

Thomas Jefferson Planning District Commission

Communications Maintenance & Development – FISCAL YEARS 2021-2023

Request for Proposal

ABOUT THE THOMAS JEFFERSON PLANNING DISTRICT COMMISSION

The Thomas Jefferson Planning District Commission serves Planning District 10 of the Commonwealth, consisting of the Counties of Albemarle, Fluvanna, Greene, Louisa and Nelson and the City of Charlottesville. Represented under their governing Counties include the Towns of Columbia (currently being dissolved), Louisa, Mineral, Scottsville and Stanardsville.

Since its founding in 1972, the TJPDC has played an important role in the region. TJPDC has been responsible for identifying the need for new organizations and services, such as regional rural transit (JAUNT), regional economic development (CVPED), and services for senior adults (JABA). TJPDC has also taken the lead in a number of major regional initiatives such as the Thomas Jefferson Study to Preserve and Assess the Regional Environment (TJSPARE) and associated Sustainability Accords, the Rivanna River Roundtable that led to the formation of the Rivanna River Basin Commission, the establishment of the Thomas Jefferson HOME Consortium to obtain housing assistance funds for low and moderate income residents, and the Eastern Planning Initiative, a comprehensive effort for regional land use and transportation coordination in the eastern portions of the region. In addition to those efforts, TJPDC has long provided important services to local governments including the development of comprehensive plans, downtown, small area, and corridor plans, transportation planning assistance through the MPO and rural transportation planning program, as well as planning tools for special populations including seniors and people with disabilities.

The current Strategic Plan of the TJPDC focuses services in the areas of Transportation Planning, Regional Planning, Environment & Solid Waste, Community and Housing Development, Rideshare Programs, and Bicycle Programs. The TJPDC also manages and markets a downtown Charlottesville meeting space and office space for rental income.

TJPDC, www.tjpd.org, is seeking communications maintenance and development services to ensure that its website, e-newsletters, publications, presentations and social electronic media continues to meet the changing needs of its members and constituents. This contract will run for the period until June 30, 2023, but may be renewable for future years. Below is a brief overview of tasks that should be performed as part of this contract:

SCOPE OF WORK

- Website Development
 - Maintenance and upkeep of existing websites
 - Development of new websites or subdomains
 - Integration of customized project deliverables

- Posting online content
 - News, Public Notices, and Current Events
 - Committee Agendas and Minutes
 - Online Calendar Updates
 - Reports and Deliverables
 - Coordination and training with TJPDC staff to load minor changes to the web site

- Production of TJPDC email newsletter and similar products
- Production of email save-the-date, announcements, and event invitations sent through Mailchimp email marketing service
- Production of electronic surveys through Survey Monkey and MetroQuest
- Social Media Development (Facebook etc.)
- Graphic Design Services
 - Final formatting of all important TJPDC project deliverables
 - Reports
 - Posters
 - Powerpoint presentations
 - Charts and Infographics for use in TJPDC deliverables
 - Mapping Products
 - TJPDC collateral materials
 - Letterhead
 - Business cards
 - Envelopes
 - Signs
 - Meeting Materials - Work with staff to produce materials for Open Houses, Public Forums and Special Events
 - Logo Design
 - Event Flyers and Announcements

Marketing Materials for RideShare and other grant funded programs

BUDGET

It is estimated that an average of \$3,500 per month will be approved for site maintenance, development, consultant fees and all scope of work fees.

Any additional services requested by TJPDC shall be compensated on a project basis as estimated by consultant and as approved by TJPDC using the established hourly fees provided in the submitted Proposal.

PROPOSALS

Proposals should consist of an overview of the agency, representatives and include the items below. The proposal should be no longer than ten pages.

All proposals will need to include:

Description of team, experience and technical skills

Hourly fee for each level of technical associate

Samples of relevant work for previous/current clients

Proposals (email preferred) must be submitted by

12:00 Noon (EST) on Friday, May 29, 2020 to:

Dominique Lavorata

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