



City of Seattle

REQUEST FOR PROPOSAL (RFP) Consultant Contract

Seattle Sweetened Beverage Tax Public Awareness & Counter-Marketing Campaign

RFP-HSD-9619

Amendment # 1
9/20/19

Procurement Schedule

Table 1: Procurement Schedule

Schedule of Events	Date/Time
Solicitation Release	September 6, 2019
Deadline for Questions	September 17, 2019
Optional - Pre-submittal Conference Seattle Municipal Tower 700 5 th Avenue, Room 4070 Seattle, WA 98104	September 19, 2019 1:30 PM – 2:30 PM
Response Deadline	October 2, 2019 12:00 PM, Noon
Interviews	October 9, 2019
Announcement of Successful Proposer(s)	October 11, 2019
Awards Protest Deadline	October, 14, 2019
Anticipated Negotiation Schedule	October 15, 2019 October 11, 2019 – October 14, 2019
Contract Execution	October 15, 2019

*The City reserves the right to modify this timeline.
Changes will be posted on the City website or as otherwise stated.*

Funding Process Coordinator Information

**Funding Process Coordinator: Amaury Ávalos, Funding Process Coordinator,
amaury.avalos@seattle.gov , (206)386-1561**

Table 2: Delivery Address

It is important to use the correct address for the delivery method you chose.

Fed Ex & Hand Delivery - Physical Address	US Post Office - Mailing Address
Youth & Family Empowerment Division Human Services Department 700 Fifth Avenue, Suite 5800 Seattle, Washington 98104 Attn: Amaury Ávalos	Human Services Department Seattle Municipal Tower P.O. Box 34215 Seattle, Washington 98124-4215 Attn: Amaury Ávalos

Unless authorized by the Procurement Contact, no other City official or employee may speak for the City regarding this solicitation until the award process is complete. Any Proposer contacting other City officials or employees does so at Proposer’s own risk. The City is not bound by such information.

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1. Purpose and Background.

Background

The Seattle Human Services Department (HSD) is leading a public awareness and counter-marketing campaign to reduce consumption of sugary beverages, funded by the City of Seattle’s Sweetened Beverage Tax (SBT). The SBT is a tax on the distribution of sweetened beverages in the City of Seattle. The tax is collected on the final distribution of sweetened beverages into Seattle for retail sale in the City. For more information on the tax, please refer to the City’s [SBT Home Page](#).

HSD is requesting Statement of Qualifications and proposals from firms for marketing, communications, and community engagement to support this campaign. The firm shall provide professional services to plan, design, facilitate, and execute the public awareness and counter-marketing campaign.

Priority Framing: Population

Our focus population for this project is 12-29 year-old Black and Latinx individuals and families, as well as low-income populations.

Budget

For this contract, the selected firm must spend funding with the following considerations in mind:

1. 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. ~~the available award amount is up to \$473,046 to be spent within the 2019 calendar year.~~
2. In 2020, HSD’s budget for this project is \$236,523.

Funds are contingent upon council approval in 2019, date to be determined.

We encourage firms to propose a realistic and meaningful scope of work and budget. If a proposed scope of work and budget necessitates flexibility outside the proposed HSD timeline, the Department will negotiate this upon firm selection.

The successful Consultant will propose a work plan that reflects these budgetary considerations.

2. Performance Schedule.

This is a multi-phase contract. The contracted firm will adhere to the following estimated schedule:

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

3. Solicitation Objectives.

The City expects to achieve the following outcomes through this consultant solicitation:

1. A public awareness campaign that highlights adverse health effects of sugar-sweetened beverages

(SSBs) and promotes healthier alternatives to SSBs.

2. A counter-marketing campaign that includes information about the adverse health effects of SSBs, promotes healthier alternatives, raises awareness of the strategic marketing tactics of SSBs to Black, Latinx, and low-income communities (especially youth and young adults), and generates 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.

4. Minimum Qualifications.

Consultant shall have 5+ years’ experience providing counter-marketing, public awareness, community engagement, and outreach.

5. Scope of Work.

Project Description

The Sweetened Beverage Tax Public Awareness & Counter-Marketing Campaign is a multiphase project. The selected consultant shall provide professional services to plan, design, facilitate, and execute the public awareness and counter-marketing campaigns. Elements of the public awareness campaign could include, but are not limited to: paid media via multiple channels (social media, mass media, etc.), earned media, community-based events/outreach, worksite campaigns, social networks, etc. Successful applications will demonstrate integration between the public awareness and counter-marketing campaigns.

Community engagement is a central component of the campaign design process, as well as knowledge of innovative and novel means of marketing and communications, a history of engagement with communities most impacted by the sale of sweetened beverages, and expertise around reaching the focus population. The selected firm will have an established network of community-based organizations to engage with. If not, the firm may subcontract with a community-based organization (CBO) for the community engagement to support outreach efforts. The firm will lead all community engagement efforts with the support of the Funding Process Coordinator.

