

POST OFFICE BOX 215  
AMITE, LOUISIANA 70422



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**ROBBY MILLER**  
PARISH PRESIDENT

NOTICE  
REQUEST FOR PROPOSALS

SOCIAL MEDIA SUPPORT SERVICES  
DURING EMERGENCY OPERATION CENTER ACTIVATION

Tangipahoa Parish Government is requesting proposals from qualified, professional social media/marketing vendors for social media support services during a disaster. Upon the Parish's request the vendor will provide social media support on site at the Tangipahoa Parish EOC for full duration of the event. Request for qualifications will be received by the Tangipahoa Parish Government at the Tangipahoa Parish Government, 206 E. Mulberry Street, Amite, La. 70422 (P. O. Box 215, Amite, La. 70422) no later than 4:00 p.m April 5, 2021.

Tangipahoa Parish Government reserved the right to reject or accept any proposals or waive any irregularities in any proposals deemed to be in the best interest of the Parish.

Interest parties are invited to secure a proposal package from Donna Domiano, Purchasing Agent, Tangipahoa Parish Government, 206 E. Mulberry Street, Amite, La. 70422, (985) 748-3211.

Tangipahoa Parish Government is an Equal Opportunity Employer.

Donna Domiano  
Purchasing Agent

PLEASE PUBLISH  
DAILY STAR: MARCH 5, 2021

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COUNCIL

TRENT FORREST  
DISTRICT 1  
EMILE "JOEY" MAYEAUX  
DISTRICT 6

JOHN INGRAFFIA  
DISTRICT 2  
LIONELL WELLS  
DISTRICT 7

LOUIS "NICK" JOSEPH  
DISTRICT 3  
DAVID P. VIAL  
DISTRICT 8

CARLO S. BRUNO  
DISTRICT 4  
BRIGETTE HYDE  
DISTRICT 9

H. G. "BUDDY" RIDGEL  
DISTRICT 5  
KIM LANDRY COATES  
DISTRICT 10

## I) SUMMARY

Tangipahoa Parish Government seeks the assistance of a consulting firm to provide social media support services during Emergency events. The nature of the service will be only when the Emergency Operations Center is activated.

## II) GENERAL OVERVIEW

The EOC acts as the communications headquarters for vital parish resources. Once activated the EOC is manned by essential personnel 24 hours a day for as long as needed,

## III) SCOPE OF WORKS

The successful contractor will be considered on duty at the time an emergency is declared for its duration. Specific responsibilities will include, but are not limited to, the following:

As the Communications contractor for TPG, the contractor is responsible for social media management and website maintenance during a disaster. Tasks include:

1. Being present at the Emergency Operations Center during activation
2. Creating content relevant to the public during the time of a crisis
3. Posting immediately and scheduling future posts for Facebook, Twitter, LinkedIn and Instagram
4. Frequent communication and updates to and from all departments within parish government to ensure the important information is being disseminated to the public
5. Following of other relevant social profiles such as FEMA, State of Louisiana Emergency Management, the National Weather Service and more. When they post, we share.
6. Disseminating information from TPG to the public for topics such as, but not limited to, road closures, volunteer needs, river flood stages, shelter information, etc.
7. Responding to private messages and comments from the followers of the social media platforms
8. Graphic design to create branded graphics allowing parish government to professionally maintain their image and share valuable information in a graphically appealing manner
9. Maintain the "Crisis Response" page on Facebook for the local crisis by communicating with the public, sharing TPG, state and national resources with residents
10. Update TPG website with news and noteworthy important press releases
11. Maintain community efforts by sharing local projects that will be helpful to residents in a time of a crisis (such as City of Hammond information)
12. Promote signups for FEMA grants and applications
13. Encourage residents to sign up for emergency alert systems
14. Share important apps residents should download such as the Red Cross Tornado app

## IV) SUBMISSION OF PROPOSALS

Qualified consultants must submit four copies of their proposals. Proposals must be submitted in a sealed envelope labeled:

Tangipahoa Parish Government

Post Office Box 215

Amite, Louisiana 70422

REP - Disaster Information Technology Services 2021-2023

Faxed and/or email proposals will not be accepted. Proposals must contain the following.:

- \* Approach and Methodology - a description of how the consultant will complete the scope of work described in this RFP document.
- \* Work Plan and Availability - details on approach to the support required, How staff will be assigned, etc.
- \* Profile - a profile of the consulting firm, including a brief description of business History and objectives.
- \* Project Staffing - identification of the qualifications and experience of key staff Who will be directly involved.
- \* Fees - provide appropriate rate schedule that would be utilized to carry out the Required scope of work. Include hourly rate schedule and applicable fees, if any.
- \* Statement of Material Litigation - provide a statement on whether or not the Company is currently involved with any material litigation, arbitration, or Bankruptcy proceedings, or has been within the past three years, either directly or indirectly.
- \* Compliance with General Terms and Conditions - as a point of information, the Successful contractor will be required to meet the following conditions for a Contract reward: Certificate of Insurance for Liability and Workman's Compensation Insurance.

#### V) SELECTION CRITERIA

The following weighted criteria will be utilized to select the consultant awarded this contract.

Firm Qualifications	25
Qualifications on Similar Projects/Familiarity with Parish	25
Key Staff Project Understanding and Approach	25
Cost Proposal	<u>25</u>
Total	100

#### VI) REVIEW OF PROPOSALS

The Parish will review the proposals received and might also recommend an oral interview. The Parish of Tangipahoa, Louisiana, reserves the right to reject any and all proposals, waive formalities, technical requirements, and/or deficiencies and irregularities, or colicity new proposals, if such actions are deemed reasonable and in best interest of the Parish of Tangipahoa.

#### VII) CONTRACT INFORMATION

Questions concerning this RFP document may be directed to Dawson Prime (985)-748-3211