

## **Solicitation FB-00358**

### **Social Media Consulting Services**

### **Solicitation Designation: Public**



**Miami-Dade County**

## Solicitation FB-00358

### Social Media Consulting Services

Solicitation Number **FB-00358**  
Solicitation Title **Social Media Consulting Services**

Solicitation Start Date **Mar 14, 2016 5:38:57 PM EDT**  
Solicitation End Date **Mar 25, 2016 6:00:00 PM EDT**  
Question & Answer End Date **Mar 18, 2016 6:00:00 PM EDT**

Solicitation Contact **Caroline Burgos**  
**ISD, PM**  
**305-375-2037**  
**ctburgo@miamidade.gov**

Contract Duration **See Bid Documents**  
Contract Renewal **Not Applicable**  
Prices Good for **30 days**

Solicitation Comments **The purpose of this Solicitation is to establish a contract for social media consultant services that will implement, optimize, and build its online presence and social media efforts in a structured way that will not only achieve visibility, but lead to tangible results (i.e. pet adoptions).**

#### Addendum # 1

New Documents	FB-00358 Addendum1.pdf
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#### Item Response Form

Item **FB-00358--01-01 · Social Media Consulting Services**  
Quantity **1 each**  
Unit Price   
Delivery Location **Miami-Dade County**  
Miami-Dade County  
111 NW 1 Street  
Suite 1300  
Miami FL 33128  
**Qty 1**

#### Description

Please see attached Bid Submittal Form.

BID NO.: FB-00358

OPENING: 6:00 PM

Social Media Consulting Services

Mar 25, 2016



**MIAMI-DADE COUNTY, FLORIDA**

**I N V I T A T I O N  
T O B I D**

**TITLE:**

**Social Media Consulting Services**

**BIDS WILL BE ACCEPTED UNTIL 6:00 PM**

**ON Mar 25, 2016**

**FOR INFORMATION CONTACT:**

**Caroline Burgos 305-375-2037 [ctburgo@miamidade.gov](mailto:ctburgo@miamidade.gov)**

**IMPORTANT NOTICE TO BIDDERS/PROPOSERS:**

- **READ THE ENTIRE SOLICITATION DOCUMENT, THE GENERAL TERMS AND CONDITIONS, AND HANDLE ALL QUESTIONS IN ACCORDANCE WITH THE TERMS OUTLINED IN PARAGRAPH 1.2(D) OF THE GENERAL TERMS AND CONDITIONS.**
- **THE SOLICITATION SUBMITTAL FORM CONTAINS IMPORTANT INFORMATION THAT REQUIRES REVIEW AND COMPLETION BY ANY BIDDER/PROPOSER RESPONDING TO THIS SOLICITATION.**
- **FAILURE TO COMPLETE AND SIGN THE SOLICITATION SUBMITTAL FORM WILL RENDER YOUR PROPOSAL NON-RESPONSIVE.**

**GENERAL TERMS AND CONDITIONS:**

All general terms and conditions of Miami-Dade County Procurement Contracts are posted online. Bidders/Proposers that receive an award from Miami-Dade County through Miami-Dade County's competitive procurement process must anticipate the inclusion of these requirements in the resultant Contract. These general terms and conditions are considered non-negotiable.

All applicable terms and conditions pertaining to this solicitation and resultant contract may be viewed online at the Miami-Dade County Procurement Management website by clicking on the below link:

<http://www.miamidade.gov/procurement/library/boilerplate/general-terms-and-conditions-r15-5.pdf>

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**NOTICE TO ALL BIDDERS/PROPOSERS:**

Electronic bids are to be submitted through a secure mailbox at BidSync ([www.bidsync.com](http://www.bidsync.com)) until the date and time as indicated in this Solicitation document. It is the sole responsibility of the Bidder/Proposer to ensure their proposal reaches BidSync before the Solicitation closing date and time. There is no cost to the Bidder/Proposer to submit a proposal in response to a Miami-Dade County solicitation via BidSync. Electronic proposal submissions may require the uploading of electronic attachments. The submission of attachments containing embedded documents or proprietary file extensions is prohibited. All documents should be attached as separate files.

For information concerning technical specifications please utilize the question/answer feature provided by BidSync at [www.bidsync.com](http://www.bidsync.com) within the solicitation. Questions of a material nature must be received prior to the cut-off date specified in the solicitation. Material changes, if any, to the solicitation terms, scope of services, or bidding procedures will only be transmitted by written addendum. (See addendum section of BidSync site).