Requirements for Firm Qualification

The firm shall have experience with community mobilization, contemporary marketing practices (including social media, media advocacy, and GIS), media literacy, public campaigns, and a knowledge of public health approaches. A firm will be staffed to reflect the focus population and be able to facilitate and engage with Black and Latinx communities. The firm will be comfortable and practiced in facilitating a youth of colored counter-marketing campaign.

Estimated Project Schedule

Month	Action
October 2019 – January 2020	General Community Engagement Consultant will support a CBO to develop and test messages and design a paid and earned media sugary drink counter-marketing campaign. Purpose of engagements is to identify target population perspective on the sale of and consumption of sugary sweetened beverages, as well as effective messaging and venues for the media campaign. Community engagement will inform branding, campaign design, and eventual implementation.

October 2019 – January 2020	Youth-Led Community Engagement Consultant will support a CBO to develop and design an approach to engage youth in developing and leading a peer-to-peer sugary drink counter-marketing campaign.
February-March 2020	Document Findings, Assess Data, and Produce Community Engagement Report Consultant will develop a report communicating findings from community engagement and how they will be incorporated into the campaigns.
March-April 2020	Brand Design and Website Development Consultant will create a clear and cohesive platform for the public awareness and counter-marketing campaign that aligns with community engagement findings and City of Seattle Human Services Department branding.
May-June 2020	Campaign Execution Consultant will implement the public awareness and counter-marketing campaign in multiple communication channels (e.g. ethnic/community specific radio, TV, newspaper, and social media channels) and through coordinated work with CBOs and youth.

6. Contract Modifications.

The City Consultant Contract is attached (See Attachments Section).

The City has attached its boilerplate contract terms to allow Proposers to be familiar with boilerplate, and the non-negotiable terms before submitting a proposal. The City may negotiate with the highest ranked apparent successful Proposer. The City cannot modify contract provisions mandated by Federal, State or City law: to: Equal Benefits, Audit (Review of Vendor Records), WMBE and EEO, Confidentiality, and Debarment or mutual indemnification. Exceptions to those provisions will be summarily disregarded.

7. Procedures and Requirements.

This section details City instructions and requirements for your submittal. The City reserves the right in its sole discretion to reject any Consultant response that fails to comply with the instructions.

7.1 Registration into the Online Business Directory

If you have not previously done so, register at: <http://www.seattle.gov/obd> The City expects all firms to register. Women- and minority- owned firms are asked to self-identify (see section 7.25). For assistance, call Julie Salinas at 206-684-0383.

7.2 Pre-Submittal Conference (Optional)

The City offers an optional pre-submittal conference at the time, date and location on page 1. Proposers are highly encouraged to attend but not required to attend to be eligible to propose. The meeting answers questions about the solicitation and clarify issues. This also allows Proposers to raise concerns. Failure to raise concerns over any issues at this opportunity will be a consideration in any protest filed regarding such items known as of this pre-proposal conference.

7.3 Questions.

Proposers may email questions to the Procurement Contact until the deadline stated on page 1. Failure to request clarification of any inadequacy, omission, or conflict will not relieve the Consultant of responsibilities under any subsequent contract. It is the responsibility of the interested Consultant to assure they receive responses to Questions if any are issued.

7.4 Changes to the RFP/RFQ.

The City may make changes to this RFP if, in the sole judgment of the City, the change will not compromise the City's objectives in this solicitation. Any change to this RFP will be made by formal written addendum issued by the City and shall become part of this RFP.

7.5 Receiving Addenda and/or Question and Answers.

It is the obligation and responsibility of the Consultant to learn of addenda, responses, or notices issued by the City. Some third-party services independently post City of Seattle solicitations on their websites. The City does not guarantee that such services have accurately provided all the information published by the City.

All submittals sent to the City may be considered compliant with or without specific confirmation from the Consultant that any and all addenda was received and incorporated into your response. However, the Funding Process Coordinator reserves the right to reject any submittal that does not fully incorporate Addenda that is critical to the project.

7.6 Proposal Submittal.

- a. Proposals must be received by the City no later than the date and time on page 1 except as revised by Addenda.
- b. All pages are to be numbered sequentially, and closely follow the requested formats.
- c. The City has page limits specified in the Response Format Section 8. Any pages that exceed the page limit will be excised from the document for purposes of evaluation.
- d. The submitter has full responsibility to ensure the response arrives at the City within the deadline. A response delivered after the deadline may be rejected unless waived as immaterial by the City given specific fact-based circumstances.

7.7 Hard Copy Submittal.

Delivery is to the location specified on Page 2, Table 2.

Submit one (1) hard copy or one (1) electronic copy of the response. The City will not accept Fax or USB drives as originals in lieu of paper or electronic e-mail copy submittals.

