**TDM Outreach through Social Media**

The Delaware County Transportation Management Association (DCTMA) is seeking proposals from qualified vendors for social media design and improvement services.  The bid will form the basis of a contract between DCTMA and the awarded vendor to provide the DCTMA’s social media needs related to Transportation Demand Management Programs.  The contract period will be from date of award until June 30, 2021.

**DCTMA Timeline for RFP Process and Completion of Project:**

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| Posting of Request for Proposal: | *October 7, 2019* |
| Submission of Inquiries by Email: | ***The week of October 21st. Questions will be answered by 10/28*** |
| Posting of Responses to Inquiries: | **Rolling basis** |
| Proposal Submission Deadline: | ***November 22, 2019* at 10:00 AM EST** |
| Selection of Awardee: | ***December 6, 2019*** |

**DCTMA Mission Statement:**

The Delaware County Transportation Management Association (DCTMA) is a private, non-profit, non-partisan organization dedicated to improving the transportation network serving the county.  The mission of the DCTMA is to provide a forum where employers; local, county, and state agencies; and transit authorities can cooperatively address transportation issues and coordinate cost-effective and efficient strategies.  Through coordinated planning and cooperative efforts, the DCTMA helps to promote a cleaner, healthier environment, sustain the quality of life, and enhance the economic vitality of Delaware County.

**DCTMA’s Vision**: Through coordinated planning and cooperative efforts, the DCTMA helps to promote a cleaner, healthier environment, sustain the quality of life, and enhance the economic vitality of Delaware County.

DCTMA fully complies with Title VI of the Civil Rights Act of 1964 and related nondiscrimination statutes in all activities. For more information, contact the DCTMA.

DCTMA is funded through a variety of funding sources including federal grants from the U.S. Department of Transportation's Federal Highway Administration (FHWA), the Pennsylvania Department of Transportation, and SEPTA.

# Project Background

Serving Delaware County, PA since 1993, DCTMA works in creating and maintaining a livable, sustainable, and economically competitive community, through Transportation Demand Management (TDM) and Transit Oriented Development (TOD). Delaware County is comprised of 191 square miles with land use that varies from the dense urban core in the City of Chester, and the municipalities of Darby Borough, and Upper Darby Township, to the open, rural areas of Chadds Ford. DCTMA staff works with municipal, city, county, and state representatives and many other partners to improve transportation, promote smart growth, protect the environment, and build the economy.

**Projects and Service Areas:**

DCTMA, with its established credibility and alternative transportation knowledge, will act as an influencer on social media to gain and persuade followers to consider alternative transportation. The targeted demographic will be users of social media, ages 24-39. This will specifically target Instagram, and target commuters working/and or living in Delaware County. However, to create a full social media experience all platforms will be used.

To heighten awareness of our program and encourage engagement, incentives will be offered to followers. For example – for Instagram, the most popular site, followers can be invited to sign-up for Share-A-Ride and be entered into a drawing for a gift or the 1,000th follower will receive a promotional item, such as a DCTMA baseball hat (paid for by the DCTMA); on Twitter or Facebook, the first 5 people who share a post today will receive a promotional item. These are opportunities to generate a buzz about the sites.

Campaigns will be created for events and TDM-related programs such as Bike to Work Day, Try Transit Day, and DCTMA-hosted webinars and events, etc. Specific hashtags will be used for these events as well as landing pages to direct followers to pages on our website. (Landing pages are web pages for a specific event or program.) Using these pages, available through a designated link, allows tracking of where clicks to that page come from, and from which social media platform, as the follower is directed to that specific page on our web site. To further engage followers, specific hashtags will be created for each campaign and questions and answers will be used to educate and engage followers.

It is important that the message does not become stale. To keep followers engaged, posts from time to time will include pieces of interest: transportation related surveys, games, video, and memes. These are additional ways to determine interest in the project and its effectiveness.

This project will use all means of social media communication currently available. The social media platform content will support DCTMA air quality and congestion mitigation projects by connecting PennDOT, DVRPC, County Planning, and SEPTA with DCTMA members and non-members, through Likes and Shares, as a way to build awareness of TDM and TOD measures.

# Scope of Work and Deliverables

Using a specialized vendor to analyze the following DCTMA-administered projects and their target audiences, prepare recommendations for cost-effective TDM social media, and produce and secure the social media content as necessary. At this time, three major projects would be involved, although more projects and/or additional funding may be added during the year.

**Timing:**

The DCTMA proposes work on this project to June 30, 2021. There are two pieces to this project, first to educate people about alternative transportation and, second to move people to actually try cycling, carpooling or SEPTA. Using public transportation often takes some education and encouragement. Potential riders may feel weather is a deterrent to public transportation and bicycling; as such, spring and fall will be the best times for trying transit, and two cycles would be better to show a change in behavior.

