

**Request for Proposals for
Professional Strategic Communications, Community Engagement, and
Creative Campaign Development Services**

Contractor Services Solicited by the Spokane Regional Clean Air Agency (SRCAA)

Request for Proposal 2024-001
Issued: September 1, 2024
Proposals Due: 4:30 p.m. Pacific Time, September 30, 2024

Submit Completed Electronic Proposal to:

Lisa Woodard, Communications & Outreach Manager
Phone: 509.477.4727 extension 115; Email: LWoodard@spokanecleanair.org

Spokane Regional Clean Air Agency
1610 S. Technology Blvd, Ste 101, Spokane, WA 99224
Phone: 509.477-4727
Fax: 509.477.6828
www.spokanecleanair.org

PUBLIC NOTICE

REQUEST FOR PROPOSAL (RFP) Professional Strategic Communications, Community Engagement, and Creative Campaign Development Services

With grant funding from the U.S. Environmental Protection Agency, the Spokane Regional Clean Air Agency working in cooperation with the Spokane Regional Health District and Gonzaga Institute for Climate, Water, and the Environment, seeks qualified agencies to submit proposals to develop a campaign that engages, informs, and motivates individuals and organizations to take actions before and during wildfire smoke season to protect their health and the health of those in their care. A detailed RFP is at SpokaneCleanAir.org, under “Notices & Hearings” or email LWoodard@spokanecleanair.org to request a copy. Proposals are due by 4:30 p.m. Pacific Time, on Monday, September 30, 2024.

INSTRUCTIONS AND ADMINISTRATIVE REQUIREMENTS

I. Issuing Agency

This Request for Proposal (RFP) is issued by the Spokane Regional Clean Air Agency (SRCAA).

II. Strategic Communications, Communications, and Creative Services Request for Proposal (RFP) Specifications

To contract with SRCAA, vendors must be an established legal entity, which includes possessing a Federal Tax Identification Number, as required by IRS regulations, and a Uniform Business Identification Number, required by the Washington State Department of Revenue.

The successful vendor must meet the responsible bidder criteria in RCWs 39.04.010 and 39.04.350. The successful vendor will also be subject to Suspension and Debarment rules per **Title 2, Code of Federal Regulations, Part 180**. Respondents must Review Appendix 1 of the RFP, and complete and return Appendix 2 with submission of the proposal for services by the deadline of 4:30 p.m. Pacific Time, September 30, 2024.

III. Procurement Schedule

The following timetable will be utilized for the awarding of a contract:

Proposal Application Available	September 1, 2024
RFP Vendor's Inquiries Due	September 6, 2024
Answers to Vendors' Inquiries Released	September 10, 2024
Deadline for Submission	September 30, 2024
Evaluations and Negotiations Completed	October 18, 2024
Contract Award Recommended to SRCAA Board	November 7, 2024
Contract Services Begin	November 8, 2024

*** SRCAA reserves the right to revise the procurement schedule**

**Request for Proposals (RFP) for
Professional Strategic Communications, Community Engagement, and
Creative Campaign Development Services**

The Spokane Regional Clean Air Agency (SRCAA), working in collaboration with the Spokane Regional Health District (SRHD) and The Gonzaga Institute for Climate, Water, and the Environment; seeks professional services to research, develop, implement, and evaluate a strategic campaign that engages, informs, and motivates individuals and organizations to act before and during wildfire smoke season to protect their health and the health of those in their care.

I. BACKGROUND

Air quality in Spokane County, Washington can be significantly affected by wildfire smoke, primarily during July, August, and September. Wildfire smoke contains harmful compounds, including microscopic, inhalable particles or PM2.5 (particles measuring up to 2.5 micrometers in diameter). Exposure to PM2.5 affects everyone's health; however, it is of greatest risk to those with certain pre-existing health conditions, infants and children, and older adults.

The Washington State Department of Ecology has identified an area of Spokane County as one of 16 "Overburdened Communities" in our state highly impacted by air pollution. The best practices and strategies developed should reach underserved populations, including non-English speakers, in Spokane's Overburdened Community boundaries, with actionable steps for individuals to reduce exposure to smoke.

