



City of Tacoma

TPU Public Affairs

ADDENDUM NO. 2

DATE: 03/10/2023

REVISIONS TO: Request for Proposals Specification No. PR22-0402F Media Buying Services

NOTICE TO ALL PROPOSERS:

This addendum is issued to clarify, revise, add to or delete from, the original specification documents for the above project. This addendum, as integrated with the original specification documents, shall form the specification documents. The noted revisions shall take precedence over previously issued specification documents and shall become part of this contract.

REVISIONS TO THE SUBMITTAL DEADLINE:

The submittal deadline has been changed to 11:00 a.m., Pacific Time, Tuesday, March 21st, 2023.

REVISIONS TO THE GENERAL INFORMATION AND REQUIREMENTS:

Update to page numbers in Table of Contents due to additional information. Replace Table of Contents marked Addendum 2 in the RFP documents.

Update to language in Section 10.1 – Qualifications/Experience of Firm for clarification of prior contracts information requested. Update to points in written area of Section 10.1 & 10.3 to match the table points values. Replace RFP Pages 10 – 15 marked Addendum 2 in the RFP documents.

REVISIONS TO THE SUBMITTAL PACKAGE:

Record of Prior Contract Form added to the Submittal Package. Replace Submittal Check List marked Addendum 2 in the RFP documents.

NOTE: Acknowledge receipt of this addendum by initialing the corresponding space as indicated on the signature page. Vendors who have already submitted their bid/proposal may contact the Purchasing Division at 253-502-8468 and request return of their bid/proposal for acknowledgment and re-submittal. Or, a letter acknowledging receipt of this addendum may be submitted in an envelope marked Request for Proposals Specification No. PR22-0402F Addendum No. 2. The City reserves the right to reject any and all bids, including, in certain circumstances, for failure to appropriately acknowledge this addendum.

cc: Julie Sallenback, Public Affairs Office


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SUBMITTAL CHECK LIST

This checklist identifies items to be included with your submittal. Any submittal received without these required items may be deemed non-responsive and not be considered for award.

Submittals must be received by the City of Tacoma Purchasing Division by the date and time specified in the Request for Proposal page.

The following items make up your submittal package:	
One emailed copy of complete submittal package which includes:	
Signature Page (Appendix A)	
Record of Prior Contracts (Appendix A)	
Information in Section 10 (Content To Be Submitted)	
After award, the following documents will be executed:	
Services Contract (Appendix C)	
Certificate of Insurance and related endorsements (Appendix B)	

Submittals should present information in a straightforward and concise manner, while ensuring complete and detailed descriptions of the respondent's/team's abilities to meet the requirement of this RFP. Emphasis will be on completeness of content. The written submittals should be prepared in the sequential order as outlined below.

The City reserves the right to request clarification of any aspect of a firm's submittal, or request additional information that might be required to properly evaluate the submittal. A firm's failure to respond to such a request may result in rejection of the firm's submittal. Firms are required to provide responses to any request clarification within two (2) business days.

Requests for clarification or additional information shall be made at the sole discretion of the City. The City's retention of this right shall in no way diminish a Proposer's responsibility to submit a submittal that is current, clear, complete and accurate.

The relative weight of each scoring criteria is indicated in the table below.

Criteria	Max Points
Qualifications/Experience of Firm	25
Cost	20
Media Capabilities	25
Stewardship and Measureability	20
Sustainability	5
Equity in Contracting	5
Contract Exceptions	0
Total	100

10.1 Qualifications/Experience of Firm - 25 points

Describe your company's paid advertising capabilities, experience and scope of service, including how long you have been handling paid advertising, average client tenure, firm's annual spending, your company's strategic approach, your customer/account management set up and service model, process for quality control, metrics/KPI reporting, and an explanation on your policies and procedures to ensure a brand-safe environment. Provide information on any limitations or specific advantages/unique qualifications you have within our defined service territory and product categories.

If you are a Google Premier Partner or Google Certified, please submit with your proposal a current, dated and signed authorization from Google. Also provide a reference at Google and any additional pertinent information on your relationship.

Please share information on any utility experience you have.

Please utilize the Record of Prior Contracts (Appendix A) to list a minimum of 2 contracts within the last 4 years working within the utility or energy efficiency space.

