



# Request for Proposal

City of Olympia | Capital of Washington State

## Newsletter Editing and Social Media Services 2019-2020

The City of Olympia Public Works Department is seeking a qualified consultant with experience communicating about environmental topics to perform newsletter editing and social media communication services. Services will be for two years (2019-2020) and will benefit the Regional Environmental Education Partnership (REEP). The consultant will act as lead editor for the Stream Team Newsletter, a quarterly educational publication that raises awareness on how to protect and restore the water resources of Thurston County. The consultant will promote the Stream Team brand and programs using platforms such as Facebook and Instagram to increase Stream Team's social media presence, public participation in programs and readership of the newsletter.

The deadline for proposals is **5:00 PM Pacific Time, Friday, February 15, 2019**. Earlier responses are welcome.

### RFP SCHEDULE OF EVENTS

Advertisement of RFP	Friday, January 25, 2019
Deadline for questions via email	Tuesday, February 5, 2019 at 5:00 PM
Direct questions via email only to:	Susan McCleary, Senior Program Specialist <a href="mailto:smccleary@ci.olympia.wa.us">smccleary@ci.olympia.wa.us</a>
Question response from the City	Friday, February 8, 2019
<b>RFP due date</b>	<b>Friday, February 15, 2019 at 5:00 PM</b>
Submit RFP to:	Susan McCleary, Senior Program Specialist <a href="mailto:smccleary@ci.olympia.wa.us">smccleary@ci.olympia.wa.us</a>
RFP format	Emails proposals; no fax or in person proposals will be accepted.
Evaluation period	February 15 – 22, 2019
Selection notification (anticipated)	Monday, February 25, 2019

### A. BACKGROUND

The Thurston County community has an interest in keeping pollution out of stormwater systems and surface waters. REEP partners manage Stream Team (ST) and stormwater outreach which is cooperatively sponsored and funded by the Storm and Surface Water Utilities of the Cities of Lacey, Olympia, and Tumwater. Stream Team provides free, quality, environmental education programs, volunteer stewardship activities/workshops, and hands-on action projects in the South Sound.

Stream Team actively engages the public through its programs to create a stewardship ethic and sense of place among residents of Thurston County. REEP partners meet state and federal requirements for volunteer-based stewardship, public education, and behavior change by conducting outreach to various community groups including homeowners, students, citizens, residents and businesses to reduce stormwater pollution. Environmental education and outreach campaigns and programs include:

- Pet waste disposal
- Stream-friendly car washing practices
- Fixing vehicle leaks
- Natural yard care
- Installing and maintaining private stormwater infrastructure
- Other actions that prevent or reduce polluted stormwater runoff
- Volunteer & stewardship activities
- Salmon & watersheds
- Event promotion
- Lectures and workshops
- General stormwater pollution prevention messaging

For examples of REEP activities and samples of prior communications channels, go to:

- [www.streamteam.info](http://www.streamteam.info)
- <https://www.facebook.com/ThurstonStream/>

## **B. SCOPE OF SERVICES**

The selected consultant will work with the City of Olympia and REEP to provide editorial management for quarterly editions of the Stream Team Newsletter. This will include planning and executing publication schedules, coordinating with graphic designer(s) and content providers from multiple jurisdictions and recommending complementary images or graphics for newsletter cover and articles. The consultant will provide additional coordinated outreach promoting Stream Team programs and campaigns through multiple social media channels.

### Task 1: Initial Meeting

Following the selection of consultant, the City will schedule a 1.5 hour meeting with the consultant. This meeting will review project objectives and discuss details of the scope of services and deliverables.

### Task 2: Conduct Editorial Management of ST Newsletter

Copy edit and proof content provided by REEP coordinators and guest writers for three 2019 quarterly newsletter editions (summer, fall and winter) and four 2020 quarterly newsletter editions (spring, summer, fall and winter). Editorial management will involve the following:

- Plan and execute publication schedules.
- Review list of potential articles and compare to recent past issues to avoid repetitiveness.
- Coordinate with content providers to ensure article topics and length are appropriate.

