



PUGET SOUND
Clean Air Agency

REQUEST FOR PROPOSALS

Wood Smoke Digital Advertising Campaign

DATE OF RELEASE: JUNE 24, 2022

DEADLINE OF SUBMISSION: JULY 14, 2022

Request for Proposals

Wood Smoke Outreach Implementation

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Section 1. AGENCY VALUES

1.1 Who We Are. The Puget Sound Clean Air Agency (the Agency) is a municipal corporation created in 1967. Our jurisdiction covers King, Kitsap, Pierce, and Snohomish counties. The Agency works to protect public health, improve neighborhood air quality, and reduce our region's contributions to climate change.

1.2 Statement on Agency Values. Our Agency values an inclusive environment and approach to its work. We believe we are more effective and relevant when we are able to consider a range of perspectives and people, particularly those who traditionally have not had decision-making authority. We also value equity and strive to ensure every person in our region has the same air-related health benefits.

This material is available in alternate formats for individuals with disabilities. Contact Customer Services Specialist by e-mail: RFP@pscleanair.gov, or by phone: (206) 689-4050 or (800) 552-3565, ext. 4050.

1.3 Minority and Women-Owned Business Participation. It is the Agency's policy that small businesses, minority, and women's business enterprises (MWBE) have the opportunity to carry out Agency contracts. Bidders, and their vendors of goods and services related to this contract, should give equal consideration to all individuals who may work on this contract. Bidders should take all necessary steps to ensure that small businesses and MWBEs have the opportunity to carry out contracts and agreements with the Agency. Participation may be either on a direct basis in response to this Request or on a subcontractor basis.

While MWBE participation is not required, it is highly encouraged. However, the Agency will not give preference to proposals with MWBE participation and proposals will still be considered if they do not include MWBE participation.

Bidders cannot discriminate on the basis of race, creed, color, national origin, religion, age, gender, marital or veteran status, or the presence of any sensory, mental or physical handicap in the award and performance of contracts and subcontract agreements. Any affirmative action requirements set by federal regulations or statutes included or referenced in contract documents will apply.

Bidders may contact the Office of Minority & Women's Business Enterprises (OMWBE) at (360) 664-9750 or www.omwbe.wa.gov to obtain information on certified firms.

1.4 Title VI. The Agency abides by Title VI of the Civil Rights Act of 1964, 42 U.S.C. § 2000D et seq., and the Civil Rights Restoration Act of 1987 (P.L. 100.259), which prohibits discrimination on the basis of race, color, national origin, or sex in programs and activities receiving federal financial assistance. The Agency will ensure that no individual or entity will be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any Agency-sponsored program or activity. Any bidder will be given full opportunity to submit bids and no

bidder will be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.

Section 2. PURPOSE AND SCHEDULE

2.1 Purpose. The Agency is seeking a contractor to implement a paid-advertisement and digital media campaign in support of the Wood Stove Program. The Agency requests bids for the following project according to the terms and conditions attached. In this Request, the terms "bidder," "contractor," and "consultant" are used interchangeably and refer to you or your business.

2.2 Schedule. The following is a tentative schedule of events:

Date	Event
Friday, June 24, 2022	Release of Request
Tuesday, June 30, 2022 10:00 AM PST	Q&A session for prospective bidders (optional) Join Zoom Meeting Meeting ID: 918 5818 7551 Passcode: 6SgdSh
Thursday, July 14, 2022	Proposals due by 12 p.m., noon, Pacific Time
Wednesday, July 18, 2022	Agency selects bidder
July 18, 2022- August 15, 2022	Contract preparation period
August 15, 2022	Contract term begins
June 30, 2023	Contract terminates

2.3 Contact Project Manager for Further Information. Questions on the requirements of this Request or how to apply should be directed by telephone, e-mail, or in writing to the Project Manager.

Project Manager:	Kelly O’Callahan
Phone Number:	206-689-4054
E-mail address:	kellyo@psc Cleanair.gov

Mailing Address:	1904 Third Avenue, Suite 105 Seattle, WA 98101
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The Agency Project Manager identified above is the sole point of contact in the Agency for this Request. Any other communication will be considered unofficial and non-binding on the Agency.

Section 3. BACKGROUND AND SCOPE OF SERVICES

3.1 Background

Project History:

Wood smoke generated by wood-burning heating devices is the primary contributor to winter-time air pollution in the Agency’s jurisdiction. The Agency has identified the strategic goal to reduce wood smoke pollution in disproportionately impacted communities that experience unhealthy levels of pollution. The Agency’s equity and environmental justice principles are rooted in the belief that no community in our region should be disproportionately exposed and impacted by air pollution. As an agency, we seek to eliminate the inequity of higher levels of air pollution that have historically been imposed upon communities of color and low-income communities. The Agency is committed to reducing these disproportionate burdens and exposures while also embedding equity within the Agency’s programs to best serve our jurisdiction.