- a. Hard-copy responses should be in a sealed envelope, clearly marked and addressed with the City contact person's name and RFP name. If submittals are not clearly marked, the Proposer risks the response being misplaced and not properly delivered or date/time stamped.
- b. The Submittal may be hand-delivered or otherwise be received by the Funding Process Coordinator at the address provided, by the submittal deadline. Delivery errors will result without careful attention to the proper address.
- c. Do not use plastic or vinyl binders or folders. The City encourages you to use fully 100% recycled stock.

7.8 Electronic Submittal.

The City allows and will accept an electronic submittal in lieu of an official paper submittal.

- a. The electronic submittal is e-mailed to the Funding Process Coordinator (see page 2), by the submittal deadline (Procurement Schedule, Table 1, Page 1 or as otherwise amended).
- b. Title the e-mail: Seattle Sweetened Beverage Tax Public Awareness & Counter-Marketing Campaign Proposal so it won't be lost in an e-mail stream.
- c. A confirmation email noting receipt of proposal will be sent.
- d. Any risks associated with an electronic submittal are borne by the Proposer.
- e. The City's e-mail system will typically allow documents up to 20 Megabytes.
- f. If the Proposer also submits a hard-copy, the hard copy has precedence.

7.9 Proposer Responsibility to Provide Full Response.

It is the Proposer's responsibility to respond in a manner that does not require interpretation or clarification by the City. The Proposer is to provide all requested materials, forms and information. The Proposer is to ensure the materials submitted properly and accurately reflect the Proposer's offering. During scoring and evaluation (prior to interviews if any), the City will rely upon the submitted materials and shall not accept materials from the Proposer after the RFP deadline; this does not limit the City's right to consider additional information (such as references that are not provided by the Proposer but are known to the City, or past City experience with the consultant), or to seek clarifications as needed.

7.10 Prohibited Contacts.

Proposers shall not interfere in any way to discourage other potential and/or prospective proposers from proposing or considering a proposal process. Prohibited contacts includes but is not limited to any contact, whether direct or indirect (i.e. in writing, by phone, email or other, and by the Proposer or another person acting on behalf of the Proposer) to a likely firm or individual that may discourage or limit competition. If such activity is evidenced to the satisfaction and in sole discretion of the City department, the Proposer that initiates such contacts may be rejected from the process.

7.11 License and Business Tax Requirements.

The Consultant must meet all applicable licensing requirements immediately after contract award or the City may reject the Consultant. Companies must license, report and pay revenue taxes for the Washington State business License (UBI#) and Seattle Business License, if required by law. Carefully consider those costs before submitting an offer, as the City will not separately pay or reimburse such costs.

Seattle Business Licensing and associated taxes.

- a. If you have a "physical nexus" in the city, you must obtain a Seattle Business license and pay all taxes due before the Contract can be signed.
- b. A "physical nexus" means you have physical presence, such as: a building/facility/employee(s) in Seattle, you make sales trips into Seattle, your own company drives into Seattle for product deliveries, and/or you conduct service work in Seattle (repair, installation, service, maintenance work, on-site consulting, etc.).
- c. We provide a Consultant Questionnaire Form in our submittal package items later in this RFP, and it will ask you to specify if you have "physical nexus".
- d. All costs for any licenses, permits and Seattle Business License taxes owed shall be borne by the Consultant and not charged separately to the City.

- e. The apparent successful Consultant(s) must immediately obtain the license and ensure all City taxes are current, unless exempted by City Code due to reasons such as no physical nexus. Failure to do so will cause rejection of the submittal.
- f. The City of Seattle Application for a Business License and additional licensing information can be found this page here: <http://www.seattle.gov/licenses/get-a-business-license>
- g. You can find Business License Application help here: <http://www.seattle.gov/licenses/get-a-business-license/license-application-help>
- h. Self-Filing You can pay your license and taxes on-line using a credit card www.seattle.gov/self/
- i. For Questions and Assistance, call the Revenue and Consumer Protection (RCP) office which issues business licenses and enforces licensing requirements. The general e-mail is rca@seattle.gov. The main phone is 206-684-8484.
- j. The licensing website is <http://www.seattle.gov/licenses>
- k. If a business has extraordinary balances due on their account that would cause undue hardship to the business, the business can contact the License and Tax Administration office at tax@seattle.gov to request additional assistance.
- l. Those holding a City of Seattle Business license may be required to report and pay revenue taxes to the City. Such costs should be carefully considered by the Consultant prior to submitting your offer. When allowed by City ordinance, the City will have the right to retain amounts due at the conclusion of a contract by withholding from final invoice payments.

7.12 State Business Licensing. Before the contract is signed, you must have a State of Washington business license (a “Unified Business Identifier” known as a UBI#). If the State of Washington has exempted your business from State licensing (some foreign companies are exempt and sometimes, the State waives licensing because the company has no physical presence in the State), then submit proof of that exemption to the City. All costs for any licenses, permits and associated tax payments due to the State because of licensing shall be borne by the Consultant and not charged separately to the City. Instructions and applications are at <http://bls.dor.wa.gov/file.aspx> and the State of Washington Department of Revenue is available at 1-800-647-7706.