- Solicit calendar items from coordinators and compile quarterly calendar of events.
- Suggest revisions to reduce complexity/jargon, increase readability/interest for audience.
- Using the Stream Team News Style Guide, edit article submissions for grammar and style consistency.
- Coordinate and communicate with graphic designer and content providers to ensure text deliverables and successive editing/comment rounds meet scheduled deadlines.
- Send the final newsletter PDF to the jurisdictional coordinators and publish to the Stream Team Website . E-mail volunteers highlighting the new newsletter edition; include a link to the newsletter on the ST website in the email.
- Update “Newsletter Distribution Tracking” spreadsheet located in “Newsletter” folder on Google Drive. Enter total number of newsletters printed and total number of newsletters mailed. Remind each jurisdiction to fill out how many they distribute.
- Identify articles of interest for graphic designer to connect to ST website links.

### Task 3: Contribute Two Pages of Content per Newsletter Edition

The selected consultant will be expected to contribute two pages of content per newsletter edition. Consultant may recycle and update past articles or create new content as needed. Consultant will coordinate with participating jurisdictions on content topics.

### Task 4: Conduct Social Media Management

The selected consultant will execute social media posts on Facebook and Instagram according to publication schedule. The consultant is expected to follow the methodology outlined in their submitted proposal. Proposal to include commentary on social media posting schedule and why this is the most effective method given the budget.

- Create 2-3 Facebook posts per week through December 2020, sharing upcoming events and/or stormwater management BMPs.
- Create “Facebook events” for all upcoming events.
- Provide Facebook advertisement of events and , suggest “Boosted” posts and Facebook advertisements to jurisdictional coordinators as appropriate.
- Monitor Stream Team Facebook for comments, questions, etc. Refer inquiries to jurisdictional coordinators according guidelines. Strive to respond within 24 hours.
- Recommend a social media growth strategy which includes:
  - Identifying target audiences.
  - Social media templates for different types of social media posting.
  - 2019 and 2020 editorial calendars.

### Task 5: Provide audience/social media analytics

Provide quarterly report of social media and website analytics to coordinators.

## **C. CONSULTANT SELECTION CRITERIA**

Consultant selection will be based on:

RFP Scoring Criteria	Maximum Score
1. Demonstrated ability with content editing and writing.	20
2. Demonstrated knowledge/experience communicating about environmental topics, particularly those related to stormwater, water quality and wildlife habitat issues.	15
3. Demonstrated knowledge of social media campaigns and familiarity with mobile app audience use/considerations.	20
4. Cost	15
5. Knowledge and/or experience working with teams.	15
6. Ability to fulfill scope of work within the scheduled timeframe.	15
Total	100

All consultants submitting a proposal will be notified of our selection. ***Please do not contact the City of Olympia for status on the selection process during the review period.***

#### D. PROJECT TIMELINE:

Task	2019 - 2020	
	Start Date	End Date
Initial consultant meeting	Late February 2019	
Conduct Editorial Management of ST Newsletter	Early March 2019	Late December 2020
Contribute Two Pages of Content per Newsletter Edition	Quarterly	Quarterly
Conduct Social Media Management	April 2019	December 2020
Provide Audience/Social Media Analytics Report	Quarterly	Quarterly

#### E. CONTRACT

Selection of a consultant will be based on the proposals submitted by the consultant and responses from references. The City of Olympia's Professional Services Agreement (PSA) will be the contract document for these services. A copy of the PSA may be requested for review. All prospective consultants are advised that the **Statement of Compliance with Non Discrimination Requirement** (see attached Exhibit A) will be used on this contract. These contracts are subject to certification of equal benefits supplied to all employees.

If the City and the selected firm are unable to agree on the terms and conditions of the contract, the City will terminate negotiations and the next best qualified firm will be contacted for contract negotiation. The City reserves the right to award the contract in whole or in part if it is deemed in the City's best interests.

## F. PROPOSAL REQUIREMENTS

### 1. CONTENTS

Proposals should be submitted under company letterhead with the information required in this RFP. Please include the following items in the proposal packet:

- A letter of interest signed by the firm principal with a statement of availability to complete the work.
- An itemized budget for Tasks 1-5 outlined in Section B, Scope of Services.
- Identification of Proposer, including name, address, and telephone number.
- Name, title, address, and telephone of contact person during period of proposal evaluation.
- Signature of a person authorized to bind Proposer to the terms of this proposal.
- Proposal must be no more than four (4) double-sided pages (total of eight [8] pages).