10.2 Cost – 20 points

Describe your fee structure. Please utilize the current mix listed in the Scope of Work to list out costs for the different advertising mediums.

Note: Proposed expenditures are not guaranteed and can change by month as needs within the Utility change.

10.3 Media Capabilities – 25 points

Discuss your media philosophy and overall marketing strategy for developing campaigns, including your approach to recommending a media mix. Also describe the resources you have to complete this work.

Areas of interest include:

- Targeting including ethnic/non-English audiences
- Monitoring and optimizing
- Media types
- Budget allocation
- Reporting/measurement
- Billing/accounting

Please provide three (3) samples of your work, using a case study style description of media plans you put together based on client objectives, including results so we may get a sense of your approach and expertise.

Provide brief information on your approach to the following:

- Paid Search
- Keyword research and management
- Programmatic and other digital
- Click rates
- Broadcast media
- Print media
- Out-of-home
- Non-traditional media
- Ethnic/Non-English media
- Third-party partnerships
- Search engine optimization
- Quality scores
- Working with our web team to align media campaigns with web traffic and other activities

10.4 Stewardship and Measureability – 20 points

Measuring the effectiveness of our campaigns is of great importance throughout the life of the contract. We are looking for a reputable firm that takes reporting seriously and delivers timely and credible statistics and reports, as well as effective recommendations for immediate and continual improvement. We need to know our buys are being effectively monitored and optimized, and that reliable reports will be provided on an ongoing and consistent basis. Our desire is that you meet with us on a monthly basis to present the status of our campaigns, provide recommendations, and learn of upcoming campaign needs.

Please provide information on:

- Availability for monthly meetings
- Platform for real-time reporting

- Explanation of How/When you make recommendations for improvement
- Examples of available data reporting
- Report validation

10.5 Sustainability – 5 points

Provide information on your company's commitment to the environment. Include your sustainability statement and current practices.

10.6 Equity in Contracting – 5 points

Is your firm, or the firm you are partnering with, certified with Washington State for any of the below categories. Confirmation of any of the below certifications will result in all points for this category.

- ☐ Combination Business Enterprise (CBE)
- ☐ Disadvantaged Business Enterprise (DBE)
- ☐ Minority Business Enterprise (MBE)
- ☐ Minority/Women Business Enterprise (MWBE)
- ☐ Small Business Enterprise (SBE)
- ☐ Socially and Economically Disadvantaged Business Enterprise (SEDBE)
- ☐ Women Business Enterprise (WBE)

10.7 Contract Exceptions – 0 points

Do you take exceptions to any of the City of Tacoma's Standard Terms and Conditions?

11. INTERVIEWS / ORAL PRESENTATIONS

An invitation to interview may be extended to Respondents based on SAC review of the written submittals. The SAC reserves the right to adjust scoring based on additional information and/or clarifications provided during interviews. The SAC may determine additional scoring criteria for the interviews following evaluation of written submittals.

The City reserves all rights to begin contract negotiations without conducting interviews.

Respondents must be available to interview within three business days notice.

If interviews are conducted, the SAC will schedule the interviews with the contact person provided in the SOQs. Additional interview information will be provided at the time of invitation. At this time, it is anticipated that the main objective of the interview will be for the SAC to meet the project manager and key personnel that will have direct involvement with the project and hear about their relevant experience and expertise. The City does not intend to meet with firm officials unless they are to be directly involved with the project.

Following interviews, submittals will be rescored using the same criteria as in Section 12 below.

12. RESPONSIVENESS

Respondents agree their submittal is valid until a contract(s) has been executed.

All submittals will be reviewed by the City 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 this RFP may result in rejection of the submittal as non-responsive. The City reserves the right, in its sole discretion, to waive irregularities deemed immaterial.

The final selection, if any, will be that submittal which, after review of submissions and potential interviews, in the sole judgement of the City, best meets the requirements set forth in this RFP.

13. ACCEPTANCE / REJECTION OF SUBMITTALS

Respondents are advised that the City reserves the right to cancel award of this Contract at any time before execution of the Contract by both parties if cancellation is deemed to be in the City's best interest. In submitting a Submittal, Respondents agree that the City is not liable for any costs or damages for the cancellation of an award.

