



RFP NUMBER: 2018-010-104

ISSUE DATE: August 7, 2018

## **REQUEST FOR PROPOSALS**

### **Professional Services Developing a Text-to-911 Educational Campaign**

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RESPONSE DUE: August 28, 2018, 12:00 Noon PDT

ACCEPTANCE PLACE: South Sound 911  
955 Tacoma Ave S., Suite 102  
Tacoma, WA 98402

PRE-BID MEETING INFO: No pre-bid meeting

Submittals received after the stated deadline will not be accepted.

View complete RFP documents at <https://southsound911.org/budget-finance/purchasing/bids>  
View standard terms and conditions at <https://southsound911.org/budget-finance/purchasing/>

The authorized point of contact for this RFP:  
Mary Schindler  
253-798-7232  
253-798-7874 (Fax)  
[Mary.Schindler@SouthSound911.org](mailto:Mary.Schindler@SouthSound911.org)



Meeting sites are accessible to persons with disabilities. Reasonable accommodations for persons with disabilities can be arranged with 48 hours advance notice by calling 253-798-3911.

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# 1. GENERAL INFORMATION

South Sound 911 is a voter-approved, consolidated public safety answering point (PSAP) providing 911 dispatch, records management and technology services for law enforcement, fire and emergency medical service (EMS). South Sound 911 serves all 41 police and fire districts in Pierce County, Washington. South Sound 911's mission is to provide a modern, unified emergency communications and response system to protect and serve our communities and partner agencies. South Sound 911 is governed by a ten member Policy Board comprised of elected officials from each of the member agencies and one official from a partner city or town with a population under 50,000.

South Sound 911 is seeking assistance with the development of an educational campaign for text-to-911 services within Pierce County, Washington, using the existing slogan from the Federal Communications Commission (FCC) "Call if you can – text if you can't."

All proposals received will be evaluated by a team selected by South Sound 911. South Sound 911 reserves the right to award in the best interest of South Sound 911, including to award to more than one Respondent, to waive irregularities, or to not award a contract at all. South Sound 911 also reserves the right to issue a new Request for Proposal.

All Respondents will be expected to read, understand, and comply with the standard South Sound 911 terms and conditions for solicitations and services found on the South Sound 911 purchasing website <https://southsound911.org/budget-finance/purchasing>. A copy of the terms and conditions can be obtained in person at the South Sound 911 Budget and Finance Department, 955 Tacoma Avenue S., Suite 102, Tacoma, Washington, or by email request to [Mary.Schindler@SouthSound911.org](mailto:Mary.Schindler@SouthSound911.org).

## A. PROJECTED CALENDAR OF EVENTS

The schedule of events concerning this RFP is as follows:

Publish and issue RFP.....	August 7, 2018
Pre-Proposal Questions.....	August 14, 2018
Pre-Proposal Conference.....	None
Response Due Date.....	August 28, 2018 12:00 NOON
Proposals evaluated.....	As soon as practicable
Contract Negotiations Begin.....	Two business days after notice of Apparent Successful Respondent
Award Recommendation.....	Begins at the end of the negotiation process
South Sound 911 Policy Board Approval	None
Award Date.....	To be determined
Work commences.....	As negotiated
Work is completed.....	As negotiated

This is a tentative schedule and may be altered.

## B. ANSWERS TO RESPONDENT INQUIRIES

Any questions concerning the RFP must be submitted in writing to Mary Schindler, via fax (253-798-7874) or by email to [Mary.Schindler@SouthSound911.org](mailto:Mary.Schindler@SouthSound911.org) by 5:00 p.m. Pacific Daylight Savings Time (PDT), August 14, 2018. Answers to questions submitted will be an Addendum and will be posted to the following website: <https://southsound911.org/budget-finance/purchasing/bids> by end of business within 3 working days. It is the Respondent's responsibility to check the website.

South Sound 911 will not be responsible for unsuccessful submittal of questions, and no further written questions will be accepted after the deadline stated in the Projected Calendar of Events. South Sound 911 also reserves the discretion to group similar questions into one single answer or not to respond, in its discretion, including and not limited to when the information is confidential.

All communications concerning this acquisition should be directed to Mary Schindler. Unauthorized contact regarding the RFP with any South Sound 911 employees may result in disqualification.