Please allow sufficient time to complete the online forms and upload of all proposal documents. Bidders/Proposers should not wait until the last minute to submit a proposal. The deadline for submitting information and documents will end at the closing time indicated in the solicitation. All information and documents must be fully entered, uploaded, acknowledged (Confirm) and recorded into BidSync before the closing time or the system will stop the process and the response will be considered late and will not be accepted.

**PLEASE NOTE THE FOLLOWING:**

No part of your proposal can be submitted via **HARDCOPY, EMAIL, OR FAX**. No variation in price or conditions shall be permitted based upon a claim of ignorance. Submission of a proposal will be considered evidence that the Bidder/Proposer has familiarized themselves with the nature and extent of the work, and the equipment, materials, and labor required. The entire proposal response must be submitted in accordance

with all specifications contained in the solicitation electronically.

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## **SECTION 2 - SPECIAL TERMS AND CONDITIONS**

### **2.1 PURPOSE**

The purpose of this Solicitation is to establish a contract for social media consultant services that will implement, improve and optimize a positive online and social media presence for the Animal Services Department with Miami Dade County, hereinafter referred to as "the County", in a structured way that will not only achieve visibility, but lead to tangible results (i.e. grand opening for new shelter, pet adoptions)

### **2.2 TERM OF CONTRACT**

The contract shall commence on the first calendar day of the month succeeding approval of the contract by the Board of County Commissioners, or designee, unless otherwise stipulated in the Notice of Award Letter, which is distributed by the County's Procurement Management Services Division, and contingent upon the completion and submittal of all required Bid documents. The contract shall expire on the last day of the twelfth (12th) month.

### **2.4 OPTION TO RENEW**

The initial contract prices resultant from this solicitation shall prevail for a one (1) year period from the contract's initial effective date. Prior to, or upon completion, of that initial term, the County shall have the option to renew this contract for an additional one (1) year period.

The County reserves the right to negotiate lower pricing for the additional term(s) based on market research information or other factors that influence price.

The County reserves the right to reject any price adjustments submitted by the Bidder and/or to not exercise any otherwise available option period based on such price adjustments. Continuation of the contract beyond the initial period, and any option subsequently exercised, is a County prerogative, and not a right of the awarded Bidder. This prerogative will be exercised only when such continuation is clearly in the best interest of the County.

Should the awarded Bidder decline the County's right to exercise the option period, the County may consider the awarded Bidder in default which decision may impact eligibility for future contracts.

### **2.5 METHOD OF AWARD AND SUBMITTAL REQUIREMENT**

#### **2.5.1 Method of Award**

Award of this contract will be made to the responsive and responsible Bidder who submits an offer on the service listed in the solicitation. The County will award the total contract to a single bidder.

#### **2.5.2 Submittal Requirements**

- a) Submit three (3) references to demonstrate that the Bidder is regularly engaged in the business of providing Social Media Consultant Services. The references must be from customers that have received

**SOLICITATION TITLE:** Social Media Consultant Services**SOLICITATION NO.:** FB-00358

the services described in this solicitation within the last two (2) years from the Bidder. The County shall ascertain from these references to its satisfaction that the Bidder has sufficient experience and expertise providing social media consulting services.

b) Identify and list the background credentials of the Lead Consultant that will be working on project.

**2.6 PRICES**

Price shall remain firm and fixed for the term of the contract. Said services shall be bid as one lump sum item to include services, as detailed in Section 3, Technical Specifications.

**2.7 PURCHASE OF OTHER SERVICES NOT LISTED WITHIN THIS SOLICITATION BASED ON PRICE QUOTES**

The County has listed the specific services required in Section 3.2 of this solicitation. It is understood that the County may purchase additional social media consulting services during the term of this contract. Under these circumstances, a County representative will contact the awarded Bidder to obtain a price quote for such services.

**2.8 RIGHTS TO CREATED CONTENT**

The County will retain the right to all content created by the Consultant for the County while under contract.

**2.9 RIGHTS OF CONTROL**

The County retains the right to approve or agree with all actions taken on their behalf. If at any time the County does not agree with an action taken by the Consultant, after notification the Consultant must immediately post a retraction and mitigate any potential negative impact to the County.