This project is funded with a grant from the U.S. Environmental Protection Agency (EPA), with a total project budget not to exceed \$205,000 to be used over two wildfire smoke seasons (2025, 2026).

II. INITIAL PROJECT GOALS

The successful bidder will work with the Project Team to review and refine these initial project goals:

- A. Increase "smoke ready" awareness among our targeted audience(s) of wildfire smoke, how it harms, and what actions can be taken to reduce smoke exposure.
- B. Increase knowledge among our targeted audience(s) of where/how to access current and forecasted air quality and what it means (Air Quality Index and associated recommendations).

- C. Increase engagement/actions taken by our target audience(s) to protect their health and the health of those in their care from wildfire smoke exposure.
- D. Establish partnerships with community-based organizations that serve our target audience(s) to extend program reach, efficiency, and effectiveness.

III. SCOPE OF WORK

- A. Refine project goals/audiences/timelines with the Project Team.
- B. Conduct target audience research, including:
 - a) Attitudes and beliefs about wildfire smoke, impacts on personal/family members' health, and overall public health concerns about wildfire smoke.
 - b) Awareness levels about the specific actions that can be taken to reduce exposure to smoke.
 - c) Who are their trusted community messengers?
 - d) Perceived barriers to acting before and during wildfire smoke events.
 - e) Where/how do they get their information about smoke/air quality/public health/actions?
- C. Based on research, identify best practices and strategies to reach our primary target audience of underserved populations, including non-English speakers, within the Overburdened Community boundaries.
- D. Propose 2-3 strategies and creative campaign direction for the 2025 wildfire season.
- E. Finalize direction and evaluation metrics.
- F. Develop campaign assets.
- G. Implement campaign/outreach – wildfire season one.
- H. Evaluate and make necessary adjustments for the 2026 wildfire season.
- I. Implement campaign/outreach – wildfire season two.
- J. Evaluate season two.
- K. Quarterly and final reporting. Final report to include but not limited to an executive summary of the overall campaign strategies/tactics; outcomes and evaluation; and recommendations for the next steps to expand and/or sustain the program.

IV. ESTIMATED PROJECT TIMELINE

The following is an outline of the proposed project schedule. The schedule may be modified while refining the contract scope of work after the vendor/contractor selection process has been completed.

Key Activity	Timeline
Vendor work begins, including initial meetings with the Project team to refine goals, primary and secondary target audiences, scope/budget details	Nov – Dec 2024
Research of target audience(s). The contractor presents research findings and any suggested project adjustments to the Project Team.	Jan-Feb 2025
The contractor presents 2-3 strategic approaches to the Project Team. Based on input and direction, the contractor refines and presents a final project plan for approval.	Feb-Mar 2025
Campaign development underway including community partnerships; campaign themes, messaging, graphics, and production of outreach materials/campaign assets	Mar-May 2025
Campaign implementation Season 1 underway	Jun-Sep 2025
End of year one report on the campaign results, and recommendations for strategic direction and campaign enhancements for the next wildfire season.	Oct-Dec 2025
Campaign planning for Season 2	Jan-Mar 2026
Project/campaign components updated as needed; production of additional assets identified in the season 1 post-campaign evaluation/ recommendations	Mar-May 2026
Campaign implementation Season 2 underway	Jun-Sep 2026
Post-campaign evaluation; Report to project team and community partners including recommendations for project sustainment and future enhancements	Oct-Dec 2026

V. QUALIFICATIONS OF CONTRACTOR

Successful applicants will demonstrate:

- A. Experience in research, development, implementation, and evaluation of community engagement, social behavior marketing, and public education and awareness campaigns
- B. Experience with community engagement around environmental, social, or public health issues with underserved populations, environmental justice communities, and non-English speaking populations
- C. Experience assembling and managing the right team to meet unique client goals

