



603 W. Linden St.

Allentown, PA 18101

www.allentownparking.com

Allentown Parking Authority (APA) Allentown, Pennsylvania

REQUEST FOR PROPOSAL (RFP) Social Media & Marketing Materials

Issued: August 4, 2025

I. STATEMENT OF PURPOSE

The Allentown Parking Authority ("APA") is soliciting sealed proposals from qualified firms ("Vendor" or "Proposer") to provide full-service **social media management & marketing content development services** in support of APA's mission to deliver safe, convenient, and customer-focused parking solutions for the City of Allentown.

The selected Vendor will serve as APA's strategic partner for all owned, earned, and paid digital channels, delivering measurable growth in public awareness, resident engagement, and revenue-driving web traffic while maintaining strict brand and accessibility standards.

II. BACKGROUND

APA manages eight (8) parking facilities, ~1,500 on-street metered spaces, and related enforcement systems. APA currently maintains a public website (<https://allentownparking.com>) and active Facebook & Instagram pages, but lacks a cohesive, data-driven social media strategy and modernized web experience. APA seeks a Vendor able to:

- Position APA as a responsive, resident-centric authority.
- Proactively communicate policy changes, events, and alerts.
- Showcase Allentown's downtown vitality and partnerships; and
- Streamline online self-service (permits, appeals, payments, FAQs).

III. SCOPE OF WORK

The Vendor shall furnish all labor, supervision, project management, creative assets, technology platforms, and analytics needed to perform the following tasks. Tasks are grouped for clarity; the final agreement will be milestone- and deliverable-based.

A. SOCIAL MEDIA STRATEGY & MANAGEMENT

1. **Strategic Planning** – Develop an annual, channel-specific social media plan/campaign aligned to APA goals, community sentiment, and seasonal usage patterns.
2. **Content Creation** – Produce copy, graphics, short-form video, motion graphics, and live-stream formats optimized for (at minimum) Facebook, Instagram, X/Twitter, LinkedIn, and TikTok.
3. **Editorial Calendar** – Maintain a rolling 90-day content calendar with weekly adjustments based on performance data and city events.
4. **Community Management** – Monitor platforms 7:00 AM-10:00 PM ET, respond to inquiries within 2 business hours, escalate service issues, and manage reputation risks.
5. **Paid Social Advertising** – Plan, execute, and optimize paid campaigns (traffic, engagement, lead-gen) with monthly media spend caps approved by APA.
6. **Social Listening & Crisis Response** – Provide real-time monitoring dashboards and an incident escalation protocol.
7. **Influencer & Partnership Outreach** – Identify and manage partnerships with local businesses, downtown initiatives, and community influencers.

B. MARKETING MATERIALS & CREATIVE SERVICES

1. **Brand Toolkit Development** – Refresh or extend APA’s digital brand guidelines (typography, color palette, iconography, voice/tone).
2. **Collateral Design** – Design brochures, signage, infographics, print ads, email templates, and promotional items supporting APA initiatives.
3. **Template Library** – Deliver editable templates for in-house use (Adobe CC, Canva, MS Office) and provide staff training.

C. ANALYTICS & REPORTING

To ensure all digital efforts are purposeful and measurable, the selected Vendor will be responsible for establishing a concise, actionable analytics and reporting system. The analytics approach must help the APA understand the impact of its social media, website, and digital communications activities with minimal complexity.

1. Unified Performance Dashboard

The Vendor will implement a centralized reporting dashboard integrating data from:

- Website (i.e., Google Analytics 4)
- Social media platforms (Facebook, Instagram, LinkedIn, X/Twitter, TikTok)

This dashboard must track key performance indicators (KPIs), including reach, engagement, website traffic, and user actions (e.g., permit clicks or payment visits). APA staff must have 24/7 access and the ability to export summary data.

2. Monthly Summary Reports

A brief, easy-to-read monthly report (2–3 pages) shall be delivered electronically. It will include:

- A high-level overview of performance trends
- Notable content that performed well or poorly
- Key metrics vs. prior month
- Suggested actions for improvement

3. Quarterly Strategic Review

Once per quarter, the Vendor will deliver a summary deck and meet with APA to review cumulative results, discuss trends, and adjust the content or ad strategy as needed. This ensures alignment with APA goals and seasonal shifts.

4. Data Accuracy & Simplicity

All reported metrics must be accurate, clearly labeled, and free from unnecessary (TBD) detail. The Vendor will provide definitions for each KPI and explain what the data means in plain terms. Reports must support informed decision-making by non-technical stakeholders.