In October 2019, a request for quote will be sent to potential sub-contractors. In December a sub-contractor will be chosen to work with the DCTMA. In January the first campaign will begin and continue through June 30, 2021 with general education and outreach. Specific programs and events by the DCTMA will be highlighted, including:

* September’s Try Transit Month (2020)
* TDM Educational Legislative Breakfast – a meeting for partners and legislators to learn about TDM opportunities available to their constituents in an effort to engage the entire community in reducing the use of the single occupancy vehicle. (Fall 2020)
* December and through the winter, telecommuting will be stressed with continued promotion of SEPTA.
* April will promote walking, cycling and public transit. (April 2020 & 2021)
* DCTMA’s Municipalities TDM Conference is also in April. (April 2020 & 2021)
* May will include Bike to Work Day. (May 2020 & 2021)

In June 2020, the selected vendor will review the program’s results with the DCTMA in order to determine efficacy and any changes that may need to be made. June of 2021, a final report will be presented to the DCTMA. Monthly reports will also be submitted to the DCTMA with details on work accomplished, as well as analytics.

# Submission Information:

Technical and Administrative Proposal submissions are due no later than 10:00 AM EST on ***Friday, November 22, 2019.*** Please note that file sizes must be under 25 MB. Acceptable file types are .pdf, .doc, and .docx.

Proposals submitted after the submission deadline, that do not strictly adhere to the submission instructions, or that are non-responsive to any of the requirements of this RFP may be deemed disqualified and may be ineligible for award.

# Technical Proposal Requirements

The proposal, transmitted as a .pdf, .doc, and/or .docx file should contain the firm name and be titled “Technical Proposal.” Please submit your Technical Proposals via email to info@dctma.org. The firm that submits the proposal, “Respondent,” must include the following elements in order:

## **Work Plan Content**

## **Work Product Examples**

## **Cover letter** from a principal of the Respondent, providing summary of proposed solution of the project, along with primary contact information (phone number and email address). (1 page maximum)

## **Project Team Description** including qualifications, relevant experience, and contact information for each team member. Please identify the project manager, key personnel, and any sub-consultants, and include an organizational chart of the project team, if available. If team of consultants, explain how team may have previously worked together. (1 page maximum)

## **Detailed Summary of Experience** related to the type of social media services described in this RFP. Possible elements can include methods, approximate geographic size, project’s beginning and end dates, explanations of significant delays, successes, and lessons learned. (2 page maximum)

## **Proposal Narrative** providing sufficiently detailed information of proposed project methods and discussion of their approach so that the Respondent’s competence and ability to provide the required deliverables of task and products is clearly demonstrated. The narrative should specify which tasks will be done by the lead consultant and which tasks will be done by sub-consultants, if applicable. Respondents are invited to present alternative methods that would enhance the deliverables or shorten the time required to complete the deliverables. (5 page maximum)

## **Detailed Project Schedule** outlining the Respondent’s proposed sequence of activities. (1 page maximum)

**Please Note: All Technical Proposals are to be sent via e-mail separate from the Administrative Proposal to** info@dctma.org.

# Evaluation Criteria

A selection committee consisting of representatives from the DCTMA Marketing Committee will evaluate each proposal properly submitted and, at its discretion, recommend an awardee or awardees to the DCTMA Board.

Criteria have been established to guide the evaluation of each Respondent’s proposal. The following weighted criteria will be used to evaluate and rank proposals:

## **Technical approach and project understanding (weight 40%):** Respondents should clearly detail their methods and approach to the project. Respondents are encouraged to offer suggestions for enhancing specific tasks or the overall work and/or propose innovative techniques to improve the results of this analysis.

## **Professional qualifications and experience in similar work (weight 30%):** Respondents should demonstrate their qualifications and experience as it relates to carrying out the project.

## **Ability to perform within schedule (weight 30%):** Respondents should demonstrate an ability to perform the tasks proposed within the allotted time.

Negotiations for award of the contract will be to the Respondent(s) that best meet the evaluation criteria. DCTMA reserves the right to award in part or as a whole. DCTMA may reject all proposals. DCTMA further reserves the right to negotiate cost and scope elements with the leading Respondent(s).

# Contract

The contract will be between DCTMA and the selected Respondent, who will be technically and administratively responsible to DCTMA. DCTMA will authorize all payments to the selected firm. The contract will be cost reimbursable with a fixed fee.

Length of contract and availability of funds will be provided in the contract details. Should additional funding become available for related work DCTMA may negotiate with the selected Respondent to perform the work for up to three additional years.