VI. CONTRACTOR INFORMATION

A. RFP Coordinator

- a) The RFP Coordinator is the sole point of contact for this procurement. All communication between the potential Contractor(s) and SRCAA upon release of this RFP shall be in writing via email with the RFP Coordinator, Lisa Woodard, Communications & Outreach Manager. Any other communication will be considered unofficial and non-binding. Contractors are to rely on written statements issued by the RFP Coordinator. Communication directed to parties other than the RFP Coordinator may result in the Contractor's disqualification.
- b) All vendors' inquiries are due in writing by 4:30 p.m. Pacific Time, September 6, 2024, via email to: LWoodard@spokanecleanair.org. The subject line of the email must contain "RFP Inquiries 2024-001". No inquiries will be accepted after this date.
- c) For all potential vendors to be treated equally, all questions raised regarding this RFP, and the responses made by SRCAA, will be made available to all vendors as noted below.
- d) Written responses to questions received by the deadline will be added to the RFP posting, linked under "Notices & Hearings" at www.SpokaneCleanAir.org, by 4:30 p.m, Pacific Time, September 10, 2024. No further questions will be taken after that time.
- e) Access for Individuals with Disabilities – SRCAA is fully compliant with the Americans with Disabilities Act (ADA) and will make reasonable accommodations as required, if such requests are made known at least three weekdays before any requested need. Call (509) 477-4727, extension 116, or email MZernick@spokanecleanair.org.

B. Response Materials, Evaluation Criteria/Scoring

Each Proposal shall include:

- a) **Cover letter** providing company background including how long the company has been in business and, a brief description of the company's size and organization. *Limit to 1 page, single-sided.*
- b) **Relevant experience (15/50 points)** – Provide up to three case studies highlighting your experience and success in developing, implementing, and evaluating projects that are similar in scope. Include client reference(s) for each case study. *Limit your response to 1 page, single-sided, per case.*
- c) **Expertise of key personnel and any subcontractors (10/50 points)** – Participation of principal, key support, and technical staff, Include names, relevant experience, and degree of responsibility for key aspects of this project, such as project management, research, strategy, creative, etc. Include any subcontractors brought in to provide services. *Limit response to 2 pages single-sided or 1 page double-sided.*
- d) **Proposed Approach - (25/50 points)** - Provide a narrative of your proposed approach based on the provided project scope and budget:
 - Proposed approach of how you would phase and manage the project given the scope and timeline.
 - Proposed budget breakdown of key project elements based on the project budget of \$205,000. Include the percentage of the budget you would allocate for research, development of strategies, creation of assets/deliverables, evaluation for years 1 and 2, quarterly and final reporting, etc. Include an estimate of hours needed for each proposed phase/project element and the associated billable hourly rate(s) for each staff working on the project as identified in c) above.
 - Proposed metrics to evaluate, monitor progress, and gauge success. *Limit your response to 4 pages single-sided or 2 pages double-sided.*
- e) **References:** Provide three (3) relevant client references, including contact name, organization name, phone, and email. References should be able to verify recent experience with key personnel listed in your proposal. *Limit to 1 page, single-sided.*
- f) **Certificate/Assurances Form – Appendix 2.** Review Appendix 1 (Exhibit A/B) and complete and submit form - Appendix 2.

C. Submittal of Proposal

- a) One electronic copy (PDF) of the consultant's proposal and one PDF of the completed form (Appendix B to this RFP) must be submitted by email to SRCAA no later than 4:30 p.m., Pacific Time, on September 30, 2024. Late Proposals will not be accepted and will be automatically disqualified from consideration unless SRCAA's email is found to be at fault.
- b) Proposals must be written in English with contents organized in the same order as provided in the Response Materials listed above. The total page limit for the proposal (items a through e in the Response Materials listed above) is 11 single-sided pages, not including the Appendix 2 form.
- c) The proposal must be attached to an email as a separate PDF document and clearly labeled "Proposal Vendor Name" and emailed to LWoodard@spokaneCleanair.org. The subject line of the email must contain "RFP Proposal 2024-001". The form (Appendix 2) must be submitted as an attached PDF doc.
- d) The maximum size of a single email that can be received by SRCAA is 20 MB (megabytes). If the email, including the attached 1) proposal and 2) form (Appendix 2 of this RFP) exceeds this size, the proposal must be sent in multiple emails that are each less than 20 megabytes, and each email must comply with the requirements described above.
- e) SRCAA does not assume responsibility for problems with Proposer's email.
- f) Please note that email transmission is not instantaneous, therefore send it with enough time to ensure the email is delivered by the deadline. It is your responsibility to contact SRCAA via email at LWoodard@spokaneCleanair.org to confirm that the proposal has been received.
- g) All proposals and related documents become the property of SRCAA and will not be returned.
- h) SRCAA is not responsible for unreadable, corrupt, or missing attachments.

