



Great Rivers Greenway

REQUEST FOR QUALIFICATIONS FOR Social Media Consulting Services

SUBMITTAL DUE DATE: DECEMBER 9, 2022
4:00pm Prevailing Central Time

SUBMITTAL LOCATION: www.greatriversgreenway.org/jobs
Register online to receive upload link and other instructions. Submit qualifications in
.PDF format only.

PROJECT SUMMARY

Great Rivers Greenway (“GRG”) requests submissions from qualified firms or individuals interested in providing Social Media Consulting Services. Examples of services GRG is interested in may include the following:

- Auditing and analyzing metrics for all Great Rivers Greenway social media accounts
- Recommending strategies and tactics to improve reach and engagement across all social media platforms
- Identifying/assisting with social media marketing opportunities
- Influencer outreach
- Event amplification
- Social media content creation
- Training/coaching GRG staff as needed to stay up-to-date with changing algorithms, trends, and best practices across each social media platform.
- Other services as needed

From the submittals, GRG may establish a list of pre-qualified consultants with whom GRG may choose to contract for particular needs over the next three (3) years and/or may select one firm for a period of time not greater than three (3) years. For any firms or consultants who responded to the Marketing Services RFQ in Fall 2021, you do not need to respond to this RFQ, you are already a qualified vendor.

ANTICIPATED PROCUREMENT SCHEDULE

November 17, 2022: GRG Issues Request for Qualifications

November 28, 2022: RFQ Questions due to GRG by 4:00pm Prevailing Central Time

November 30, 2022 Responses to questions shared with everyone who has downloaded the request for qualifications.

December 9, 2022: Qualification Submittals Due to GRG’s Web Site
4:00pm Prevailing Central Time

December 12-16: Interviews (if needed)

BACKGROUND



Great Rivers Greenway

GRG is a regional public agency serving the City of St. Louis, St. Louis County and St. Charles County. Formed under RsMO 67.100 as the Metropolitan Parks and Recreation District of St. Louis, d/b/a as Great Rivers Greenway. GRG connects the St. Louis region with greenways, making it a vibrant place to live, work, and play. Through this effort, GRG works to provide active transportation alternatives, seek infrastructure reuse, preserve nature, improve health and increase equitable economic vitality of the St. Louis Region. More information can be found at <http://greatriversgreenway.org>.

Great Rivers Greenway is operated by a 33-member staff and governed by a 12-member Board of Directors. Staff members work within five groups referred to as Build, Promote, Sustain, Administration/Finance, and the Great Rivers Greenway Foundation. The Great Rivers Greenway Foundation is a separate 501c3 organization supporting private funding of greenway projects and is housed within the GRG offices.

Great Rivers Greenway is committed to Diversity, Equity and Inclusion. Our DEI Plan can be found here at <http://bit.ly/GRGDEI>,

QUALIFICATIONS

The selected consultant(s) may be an individual(s) or firm(s) that best demonstrate the ability to assist Great Rivers Greenway with social media strategies and tactics to enhance visibility, engagement and reach.

Qualified consultants must demonstrate capacity, experience and success with assignments of this type. All consultants will be evaluated on the criteria listed under "Selection Process" section below.

INSTRUCTIONS FOR PREPARING QUALIFICATIONS

Please upload your submission as a single .PDF file to the GRG web site (link will be provided to you). Submission file should include:

Submission should be no more than 15 pages and must include the following:

- A. Letter of interest that clearly summarizes:
 - Qualifications of the consultant
 - Primary contact
 - Understanding of the assignment
- B. Overview of consultant firm and individuals assigned to this effort, including brief resumes of staff members.
- C. Description of consultant's experience with local governments and similar agencies associated with parks, trails, open space and/or infrastructure reuse.
- D. Profile of three relevant assignments (including reference's contact information) for three similar agencies including examples of successful outcomes.
- E. Description of consultant's approach and scope of services
- F. Statement of proposed compensation structure and hourly rates including anticipated reimbursable expenses.
- G. Description of the firm's ownership structure, including percentage ownership by women and minorities and DBE/WBE/MBE certification



- H. Disclosure of any material agreements, relationships, or employment your firm or team members have that may create a conflict of interest or the appearance thereof with Great Rivers Greenway staff and/or Board of Directors.

It is the sole responsibility of the consultant to ensure the PDF statement of qualifications is received in proper time. No printed, faxed or verbal submittals will be accepted.

SELECTION PROCESS

All consultants will be evaluated on the following criteria:

- Demonstrated experience in providing social media services to similar agencies.
- Proposed approach/scope of services
- Capacity and expertise of staff assigned to project
- Added value to the project based on unique staff experience, previous work, additional skills, approach or other factors
- Compensation
- M/WBE status

Upon submission of qualifications, GRG may establish a pre-qualified consultant list and/or select one consultant from the submittals to begin contract negotiations. Interviews may be conducted if needed.

Upon selection of consultant for a particular need, GRG will negotiate a scope of services and other terms and conditions of an agreement with the selected firm. If such negotiations are not successful, GRG reserves the right to begin negotiations with other respondents. Respondents whose proposals are not accepted will be notified as soon as practical.

QUESTIONS RELATED TO THIS RFQ:

Questions related to this request should be directed to the GRG website (link will be provided) no later than 4:00pm prevailing Central Time on November 28, 2022.

GENERAL PROVISIONS

Any contract awarded as a result of this RFQ will be awarded without discrimination on race, color, religion, age, sex, sexual orientation or national origin.

While not a requirement, Minority and Women Business Enterprise goals of 25/5% have been established by GRG, i.e. 25% of the total contract amount to be awarded to Minority Business Enterprises (MBE) and 5% of the total contract amount to be awarded to Women Business Enterprise (WBE).

Preference may be given to businesses located within St. Louis City, St. Louis County or St. Charles County (GRG), and secondarily within the state of Missouri.



Selected consultant must provide affidavit of compliance with E-Verify and must provide a Certificate of Insurance with the Metropolitan Park District listed as additional insured in the following amounts:

Commercial General Liability: \$2 million per occurrence; Professional Liability Errors and Omissions: \$2 million per occurrence; Worker's Compensation: if required by applicable law

Prospective consultants shall assure GRG that they will comply with 2010 ADA Standards prohibiting discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA (42 U.S.C. 12101 et seq.).

GRG reserves the right, at its sole discretion, to 1) reject any or all submittals and/or consultant team participants when, in the District's opinion, it is determined to be in the public interest to do so, 2) waive minor informalities of a submittal, 3) cancel, revise, or extend this solicitation, 4) request additional information which may be deemed necessary.

This Request for Qualifications does not obligate GRG to pay any costs incurred by any respondent with their submission.