**2.10 INDEMNIFICATION AND INSURANCE**

Commercial General Liability Insurance on a comprehensive basis in an amount not less than \$1,000,000 combined single limit per occurrence for bodily injury and property damage. Coverage must include Advertising Liability. **Miami-Dade County must be shown as an additional insured with respect to this coverage.** The requirements of Section 1.22 (A) and (C) shall remain in effect

## **SECTION 3 – TECHNICAL SPECIFICATIONS**

### **3.1 SCOPE OF WORK**

Miami-Dade County Animal Services Department (ASD) is soliciting bids from qualified firms for the provisions of Social Media Consultant Services. The awarded Bidder shall provide social media consulting services that shall foster positive public sentiment for ASD; promote pet adoption special events; promote all shelter programs; promote and explain the services offered by ASD; and provide another component of accessible customer service.

### **3.2 SERVICES TO BE PROVIDED**

1. Development and Execution of Social Media Strategy
2. Provide Daily Social Media Management Services
3. Provide a clearly defined social media campaign for the ASD Shelter Relocation/Grand Opening.
4. Provide a clearly defined plan to expand social media presence and sustain growth of shelter programs.
5. Use social media and web analytics to measure and report on audience engagement and provide solutions for growth.
6. Analyze and advise on strategy and tactics for reputation management and social media monitoring and advising on the changing landscape of social media.
7. Assist with development of a social media policy tailored to ASD needs while in alignment with the goals of the County.
8. Integrate digital content so that any social media posts, tweets or pictures eventually lead to ASD website.
9. Develop protocols for strategic and rapid response to trending complaints specific to the shelter.
10. Develop campaigns to increase the visibility of the Animal Services Department on the following social media platforms: Facebook, Twitter and Instagram.
11. Provide Social Media cross pollination and marketing integration plan to ensure all client media outlets are integrated and draw on one another for a consistent message.

### **3.3 DELIVERABLES**

The following deliverables are to be provided:

1. Spreadsheet detailing cases pending and/or resolved as a result of social media complaints and/or concerns. (bi-weekly)
2. Develop and provide reports outlining all Proactive social media campaign developed by the Consultant. (bi-weekly)
3. Report on the analytics that detail the analysis and recommendations for social media (ie. Facebook, Twitter, Instagram) with details of the traffic and likes (bi-weekly)
4. Editorial Calendar outlining the following weeks plans and media release content (weekly)
5. Meeting with the Client at the conclusion of each thirty (30) days to discuss the campaign's progress and discuss strategies for the upcoming period. (monthly)



**BID RESPONSE FORM****Paragraph   Submittal Requirements**

- 2.4.2 (a)** References to demonstrate that the Bidder is regularly engaged in the business of providing Social Media Consultant Services. The references must be from customers that have received the services described in this solicitation within the last two (2) years from the Bidder. The County shall ascertain from these references to its satisfaction that the Bidder has sufficient experience and expertise providing social media consulting services.

Reference 1		
Description of Project/Campaign:	Click here to enter text.	
Date of Service:	Click here to enter text.	Is it with in the last two (2) years? Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Project Manager Contact Information</b>		
Name & Title:	Click here to enter text.	
Phone Number:	Click here to enter text.	
Email Address:	Click here to enter text.	
Reference 2		
Description of Project/Campaign:	Click here to enter text.	
Date of Service:	Click here to enter text.	Is it with in the last two (2) years? Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Project Manager Contact Information</b>		
Name & Title:	Click here to enter text.	
Phone Number:	Click here to enter text.	
Email Address:	Click here to enter text.	
Reference 3		
Description of Project/Campaign:	Click here to enter text.	
Date of Service:	Click here to enter text.	Is it with in the last two (2) years? Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>Project Manager Contact Information</b>		
Name & Title:	Click here to enter text.	
Phone Number:	Click here to enter text.	
Email Address:	Click here to enter text.	

- 2.4.2(b)** Identify the background credentials of the Lead Consultant that will be working on project.  
(Note: Attach file(s) via Bidsync Online Bidding System.)