7.13 Federal Excise Tax.

The City is exempt from Federal Excise Tax.

7.14 No Guaranteed Utilization.

The City does not guarantee utilization of any contract(s) awarded through this RFP process. The solicitation may provide estimates of utilization; such information is for Consultant convenience and not a usage guarantee. The City reserves the right to issue multiple or partial awards, and/or to order work based on City needs. The City may turn to other appropriate contract sources or supplemental contracts to obtain these same or similar services. The City may re-solicit for new additions to the Consultant pool. Use of such supplemental contracts does not limit the right of the City to terminate existing contracts for convenience or cause.

7.15 Expansion Clause.

The contract limits expansion of scope and new work not expressly provided for within the RFP.

Expansion for new work (work not specified within the original Scope of Work Section of this Agreement, and/or not specified in the original RFP as intended work for the Agreement) must comply with the following:

(a) New work is not reasonable to solicit separately; (b) is for reasonable purpose; (c) was not reasonably known by the City or Consultant at time of solicitation or was mentioned as a possibility in the solicitation (i.e. future phases of work, or a change in law); (d) is not significant enough to be regarded as an independent body of work; (e) would not attract a different field of competition; and (f) does not change the identity or purpose of the Agreement.

The City may make exceptions for immaterial changes, emergency or sole source conditions, or other situations required in City opinion. Certain changes are not subject to these limitations, such as additional phases of work anticipated during solicitation, time extensions, and work orders issued on an on-call contract. Expansion must be mutually agreed and issued by the City through written Addenda. New work performed before an authorizing amendment may not be eligible for payment.

The City reserves the right to independently solicit and award any new work to another firm when deemed appropriate or required by City policy.

7.16 Effective Dates of Offer.

Solicitation responses are valid until the City completes award. Should any Proposer object to this condition, the Proposer must object prior to the Q&A deadline on page 1.

7.17 Cost of Preparing Proposals.

The City is not liable for costs incurred by the Proposer to prepare, submit and present proposals, interviews and/or demonstrations.

7.18 Readability.

The City's ability to evaluate proposals is influenced by the organization, detail, comprehensive material and readable format of the response.

7.19 Changes or Corrections to Proposal Submittal.

Prior to the submittal due date, a Consultant may change its proposal, if initialed and dated by the Consultant. No changes are allowed after the closing date and time.

7.20 Errors in Proposals.

Proposers are responsible for errors and omissions in their proposals. No error or omission shall diminish the Proposer's obligations to the City.

7.21 Withdrawal of Proposal.

A submittal may be withdrawn by written request of the submitter.

7.22 Rejection of Proposals.

The City may reject any or all proposals with no penalty. The City may waive immaterial defects and minor irregularities in any submitted proposal.

7.23 Incorporation of RFP/RFQ and Proposal in Contract.

This RFP and Proposer's response, including promises, warranties, commitments, and representations made in the successful proposal once accepted by the City, are binding and incorporated by reference in the City's contract with the Proposer.

7.24 Independent Contractor.

The Consultant works as an independent contractor. The City will provide appropriate contract management, but that does not constitute a supervisory relationship to the consultant. Consultant workers

are prohibited from supervising City employees or from direct supervision by a City employee. Prohibited supervision tasks include conducting a City of Seattle Employee Performance Evaluation, preparing and/or approving a City of Seattle timesheet, administering employee discipline, and similar supervisory actions.

Contract workers shall not be given City office space unless expressly provided for below, and in no case shall such space be provided for over 36 months without specific authorization from the City.

The City will not provide space in City offices for performance of this work. Consultants will perform most work from their own office space or the field.

7.25 Equal Benefits.

Seattle Municipal Code Chapter 20.45 (SMC 20.45) requires consideration of whether Proposers provide health and benefits that are the same or equivalent to the domestic partners of employees as to spouses of employees, and of their dependents and family members. The Consultant Questionnaire requested in the Submittal instructions includes materials to designate your equal benefits status.

Note to Project Manager: This provision may change depending on the funding source of the project. For instance, if you have a Federal Transit Administration (FTA) funded project, Disadvantaged Business Enterprise (DBE) Requirements will apply in lieu of WMBE. Make sure you include all the appropriate requirements in your federally funded contracts.

