

Date Issued: January 10, 2023

Request for Proposal No.: 23-007

The City of Decatur will accept sealed Request for Proposals (RFP) for the following:

Description: **Social Media Resource**

**RFPs must be received before: January 24, 2023 at 2:00pm**

Return sealed RFP to:

Regular Mail

City of Decatur  
Purchasing Department  
P.O. Box 488  
Decatur, AL 35602

Courier

City of Decatur  
Purchasing Department  
Third Floor  
402 Lee St., NE  
Decatur, AL 35601

I/We agree to furnish at the prices shown and guarantee that each item offered will meet or exceed all specifications, terms and conditions, and requirements listed. I herein affirm I have not been in any agreement or collusion among respondents in restraint of freedom of competition by agreement to respond at a fixed price or to refrain from responding or otherwise. I have read and understand all terms and conditions of this RFP.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Typed/Printed Authorized Name

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Title

\_\_\_\_\_  
Contractors License No. (if required)

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Fax

Opening Date: January 24, 2023

RFP No.: 23-007

Opening Time: 2:00pm

- A bid bond IS NOT required for this RFP.
- Evidence of insurance is not required for this RFP.
- Delivery can be made \_\_\_\_\_ days or \_\_\_\_\_ weeks after receipt of order.
- Prices valid for acceptance within \_\_\_\_\_ days (not to be less than 30 days)
- RFP responses **SHALL** include (1) original version with original signatures and (1) copy of the original.
- Include any additional information that could assist in the City's decision making process.

**NOTE: FOR THIS RFP TO BE CONSIDERED RESPONSIVE, ALL INFORMATION REQUESTED SHOULD BE SUPPLIED, AS APPROPRIATE OR THE ENTIRE RFP MAY BE DISQUALIFIED. RFP RESPONSE MUST BE IN INK OR TYPED WITH THE ORIGINAL SIGNATURE INCLUDED.**

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Bidder Signature

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Company

## STANDARD TERMS AND CONDITIONS

**IN ORDER TO SUBMIT A RESPONSIVE RFP, IT IS VERY IMPORTANT THAT ALL TERMS AND CONDITIONS, SPECIFICATIONS AND INSTRUCTIONS ARE READ THOROUGHLY.**

RFP response envelopes shall be properly identified on the front with the invitation to RFP number, opening date and time. Each individual invitation to RFP shall be submitted in a separate sealed envelope. Multiple RFP responses submitted in the same envelope/courier package (that are not in separate envelopes properly identified) shall be rejected. The Purchasing Department assumes no responsibility for late RFP responses that occur due to the U.S. Postal Service or private courier service.

RFP responses and signature page must be submitted on this form in ink or typewritten or the RFP will be rejected. Include (1) copy of the original RFP response.

For a “no-RFP” response, return the signature page signed and marked “no RFP”. Without this Non-response notice, a vendor may be removed from active bidders list.

The attached specifications are being provided to potential bidders as guidelines that describe the type and quality of equipment, supply, and/or service the City of Decatur is seeking to purchase. The bidder must indicate compliance or list exceptions to each specification item for consideration. Failure to comply with this provision could be cause for rejection of the RFP.

RFP responses must be received in the office of the Purchasing Department not later than the date and time specified.

The Purchasing Department will not accept facsimile (fax) nor email transmissions of RFPs.

Changes or modifications of this Invitation to RFP are allowed only by written authority of the Purchasing Agent.

Non Appropriation of Funds: Continuation of any agreement between the City of Decatur and a bidder beyond a fiscal year is contingent upon continued legislative appropriation of funds for the purpose of this RFP and any resulting agreement. Non availability of funds at any time shall cause any agreement to become void and unenforceable and no liquidated damages shall accrue to the City as a result. The City will not incur liability beyond the payment of accrued agreement payment.

Descriptive Literature: Reference to brand names and numbers is not restrictive, unless otherwise specified. RFPs on equivalent items meeting the standards of quality indicated will be considered, providing the RFP clearly describes the item offered and indicates how it differs from the referenced brands. Descriptive literature on any supplemental information necessary for comparison purposes shall be submitted with the RFP or the Purchasing Agent may reject the RFP for that item. Reference to literature submitted with a previous RFP, or on file with the Purchasing Department will not satisfy this requirement.

The City of Decatur reserves the right to modify all or any portion of this Invitation to RFP when the best interest of the City is involved.

The City of Decatur reserves the right to award to a single vendor, multiple vendors an award all or part of this RFP to single or multiple vendors.