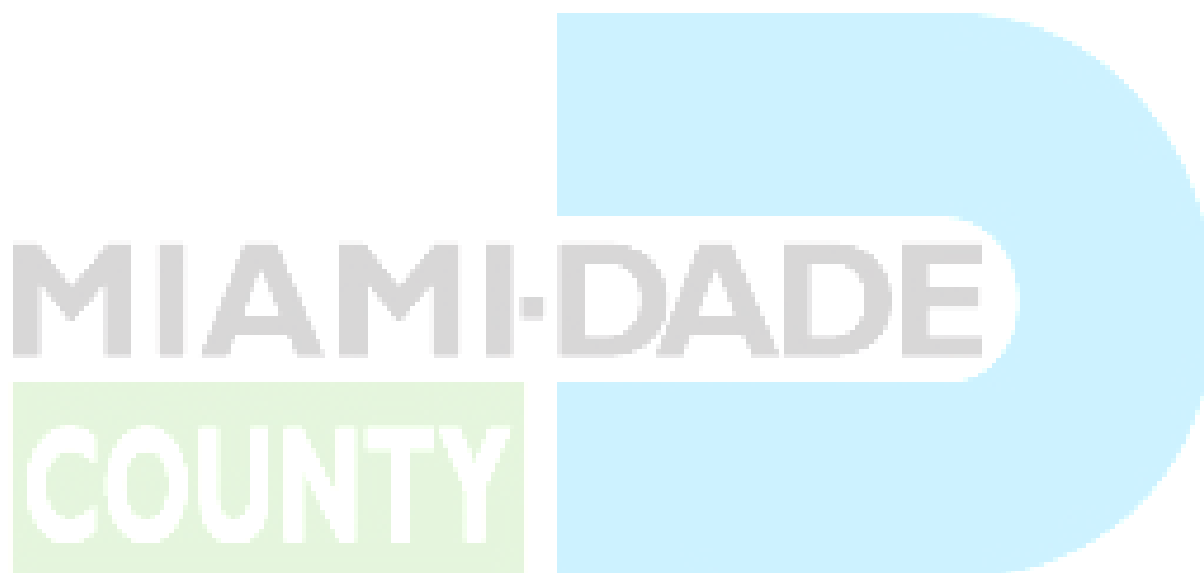
**Initial to confirm attachment to submittal** [Click here to enter text.](#)

**2.4****Price:**

Price shall remain firm and fixed for the term of the contract. Said services shall be bid as one lump sum item to include said services, as detailed in Section 3, Technical Specifications.

1. Social Media Consultant Services – Lump Sum

\$ Click here to enter text.





**Miami-Dade County**  
**Procurement Management Services**  
**Solicitation Submittal Form**

111 NW 1<sup>st</sup> Street, Suite 1300, Miami, FL 33128

Solicitation No. FB-00358		Solicitation Title: Social Media Consulting Services	
<b>Legal Company Name (include d/b/a if applicable):</b> <input style="width: 90%;" type="text"/>		<b>Federal Tax Identification Number:</b> <input style="width: 90%;" type="text"/>	
<b>If Corporation - Date Incorporated/Organized:</b> <input style="width: 90%;" type="text"/>		<b>State Incorporated/Organized:</b> <input style="width: 90%;" type="text"/>	
<b>Company Operating Address:</b> <input style="width: 90%;" type="text"/>		<b>City</b> <input style="width: 90%;" type="text"/>	<b>State</b> <input style="width: 90%;" type="text"/>
<b>Remittance Address (if different from ordering address):</b> <input style="width: 90%;" type="text"/>		<b>City</b> <input style="width: 90%;" type="text"/>	<b>State</b> <input style="width: 90%;" type="text"/>
<b>Company Contact Person:</b> <input style="width: 90%;" type="text"/>		<b>Email Address:</b> <input style="width: 90%;" type="text"/>	
<b>Phone Number</b> (include area code): <input style="width: 90%;" type="text"/>	<b>Fax Number</b> (include area code): <input style="width: 90%;" type="text"/>	<b>Company's Internet Web Address:</b> <input style="width: 90%;" type="text"/>	

**Pursuant to Miami-Dade County Ordinance 94-34, any individual, corporation, partnership, joint venture or other legal entity having an officer, director, or executive who has been convicted of a felony during the past ten (10) years shall disclose this information prior to entering into a contract with or receiving funding from the County.**

☐ Place a check mark here only if the Bidder has such conviction to disclose to comply with this requirement.

**LOCAL PREFERENCE CERTIFICATION:** For the purpose of this certification, a "local business" is a business located within the limits of Miami-Dade County (or Broward County in accordance with the Interlocal Agreement between the two counties) that has a valid Local Business Tax Receipt, issued by Miami-Dade County; has a physical business address located within the limits of Miami-Dade County from which business is performed; and contributes to the economic development of the community in a verifiable and measurable way. This may include, but not be limited to, the retention and expansion of employment opportunities and the support and increase to the County's tax base.