7.26 Women and Minority Subcontracting.

The Mayor's Executive Order and City ordinance require the maximum practicable opportunity for successful participation of minority and women-owned subcontracts. All proposers must agree to SMC Chapter 20.42, and seek meaningful subconsultant opportunities with WMBE firms. The City requires a plan for including minority- and women-owned firms, which becomes a material part of the contract. The Plan must be responsive in the opinion of the City, which means a meaningful and successful search and commitments to include WMBE firms for subcontracting work. The City reserves the right to improve the Plan with the winning Consultant before contract execution. Consultants should use selection methods and strategies sufficiently effective for successful WMBE participation. At City request, Consultants must furnish evidence such as copies of agreements with WMBE subconsultants either before contract execution or during contract performance. The winning Consultant must request written approval for changes to the Inclusion Plan once it is agreed upon. This includes changes to goals, subconsultant awards and efforts.

WMBE firms need not be state certified to meet the City's WMBE definition. The City defines WMBE firms as at least 51% (percent) owned by women and/or minority. To be recognized as a WMBE, register on the City's [Online Business Directory](#). Federally funded transportation projects require a Disadvantaged Business Enterprises (DBE) program; for that program, firms must be certified by the [Washington State Office of Minority and Women Business Enterprises \(OMWBE\)](#).

7.27 Insurance Requirements.

Any special insurance requirements are provided as an Attachment. If attached, provide proof of insurance and additional insured endorsement policy language to the City before Contract execution. The apparent successful Proposer must promptly provide proof of insurance to the City upon receipt of the notice of intent to award.

Consultants are encouraged to immediately contact their Broker to begin preparation of the required insurance documents, if the Consultant is selected as a finalist. Proposers may elect to provide the requested insurance documents within their Proposal.

7.28 Proprietary Materials.

The State of Washington's Public Records Act (Release/Disclosure of Public Records) Under Washington State Law (reference RCW Chapter 42.56, the Public Records Act) all materials received or created by the City of Seattle are considered public records. These records include but are not limited to bid or proposal submittals, agreement documents, contract work product, or other bid material.

The State of Washington's Public Records Act requires that public records must be promptly disclosed by the City upon request unless that RCW or another Washington State statute specifically exempts records from disclosure. Exemptions are narrow and explicit and are listed in Washington State Law (Reference RCW 42.56 and RCW 19.108).

Bidders/proposers must be familiar with the Washington State Public Records Act and the limits of record disclosure exemptions. For more information, visit the Washington State Legislature's website at <http://app.leg.wa.gov/rcw/default.aspx?cite=42.56>.

If you have any questions about disclosure of the records you submit with your bid, contact the Procurement Contact named in this document.

Marking Your Records Exempt from Disclosure (Protected, Confidential, or Proprietary)

As mentioned above, all City of Seattle offices ("the City") are required to promptly make public records available upon request. However, under Washington State Law some records or portions of records are considered legally exempt from disclosure and can be withheld. A list and description of records identified as exempt by the Public Records Act can be found in RCW 42.56 and RCW 19.108.

If you believe any of the records you are submitting to the City as part of your bid/proposal or contract work products, are exempt from disclosure you can request that they not be released before you receive notification. To do so you must complete the City Non-Disclosure Request Form ("the Form") provided by the City (see page 4 on the Consultant Questionnaire) and very clearly and specifically identify each record and the exemption(s) that may apply. (If you are awarded a City contract, the same exemption designation will carry forward to the contract records.)

The City will not withhold materials from disclosure simply because you mark them with a document header or footer, page stamp, or a generic statement that a document is non-disclosable, exempt, confidential, proprietary, or protected. Do not identify an entire page as exempt unless each sentence is within the exemption scope; instead, identify paragraphs or sentences that meet the specific exemption criteria you cite on the Form. Only the specific records or portions of records properly listed on the Form will be protected and withheld for notice. All other records will be considered fully disclosable upon request.

If the City receives a public disclosure request for any records you have properly and specifically listed on the Form, the City will notify you in writing of the request and will postpone disclosure. While it is not a legal obligation, the City, as a courtesy, will allow you up to ten business days to file a court injunction to prevent the City from releasing the records (reference RCW 42.56.540). If you fail to obtain a Court order within the ten days, the City may release the documents.

The City will not assert an exemption from disclosure on your behalf. If you believe a record(s) is exempt from disclosure you are obligated to clearly identify it as such on the Form and submit it with your solicitation. Should a public record request be submitted to City Purchasing for that record(s), you can then seek an injunction under RCW 42.56 to prevent release. By submitting a bid document, the bidder acknowledges this obligation; the proposer also acknowledges that the City will have no obligation or liability to the proposer if the records are disclosed.

Requesting Disclosure of Public Records

The City asks bidders and their companies to refrain from requesting public disclosure of bids until an intention to award is announced. This measure is intended to protect the integrity of the solicitation process particularly during the evaluation and selection process or in the event of a cancellation or re-solicitation. With this preference stated, the City will continue to be responsive to all requests for disclosure of public records as required by State Law. If you do wish to make a request for records, visit <https://www.seattle.gov/public-records/public-records-request-center>.