### **C. RFP REVISIONS**

In the event it becomes necessary to revise any part of the RFP, addenda will be posted on the designated website. It is the Respondent's responsibility to check the website for updates.

Respondents may sign up to receive a text message from the website

<http://www.southsound911.org/bids.aspx>.

### **D. RESPONSIVENESS**

Proposals must provide ninety (90) days for acceptance by South Sound 911 from the due date for receipt of proposals. All proposals will be reviewed by South Sound 911 to determine compliance with the requirements and instructions specified in this RFP. The Respondent is specifically notified that failure to comply with any part of the RFP may result in rejection of the proposal as non-responsive. South Sound 911 reserves the right, in its sole discretion, to waive irregularities deemed by South Sound 911 to be immaterial.

### **E. PROPOSAL FORMAT**

Hard Copies: One (1) original (marked "original") and four (4) hard copies delivered to the South Sound 911 Budget and Finance Department, 955 Tacoma Avenue South, Suite 102, Tacoma, WA 98402. The original of the proposal is required on standard 8 ½ by 11 inch paper.

USB Electronic Copies: One (1) electronic copy in PDF format on USB portable electronic memory. Electronic copies shall be submitted in portable document format (pdf) or image file formats. Documents must be capable of being opened, read, and disseminated to accommodate the solicitation process. If electronic copies are submitted in multiple documents, the documents must be numbered in compilation order to mirror hard copy submittals. Document must be printable on 8 ½ by 11 inch paper

South Sound 911 will not be responsible for unsuccessful submittal of documents. The response shall be entirely self-contained. For example, links to web pages or other documents not contained in the submittal are unacceptable. The order and sections of responses should match those listed in Section K, Proposal Content to be Submitted.

### **F. COSTS TO PREPARE PROPOSAL**

South Sound 911 is not liable for any costs incurred by the Respondent for the preparation of a proposal submitted in response to this RFP, for conducting any presentations to South Sound 911, or any other activities related to responding to this RFP.

## **G. PROPOSALS PROPERTY OF SOUTH SOUND 911**

All proposals, accompanying documentation and other materials submitted in response to this RFP shall become the property of South Sound 911 and will not be returned.

## **H. PROPRIETARY INFORMATION/PUBLIC DISCLOSURE**

To the fullest extent permitted under law, all proposals received shall remain confidential until the evaluation is completed and the successful Respondent is selected and approved. Thereafter, proposals shall be deemed public records. **See Standard Terms and Conditions**  
<https://southsound911.org/budget-finance/purchasing>.

## **I. CONTRACT OBLIGATION**

The apparent successful Respondent(s) will be expected to enter into a contract with South Sound 911, which is substantially the same as the sample professional services contract and its general terms and conditions found on the South Sound 911 purchasing website. The contract must allow for cooperative purchasing by other governmental agencies.

## **J. POST-EVALUATION**

### **1. Notification of Selected Responses**

Respondents will be notified when a selection has been made of responses that are eligible for further evaluation, if applicable, or when a selection has been made of apparent successful Respondent(s). Failure to include a fax number or e-mail address may result in no notification.

### **2. Protest Procedures**

Respondents submitting a protest to this procurement shall follow the procedures described herein. All protests that do not follow these procedures shall not be considered. This protest procedure constitutes the sole administrative remedy available to the Respondent under this procurement.

All protests shall be in writing and signed by the protesting party or an authorized agent. The protest shall state all facts and arguments on which the protesting party is relying. All protests shall be addressed to the South Sound Executive Director.

Only protests stipulating an issue of fact concerning a matter of bias, discrimination, conflict of interest, or non-compliance with procedures described in the procurement document shall be considered. Protests not based on procedural matters will not be considered.

In the event a protest may affect the interest of any other Respondent, such Respondent(s) will be given an opportunity to submit their views and any relevant information on the protest to the South Sound 911 Executive Director.

Upon receipt of a protest, the South Sound 911 Executive Director or his/her delegate will review the procurement process utilized. This is not a review of responses submitted or the evaluation scores received. The review is to ensure that procedures described in the procurement document were followed, all requirements were met, and all Respondents were treated equally and fairly.

