



**Public Health**  
Prevent. Promote. Protect.

# **GPHA Request for Proposal for Website & Social Media Services**

submitted by

Colin K. Smith, DrPH, MS, CPH

GPHA Vice-President

May 13, 2016

## I. Introduction & Background

The **Georgia Public Health Association, Inc.** (hereafter **GPHA**), a Georgia-based 501(c)3 non-profit corporation founded for the purpose of providing scientific, educational and charitable opportunities for members and the public, and acts as liaison to the General Assembly of the State of Georgia and other governmental agencies on major public health issues, is in need of **Website & Social Media Services** and is accepting proposals in response to this Request for Proposal (this “RFP,” or this “Request for Proposal”) to find a qualified source to provide **Website & Social Media Services**. A successful candidate will be able to provide:

1. Provide GPHA Website hosting for FY2017.
2. Provide website updates.
3. Provide social media updates.
4. Provide server, software, and email maintenance, including back-up of all content.

The objective of this Request for Proposal is to locate a source that will provide the best overall value to **GPHA**. While price is a significant factor, other criteria will form the basis of the award, as more fully described in the Evaluation Factors section of this Request for Proposal below.

## II. Submission Guidelines & Requirements

The following submission guidelines and requirements apply to this Request for Proposal:

- Qualified individuals or firms with prior comparable experience should submit proposals.
- Responders must list at least **one (1)** previous project similar to the proposed scope of work, including references and examples.
- The technical proposal must be limited to no more than **ten (10)** pages. The technical proposal must provide an overview of proposed services, as well as resumes of key personnel that will be responsible for performing the work. In addition, the technical proposal must provide a proposed schedule and milestones, as applicable.
- A one-page cost proposal must be included in the proposal. The cost proposal should indicate a cost not to exceed for the services, as well as hourly rate(s) and an estimated total number of hours, should **GPHA** decide to award a contract on an hourly rate basis.
- Proposals must be signed by a representative authorized to commit bidder’s company.

- If you have a standard set of terms and conditions, submit them with the proposal. All terms and conditions will be subject to negotiation.
- Timeline and selection process:
  - a. Proposals are due to GPHA Vice-President Colin K. Smith, DrPH, MS, CPH no later than **11:59 PM on June 13, 2016** by email at [gpha.office@gmail.com](mailto:gpha.office@gmail.com)
  - b. Proposals must remain valid for a period of **thirty (30)** days.
  - c. **GPHA** anticipates selecting at least two individuals or firms for consideration and interviews with an award to one of the individuals or firms.

### III. Project Description

The purpose of this project is as follows:

- Provide **Website & Social Media Services** for **GPHA** for FY2017 (July 1, 2016 – June 30, 2017) in accordance with the scope of services as defined below.

The description of the project is as follows:

- The successful candidate will be a web and social media design and maintenance firm who has experience in working with non-profit associations and government organizations.

### IV. Project Scope

The scope of the project includes, but is not limited to:

- Provide web-hosting of GPHA webpage.
- Provide design upgrades to GPHA webpage.
- Provide content upgrades to GPHA webpage.
- Oversee and maintain GPHA social media including, but not limited to, Facebook, Twitter, LinkedIn.
- Provide back-up of all GPHA webpage content on separate platform in the event of host-server crash.
- Provide social media live updates from GPHA Annual Meeting & Conference, if requested.
- Be available by email and/or telephone for consultation/clarification of updates as necessary.
- Respond to all content update requests from the GPHA Executive Committee and Executive Services Provider in a timely and professional manner.

The successful bidder will be responsible for all of the above activities for **GPHA**.

### V. Request for Proposal and Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance: **May 13, 2016**

Selection of Top Proposals and Notification to Unsuccessful Bidders: **June 13, 2016**

Initiate Negotiations: **June 13, 2016**

Contract Award and Notification to Unsuccessful Bidder: **June 27, 2016**

Contract Start Date: **July 1, 2016**

Contract End Date: **June 30, 2017**

## VI. Evaluation Factors

**The following factors will be used for the purpose of evaluating** proposals based on the following factors, including cost which is a significant factor.

- Responsiveness to the requirements set forth in this Request for Proposal
- Relevant past performance and related experience
- Samples of work
- Cost, including an assessment of total cost of ownership
- Technical expertise/experience of contractor, including staff assigned to GPHA

**GPHA** reserves the right to award to the responder that presents the best value to **GPHA**.