7.29 Ethics Code.

Familiarize yourself with the City Ethics code: http://www.seattle.gov/ethics/etpub/et_home.htm. For an in depth explanation of the City's Ethics Code for Contractors, Vendors, Customers and Clients, visit: <http://www.seattle.gov/ethics/etpub/faqcontractorexplan.htm>. Any questions should be addressed to Seattle Ethics and Elections Commission at 206-684-8500.

No Gifts and Gratuities.

Consultants shall not directly or indirectly offer anything (such as retainers, loans, entertainment, favors, gifts, tickets, trips, favors, bonuses, donations, special discounts, work, or meals) to any City employee, volunteer or official, if it is intended or may appear to a reasonable person to be intended to obtain or give special consideration to the Consultant. An example of this is giving sporting event tickets to a City employee who is also on the evaluation team of a solicitation to which you submitted or intend to submit. The definition of what a "benefit" would be is broad and could include not only awarding a contract but also the administration of the contract or evaluating contract performance. The rule works both ways, as it also prohibits City employees from soliciting items from Consultants.

Involvement of Current and Former City Employees.

The Consultant Questionnaire within your submittal documents prompts you to disclose any current or former City employees, official or volunteer that is working or assisting on solicitation of City business or on completion of an awarded contract. Update that information during the contract.

Contract Workers with over 1,000 Hours.

The Ethics Code applies to Consultant workers that perform over 1,000 cumulative hours on any City contract during any 12-month period. Any such employee must abide by the City Ethics Code. The Consultant is to be aware and familiar with the Ethics Code accordingly.

No Conflict of Interest.

Consultant (including officer, director, trustee, partner or employee) must not have a business interest or a close family or domestic relationship with any City official, officer or employee who was, is, or will be involved in selection, negotiation, drafting, signing, administration or evaluating Consultant performance. The City shall make sole determination as to compliance.

Campaign Contributions (Initiative Measure No. 122)

Elected officials and candidates are prohibited from accepting or soliciting campaign contributions from anyone having at least \$250,000 in contracts with the City in the last two years or who has paid at least \$5,000 in the last 12 months to lobby the City. See Initiative 122, or call the Ethics Director with questions. For questions about this measure, contact: Polly Grow, Seattle Ethics and Elections, 206-615-1248, or polly.grow@seattle.gov.

7.30 Background Checks and Immigrant Status.

The Agency shall maintain written criminal background check policies and procedures that comply with all applicable federal, state and local laws and regulations, and shall keep records demonstrating compliance. Such policies and procedures shall include provisions for screening job applicants and volunteer candidates who may have unsupervised access to vulnerable adults (as defined in RCW 43.43.830) and children under 16 years of age and participants younger than 18 years old. The Agency's criminal background check policies, procedures and records shall be available for review upon request by City staff.

The Agency shall have written personnel policies and procedures for expected professional behavior to include prevention of sexual misconduct for staff working with youth and young adults. The following link is a resource for staff training. The training is available online at <http://www.seattleschools.org/cms/One.aspx?portalId=627&pageId=18626>

7.31 Notification Requirements for Federal Immigration Enforcement Activities.

Prior to responding to any requests from an employee or agent of any federal immigration agency including the Immigration and Customs Enforcement (ICE), the U.S. Department of Homeland Security (DHS), Homeland Security Investigations (HSI), Enforcement Removal Operations (ERO), Customs and Border Protection (CBP), and U.S. Citizenship and Information Services (USCIS) regarding your City contract, Consultants shall notify the Project Manager immediately.

Such requests include, but are not limited to:

- a. requests for access to non-public areas in City buildings and venues (i.e., areas not open to the public such as staff work areas that require card key access and other areas designated as "private" or "employee only"); or
- b. requests for data or information (written or oral) about workers engaged in the work of this contract or City employees.

No access or information shall be provided without prior review and consent of the City. The Consultant shall request the ICE authority to wait until the Project Manager is able to verify the credentials and authority of the ICE agent and will direct the Consultant on how to proceed.

8. Response Materials and Submittal.

Prepare your response as follows. Use the following format and provide all attachments. Response materials shall not exceed 14 pages (1.5 spaced, 12-point font), including Consultant Questionnaire, Proof of Legal Business Name, Minimum Qualifications, Consultant Inclusion Plan, and Non-Disclosure Agreement. Failure to provide all information below on proper forms and in order requested, may cause the City to reject your response.

1. Mandatory – Cover Letter

Include a Cover Letter no longer than a single 8.5" x 11" page (1.5 spaced, 12-point font).

2. Mandatory - Proposal Response:

Applicants must submit:

1. Scope of Work

Describe the objectives of your agency's proposed campaign. Include a description of the approach to community engagement, brand development, the design and implementation of the public awareness and counter-marketing campaigns, and any integration/synergy between the two campaigns.

