

2019 Seattle Sweetened Beverage Tax (SBT) Public Awareness & Counter-Marketing Campaign Request for Proposal (RFP) Consultant Contract

Information Session

September 19, 2019



Agenda

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- Campaign Goals & Project Scope
 - Campaign Goals
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- Selection Process
- Appeal Process
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Introduction

- On January 1, 2018, the City of Seattle imposed a sweetened beverage tax on the distribution of sweetened beverages into Seattle.
- On June 24, 2019, in a memo to the Mayor, the Community Advisory Board (CAB) recommended adequate funding be put aside to fund a public awareness & counter-marketing campaign.

Introduction

- In 2019, a minimum of \$236,523 must be spent by the contracted firm, with flexibility for as much as \$473,046 to be spent.
- In 2020, the Human Service Department's (HSD) budget is \$236,523.
- Funding awards will be made for the period of October 15, 2019 to December 31, 2020, for an estimated 15-month contract, or until work is completed.

Timeline

- Funding Opportunity Announcement September 9, 2019
- Last Day To Submit Questions September 17, 2019
- Information Session September 19, 2019
1:30 PM – 3:00 PM



Timeline

- Application Deadline October 2nd, 2019 by **12:00 PM, Noon**
- Review & Rating Process October 2, 2019 to October 4, 2019
- Interviews October 9, 2019
- Award Announcement October 11, 2019
- Award Protests Deadline October 14, 2019
- Contract Start Date October 15, 2019



Campaign Goals & Project Scope

- Campaign Goals
- Performance Schedule
- Scope of Work
- Priority Population
- Requirements for Firm Qualification



Campaign Goals

1. A public awareness campaign that highlights alternatives to sugar-sweetened beverages (SSBs) and demonstrates healthier choices.
2. A counter-marketing campaign that raises awareness of the deceptive and manipulative marketing of SSBs to people of color and low-income communities (especially youth and young adults) and generate action and resistance.
3. Raise awareness of Seattle's SBT (how it works, revenue raised, how revenue is being used) and build support for the SBT.

Performance Schedule

Month	Action
October 2019 – January 2020	General Community Engagement
October 2019 – January 2020	Youth-Led Community Engagement
February 2020 – March 2020	Document Findings, Assess Data, and Produce Community Engagement Report
March 2020 – April 2020	Brand Design and Website Development
May 2020 – June 2020	Campaign Execution



Scope of Work

- Selected firm provides professional services to plan, design, facilitate, and execute the campaign.
- Central Components
 - Community Engagement
 - Knowledge of innovative and novel means of marketing & communications
 - History of engagement with communities most impacted by the sale of sweetened beverages

Priority & Focus Populations

Priority Population is identified as a group (or groups) comprising a specific demographic (seniors, youth, families, etc.) or having a specific issue in common (behavioral health, violence-involved, etc.). The Priority Population for this contract is:

- **Youth (12-19 years)**
- **Young Adults (20-39 years)**
- **Low-income People**
- **Families**

Focus population is identified as specific racial or ethnic groups within the priority population and with data showing the highest disparities in the investment area. Given the most recent data, Focus Populations for this contract are individuals and communities who identify as:

- **Black/African American**
- **Latinx**

Requirements for Firm Qualification

Selected firm should have experience in:

- Community Mobilization
- Contemporary Marketing Practices (Social Media, Media Advocacy, GIS, etc.)
- Media Literacy
- Public Campaigns
- Public Health Approaches

Selected firm will ideally be staffed to reflect the focus population and able to facilitate and engage with communities impacted by SSBs.

Selected firm will be comfortable facilitating a youth of color led counter-marketing campaign or subcontract with a firm that is comfortable doing so.

Response Materials & Submittal

- Online Submission Instructions
- Complete Applications



Online Submission Instructions

- Email to the Funding Process Coordinator by September 30, 2019 by **12:00 PM, Noon**:
 - Attn: Amaury Ávalos, amaury.avalos@seattle.gov
- Title the Email:
 - Seattle Sweetened Beverage Tax Public Awareness & Counter-Marketing Campaign Proposal
- Late applications will not be accepted.
- **HSD is not responsible for ensuring that applications are received by deadline**

Complete Applications

Applications must include:

- Cover letter
- Proposal Response
 - Scope of Work
 - Timeline
 - Proposed Budget
 - Proposed Project Team Description
 - Relevant Experience
- Addenda
 - Consultant Questionnaire
 - Proof of Legal Business Name
 - Minimum Qualifications
 - Consultant Inclusion Plan



Selection Process

Evaluation Criteria

Proposed Delivery of the Scope of Work	30%
Timeline	10%
Proposed Budget	20%
Proposed Project Team	15%
References/Experience	15%
Inclusion Plan	10%

Selection Process

Interviews

- The City will interview top ranked firms from the proposal evaluation.
- Firms invited to interview are to bring the assigned key person(s) named by the Consultant in the proposal and may bring other key personnel named in the proposal.
- Firms invited to interview shall not bring individuals who do not work for the consultant or are not on the project team without advance authorization by the Funding Process Coordinator.
- Interviews are conducted by a panel comprised of members of HSD and the community.
- Interviews will be scored out of 100%.

Selection Process

- Funding Recommendations Submitted: **October 10, 2019**
- Finalize Award Decision: **October 11, 2019**
- Announce Intent to Award: **October 11, 2019**
- Awards Protests Deadline **October 14, 2019**
- Negotiate and Sign Contract: **October 15, 2019**

Award Protests Process

- Applicants have the right to protest or appeal certain decisions in the award process.

Grounds for Appeals

- A matter of bias, discrimination, or conflict of interest
- Errors in computing score
- Non-compliance with procedures described in the solicitation or City policy

Award Protests Process

Appeals Deadlines

- Protests must be filed within three business days after a notice or announcement by the City, to assure City consideration.
- The City does not have responsibility to consider or reply to protests or complaints received after the protest deadlines.

Award Protests Process

- Protests shall be in writing and state the respondent is submitting a formal protest.
- Please include the following information in your protests letter, and include all information you want considered within the package you submit. Failure to include the following may cause rejection of your protest:
 1. Company name, mailing address, email address, phone number and name of company individual responsible for submission of the protest;
 2. Identify the City Solicitation (title, number, department and/or similar);
 3. State the specific action or decision being protested;
 4. Indicate the basis for the protest including specific facts with back-up documentation;
 5. Indicate what relief or corrective action you believe City should make;
 6. Demonstrate you made every reasonable effort within the bid schedule to resolve the issue, including asking questions, attending the pre-bid conference, seeking clarification, requesting addenda, and otherwise alerting the City to any perceived problems; and
 7. Make sure document is signed by an authorized agent of the company.

No contracts resulting from the solicitation will be executed until the protest process has closed

Award Protests Process

Protests must be filed with:

Liz Alzeer, Director

liz.alzeer@seattle.gov

Fax: (206)233-5155

Delivery: 700 Fifth Ave., Suite 4110
Seattle, WA 98104



Tips

- Follow the required format defined in the Consultant Contract
- Be specific, detailed, and concise
- Answer all questions and in the context of your proposed programs
- Submit an accurate budget; double check your numbers
- Do not exceed the page limit defined in the Consultant Contract

Questions?



Thank You