To work towards this goal, the Agency supports programs and outreach efforts to reduce wood smoke from home heating devices. These two wood smoke engagement efforts include:

- Wood Stove Program: a grant-funded program incentivizing the removal and recycling of old wood-burning heating devices, and in some cases including a heating upgrade.
- Clean Burning Outreach: targeted messaging encouraging residents to use cleaner burning practices to reduce local air pollution.

The Agency recently hired a contractor to develop an outreach strategy and plan to support these efforts. The Agency is now seeking a contractor to implement the paid-advertisement and digital media elements of the outreach plan.

Project Goals:

To effectively implement these wood smoke reduction efforts, the Agency seeks proposals to:

1. Develop and implement a digital ad campaign using ad graphics provided by the Agency.

Agency Role:

Previous contractor-developed products pertaining to this outreach effort are included as an attachment to this RFP as Appendix 7, Supplemental Resources.

To support this project, the Agency will provide the following information to the successful bidder:

- Existing digital media advertisements
- Summary of the Agency's past paid advertising efforts.

The Agency will work closely with the selected bidder to modify existing ads to meet the needs of vendors.

Although our programs and messages are available to all residents of the Agency's four-county jurisdiction, the target audiences for this engagement effort are:

1. Snohomish County and specifically Arlington, Darrington, and Marysville
2. The Tacoma-Pierce County Smoke Reduction Zone¹

3.2 Scope of Services

Specific tasks and approximate timeframes for each task under this Request will include:

Task 1: Develop and implement digital media advertising plan for the Wood Stove Program

- Meet with Agency staff to review existing outreach strategy, previous outreach, and current program messaging and any applicable Agency social and digital media policies.
- Develop digital media advertising plan and schedule to be implemented summer 2022 through spring 2023 for the Wood Stove Program.
- The digital media advertising plan will:
 - Target identified key audiences
 - Identify ad networks
 - Outline ad schedule

¹ <https://pscleanair.gov/547/Tacoma-Pierce-Stove-Rule>

- Utilize Agency-provided ads
- Identify how the contractor will identify and comply with all of the social and/or digital media platform’s requirements on behalf of the Agency
- Identify how all posted materials will be retained and producible to the Agency to aid in the Agency’ compliance with the Washington Public Records Act, Ch. 42.56 RCW (“the PRA”)
- Implement advertising plan including negotiating with vendors, establishing analytics, and scheduling advertising flights. Work with Agency staff to track and evaluate advertising tactics’ effectiveness; confirm compliance with all applicable platform requirements and comply with the PRA.
- Adjust tactics to optimize advertisement effectiveness and improve program outcomes pursuant to Agency approval.

Budget

The total budget for this project is as follows:

- Tasks 1 shall not exceed \$25,000
 - No more than \$4,000 total shall be spent on media buyer fees to support the purchase of advertisements. Remaining funds shall support the purchase of advertisements.

Section 4. CONTENTS OF PROPOSALS

Proposals must include all of the following information:

- **Signed Questionnaire**
 - Appendix 6
- **Signed Appendices**
 - Appendix 1: Response Form Title Page
 - Appendix 2: Certifications and Assurances
 - Appendix 3: Certification Regarding Debarment, Suspension and Other Responsibility Matters

Section 5. HOW TO SUBMIT A PROPOSAL

Proposals may be submitted to the Agency electronically or by hard copy.

Proposals need to be complete and delivered to the Agency on time – 12:00 p.m., Noon, Pacific Time on July 14, 2022.

Once the Agency receives a proposal, it is considered final. If the bidder needs to resubmit or edit a proposal, the revised proposal still needs to be complete and resubmitted before the deadline. To be fair to all bidders, the Agency cannot accept any late proposals.

5.1 Submit a Proposal Electronically. To submit a proposal electronically, send as an attachment to an e-mail message to Administrative Assistant at RFP@psc Cleanair.gov. Proposals need to be received by the Agency by 12 p.m., Noon, Pacific Time on July 14, 2022.

Attachments to an e-mail message must be as Microsoft Word, Microsoft Excel, or Adobe PDF documents. Do not send zipped files as they may not open properly. The Agency does not assume responsibility for any problems in e-mail transmissions.