Protests shall not be accepted prior to notification of selected Respondents. Protests shall be received within two (2) business days from the date of the notification. The South Sound 911 Executive Director or his/her delegate will then consider all the information available to him/her and render a written decision within five (5) business days of receipt of the protest, unless additional time is required. If additional time is required, the protesting party will be notified of the delay. No contracts will be entered into until such written decision is issued.

## **K. PROPOSAL CONTENT TO BE SUBMITTED**

The following information shall be submitted.

1. Cover letter with signature, identifying the RFP.
2. Proposal Signature Page— Complete and submit.
3. A detailed proposal for the scope of work and deliverables described in the Project Information section.
4. A detailed budget for the scope of work and deliverables in the Project Information section. The budget must include any additional/optional services above and beyond in a list of ala carte services, priced to include associated costs. For example, do not list and price a “30-second PSA” without including all production and placement costs. One such line item in the ala carte budget should be the creation of South Sound 911-specific 911 education materials in other languages, including Spanish, Russian, Korean and Vietnamese.
5. Provide information regarding the Respondent’s experience and qualifications which indicate eligibility and the competence and knowledge to fulfill the scope of work.
6. At least four (4) references, including contact information (phone number and/or email) and the relevant work or campaign.
7. Conflicts of Interest  
The Respondent shall document any conflict(s) of interest due to other clients, contracts, or property interest. Include a sworn statement certifying that no member of ownership, management, or staff has vested interest in any aspect of this project (Non-Collusion Affidavit).
  - a) Provide a statement that no assistance in preparing the response was received from any current or former employee of South Sound 911 whose duties relate(s) to this RFP, unless such assistance was provided by a South Sound 911 employee in his or her official public capacity and that neither such employee nor any member of his or her immediate family has any financial interest in the outcome of this RFP.
  - b) State if the Respondent or any employee of the Respondent is related to a South Sound 911 employee. If there are such relationships, list the names and relationships of such parties. Include the position and responsibilities within the Respondent’s organization of such Respondent employees.
  - c) State whether any of the individuals to perform work on the contract is a current South Sound 911 employee or a former South Sound 911 employee.
8. Required Supplemental Information
  - a) Financial Information
    - (1) Status of Firm — such as sole proprietorship, partnership, corporation. If firm is a corporation, list the state and date of incorporation.
    - (2) If other than a corporation, list all general partners, joint ventures, persons or entities with an interest of ten percent (10%) or more in the Firm, indicating the title, if any, and the percentage of the interest of each.

- (3) Financial Capability  
Provide a statement regarding the firm's financial capability to carry out the deliverables of the contract in the time period required in the Project Background and Requirements section. The contractor can expect progress payments based on milestones in accordance with a plan negotiated in the contract.
- (4) Failure to Complete Prior Projects  
Disclose whether Respondent has ever failed to complete work as outlined in the Scope of Work or similar project, within the past two (2) years. If so, list the entity for which the project was to be performed and explain why the work was not completed.

b) Litigation

State the case number and party names of all litigation in which the Respondent has been named that has been filed since January 1, 2008. The Respondent may omit any employment-related cases. It is not sufficient to state that litigation has no effect on this procurement. FAILURE TO DISCLOSE will result in disqualification of the Respondent and, if applicable, may be grounds for termination of any contract entered with the Respondent. If none, so state.

c) Other

Include any supplemental information the Respondent thinks will be valuable to South Sound 911 in evaluating the qualifications of the Respondent to provide the services and/or goods described in this RFP.

## L. AWARD CRITERIA

It is the intent to award at least one contract for the tasks listed in these specifications. The Respondent who can comply with the provisions and specifications herein, and provided such proposal is reasonable and is in the best interests of South Sound 911 to accept, will be offered an award. South Sound 911 reserves the right to award more than one contract, in the best interests of South Sound 911.

South Sound 911, however, reserves the right to reject any and all proposals, waive minor deviations or informalities, not award a contract, or issue a subsequent RFP.

## M. ADDITIONAL INFORMATION FOR RFP EVALUATION PROCEDURES

1. Request for Clarification

As part of the evaluation process, and at the discretion of the evaluation team, Respondents may be asked to clarify specific points in their proposal[s]; however, under no circumstances will Respondents be allowed to make changes to their proposals.