The City of Decatur reserves the right to seek clarification from vendors submitting responses to this RFP.

The City of Decatur is exempt from all Federal, State and local sales and use taxes.

All respondents shall maintain such insurance as will protect bidder and the City of Decatur from claims under Workman's Compensation Acts and from claims for damage and or personal injury, including death, which may arise from the operation and/or fulfillment of the resulting contract of this Invitation to RFP. Insurance shall be written by companies authorized to do business in Decatur, Alabama. Evidence of insurance shall be furnished to the City of Decatur Purchasing Department with submitted RFPs when requested.

Any individual, company, or corporation doing business with the City of Decatur must possess and show proof thereof all proper licenses and/or proper certifications required by Federal, state and local statutes and regulations prior to award.

The City of Decatur reserves the right to terminate any contract resulting from this RFP for just and reasonable cause whereby it appears to be in the best interest of the City.

The successful respondent agrees, by entering into this contract, to defend, indemnify, and hold the City of Decatur harmless from any and all causes of action or claims of damages arising out of or related to respondents performance under this contract.

The successful respondent shall abide by all Federal, State, and Local Statutes, laws, regulations, and ordinances.

**An electronic version of this RFP is available on the City's website at [www.decaturalabamausa.com](http://www.decaturalabamausa.com) or by emailing [purchasing@decatur-al.gov](mailto:purchasing@decatur-al.gov). In order to decrease the evaluation time and insure award by the award date please enter your responses in the electronic version if possible, and return it with a hard copy of the original and (1) copy of the original with your RFP response package.**

Exclusion of the electronic files in a RFP response is not a basis for rejection.

The hard copy of the invitation to RFP on file in the City of Decatur Purchasing office shall serve as the master document. Any alterations, deletions, additions or other changes that materially change the intent of the RFP could be considered grounds for rejection of the RFP response.

**A RFP RESPONSE MAY BE REJECTED IF:**

- RFPs improperly submitted or identified
- RFPs not signed or not original signature
- Requested information, or documentation not submitted with RFP
- Failure to acknowledge receipt of addendum with RFP

- Material alteration of the master document
- Invitation to RFP number not on face of envelope
- Received late
- RFP response not on the original form
- RFP not in ink or typed
- Proper licensing not included/provided as required by law

Notice: As a condition of contract, grant or incentive performance with the City of Decatur, compliance with the requirements of the Beason-Hammon Alabama Taxpayer and Citizen Protection Act must be provided. Please enter the name of your company and your name and complete the affidavit below. Your signature must be notarized.

BUSINESS NAME: \_\_\_\_\_

APPLICANT'S NAME: \_\_\_\_\_

**E-VERIFY AFFIDAVIT**

I am the applicant listed above. In my capacity as \_\_\_\_\_ of the business entity listed above, I do hereby execute this affidavit on behalf of the business listed above and, by executing this affidavit, I verify that business' compliance with Section 31-13-9 of the Code of Alabama, 1975, stating affirmatively that it does not knowingly employ, hire for employment or continue to employ an unauthorized alien. Further, the business has registered with and is participating and will participate during the performance of any contract with the City in the federal work authorization program known as "E-verify" web address <https://e-verify.uscis.gov/enroll> , operated by the United States Citizenship and Immigration Service Bureau of the United States Department of Homeland Security to verify information of newly hired employees pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P. L. 99-603, in accordance with the applicable provisions of Alabama's Immigration law.

The undersigned further represents that, should the business employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to the contract with the City, it will secure from such subcontractor(s) verification of compliance with Section 31-13-9 of the Code of Alabama, 1975, in a form substantially similar to this affidavit. The Business further agrees to maintain records of such compliance and provide a copy of each said verification on request of the City.

\_\_\_\_\_  
E-verify Employment Eligibility Verification User Identification Number

\_\_\_\_\_  
Applicant

Sworn to and subscribed before me on this the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

\_\_\_\_\_  
Notary Public

My Commission Expires: \_\_\_\_\_

**By signing this contract, \_\_\_\_\_ represents and agrees that it is not currently engaged in, nor will it engage in, any boycott of a person or entity based in or doing business with a jurisdiction with which the State of Alabama can enjoy open trade.**

## **Social Media Resource**

### **Request for Proposal**

#### **Job Summary**

The purpose of this role is to coordinate and execute communications activities to include design, development, and oversight of strategic communications, public and media relations, visual communications, and social media platforms. Responsibilities focus on citizen and employee communications, media in all platforms, and public relations. This position works under the direction of the Office of the Mayor and in coordination with city officials and department heads, managers, supervisors, and the community in the promotion of City communications, activities and programs. The company in this position exercises independent judgement and efficient manner as follows:

#### **Major Job Duties**

- Monitors news media, both locally and nationally, for events that may have an impact on City activities; maintaining organized and accessible files of news items.
- Keep management informed regarding citizen and media inquiries, issues or complaints.
- Develop marketing and promotional strategies, materials and presentations to generate awareness of the City's programs and activities. This will include growing followers for the City's social media platforms.
- Communicate with City departments to coordinate efforts in accordance with department and city goals.
- Remain current in social media trends; assists in publishing pertinent and accurate information as it becomes available to appropriate social media outlets.
- Lead and manages digital footprint, media impact, and public relations efforts for affiliated organizations (e.g., One Decatur, Positively Decatur)
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and target audience identification.
- Generate, edit, publish and share daily content (including original text, images, video or HTML) that builds meaningful connections and encourages community members to participate in City programs and activities.

- Optimize city pages within each platform to increase the visibility of the City's social content.
- Continuously improve by capturing and analyzing appropriate social data/metrics, insights and best practices, and then acting on the information.
- Collaborate with other departments to manage online reputation, identify key players and coordinate actions.
- Collaborate often with other departments to identify where public relations activities would help, such as announcing a new program, a change in service or City ordinance, or enhanced service features to better serve our citizens.
- Take photographs of events, ceremonies, and other City activities for use in City communications.
- Incorporate continuous quality improvement principles in day-to-day communications activities.
- Must accomplish the essential functions of the job, with or without reasonable accommodations, in a timely manner.

## **Guidelines**

City policies.

## **Contacts**

- Contacts are typically with city employees, elected and appointed officials, members of the community, and members of the general public.
- Contacts are typically to exchange information, motivate persons, negotiate matters, resolve problems, and provide services.
- Social media comments and responses should be approved and made by a designated City employee.

## **Duties Specific to Positively Decatur**

- 5 social media posts per week on [Facebook](#) and [Instagram](#) with an accompanying photo or cell phone video. These need to be representative of current positive things or cool stories about people in Decatur. Red Sage would work with you to brainstorm ideas each month. While some of these can be shared posts from other community stakeholders (tourism, chamber, EDA, Hospital, Schools, etc.), original posts need to be the majority.
- Produce Facebook/Instagram reels if you are out and about in the community.
- Researching positive news about Decatur in the media and posting links to articles on the Positively Decatur website. Red Sage typically conduct a range of google news searches once or twice a month around phrases such as “Decatur Alabama”, “Decatur Alabama Arts”, “Wheeler Wildlife Refuge”,

Decatur Morgan Hospital”, Decatur City Schools”, “Decatur Alabama Award” etc. [You can see the news application here.](#)

- Setup and man the Positively Decatur booth at up to three 3<sup>rd</sup> Friday events where Positively Decatur t-shirts and koozies are distributed, and conversations with attendees take place to raise awareness of Positively Decatur and identify any potential stories.
- If you have other ideas for services for the City – such as producing 3D tours of downtown Decatur, Ingalls Harbor, or other attractions, you would discuss that with the city and include in your contract. You could potentially contribute guest blogs around attraction features with 3D tours, if the City approves the additional cost.

Here is how Red Sage will partner with the successful vendor:

- Red Sage will provide access to Agorapulse – the social media management software they use and teach you how to use it and send proofs of your posts to the City for review and approval. We would only check your posts for spelling and grammar – the City would have final approval.
- Red Sage will provide best practice social media training including how to produce reels for Positively Decatur posts regarding tone, emojis, topics, etc.
- Red Sage will provide access to the Positively Decatur website built in Wordpress and teach you how to add news articles – and best practices for searching for news articles.
- You would work with Ansleigh Justice, the Red Sage social media specialist, to stay in the loop of upcoming stories, submitted stories, and post opportunities each month. You would have freedom to choose your posts on your own – we only ask that they fit in with the themes and positivity of the overall campaign.
- Red Sage will provide feedback and suggestions based on the engagement results we are seeing.

**Required Submittals to be included your sealed and marked response:**

- Qualifications, Experience and Capabilities
- Technical approach and ability to complete the stated RFP requirements
- Capacity of your firm to perform the work
- References and demonstrated capability to accomplish similar scope of services
- Pricing Structure and total annual cost to the City

**The Successful firm must have a physical office within a 40-mile radius of Decatur City Hall.**