Scope of Work and Technical Requirements

# Project Description

The National Park Service (Southeast Region) is seeking proposals for social media management services for six of America’s most iconic Civil Rights sites. These include: Selma to Montgomery National Historic Trail (SEMO), Tuskegee Airmen National Historic Site (TUAI), Tuskegee Institute National Historic Site (TUIN), Freedom Riders National Monument (FRRI), Birmingham Civil Rights National Monument (BICR), and Medgar and Myrlie Evers Home National Monument (MEMY). Social media platforms will include Facebook and Instagram (at a minimum).

The goal of this project is to enhance public awareness of the important Civil Rights sites protected and preserved by the National Park Service so that people from all walks of life can learn about the important people who fought for, and successfully achieved, constitutional protections of American Civil Rights.

This project should increase public awareness of Civil Rights sites protected and preserved by the National Park Service in the Southeast Region. Increased awareness should also drive increased visitation (physical and virtual), virtual engagement, and stakeholder and public satisfaction. This project will develop strategic communication plans for social media management, create and post digital content, engage with virtual audiences through social media, and provide analysis and reporting on campaign success. The project will require the service provider to research the unique history of each site, create a unique informational brand (visual brand is the NPS logo), and manage awareness of that brand identity through social media.

**Background**

The six Civil Rights sites of national historic significance included in this project are:

**Birmingham Civil Rights National Monument:** In 1963, a campaign against segregation launched in Birmingham. Images of snarling police dogs unleashed against non-violent protesters and of children being sprayed with high-pressure hoses appeared in print and television news around the world. These dramatic scenes of violent police aggression against civil rights protesters in Birmingham, Alabama were vivid examples of segregation and racial injustice in America.

**Freedom Riders National Monument:** In 1961, a small interracial band of “Freedom Riders” challenged discriminatory laws requiring separation of the races in interstate travel. They were attacked by white segregationists, who firebombed the bus. Images of the attack appeared in hundreds of newspapers, shocking the American public and spurring the Federal Government to issue regulations banning segregation in interstate travel.

**Medgar and Myrlie Evers Home National Monument:** Medgar and Myrlie Evers were partners in the civil rights struggle. The assassination of Medgar Evers in the carport of their home on June 12, 1963, was the first murder of a nationally significant leader of the American Civil Rights Movement, and it became a catalyst for passage of the Civil Rights Act of 1964. Myrlie Evers continues to promote issues of racial equality and social justice.

**Selma to Montgomery Historic Trail:** Established by Congress in 1996, the Selma to Montgomery National Historic Trail commemorates the people, events, and route of the 1965 Voting Rights March in Alabama. Led by Dr. Martin Luther King Jr., Black and White non-violent supporters fought for the right to vote in Central Alabama. Today, you can connect with this history and trace the events of these marches along the 54-mile trail.

**Tuskegee Institute National Historic Site:** Designed, built, furnished, and operated by African Americans during a time of repression in Reconstruction-era Alabama, Tuskegee Institute became a beacon of hope for African Americans seeking to improve their condition through education and self-sufficiency. Tuskegee Institute played an important role in providing economic and educational resources to make the entry of African American pilots into the military possible, although on a segregated basis. Tuskegee Institute was one of a very few American institutions—and the only African American institution—to own, develop, and control facilities for military flight instruction.

**Tuskegee Airmen National Historic Site:** Before the first African American military pilots became known as the "Red Tails" they wore striped tails as they began their flight training in the Army's PT-17 Stearman bi-plane.  Their flying adventure started at Moton Field, in Tuskegee, Alabama, where the Army Air Corps conducted a military test to determine if African Americans could be trained to fly combat aircraft. The Tuskegee Airmen had to prove themselves above and beyond what was expected of their white counterparts. The Tuskegee Airmen proved that African Americans were as good or better than their white counterparts and established a legacy of patriotism, ingenuity, and dedication as role models for all who followed.