The City reserves the right and holds at its discretion the following rights and options:

- To waive any or all informalities
- To award one or more contracts
- To not award a contract
- To issue subsequent solicitation

14. ACCEPTANCE OF SUBMITTAL CONTENTS

The Submittal contents of the successful Respondent will become contractual obligations if a contract ensues.

15. CONTRACT OBLIGATION

The selected Respondent(s) will be expected to execute a contract with the City. As part of the negotiation process, Respondents may propose amendments to the contract, but the City, at its sole option, will decide whether to open discussion on each proposed amendment and determine the final contract to be used. At a minimum, any contract will incorporate the terms and conditions contained herein.

16. STANDARD TERMS AND CONDITIONS / GENERAL PROVISIONS

City of Tacoma [Standard Terms and Conditions](#) apply.

17. INSURANCE REQUIREMENTS

Successful proposer will provide proof of and maintain the insurance coverage in the amounts and in the manner specified in the City of Tacoma Insurance Requirements contained in this solicitation. Please see Appendix B.

18. PAID LEAVE

Effective February 1, 2016, the City of Tacoma requires all employers to provide Paid Leave and Minimum Wage, as set forth in Title 18 of the Tacoma Municipal Code. For more information visit <http://www.cityoftacoma.org/employmentstandards>.

19. PARTNERSHIPS

The City will allow firms to partner in order to respond to this RFP. Respondents may team under a Prime Respondent's submittal in order to provide responses to all sections in a single submission; however, each Respondent's participation must be clearly delineated by section. The Prime Respondent will be considered the responding vendor and the responsible party at contract award. All contract negotiations will be conducted only with the Prime Respondent. All contract payments will be made only to the Prime Respondent. Any agreements between the Prime Respondent and other companies will not be a part of the agreement between the City and the Prime Respondent. The City reserves the right to select more than one Prime Respondent.

20. COMMITMENT OF FIRM KEY PERSONNEL

The Respondent agrees that key personnel identified in its submittal or during contract negotiations as committed to this project will, in fact, be the key personnel to perform during the life of this contract. Should key personnel become unavailable for any reason, the selected Respondent shall provide suitable replacement personnel, subject to the approval of the City. Substantial organizational or personnel changes within the agency are expected to be communicated immediately. Failure to do so could result in cancellation of the Contract.

21. AWARD

After the Respondent(s) is selected by the SAC and prior to award, all other Respondents will be notified via email by the Purchasing Division.

Once a finalist (or finalists) has been selected by the Selection Advisory Committee, contract negotiations with that finalist will begin, and if a contract is successfully negotiated, it will, if required, be submitted for final approval by the Public Utility Board and/or City Council.

22. ENVIRONMENTALLY PREFERABLE PROCUREMENT

In accordance with the City's Sustainable Procurement Policy, it is the policy of the City of Tacoma to encourage the use of products or services that help to minimize the environmental and human health impacts of City Operations. Respondents are encouraged to incorporate

environmentally preferable products or services that have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. This comparison may consider raw materials acquisition, products, manufacturing, packaging, distribution reuse, operation, maintenance or disposal of the product or service.

The City of Tacoma encourages the use of sustainability practices and desires any awarded contractor(s) to assist in efforts to address such factors when feasible for:

- Reduction of pollutant releases
- Toxicity of materials used
- Waste generation
- Greenhouse gas emissions, including transportation of materials and services
- Recycle content
- Comprehensive energy conservation measures
- Waste management reduction plans
- Potential impact on human health and the environment

23. PROPRIETARY OR CONFIDENTIAL INFORMATION

The Washington State Public Disclosure Act ([RCW 42.56 et seq](#)) requires public agencies in Washington make public records available for inspection and copying unless they fall within the specified exemptions contained in the Act, or are otherwise privileged. Documents submitted under this RFP shall be considered public records and, with limited exceptions, will be made available for inspection and copying by the public.

Information that is confidential or proprietary must be clearly marked. Further, an index must be provided indicating the affected page number(s) and location(s) of all such identified material. Information not included in said index will not be reviewed for confidentiality or as proprietary before release.

24. ADDENDUMS

In the event it becomes necessary to revise any part of this RFP, an addendum will be posted alongside specifications at www.tacomapurchasing.org. Failure to acknowledge addendum(s) on the required Signature Page may result in a submittal being deemed non-responsive by the City.