☐ Place a check mark here only if affirming the Bidder meets the requirements for Local Preference. **Failure to complete this certification at this time (by checking the box above) may render the vendor ineligible for Local Preference.**

**LOCALLY-HEADQUARTERED BUSINESS CERTIFICATION:** For the purpose of this certification, a "locally-headquartered business" is a Local Business whose "principal place of business" is in Miami-Dade County or Broward County in accordance with the Interlocal Agreement between the two counties.

☐ Place a check mark here only if affirming the Bidder meets requirements for the Locally-Headquartered Preference (LHP). **Failure to complete this certification at this time (by checking the box) may render the vendor ineligible for the LHP.**

**The address of the Locally-headquartered office is:**

**LOCAL CERTIFIED VETERAN BUSINESS ENTERPRISE CERTIFICATION:** A Local Certified Veteran Business Enterprise is a firm that is (a) a local business pursuant to Section 2-8.5 of the Code of Miami-Dade County and (b) prior to bid submission is certified by the State of Florida Department of Management Services as a veteran business enterprise pursuant to Section 295.187 of the Florida Statutes.

☐ Place a check mark here only if affirming the Bidder is a Local Certified Veteran Business Enterprise. A copy of the certification must be submitted with the bid.

**SMALL BUSINESS ENTERPRISE CONTRACT MEASURES (If Applicable)**

An SBE/Micro Business Enterprise must be certified by Small Business Development for the type of goods and/or services the Bidder provides in accordance with the applicable Commodity Code(s) for this Solicitation. For certification information contact Small Business Development at (305) 375-2378 or access <http://www.miamidade.gov/business/business-certification-programs.asp>. The SBE/Micro Business Enterprise must be certified by the solicitation's submission deadline, at contract award, and for the duration of the contract to remain eligible for the preference. Firms that graduate from the SBE program during the contract may remain on the contract.

Is your firm a Miami-Dade County Certified Small Business Enterprise? Yes ☐ No ☐

If yes, please provide your Certification Number:

**SCRUTINIZED COMPANIES WITH ACTIVITIES IN SUDAN LIST OR THE SCRUTINIZED COMPANIES WITH ACTIVITIES IN THE IRAN PETROLEUM ENERGY SECTOR LIST:**

By executing this bid through a duly authorized representative, the Bidder certifies that the Bidder is not on the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, as those terms are used and defined in sections 287.135 and 215.473 of the Florida Statutes. In the event that the Bidder is unable to provide such certification but still seeks to be considered for award of this solicitation, the Bidder shall execute the bid response package through a duly authorized representative and shall also initial this space: . In such event, the Bidder shall furnish together with its bid response a duly executed written explanation of the facts supporting any exception to the requirement for certification that it claims under Section 287.135 of the Florida Statutes. The Bidder agrees to cooperate fully with the County in any investigation undertaken by the County to determine whether the claimed exception would be applicable. The County shall have the right to terminate any contract resulting from this solicitation for default if the Bidder is found to have submitted a false certification or to have been placed on the Scrutinized Companies for Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List.

**IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR A PERIOD OF ONE HUNDRED AND EIGHTY (180) DAYS FROM DATE SOLICITATION IS DUE.**

Bidder's Authorized Representative's Signature.

Date

Type or Print Name

**THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF THE BIDDER TO BE BOUND BY THE TERMS OF ITS OFFER. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED ABOVE BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID NON-RESPONSIVE. THE COUNTY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY RESPONSE THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER TO THE TERMS OF ITS OFFER.**

**FAIR SUBCONTRACTING PRACTICES**

In compliance with Miami-Dade County Code Section 2-8.8, the Bidder/Proposer shall submit with the proposal a detailed statement of its policies and procedures (use separate sheet if necessary) for awarding subcontractors.

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☐ NO SUBCONTRACTORS WILL BE UTILIZED FOR THIS CONTRACT

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Signature

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Date



**SUBCONTRACTOR/SUPPLIER LISTING**  
(Miami-Dade County Code Sections 2-8.1, 2-8.8 and 10-34)

Name of Bidder/Proposer: \_\_\_\_\_

FEIN No. \_\_\_\_\_

In accordance with Sections 2-8.1, 2-8.8 and 10-34 of the Miami-Dade County Code, this form must be submitted as a condition of award by all Bidders/Proposers on County contracts for purchase of supplies, materials or services, including professional services which involve expenditures of \$100,000 or more, and all Proposers on County or Public Health Trust construction contracts which involve expenditures of \$100,000 or more. The Bidder/Proposer who is awarded this contract shall not change or substitute first tier subcontractors or direct suppliers or the portions of the contract work to be performed or materials to be supplied from those identified, except upon written approval of the County. The Bidder/Proposer should enter the word "NONE" under the appropriate heading of this form if no subcontractors or suppliers will be used on the contract and sign the form below.