When completing this section, please address the following questions:

- a. How will you use community engagement to identify 1) feelings related to the sale of sugary-sweetened beverages (SSBs), 2) barriers target populations experience when receiving information on healthier alternatives to SSBs, 3) culturally appropriate language for the campaign, 4) culturally relevant settings and channels for the campaign, and 5) concepts that do or don't resonate with specific communities?
- b. Who are your community partners? How will your organization incorporate community partners into your campaigns? How will project direction be shared between communications professionals and community partners?
- c. How will you approach diversity in your community engagement? How will your agency engage with target population in your work?
- d. What is your agency's approach to branding? How will you incorporate community voice, particularly those most impacted by the sale of SSBs, in the development of branding, public campaign, and counter-marketing materials?
- e. How will your campaign communicate the social and health consequences of the consumption of SSBs and counter the messages, tactics, and techniques employed by the SSB industry to promote consumption in Black, Latinx, and low-income communities? What are industry marketing tactics that your agency would address and how will you counter them?
- f. What are your agency's proposed communication channels, including any media buys?
- g. What are your agency's anticipated outcomes and metrics- how will you know objectives are attained?

2. Timeline for Completing Scope of Work Within Allotted Budget

3. Proposed Budget

Outline services offered--the budget should be split between the Mass-Media Counter-Marketing Campaign and Community/Youth-Led Counter-Marketing. Line items will include, but not be limited to, mass media communications, CBO subcontracts, design/production, social media, research, and stipends for community participation.

We encourage firms to propose a realistic and meaningful scope of work and budget. If a proposed scope of work and budget necessitates flexibility outside the proposed HSD timeline, the Department will negotiate this upon firm selection.

Budget proposals shall be designed with the following considerations in mind:

1. 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. the available award amount is up to \$473,046 to be spent within the 2019 calendar year.
2. In 2020, HSD's budget for this project is \$236,523.

A budget template can be found in the Attachments section on the RFP site.

Cost and Pricing:

Do not include contingency or assumptions in your cost proposal. Instead, you may include a separate breakdown for out-of-scope costs, including scope of work, hours and any assumptions for the City to consider in your proposal.

The City may request additional clarification or a breakdown of the hours and costs with the top-ranking proposers.

4. Proposed Project Team Description

Identify and describe the qualifications of each person proposed for this project. Specify: role, individual experience, experience working together as a team, and cultural competence as it relates to the target population.

5. Relevant Experience

Provide examples of three projects completed in the last 5 years, including references with complete contact information, that demonstrate the requirements in the rating criteria. Provide a narrative for each that describes the community engagement involved, content and methods of the public awareness or counter marketing campaign, any evaluation findings, and what aspects of the project you're most proud of.

Please include examples of:

- a. Social Media campaigns
- b. Mass Media Campaigns
- c. Community-Based Outreach Campaigns
- d. Public Campaign Marketing Materials (Posters, Transit Campaigns, Websites, etc.)
- e. Public Campaign Messaging and Slogans
- f. Materials for Community Engagement

3. Mandatory - Addenda

1. Consultant Questionnaire:

Submit the following in your response, even if you sent one into the City for previous solicitations:

<http://www.seattle.gov/Documents/Departments/FAS/PurchasingAndContracting/Consulting/fas-cpcs-consultant-questionnaire.docx>

2. Proof of Legal Business Name (if applicable):

Provide a certificate or documentation from the Secretary of State in which you incorporated that shows your company legal name. Many companies use a "Doing Business As" name or nickname in daily business; the City requires the legal name for your company. When preparing all forms below, use the proper company legal name. Your company's legal name can be verified through the State Corporation Commission in the state in which you were established, which is often located within the Secretary of State's Office for each state. For the State of Washington, see

<http://www.secstate.wa.gov/corps/>

3. Mandatory – Minimum Qualifications:

Provide a single page that lists each Minimum Qualification, and exactly how you achieve each minimum qualification. Remember that the determination you have achieved all the minimum

qualifications is made from this page. The evaluation committee is not obligated to check references or search other materials to make this decision.

4. Mandatory – Consultant Inclusion Plan:

You must submit the following in your response.

Click on the following link to open the Consultant Inclusion Plan:

<http://www.seattle.gov/Documents/Departments/FAS/PurchasingAndContracting/WMBE/fas-cpcs-consultant-inclusion-plan.docx>

Submittal Checklist.

Your response should be packaged with each of the following. This list assists with quality control before submittal of your final package. Addenda may change this list; check any final instructions:

1. Mandatory – Cover Letter
2. Mandatory – Proposal Response (see Proposal Response Section, above).
3. Mandatory – Addenda

9. Selection Process.

9.1 Initial Screening

The City will review responses for responsiveness and responsibility. Those found responsive and responsible based on an initial review shall proceed to Step 2. Equal Benefits, Minimum Qualifications, an Inclusion Plan, satisfactory financial responsibility and other elements are screened in this Step. A significant failure to perform on past City projects may also be considered in determining the responsibility of a firm.