D . TRAINING & KNOWLEDGE TRANSFER

- Conduct quarterly workshops for APA staff on content management systems, basic design tools, and crisis communications protocols.

IV. ESTIMATED SCHEDULE OF EVENTS

Event	Date (Tentative)
Release of RFP	August 4, 2025
Vendor Inquiries Due	August 15, 2025 – 4:00 PM ET
Responses to Inquiries Posted	August 22, 2025
Proposals Due	September 12, 2025 – 2:00 PM ET
Evaluation & Short-Listing	September 22, 2025
Interviews / Presentations (if required)	September 29-30, 2025
Selection & Contract Negotiation	October 6, 2025
Anticipated Project Kick-off	November 3, 2025

V. PROJECT REQUIREMENTS (OBJECTIVES)

- **Customer Service** – Provide timely, accurate digital responses and self-service resources to reduce call volume and improve resident satisfaction.
- **Data & Reporting** – Compile actionable, real-time analytics to inform operational and policy decisions.
- **Community Engagement** – Foster constructive two-way dialogue with residents, visitors, and downtown businesses to enhance Allentown’s reputation.
- **Brand & Accessibility Compliance** – Ensure all creative output aligns with APA brand identity and meets ADA & WCAG guidelines.
- **Scalability & Sustainability** – Deliver a future-proof solution that APA staff can maintain post-contract.

VI. VENDOR REQUIREMENTS

- Demonstrate proven experience managing municipal or transportation-sector social media and website projects of similar scope.
- Provide a minimum of **three (3)** references from the past ten (10) years, including project scope, contact information, and outcome metrics.

- Identify key personnel with résumés and role descriptions. Substitutions after award may require APA approval.
- Disclose subcontractors and technology partners.
- Maintain fiscal stability and professional liability insurance of at least \$1 million per occurrence.

VII. PROPOSAL FORMAT GUIDELINES

Proposers must submit a sealed envelope: (1) **Cost Proposal**. Proposal shall be:

- Typed, 12-point font or larger.
- Tab-separated according to the sections below.

Section A – Cover Letter

Summarize key elements and affirm pricing validity for at least one (1) year. Provide an authorized point of contact.

Section B – Background & Project Summary

Describe understanding of APA goals, priorities, and how your firm will deliver value.

Section C – Methodology & Work Plan

Detail approach, timeline, deliverables, QA processes, and client satisfaction measures.

Section D – Qualifications & References

Highlight relevant case studies, certifications, and reference projects.

Section E – Financials, Disclosures & Conflicts of Interest

Provide fiscal statements, litigation history for past five (5) years, and disclose any potential conflicts.

Section F – Required Forms & Certifications

Include signed Non-Collusion Affidavit, W-9, and Pennsylvania Public Works Employment Verification (if applicable).

Cost Proposal

Itemize all costs (retainers, media spend management fees, hourly rates, optional add-ons, and out-of-pocket expenses).

VIII. PROPOSAL NOTES

- Proposers may attach supplemental materials (e.g., brochures, sample dashboards, creative portfolios) they deem informative.

- Optional features or alternate solutions should be fully explained with cost implications, benefits, and risks.
- Variances from the written specifications must be clearly identified in writing.
- APA is not responsible for any costs incurred in preparing or submitting proposals, attending pre-proposal meetings, or participating in interviews.
- This RFP does not commit APA to award a contract or pay any procurement-related costs.

IX. SUBMISSION REQUIREMENTS

Submit **seven (7) hard-copy** proposals (one original with wet signatures) and **one (1) electronic copy** (USB) by the Proposal Due date to:

Allentown Parking Authority

Attn: Jonathan Haney, Executive Director
603 W. Linden St.
Allentown, PA 18101

Label envelope: **“APA Social Media & Website Services Proposal 2025”**.

Faxed or e-mailed proposals will not be accepted. Late proposals will be returned unopened.

X. RESERVATION OF APA RIGHTS

APA reserves the right to reject any or all proposals, waive informalities, request additional information, negotiate modifications, or cancel this solicitation in part or in whole in the best interest of APA.

XI. AWARD PROCESS & CONTRACT NEGOTIATIONS

APA will notify the selected Vendor in writing and commence contract negotiations. If agreement is not reached within thirty (30) calendar days, APA may terminate negotiations and begin discussions with the next-ranked proposer.

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XII. EVALUATION CRITERIA

Criterion	Weight
Project Understanding & Approach	15%
Relevant Experience & Past Performance	20%
Qualifications of Key Personnel	20%
Schedule & Capacity to Perform	20%
Cost	25%

END OF RFP