

# Request for Qualifications

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## **Website Design, Maintenance & Social Media Consulting Services**

Vermont-Slauson Economic Development Corporation (VSEDC)

Vermont Slauson Economic Development Corporation (VSEDC), is the City of Los Angeles, South Los Angeles BusinessSource Center contractor and serves as the administrative entity for this Request for Qualifications (RFQ)

## Request for Qualifications

Vermont Slauson Economic Development Corporation (VSEDC) is seeking proposals from qualified and experienced individuals, organizations, and/or institutions to provide web page design, maintenance, and social media marketing services for our City of Los Angeles BusinessSource Program.

VSEDC anticipates that contracts will be awarded to the successful Proposer for an initial period of twelve months, February 1, 2018 to December 31, 2018 with an option to extend with two (2) additional one-year terms. At VSEDC's sole option, any extension of the contract term will be contingent upon the availability of funds, evaluation of subcontractor's performance, subcontractor's continuing compliance with applicable federal, state, and local government laws and regulations. VSEDC reserves the right to adjust the contract term, amount, and scope to best serve the needs of its clients and regulations of the grant or fund sources.

### Scope of Services

Proposers are applying for a subcontract with VSEDC. The services subcontracted include: website design, maintenance, and social media marketing.

### Proposers must have experience in both of the following areas:

#### Website Design Building:

- Review, maintain, and update existing VSEDC web pages for accuracy, currency, and functionality
- Create a new design that gives the site a professional, attractive, and contemporary look
- Identify the optimum server platform and development language for the new website, considering both functionality and cost
- Migrate the current website content to the new design
- Integrate one-click social media profile join buttons for Facebook and Twitter
- Provide a web interface that can accommodate individuals with disabilities in accordance with the Americans with Disabilities Act.
- Perform other related duties and responsibilities as required and as time allows.

#### Website Maintenance

- Updating any content: writing, audio, video, pictures, and social media
- Quality Assurance testing to ensure all links are still functioning as well as audio and videos.

#### Social Media Marketing

- Develop ongoing content support to drive engagement.
- Conduct a social media audit to benchmark VSEDC's existing status in social media and provide clear guidelines for developing successful social media engagement strategies.
- Provide recommendations for day-to-day community management, including required resources, initial program and asset setup, and maintenance. Responsibilities include:
  - Content creation, posting strategy for social media platforms including Facebook, Instagram, and Twitter.
  - Develop a monthly content calendar based on information provided by VSEDC as well as information secured during program work.
  - Real-time engagement with stakeholder groups on all platforms:

- Graphics support, including photos, original infographics, memes, and other visual audience engagement assets for use in various social media channels. (Note that the Government has a bank of original photos suitable for this purpose.)

**Contract Amount:**

Total funds for consulting services is **\$6,000**. All bids will be reviewed for demonstrative ability, services proposed, and cost. Based on performance and funding, contract may be eligible for two one-year extensions.

**Proposal submission requirements:**

1. Include Cover Page with Proposer’s name, address, contact information and total amount of bid.
2. The proposal should be no more than three (3) pages in length (not including cover page and or evidentiary of successes), Microsoft Word or PDF format, and 10-12-point font. Bid should include responses to the following:
  - Describe ability and experience demonstrating at least five (5) years of experience in website design, maintenance, and social media marketing. Proposers must cite previous accomplishments and offer referrals from organizations or clients for whom they have performed similar work. Failure to provide referrals, relevant examples, and/or sample work will be considered nonresponsive.
  - Response must provide evidence of the number and type of websites built and maintained. Additional evidentiary of successes is welcomed (not to exceed 1 page) in the form of website links, ads, social media content, and/or references to online content.
  - All submission should include provide a budget for proposed services. If Proposer plans to utilize the services of secondary contractors to meet the contractual obligations of this RFQ, a detailed overview of services and costs associated with these activities should be provided as well.

**Evaluation Criteria:**

<b>Demonstrative Ability</b>	Demonstrates quantifiable record of accomplishment of experience and successes.	40/100
<b>Proposed Services</b>	Plan to deliver specific services outlined in this RFQ.	30/100
<b>Cost</b>	Cost reasonableness.	30/100

Submissions are due **NO LATER THAN, January 17, 2018 @ 3:00pm**, and may be submitted electronically or in person.

**In person submissions:**

**Attn:** Dr. Gregory Burks  
Vermont Slauson Economic Development Corporation  
1130 W. Slauson Ave., Los Angeles, CA 90044

**Email submissions should be sent to:** Dr. Gregory Burks at [gburks@vsedc.org](mailto:gburks@vsedc.org)

**Important Dates & Info:**

**RFQ Release Date:** January 3, 2018

**RFQ Question Period:** January 5, 2018 - January 10, 2018

**Submit Questions to:** Dr. Gregory Burks at [gburks@vsedc.org](mailto:gburks@vsedc.org) or call 323-753-2335

**Mandatory Bidder's Conference:** January 11, 2018 (1130 W. Slauson Avenue Los Angeles CA 90044 at 1:00PM)

**Submissions Due:** January 17, 2018 **NO LATER THAN 3:00PM PST**