Email proposal to:

Susan McCleary  
Senior Program Specialist  
City of Olympia Public Works Department  
[smccleary@ci.olympia.wa.us](mailto:smccleary@ci.olympia.wa.us)

### 2. QUALIFICATIONS, RELATED EXPERIENCE AND REFERENCES

Refer to Section C, Consultant Selection Criteria. For each of the six criteria, explain the competency of the consultant. At a minimum, this section should include the following information:

- General information about the consultant's experience, capabilities, and geographic service area;
- Demonstrated competence in the services to be provided as outlined in Section Consultant Selection Criteria;
- Work experience should be specific as to the individual's actual tasks performed on other projects;
- Ability to meet the City's requirements for project implementation upon execution of agreement.

### 3. COST

Please provide the cost for the services listed under Tasks 1 - 5 with budget explanation and itemized cost breakdown. The budget for the services for 2019-2020 are not to exceed \$18,000.

### 4. EQUAL BENEFITS COMPLIANCE DECLARATION FORM

Include confirmation that the proposal will comply with the City of Olympia Equal Benefits ordinance. (See **Statement of Compliance with Non Discrimination Requirement** attached

as Exhibit A to this RFP). *Note: No City contract can be executed until the contractor has completed this Declaration and submitted it to the City.*

## **G. TERMS AND CONDITIONS**

1. Proposers assume responsibility for having the proposals delivered on time. All proposals received after the designated time stated will not be considered.
2. Any errors discovered after RFP submission deadline must remain and cannot be adjusted.
3. It is the sole responsibility to the proposers to assure that they have received the entire RFP.
4. It shall be the responsibility of each proposer to call to the attention of the City any apparent discrepancy in the RFP or any question of interpretation thereof. Failure to do so constitutes acceptance as written.
5. The proposal, as presented, shall remain valid for a period of ninety (90) days from proposal due date.
6. The City reserves the right to reject any and all proposals, to waive minor irregularities in any proposal and to negotiate with any proposer.
7. The City reserves the right to request clarification of information submitted, and to request additional information from any proposer.
8. The City reserves the right to “revise” or “amend” the RFP prior to the proposal due date by “written addenda”.
9. The City reserves the right to award the contract to more than one firm to assemble a team to fulfill the tasks within the scope of work.
10. The successful proposer will be required to sign a Contract with the City; the City will not sign any company’s service agreement, contract or any other form of agreement. The City does reserve the right to extract certain language from a company’s agreement and incorporate it into a City contract if mutually agreeable to both parties.
11. The insurance certificate required, as detailed herein, shall be submitted upon notification of award.

The Contractor shall carry, as a minimum, the following insurance in such forms and with a carrier rated A.M. Best “A:VII”:

Workers’ Compensation. Workers' compensation and employer's liability insurance in amounts sufficient pursuant to the laws of the State of Washington;

Commercial General Liability Insurance. Commercial general liability insurance with limits of liability not less than \$1,000,000 per occurrence, and \$2,000,000 in the general aggregate, for bodily injury, including personal injury or death, products liability and property damage. The commercial general liability insurance shall also include the following coverages:

- A. Products and Completed Operations Liability;
- B. Automobile Liability, including coverage for owned, non-owned, leased, or hired vehicles;
- C. Stop Gap or Employers Contingent Liability.

Automobile Liability Insurance. Automobile liability insurance with a combined single limit of liability not less than \$1,000,000 for bodily injury (including personal injury or death) and property damage.

Certificates of Insurance. The City shall be named as additional insured on all such insurance policies, with the exception of professional liability and workers' compensation coverage(s). The insurance provided to the additional insured shall be primary. Contractor shall provide certificates of insurance and an Additional Insured endorsement, concurrent with the execution of this Agreement, evidencing such coverage and, at City's request, furnish the City with copies of all insurance policies and with evidence of payment of premiums or fees of such policies. All insurance policies shall contain a clause of endorsement providing that they may not be terminated or materially amended during the Term of this Agreement, except after forty-five (45) days prior written notice to the City. If Contractor's insurance policies are "claims made" or "claims paid", Contractor shall be required to maintain tail coverage for a minimum period of three (3) years from the date this Agreement is actually terminated. Contractor's failure to maintain such insurance policies shall be grounds for the City's immediate termination of this Agreement.