In accordance with Ordinance No. 11-90, an entity contracting with the County shall report the race, gender and ethnic origin of the owners and employees of all first tier subcontractors/suppliers. In the event that the recommended Bidder/Proposer demonstrates to the County prior to award that the race, gender, and ethnic information is not reasonably available at that time, the Bidder/Proposer shall be obligated to exercise diligent efforts to obtain that information and provide the same to the County not later than ten (10) days after it becomes available and, in any event, prior to final payment under the contract.

**(Please duplicate this form if additional space is needed.)**

Business Name and Address of First Tier Direct Supplier	Principal Owner	Supplies/Materials/Services to be Provided by Supplier	Principal Owner (Enter the number of male and female owners by race/ethnicity)								Employee(s) (Enter the number of male and female employees and the number of employees by race/ethnicity)							
			M	F	White	Black	Hispanic	Asian/Pacific Islander	Native American/Native Alaskan	Other	M	F	White	Black	Hispanic	Asian/Pacific Islander	Native American/Native Alaskan	Oth

Business Name and Address of First Tier Subcontractor/Subconsultant	Principal Owner	Scope of Work to be Performed by Subcontractor/Subconsultant	Principal Owner (Enter the number of male and female owners by race/ethnicity)								Employee(s) (Enter the number of male and female employees and the number of employees by race/ethnicity)							
			M	F	White	Black	Hispanic	Asian/Pacific Islander	Native American/Native Alaskan	Other	M	F	White	Black	Hispanic	Asian/Pacific Islander	Native American/Native Alaskan	Oth

☐ Mark here if race, gender and ethnicity information is not available and will be provided at a later date. This data may be submitted to contracting department or on-line to the Small Business Development of the Internal Services Department at <http://www.miamidade.gov/business/business-development-contracts.asp>. As a condition of final payment, Bidder/Proposer shall provide subcontractor information on the Subcontractor Payment Report Sub 200 form which can be found at <http://www.miamidade.gov/business/library/forms/subcontractors-payment.pdf>.

I certify that the representations contained in this Subcontractor/Supplier listing are to the best of my knowledge true and accurate.

_____	_____	_____	_____
Signature of Bidder/Proposer	Print Name	Print Title	Date

**ADDENDUM NO. 1**

**DATE:** March 16, 2016

**TO:** ALL PROSPECTIVE BIDDERS

**SUBJECT:** SOLICITATION NO. FB-00358

**TITLE:** Social Media Consulting Services

This Addendum becomes a part of the subject solicitation.

Section 2.5.1, Method of Award, is hereby deleted and replaced in its entirety with the following:

**2.5.1 Method of Award**

Award of this contract will be made to the lowest responsive and responsible Bidder who submits an offer on the service listed in the solicitation. The County will award the total contract to a single bidder.

**All terms and conditions of the subject solicitation shall apply and remain the same.**

Miami-Dade County,

Caroline Burgos  
Procurement Contracting Officer  
cc: Clerk of the Board

## Question and Answers for Solicitation #FB-00358 - Social Media Consulting Services

### Overall Solicitation Questions

#### Question 1

In order to successfully prepare a bid we would need to know if Maimi-Dade Animal Services has an estimated/allocated budget set aside for this proposal to adhere too. Also, would this bid/proposal include a social media ad buy as well as required monthly reach/impressions per campaign?

In order to fulfill the services to be provided, we would also need to create all content as well as produce campaign graphics (Photography & Video) across all social media channels. We would like to know if Maimi-Dade Animal Services has any previous content (Images/video), graphics, and branding that would be used in all future social media campaigns.

Feel free to include any other information that will help us prepare a comprehensive and accurate bid.

What additional services besides social Media would be requested (2.7)

Thank you. (Submitted: Mar 15, 2016 12:16:39 PM EDT)

**Question Deadline: Mar 18, 2016 6:00:00 PM EDT**