D. Documents Submitted in Response to the Request for Proposal

Under Washington state law, the documents (including but not limited to written, printed, graphic, electronic, photographic, or voice mail materials and/or transcriptions, recordings, or reproductions thereof) submitted in response to this request for proposals (the "documents") become a public record upon submission to SRCAA, subject to mandatory disclosure upon request by any person, unless the documents are exempted from public disclosure by a specific provision of law. If SRCAA receives a request for inspection or copying of any such

documents provided by a vendor in response to this RFP within three (3) years of the contract award date, it will promptly notify the vendor at the address given in response to this RFP that it has received such a request. Such notice will inform the vendor of the date SRCAA intends to disclose the documents requested and afford the vendor a reasonable opportunity to obtain a court order prohibiting or conditioning the release of the documents. SRCAA assumes no contractual obligation to enforce any exemption.

VII. SPOKANE REGIONAL CLEAN AIR AGENCY'S RIGHTS

This RFP and/or the selection process does not obligate SRCAA to enter into any contracts. SRCAA reserves the following rights, in addition to those afforded by law:

- A. The right to revise, cancel, or reissue this RFP, in whole or in part, before the execution of a contract.
- B. The right to negotiate all proposal elements.
- C. The right to reject any proposals, waive irregularities, and re-solicit proposals.
- D. The right to change the scope of work depending on funding available.
- E. The right to approve any subcontractors selected after an award.
- F. The right to renegotiate the agreement for such additional service as may be necessary.
- G. The right to make an award to other than the lowest responsive bidder.

VIII. PROCUREMENT TERMS AND CONDITIONS

- A. Responsive Proposals – SRCAA encourages all businesses, including minority-owned businesses, to respond to this RFP. Nothing within this RFP is intended to exclude any reasonable proposal or responsible firm from submitting a proposal, or in any way restrict competition. SRCAA reserves the right to reject any or all proposals for lack of responsiveness or responsibility, and the right to waive any immaterial irregularities.
- B. Proposal Costs – SRCAA shall not be responsible for any costs incurred by the bidder in preparing, submitting, or presenting its RFP response.
- C. Public Documents – Proposals and evaluation materials submitted under this RFP shall be considered public documents and with limited exceptions, proposals that are recommended for contract award will be available for inspection and copying by the public.

- D. Payment Schedule - SRCAA will make payments based on a negotiated payment schedule, which is typically monthly. Each billing must consist of an invoice and progress report. No payment will be made by SRCAA until the progress report and invoice have been approved by the SRCAA project director.
- E. Compliance – The Contractor shall comply with all applicable State, Federal, and local regulations, ordinances, laws, and codes. Prospective contractors will be held to federal EEO requirements, ADA requirements, and civil rights language. No otherwise qualified individuals with disabilities, because of their disabilities, will be excluded from participation, denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. This project is supported with federal funding from the Environmental Protection Agency (EPA). Please be advised that prospective contractors must comply with all applicable federal, state, and local requirements regarding civil rights; debarment and suspension; affirmative steps are taken to assure use of small business and minority, veterans, and women-owned businesses when possible if subcontracting; equal employment opportunity; Clean Air Act and Federal Water Pollution Control Act standards; anti-lobbying provisions; Americans with Disabilities Act; and E-Verify.
- F. Intellectual Property – As the funding agency, EPA reserves a royalty-free, nonexclusive, and irrevocable right to reproduce, publish, or otherwise use the work for Federal purposes, and to authorize others to do so as provided in 2CFR 200.315.
- G. Indemnification/Hold Harmless – The Vendor is not expected to assume liability for actions of SRCAA employees that are out of the control of the Vendor. The contract presented to the successful vendor will contain additional mandatory language, including, but not limited to:

The Contractor shall defend, indemnify, and hold SRCAA, its officers, officials, employees, and volunteers harmless from any and all claims, injuries, damages, losses, or suits including attorney fees, arising out of or in connection with the performance of this Agreement, except for injuries and damages caused by the sole negligence of SRCAA.