2. Interviews

The evaluation team may request discussions with or presentations from selected Respondents. If a Respondent declines the request for an interview for any reason, the Respondent may be eliminated from further consideration.

3. The evaluation team may ask for best and final offers from the highest ranking Respondents.

## **N. SELECTION PROCESS AND EVALUATION CRITERIA**

Responses to this RFP will be evaluated and ranked by an evaluation team comprised of South Sound 911 personnel and other experts who may be chosen at the discretion of South Sound 911. This evaluation process will be based on criteria listed below. The relative weight is intended as a general indication as to which criteria is most important to South Sound 911 and a general guide to the evaluators who participate in the process. South Sound 911 reserves the right to give each criterion such weight as it deems appropriate.

Cost of Proposal 25%

The evaluation process is not designed to simply award the contract to the lowest cost proposal but, rather, is intended to help with the selection process to choose the best combination of attributes, including price, based on the evaluation factors.

Proposal Plan 25%

Proposals will be scored for understanding of South Sound 911's needs by evaluating Respondent's description of the proposed solution. The solution should include a detailed description of the process and services Respondent will provide.

Other criteria considered in this area will be whether the Respondent has grasped pertinent issues, identified potential problem areas, understands the deliverables, and understands and accepts South Sound 911's terms, conditions, and schedule requirements.

Experience and Qualifications 50%

Respondent's qualifications and past similar experience will be scored for applicability to South Sound 911's needs. Respondent will provide a minimum of four references. Respondent's references will be checked in addition to past contract performance.



## **2. PROJECT INFORMATION**

### **A. PROJECT DESCRIPTION**

South Sound 911 is soliciting proposals from qualified respondents for the development of an educational campaign for text-to-911 services within Pierce County (only), using the existing slogan from the Federal Communications Commission (FCC), "Call if you can – text if you can't."

The contractor will develop strategies and media to reach the diverse population of the county including the deaf, hard-of-hearing, and speech impaired. Further, general educational messaging for teens and adults is required to ensure text-to-911 services are used appropriately.

The awarded contract will provide funding for:

1. Strategy and concept development for South Sound 911's text-to-911 campaign
2. Development and placement of targeted advertising to coincide with the launch of text-to-911 service within Pierce County
3. Design and creation of at least one (1) print-ready material (brochure, rack card, flyer, etc.) for continued distribution post-launch
4. Outreach support which includes a social media campaign guide or plan

### **B. ELIGIBILITY**

1. Respondents must have relevant experience providing the required services.
2. Respondents must provide qualified key personnel and team members with experience planning and implementing innovative marketing, advertising, public education and/or public relations strategies with proven success working with communities in the Pierce County or neighboring communities.
3. Respondents must be able to begin work in October with a tentative initial media release date as early as January 2019.

### **C. DELIVERABLES**

The deliverables of the awarded contract shall include:

1. Comprehensive campaign plan, timeline, and budget covering the entire contract term
2. Creation and placement of all agreed upon advertising and outreach materials for the identified audiences
3. Original design files (including graphics, images, fonts and typography) used for the creation of any printed or electronic materials, including the rights to use, modify or publish
4. One (1) social media guide or plan
5. A final report of the work which includes a summary, description of the work, and an evaluation on the campaign's effectiveness

### **D. PROJECT ASSUMPTIONS**

The awarded vendor shall:

1. Designate a single point-of-contact to manage the project, and coordinate and regularly communicate with South Sound 911's project manager
2. Submit a timeline for anticipated project activities for the campaign, including scheduled meetings and/or events
3. Submit a plan for reaching the targeted audiences
4. Complete work within the budget, except where adjustments or additional services are requested and approved by South Sound 911's project manager
5. Complete work on schedule, except where extensions are requested and approved, or initiated by South Sound 911's project manager

6. Design adaptable materials for print, radio, outdoor, television, internet, social media and/or other agreed-upon advertising, marketing or educational platforms
7. Disseminate or place advertising
8. Evaluate the campaign's effectiveness

To assist with this project, South Sound 911 shall:

1. Provide a project manager to coordinate work with the awarded vendor
2. Provide text-to-911 service information required to create advertising and collateral materials
3. Provide specifications for any printed materials so the vendor may provide print-ready files
4. Provide appropriate high-resolution images, if available, for the vendor's use.