9.2 Proposal Evaluation

The City will evaluate proposals using the criteria below. Responses will be evaluated, scored and ranked.

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%

9.3 Interviews

The City may interview top ranked firms from the proposal evaluation. If interviews are conducted, rankings of firms shall be determined by the City, using the combined results of interviews and proposal submittals. Consultants 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. The Consultant shall not bring individuals who do not work for the Consultant or are not on the project team without advance authorization by the Procurement Contact. If interviews are conducted, they will be scored out of 100% by a rating panel comprised of members of HSD and others.

9.4 References

The City may contact one or more references. The City may use references named or not named by the Proposer. The City may also consider the results of performance evaluations issued by the City on past projects.

9.5 Selection

The City shall select the highest ranked Proposer(s) for award including written proposal and the interview (If applicable). The City reserves the right to make a final selection based on the combined results and/or the overall consensus of the Consultant Evaluation Committee.

9.6 Contract Negotiations

The City may negotiate elements of the proposal as required to best meet the needs of the City, with the apparent successful Proposer. The City may negotiate any aspect of the proposal or the solicitation. The City does not intend to negotiate the base contract, which has been attached (See Attachments).

9.7 Right to Award to next ranked Consultant.

If a contract is executed resulting from this solicitation and is terminated within 90-days, the City may return to the solicitation process to award to the next highest ranked responsive Consultant by mutual agreement with such Consultant. New awards thereafter are also extended this right.

9.8 Repeat of Evaluation:

If no Consultant is selected at the conclusion of all the steps, the City may return to any step in the process to repeat the evaluation with those proposals active at that step. The City shall then sequentially step through all remaining steps as if conducting a new evaluation process. The City reserves the right to terminate the process if no proposals meet its requirements.

10. Award and Contract Execution.

The Procurement Contact will provide timely notice of an intent to award to all Consultants responding to the Solicitation.

10.1 Protests.

Interested parties that wish to protest any aspect of this RFP selection process shall provide written notice to the Procurement Contact.

10.2 Protests – City Purchasing and Contracting Services.

The City has rules to govern the rights and obligations of interested parties that desire to submit a complaint or protest to this process. See the City website at <http://www.seattle.gov/city-purchasing-and-contracting/solicitation-and-selection-protest-protocols> . Interested parties have the obligation to know of and understand these rules, and to seek clarification from the City. Note there are time limits on protests, and submitters have final responsibility to learn of results in sufficient time for such protests to be filed in a timely manner.

10.3 Limited Debriefs.

The City issues results and award decisions to all bidders. The City provides debriefing on a limited basis for the purpose of allowing bidders to understand how they may improve in future bidding opportunities.

10.4 Instructions to the Apparently Successful Consultant(s).

The Apparently Successful Consultant(s) will receive an Intent to Award Letter from the Procurement Contact after award decisions are made by the City. The Letter will include instructions for final submittals due prior to execution of the contract.

Once the City has finalized and issued the contract for signature, the Consultant must execute the contract and provide all requested documents within ten (10) business days. This includes attaining a Seattle Business License, payment of associated taxes due, and providing proof of insurance. If the Consultant fails to execute the contract with all documents within the ten (10) day time frame, the City may cancel the award and proceed to the next ranked Consultant, or cancel or reissue this solicitation. Cancellation of an award for failure to execute the Contract as attached may disqualify the firm from future solicitations for this same work.

10.5 Checklist of Requirements Prior to Award.

The Consultant(s) should anticipate the Letter will require at least the following. Consultants are encouraged to prepare these documents when possible, to eliminate risks of late compliance.

- Seattle Business License is current and all taxes due have been paid.
- State of Washington Business License.
- Evidence of Insurance (if required)
- Special Licenses (if any)

10.6 Taxpayer Identification Number and W-9.

Unless the Consultant has already submitted a Taxpayer Identification Number and Certification Request Form (W-9) to the City, the Consultant must execute and submit this form prior to the contract execution date.

<http://www.irs.gov/pub/irs-pdf/fw9.pdf>

10.7 Insurance Requirements

Proof of insurance is required, link to Insurance Transmittal Form below.

<http://www.seattle.gov/Documents/Departments/FAS/PurchasingAndContracting/Consulting/fas-city-finance-risk-transmittal-consultant-services.docx>

10.8 Standard Consultant Contract Template

Found here:

<http://www.seattle.gov/Documents/Departments/FAS/PurchasingAndContracting/Consulting/fas-cpcs-consultant-standard-roster-consultant-agreement.docx>

11. Attachments.

All below attachments are linked throughout Consultant Contract and included here for ease of access.

11.1 Budget Template

11.2 Consultant Questionnaire & Non-Disclosure Agreement

11.3 Proof of Legal Business Name

11.4 Consultant Inclusion Plan

11.5 Taxpayer Identification Number and W-9

11.6 Insurance Requirements

11.7 Standard Consultant Contract Template