



BID PACKAGE #2 — Social Media & Digital Technical Assistance Consultant

SECTION 1 — BID SOLICITATION NOTICE

The West Virginia Farmers Market Association (WVFMA) is soliciting sealed proposals from qualified independent contractors or firms to provide Web Development, ADA Accessibility Remediation, and Data Systems Modernization, as part of the *Growing Locally, Connecting Digitally* initiative funded through the Appalachian Regional Food Business Center Business Builder Subaward.

WVFMA intends to award one (1) contract based on demonstrated qualifications, competitive value, and ability to meet required timelines.

Contract Term: Upon award – May 15, 2026

Payment Structure: Monthly invoicing

Proposal Due Date: January 10, 2026

Submission Email: executivedirector@wvfarmers.org

Late proposals will not be accepted.

SECTION 2 — INSTRUCTIONS TO BIDDERS

1. All proposals must be submitted electronically as a single PDF.
2. Proposal format must follow Section 3 or it may be deemed non-responsive.
3. All bids must remain valid for 60 days after submission.
4. Questions must be submitted by email
5. WVFMA reserves the right to:
 - Reject any and all proposals
 - Request clarifying information
 - Negotiate terms before award
 - Cancel this solicitation



SECTION 3 — REQUIRED PROPOSAL CONTENT

All proposals must include the following:

- A. Bidder Cover Sheet (included in this package)
- B. 1–2 page narrative describing your project approach
- C. Portfolio links demonstrating relevant work
- D. Proposed monthly work plan through May 30, 2026
- E. Resume or organizational profile
- F. Three (3) professional references
- G. Signed Required Forms:
 - Non-Disclosure & Confidentiality Agreement
 - Conflict of Interest Disclosure
 - Debarment Certification

Failure to include required forms will result in disqualification.

SECTION 4 — PROCUREMENT POLICIES & CONDITIONS

4.1 NONDISCRIMINATION

The bidder shall not discriminate against any employee, applicant, or program recipient based on race, color, national origin, sex, age, disability, religion, veteran status, or other protected class.

4.2 CONFLICT OF INTEREST

Bidders must disclose any relationship with WVFMA staff or board members. Undisclosed conflicts may result in rejection of proposals.

4.3 CONFIDENTIALITY

Bidder shall maintain strict confidentiality of all data, including Market Metrics, member information, and sensitive organizational documents.

4.4 OWNERSHIP OF WORK

All work products developed under this contract become the exclusive property of WVFMA.



4.5 TERMINATION

SECTION 5 — SCOPE OF WORK (SOW)

SCOPE OF WORK (SOW)

5.1 ROLE SUMMARY

5.2. DELIVERABLES



2. Conduct a minimum of 80 digital intake assessments with farmers and/or market managers.
3. Produce a Digital Needs Summary Report categorizing statewide needs into themes such as:
 - Website support
 - Social media readiness
 - Google Business Profile gaps
 - Mobile skill levels
 - ADA barriers
 - Training themes

B. ONE-ON-ONE TECHNICAL ASSISTANCE

Provide individualized technical assistance for a minimum of 50 participants, covering the following areas:

- Social media setup and optimization
- Google Business Profile creation or correction
- Basic website updates for markets without developer-level needs
- Photo optimization and captioning for market/farm promotion
- Developing consistent posting schedules
- Training markets on promoting SNAP, SNAP Stretch, WIC, and Senior Vouchers
- Orientation on using upgraded WVFMA forms, workflows, and data systems

Each TA session must include:

1. A documented session summary
2. A list of recommended next steps
3. Follow-up verification that tasks were completed (when applicable)

C. GROUP TRAININGS & RECORDINGS

Develop and deliver at least four statewide virtual workshops, each 60–90 minutes.



Required training themes include:

1. Social media strategy for farmers markets
2. Search engine optimization (SEO) for rural, low-bandwidth markets
3. Digital storytelling and brand identity for small farms
4. Mobile-friendly content creation workflows
(Alternatives may be proposed with WVFMA approval.)

Each session must:

- Include presentation materials (slides, handouts, tools)
- Be recorded and provided to WVFMA for YouTube upload
- Include pre-session and post-session surveys

D. DIGITAL TOOLKIT CREATION

The consultant must create a Digital Skills Toolkit for statewide use, including:

- Step-by-step guides (PDF)
- Template posting schedules
- Standard hashtags and messaging templates
- Google Business Profile troubleshooting guide
- Social media content templates (e.g., Canva)
- Quick-start website checklist for markets
- Short video tutorials (2–5 minutes each)

All materials must be:

- ADA-conscious (readable, high contrast, alt-text friendly)
- Branded using WVFMA color palette (#373e45, #ec4830, black, white)
- Provided in editable and final formats

E. COLLABORATION WITH THE WEB DEVELOPER

The consultant will collaborate with the Web Developer to:

1. Identify user-experience barriers related to new forms, rentals, and Market Metrics.



2. Provide feedback on mockups and prototypes from a communications perspective.
3. Assist in creating simple user instructions for new systems (short videos or screenshots).
4. Integrate TA content into the upgraded WVFMA platform where appropriate.

F. REPORTING REQUIREMENTS

The consultant must provide:

- Monthly progress reports summarizing TA delivered, training attendance, and emerging themes
- Updated participant logs documenting intakes, TA hours, and outcomes
- Copies of all training materials
- Final project report summarizing all deliverables, themes, challenges, and recommendations for sustainability

5.3. TIMELINE & MILESTONES

Milestone 1 — January 15, 2026

- Intake form finalized
- Training schedule drafted

Milestone 2 — March 1, 2026

- 25 TA sessions completed
- First two trainings delivered
- Draft toolkit framework submitted

Milestone 3 — April 15, 2026

- 80 intake assessments completed
- 50 TA sessions completed
- Toolkit draft completed for review

Milestone 4 — May 30, 2026

- Toolkit finalized



- All four trainings completed and recorded
- Final project report submitted

5.4. COMMUNICATION & MEETING REQUIREMENTS

- Bi-weekly check-ins with the WVFMA Project Director
- Response to email inquiries within 3 business days
- Quarterly participation in partner meetings as needed
- Ability to coordinate with WV Food & Farm Coalition when relevant

5.5. STANDARDS & COMPLIANCE

The consultant must comply with all WVFMA policies, including:

- Confidentiality and nondisclosure requirements
- ADA-conscious document creation
- Accurate documentation for grant reporting
- Ethical communication with markets and producers

SECTION 6 — EVALUATION CRITERIA

Scoring rubric based on experience, approach, qualifications, and references.

SECTION 7 — REQUIRED FORMS

Bidder Cover Sheet, NDA, Conflict Disclosure, Debarment Certification, W-9 requirement.