Bidders must include the title of the project and the name of the project manager in the subject line of the e-mail. Bidders submitting proposals by e-mail must include with their proposal, signed and scanned copies of Appendix 1 (Request Response Form-Title Page), Appendix 2 (Certification of Assurances), and Appendix 3 (Certification of Debarment), along with Appendix 6 (Questionnaire).

5.2 Submit a Proposal by Hard Copy. Hard copy proposals must use the following format:

- Submitted on white paper, printed double-sided, and stapled (not bound). Recycled paper is encouraged.
- No longer than twenty (20) 8½ x 11 double-sided sheets of paper.

Submit one complete copy in a sealed envelope that includes the name and address of the bidder in the upper, left-hand corner. The complete set of materials should include original signatures. The Agency address must contain the name of the project, the project manager, and the term **CONFIDENTIAL**.

Proposals need to be received by 12:00 p.m., noon Pacific Time on July 14, 2022, and must be delivered to:

**Administrative Services
Puget Sound Clean Air Agency
1904 Third Avenue, Suite 105
Seattle, WA 98101**

Bidders should allow normal delivery time to ensure their proposal arrives on time. The Agency assumes no responsibility for delays caused by any delivery service, including the U. S. Postal Service.

5.3 Revisions to the Request. The Agency reserves the right to revise, cancel, or reissue the Request in whole or in part, prior to the execution of a contract.

If a bidder downloaded this Request from the Agency website located at: <http://www.pscleanair.gov/302/Open-Requests-for-Proposals-RFPRFQ>, the bidder is responsible for sending the bidder’s name, e-mail address, and telephone number to the Project Manager in order for the bidder’s business/organization to receive any Request Addenda.

In the event it becomes necessary to revise any part of this Request, the Agency will notify by e-mail all potential bidders that have notified the Project Manager of their interest in submitting a proposal of any changes made. Revisions will also be posted on our website: <http://www.pscleanair.gov/302/Open-Requests-for-Proposals-RFPRFQ>.

5.4 Q&A Related to Request Posting. Questions from bidders and the Agency’s responses will be posted for anyone else to view on the webpage noted above.

5.5 Proposals Become Property of the Agency. Once submitted, all proposals become the property of the Agency, and are subject to disclosure under the state public disclosure laws. Any information in a proposal that a bidder desires to claim as proprietary and exempt from disclosure under RCW 42.56 or 70.94.205 must be: clearly labeled and the particular exemption being relied upon must be cited. Each page containing the information claimed to be exempt from disclosure must be clearly identified by the words “Proprietary Information” printed on the lower right hand corner of the page and the specific information claimed to be exempt must be highlighted or circled on each page. Marking the entire proposal exempt from disclosure or as proprietary information will not be honored. The Agency will consider a bidder’s request for exemption from disclosure to the extent permitted by law.

Section 6. EVALUATION AND SELECTION

6.1 Proposal Evaluation Criteria. The Agency will evaluate all proposals and award points (100 points maximum) based on the criteria below. See Section 3 for a more detailed explanation of the project and Section 4 for expected proposal contents.

Proposal Evaluation + Scoring	
Background & Qualifications	30 points

<ul style="list-style-type: none"> • Bidder’s expertise and skills for project tasks (10 pts) • Relevant project or work experience (10 pts) • Qualifications of the bidder to support environmental justice or equity goals (5 pts) • Qualifications of project personnel (5 pts) 	
Work Plan/Project Approach <ul style="list-style-type: none"> • How the proposal meets project objectives and tasks (15 pts) • How environmental justice or equity goals are considered in the project approach (10 pts) • Timeline and approach of project tasks (10 pts) • Quality of deliverables or project outcomes (5 pts) • Organization and clarity of the proposal (5 pts) 	45 points
Project Costs <ul style="list-style-type: none"> • Cost of project and specific tasks (20 pts) • Hourly rates of personnel (5 pts) 	25 points
Total	100 points

The Agency reserves the right to select a bidder based solely on the submitted proposal, without further discussion. All submitted proposals are considered final. Therefore, bidders should only submit their strongest proposal.

6.2 Selection of Successful Bidder(s). The successful bidder(s) will be selected based on the above criteria. Selection is expected to be made no later than July 18, 2022.

Section 7. CONTRACT TERM

The contract is expected to start on August 15, 2022 and will continue through June 30, 2023. Any amendments extending the project timeline or scope will be decided solely by the Agency.

