. The Authority will award a contract to that responsive and responsible offeror that, in the Authority's sole opinion, has the combination of requisite and applicable experience, knowledge and qualifications, and price, that best serves the Authority's interest. The evaluation, selection and award process will be based solely on the information provided in the proposals, and any supplemental information sought by the Authority from the proposer, if deemed by the Authority in its sole discretion to be necessary for purposes of clarification.

The SRPRA considers factors such as applicable experience, knowledge and qualifications to be more important than price, but proposers must recognize that if multiple proposers have comparable non-price factors including experience, knowledge and qualifications, price could become the primary deciding factor. The SRPRA may, in determining the most advantageous proposal, award a contract to other than the lowest priced offer or other than the highest technically rated offer, or may elect not to award a contract to any of the proposers.

6.0 Submission Deadline: March 22, 2023

Contact Information: Please submit proposals or any questions to Thomas Frawley,
TFrawley@GoSRPRA.com

The Schuylkill River Passenger Rail Authority reserves the right to accept or reject any or all proposals, or to cancel the RFP process at any time.