# PROPOSAL SIGNATURE PAGE

All proposals must be in ink or typewritten and must be executed by a duly authorized officer or representative of the bidding/proposing entity. If the bidder is a subsidiary or doing business on behalf of another entity, so state, and provide the firm name under which business is hereby transacted.

Hard copy proposals submitted by delivery must be sent to South Sound 911, 955 Tacoma Avenue South, Suite 102, Tacoma, WA 98402.

## PROPOSAL FOR SPECIFICATION NO. 2018-010-104

### PROFESSIONAL SERVICES – DEVELOPMENT OF TEXT-TO-911 EDUCATIONAL CAMPAIGN

The undersigned Respondent hereby agrees to execute the proposed contract and furnish all materials, labor, tools, equipment and all other facilities and services in accordance with these specifications.

The Respondent agrees, by submitting a proposal under these specifications, that, in the event, any litigation should arise concerning the submission of proposals or the award of contract under these specifications, or Request for Proposals, the venue of such action or litigation shall be in the Superior Court of the State of Washington, in and for the County of Pierce.

#### SOUTH SOUND 911 STANDARD TERMS AND CONDITIONS

The undersigned Respondent agrees, by submitting a proposal under these specifications, that the undersigned has read and understands the standard terms and conditions for South Sound 911 solicitations and services.

### Non-Collusion Declaration

The undersigned Respondent hereby certifies that this proposal is genuine and not a sham or collusive proposal, or made in the interests or on behalf of any person or entity not herein named; and bidder/Respondent has not directly or indirectly induced or solicited any contractor or supplier on the above work to put in a sham bid/proposal or any person or entity to refrain from submitting a proposal; and that Respondent has not, in any manner, sought by collusion to secure to itself an advantage over any other contractor(s) or person(s).

\_\_\_\_\_  
Respondent's Registered Name

\_\_\_\_\_  
Signature of Person Authorized to Enter into Contracts for Respondent

\_\_\_\_\_  
Address

\_\_\_\_\_  
Printed Name and Title

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Date

\_\_\_\_\_  
(Area Code) Telephone Number / Fax Number

\_\_\_\_\_  
State Business License (if licensed other than WA, please also specify the state) WA: Unified Business Identifier (UBI)

\_\_\_\_\_  
E.I.No. / Federal Social Security Number Used on Quarterly Federal Tax Return, U.S. Treasury Dept. Form 941

\_\_\_\_\_  
State Contractor's License Number (See Ch. 18.27, R. C. W.)

### ADDENDUM ACKNOWLEDGEMENT


Addendum No. 1 \_\_\_\_\_ Addendum No. 2 \_\_\_\_\_ Addendum No. 3 \_\_\_\_\_ Addendum No. 4 \_\_\_\_\_

**THIS PAGE MUST BE SIGNED AND RETURNED WITH SUBMITTAL**

## PROPOSAL SUBMITTAL CHECKLIST

This checklist is provided for convenience only and identifies the documents that must be submitted with each proposal. Any proposal received without these documents may be deemed non-responsive and is subject to not being considered for award.

**For number of copies needed, see General Information Section E “PROPOSAL FORMAT”**

<p><b>The following information makes up your submittal package.</b></p>	
<p>All information in General Information Section K to include: The following information shall be submitted</p> <ol style="list-style-type: none"> <li>1. Cover letter, signed</li> <li>2. Proposal and budget</li> <li>3. Proposal Signature Page—Respondent shall complete and submit.</li> <li>4. Experience, Ability and Capacity of Firm</li> <li>5. Qualifications and Experience of Staff</li> <li>6. References</li> <li>7. Conflicts of Interest / Non-Collusion Affidavit (part of Signature Page)</li> <li>8. Addendum Acknowledgement (part of Signature Page)</li> <li>9. Acknowledgement of South Sound 911 standard terms and conditions (part of Signature Page)</li> <li>10. Required Supplemental Information</li> </ol>	
<p>Any other information relevant to the specification requirements</p>	
<p>After award, the following documents will be executed:</p> <ul style="list-style-type: none"> <li>• Contract</li> <li>• Bond, if required</li> <li>• Personnel Inventory Form, if required</li> <li>• Certificate of Insurance</li> </ul>	