Section 8. CONTRACT PREPARATION

A selected bidder will enter into a contract with the Agency as a condition of receiving funds. Contract preparation will begin as soon as a bidder is selected and all bidders are notified of the Agency’s decision. Before beginning contract discussions with the Project Manager, the successful bidder should become familiar with the Agency's standard contract language. This contract

template is included in the Request as Appendix 4 and Appendix 5, and will be used by the Agency for any contract resulting from this Request.

Section 9. GENERAL INFORMATION FOR ALL BIDDERS

9.1 Appendices. The attachments to the Request, identified as Appendices 1, 2, 3, 4, 5, 6, and 7 are an integral part of the Request and set forth policy and compliance requirements.

9.2 Rejection of Proposals. The Agency reserves the right to reject any and all proposals received without penalty and to not issue a contract as a result of this Request.

The Agency will reject a proposal for any one of the following reasons:

- A proposal does not include all the information listed in Section 4 of this Request, Contents of Proposals.
- A proposal is received any time after this Request's deadline.
- A proposal is not signed by the bidder or any submitted signature is illegible.
- A proposal does not contain signed Appendices 1, 2, 3, and 6.

9.3 Discrepancies. If discrepancies between sections or other errors are found in a proposal, the Agency may reject the proposal. However, the Agency may correct any mathematical errors at its discretion. Bidders are responsible for all errors or omissions in their proposals and any errors will not diminish a bidder's obligations to the Agency.

9.4 Clarifications. The Agency reserves the right to obtain clarification of any information in a bidder's proposal or to obtain additional information necessary to properly evaluate a proposal.

9.5 Agency Not Obligated by This Request. The Agency is not obligated to contract or fund the scope of work outlined in this Request. Funds shall only be approved or expended by the Agency subsequent to execution of a contract between the Agency and a successful bidder.

The Agency will not be liable for any costs incurred by any bidder in preparation of a proposal submitted in response to this Request, in conduct of a presentation, or any other activities related to responding to this Request. No reimbursement of time, material or travel expenses will be made by the Agency, regardless of the results of the selection process.

Bidders should be prepared that contract negotiations may incorporate some or all of this Request or a bidder's proposal. Submitted proposals will become part of the Agency's records as related to this Request. For more information on public disclosure, see section 5.5.

Section 10. PROTEST PROCEDURE

10.1 Who May Protest. Any bidder who submits a proposal in response to this Request may protest the Agency's selection of a successful bidder. Protests must be submitted in writing to the Agency within seven (7) calendar days of receiving written notification from the Agency of the selection of the successful bidder. (A protest is considered submitted to the Agency on the date the Agency actually receives the protest, not the date the protest is mailed.)

10.2 Protest Procedures Must Be Followed. Bidders protesting the Agency's selection of a successful bidder must follow the procedures in this section. Protests that do not follow these procedures shall not be considered. This protest procedure constitutes the sole administrative remedy available under this Request.

10.3 Protest Procedures. All protests must be in writing and signed by the protesting party or an authorized agent of the protesting party. Protests must include the name and address of the protesting party, a detailed description of the specific reasons for the protest and all supporting documentation for the stated reasons, and the specific relief requested by the protesting party. Protests must be addressed to the Agency Project Manager. Protests may be submitted by e-mail or hard copy.

The only protests the Agency will consider must be based upon one or more of the following:

- A matter of bias, discrimination, or conflict of interest by the evaluator, or
- Errors in calculating evaluation scores, or
- Noncompliance with procedures described in the Request.

Protests will be rejected as without merit if they address issues such as an evaluator's judgment on the quality of a proposal, or the Agency's assessment of its own needs or the needs or requirements of other agencies.

10.4 Protest Review. The Agency will review a protest once it is received by the Agency. The Agency Executive Director or designee who was not involved in evaluating the Request's bids will consider all available information and issue a written decision. Decisions are usually issued within ten business days of receipt of the protest.

If a protest may affect the interest of other bidders that submitted proposals, the Agency will provide such bidders an opportunity to submit their views and any relevant information on the protest to the Agency. All relevant information will be considered during the protest review.

Agency Determinations. After reviewing a protest, the Agency will make one of the following determinations:

- The protest lacks merit and uphold the original action, or
- There were technical or harmless errors in the Request process, but the Agency is in substantial compliance, and the protest is rejected, or
- The protest has merit and the Agency will take appropriate action, which may include:
 - Correct the errors and reevaluate all proposals, or
 - Reissue the Request and begin a new process, or
 - Other courses of action as appropriate.

If the Agency determines the protest is without merit or rejects the protest, the Agency may proceed with contracting with the originally successful bidder. If the Agency determines the protest has merit, the Agency will take one of the alternatives described above.