12. All proposals submitted to the City of Olympia become the property of the City and are public record and subject to disclosure.
13. The successful proposer must comply with all Federal, State, and City of Olympia statutes and codes as may be applicable to the scope of work detailed herein, including all labor laws.
14. The City shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.
15. The contract resulting from acceptance of a proposal by the City shall be in a form supplied by the City, and shall reflect the specifications in this RFP. A copy of the City's contract or Professional Services Agreement (PSA) is available upon request. The City reserves the right to reject any proposed agreement that does not conform to the specification contained in this RFP, and which is not approved by the City Attorney's office.
16. **Washington State Law and Venue:** Any resulting contracts, (if any) shall be construed under the laws of the State of Washington. All claims, actions, proceedings, and lawsuits brought in connection with, arising out of, related to, or seeking enforcement of resulting contracts shall be brought in the Supreme Court of the State of Washington, Thurston County.
17. In addition, all Proposers shall produce a Business License to do business in the City of Olympia prior to executing their contract with the City.

## H. INSTRUCTIONS TO PROPOSERS

The deadline for submission of qualifications is **5:00 PM, Pacific Time, Friday, February 15, 2019**. Only electronic submissions will be accepted via email by sending to [smccleary@ci.olympia.wa.us](mailto:smccleary@ci.olympia.wa.us)

Questions related to this solicitation can be made by 5:00 PM, Pacific Time, Tuesday, February, 5, 2019 via email to: Susan McCleary, [smccleary@ci.olympia.wa.us](mailto:smccleary@ci.olympia.wa.us) Questions via phone will not be accepted.

*Please do not contact the City of Olympia for status on the selection process during the review period.*

***Exhibit A***

**STATEMENT OF COMPLIANCE WITH NON-DISCRIMINATION REQUIREMENT**

The Olympia City Council has made compliance with the City's *Non-Discrimination in Delivery of City Services or Resources* ordinance (OMC 1.24) a high priority, whether services are provided by City employees or through contract with other entities. It is important that all contract agencies or vendors and their employees understand and carry out the City's non-discrimination policy. Accordingly, each City contract for services contains language that requires an agency or vendor to agree that it shall not unlawfully discriminate

against an employee or client based on any legally protected status, which includes but is not limited to: race, creed, religion, color, national origin, age, sex, marital status, veteran status, sexual orientation, gender identity, genetic information, or the presence of any disability. Indicate below the methods you will employ to ensure that this policy is communicated to your employees, if applicable.

\_\_\_\_\_ affirms compliance with the City of Olympia’s non-discrimination ordinance and contract provisions. **Please check all that apply:**

- Non-discrimination provisions are posted on printed material with broad distribution (newsletters, brochures, etc.).  
What type, and how often? \_\_\_\_\_
- Non-discrimination provisions are posted on applications for service.
- Non-discrimination provisions are posted on the agency’s web site.
- Non-discrimination provisions are included in human resource materials provided to job applicants and new employees.
- Non-discrimination provisions are shared during meetings.  
What type of meeting, and how often? \_\_\_\_\_
- If, in addition to two of the above methods, you use other methods of providing notice of non-discrimination, please list:  
\_\_\_\_\_  
\_\_\_\_\_
- If the above are not applicable to the contract agency or vendor, please check here and sign below to verify that you will comply with the City of Olympia’s non-discrimination ordinance.

**Failure to implement the measures specified above or to comply with the City of Olympia’s non-discrimination ordinance constitutes a breach of contract**

By signing this statement, I acknowledge compliance with the City of Olympia’s non-discrimination ordinance.

\_\_\_\_\_  
(Signature) (Date)

\_\_\_\_\_  
Print Name of Person Signing

**Alternative Section for Sole Proprietor:** I am a sole proprietor and have reviewed the statement above. I agree not to discriminate against any client, or any future employees, based on any legally protected status.

\_\_\_\_\_  
(Sole Proprietor Signature) (Date)