# Scope of Contract

Work includes:

1. using the park’s themes and editorial posture to create a start-up strategic social media plan, content calendar for each of the six Civil Rights parks
2. working with the park to identify frequently asked questions and answers and develop an FAQ guide and talking points for service provider personnel to use when engaging with the public
3. researching the major events and people associated with each of the six Civil Rights parks to provide accurate and authentic information to the public
4. selecting a FedRAMP approved could sharing storage space for the park and service providers to share large media files (Generally Google or Microsoft cloud servers are fine, but we prefer Microsoft).
5. obtaining appropriate rights and permissions to post content such as photos, AV recordings, and quotes on behalf of the parks (the park will already have permissions to use some content, but the service provider may find occasion to use new content the park does not have permissions for)
6. developing original multi-media and graphic content for social media posts
7. posting at least three posts per week to each platform
8. sharing and cross-promoting posts with other National Parks
9. preparing posts in batches for the park to approve at least one month in advance of scheduled posts
10. engaging daily with virtual visitors to monitor comments and messages and reply when appropriate on behalf of the park
11. reporting on performance metrics monthly
12. hosting a monthly editorial review board to refine strategy, ensure the park is approving post content ahead of scheduled posting times, and report on performance metrics and trends in visitor engagement
13. creating a closing report and mid-range social media strategy for each park at the end of the period of performance
14. all posts must conform to NPS ethical guidelines, brand standards, social media policies, and Hatch Act policies

# Sub-contractors

Sub-contractors will not be authorized to complete this work.

# Evaluation Criteria

The Government will award a contract resulting from this solicitation to the responsible offeror whose offer conforming to the solicitation will be most advantageous to the Government, price and other factors considered. Technical Merit and Past Performance, when combined, are more important than Price. Award will be offered to the vendor offering the best value to the government.

A. **Portfolio/Technical Merit**

Submit portfolio samples of strategic planning documents as well as samples of originally designed content and posts. Portfolio samples must represent the actual work of individuals who will be assigned to this project. Portfolios will be evaluated on creativity, quality, and relevance to the project.

B. **Experience/Past Performance**

1. Demonstrate proof of experience (how long has the company been in business? What is the experience level of key members of the team who will be assigned to this project?)
2. Proven expertise and qualifications as demonstrated by performance metrics from past or current clients.
3. List five references with current contact information.
4. The Government may, at its discretion, base past performance on past knowledge and previous experience with the contractor, customer survey, or other reasonable goals.

 C. **Price**

Price must be determined fair, reasonable, affordable, and balanced when evaluated in accordance with FAR 13. For a price to be reasonable, it must represent a price to the Government that a prudent person would pay in the conduct of competitive business. Price can also be determined reasonable by comparison with competitive offerors. The basic price should be based on service for 12 months for the six parks specified in this solicitation. Service provider should also include the per month price of extending the contract beyond 12 months, as well as the cost of adding additional parks (up to three).

# Schedule

1. The Contractor shall contact the Project Manager within 10 days after receipt of an awarded contract to schedule an orientation meeting.
2. The first orientation meeting will serve as a pre-work orientation where there will be clarification regarding contract terms, work performance requirements, the contractor’s plan for conducting the work, and performance timeline.
3. The contractor will be responsible for hosting a monthly editorial meeting for the duration of the contract period of performance.

Timeline and Delivery Schedule:

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| --- | --- |
| Action | NTE Time Elapsed fromNotice to Proceed |
| Orientation Meeting | 10 days |
| Presentation of social media strategies  | 30 days |
| Delivery of first month of pre-prepared content for park approval  | 45 days |
| First Editorial Meeting | 60 days |
| Posting and Visitor Engagement Begin | 75 days |
| 11 Subsequent Editorial Meetings  | Monthly Until End of Contract |
| Final Post | 440 days |
| Delivery of Final Performance Reports and Follow-on Strategies | 470 days |

# Government Furnished Property

No government furnished property will be provided for completion of this project.

# Rights to Product

The National Park Service will retain rights to use and reuse any and all content created or posted in performance of this contract. Contractor may use content created in performance of this contract for educational purposes or to provide proof past performance to other potential clients. Contractor must conform to NPS trademarks concerning its logo and brand. In no way may the contractor use content created in the performance of this contract for the explicit or implied endorsement of its own company or other products or companies.

# Payments

Payments will be made in monthly installments. The contractor must specify the per month price in its proposal taking into account pre and post work necessary to provide 12 months of service. There will be a two-week review period for each submittal. The Contractor is required to submit invoices to the NPS CO/COR.

# Inspection and Acceptance

The NPS CO/COR will maintain contact with the Contractor during the duration of the contract and will be the primary point of contact for all discussions which may affect scope of performance, payment, cost adjustment, timeline, or any other circumstance requiring a potential modification to the contract. Contractor shall follow the schedule within this contract regarding submission of materials unless otherwise negotiated during the orientation and start-up of the project.

# Final Delivery

N/A, all services are digital.