Should a court of competent jurisdiction determine that this Agreement is subject to RCW 4.24.115, then, in the event of liability for damages arising out of bodily injury to persons or damages to property caused by or resulting from the concurrent negligence of the Contractor and SRCAA, its officers, officials, employees, and volunteers, the Contractor's liability hereunder shall be only to the extent of the Contractor's negligence. It is further specifically and expressly

understood that the indemnification provided herein constitutes the Contractor's waiver of immunity under Industrial Insurance, Title 51 RCW, solely for the purposes of this indemnification. This waiver has been mutually negotiated by the parties. The provisions of this section shall survive the expiration or termination of this Agreement.

- H. Debarment and Suspension - Recipient shall fully comply with Subpart C of 2 C.F.R. Part 180 entitled, "Responsibilities of Participants Regarding Transactions Doing Business with Other Persons," as implemented and supplemented by 2 C.F.R. Part 1532. Recipient is responsible for ensuring that any lower tier covered transaction, as described in Subpart B of 2 C.F.R. Part 180, entitled "Covered Transactions," and 2 C.F.R. § 1532.220, includes a term or condition requiring compliance with 2 C.F.R. Part 180, Subpart C. Recipient is responsible for further requiring the inclusion of a similar term and condition in any subsequent lower tier covered transactions. Recipient acknowledges that failing to disclose the information required under 2 C.F.R. § 180.335 to SRCAA may result in the delay or negation of this agreement, or pursuance of administrative remedies, including suspension and debarment. Recipients may access the System for Award Management (SAM) exclusion list at <https://sam.gov/SAM/> to determine whether an entity or individual is presently excluded or disqualified.

IX. CONTRACT

SRCAA anticipates a two-year contract to align with the EPA grant funding. The proposal must clearly identify what is provided for the cost and limits of the creative services provided. SRCAA expects all submitting vendors to consent to the SRCAA Scope of Work and Specifications. Exceptions desired must be noted in the proposal submittal. SRCAA reserves the right to revise the stated contract terms and conditions prior to contract signature.

X. TERMINATION OF CONTRACT

- A. Termination for Cause. In the event of a material breach, the non-breaching party may terminate the contract with delivery of a 30-day advance written notice to the other party.
- B. Termination Without Cause. The contract may be terminated by mutual agreement in writing, or it may be terminated for any reason or no reason at any time by either party by delivery of a ninety (90) day written notice to the other party. In the event of termination without cause, the Vendor would be eligible for costs up to the date of termination.

C. For a period of 60 days after termination, the vendor shall provide access to all SRCAA data/information and backups to SRCAA in a usable format, the native format in which the data/information is stored. The records will be made available to SRCAA through a complete and secure (i.e., encrypted and appropriated authenticated) download. The vendor shall be available throughout this period to answer questions about data schema, transformations, and other elements required to fully understand and utilize SRCAA's data/information and backups. After such sixty (60) day period, vendor and its hosted service vendor shall have no obligation to maintain or provide any of SRCAA's data/information and shall thereafter, unless legally prohibited, delete in such a manner as prevents recovery through normal/laboratory means, all SRCAA's data/information in its systems or otherwise in its possession or under its control.

APPENDIX 1

Exhibit A

Title VI Assurances

During the performance of this contract, Vendor, for itself, its assignees, and successors in interest (hereinafter referred to as the “Vendor”), agree as follows:

1. Compliance with Regulations

Vendor shall comply with the Regulations relative to nondiscrimination in federally assisted programs of the Spokane Regional Clean Air Agency (hereinafter referred to as SRCAA), as they may be amended from time to time, (hereinafter referred to as the Regulations), which are herein incorporated by reference and made a part of this contract.

2. Nondiscrimination

Vendor, with regard to the work performed during the contract, shall not discriminate on the grounds of race, color, sex, or national origin in the selection and retention of subcontractors, including procurement of materials and leases of equipment. Vendor shall not participate either directly or indirectly in discrimination prohibited by Section 21.5 of the Regulations, including employment practices when the contract covers a program set forth in Appendix B of the Regulations.

3. Solicitations for Subcontracts, Including Procurement of Materials and Equipment

In all solicitations either by competitive bidding or negotiations made by Vendor for work to be performed under a subcontract, including procurement of materials or leases of equipment, each potential subcontractor or supplier shall be notified by Vendor of Vendor’s obligations under this contract and the Regulations relative to nondiscrimination on the ground of race, color, sex, or national origin.

4. Information and Reports

Vendor shall provide all information and reports required by the Regulations or directives issued pursuant thereto, and shall permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by SRCAA to be pertinent to ascertain compliance with such Regulations, orders, and instructions. Where any information required of a contractor is in the exclusive possession of another who fails or refuses to furnish this information, Vendor shall so certify to SRCAA, and shall set forth what efforts it has made to obtain the information.

5. Sanctions for Noncompliance

In the event of Vendor's noncompliance with the nondiscrimination provisions of this contract, SRCAA shall impose such contract sanctions as it may determine to be appropriate pursuant to 28 CFR 50.3, including, but not limited to:

- Withholding of payments to Vendor under the contract until complies; and/or
- Cancellation, termination, or suspension of the contract, in whole or in part.

6. Incorporation of Provisions

Vendor shall include the provisions of paragraphs (1) through (5) in every subcontract, including procurement of materials and leases of equipment, unless exempt by the Regulations, or directives issued pursuant thereto. Vendor shall take such action with respect to any subcontractor or procurement as SRCAA may direct as a means of enforcing such provisions including sanctions for noncompliance.

Provided, however, that in the event a Vendor becomes involved in, or is threatened with, litigation with a subcontractor or supplier as a result of such direction, Vendor may request SRCAA enter into such litigation to protect the interests of SRCAA.

APPENDIX 1

Exhibit B General

Vendors must comply with the following statutes and regulations.

1. Title VI of the Civil Rights Acts of 1964 provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. The Act goes on to explain that the statute shall not be construed to authorize action with respect to any employment practice of any employer, employment agency, or labor organization (except where the primary objective of the Federal financial assistance is to provide employment).
2. Section 504 of the Rehabilitation Act of 1973 provides that no otherwise qualified individual with a disability in the United States shall solely by reason of disability be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. Employment discrimination on the basis of disability is prohibited in all such programs or activities.
3. The Age Discrimination Act of 1975 provides that no person on the basis of age shall be excluded from participation under any program or activity receiving Federal financial assistance. Employment discrimination is not covered. Age discrimination in employment is prohibited by the Age Discrimination in Employment Act administered by the Equal Employment Opportunity Commission.
4. The Executive Order 13166 (E.O. 13166) entitled; "Improving Access to Services for Persons with Limited English Proficiency" requires Federal agencies work to ensure that recipients of Federal financial assistance provide meaningful access to their vendor.

APPENDIX 2

SUMMARY SHEETS (2 pages) TO BE SUBMITTED VIA EMAIL WITH PROPOSAL

Vendor Name: _____

Vendor Parent or Ownership: _____

Vendor Address: _____

Vendor Telephone Number: _____

Vendor Fax Number: _____

Number of years in existence: _____

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**Management Confirmation that Vendor has reviewed Exhibits A and B
in the Appendix 1 of the SRCAA RFP 2024-001 regarding Federal requirements:**

Name: _____ Title: _____

Signature: _____ Date: _____

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**Management person responsible for direct contact with SRCAA and services for this
Request for Proposal (RFP):**

Name: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

