



Procurement Division
Public Services Building
2051 Kaen Road
Oregon City, OR 97045
(503) 742-5444 (Office)

REQUEST FOR QUOTES (RFQ) #2024-50

Issue Date: June 6, 2024

Project Name:	Search Engine Optimization (SEO) Management		
Quote Due Date/Time:	June 27, 2024, 2:00 PM PDT		
Procurement Analyst:	Stephanie Ebner	Email:	sebner@clackamas.us

SUBMIT QUOTES VIA EQUITY HUB'S BID LOCKER LOCATED AT
<https://bidlocker.us/a/clackamascounty/BidLocker>.

PLEASE NOTE: EMAIL SUBMISSIONS WILL NOT BE ACCEPTED.

1. ANNOUNCEMENT AND SPECIAL INFORMATION

Quoters are required to read, understand, and comply with all information contained within this Request for Quotes ("RFQ"). All quotes are binding upon Quoter for sixty (60) days from the Quote Due Date/Time. Quotes received after the Quote Due Date/Time may not be considered. If authorized in the RFQ and resulting contract, travel and other expense reimbursement will only be reimbursed in accordance with the Clackamas County Travel Reimbursement Policy in effect at the time the expense is incurred. The Policy may be found at <https://www.clackamas.us/finance/terms.html>.

RFQ Documents can be downloaded from OregonBuys at the following address: <https://oregonbuys.gov/bs/> Document No. S- C01010-00010663. Prospective Quoters will need to sign in to download the information and that information will be accumulated for a Plan Holder's List. Prospective Quoters are responsible for obtaining any addenda or clarifying questions from OregonBuys.

Submitting Quotes: Bid Locker

Quotes will only be accepted electronically via a secure online submission service, Bid Locker. Email submissions to Clackamas County email addresses will no longer be accepted.

- A. Completed quote documents must arrive electronically via Bid Locker located at <https://bidlocker.us/a/clackamascounty/BidLocker>.
- B. Bid Locker will electronically document the date and time of all submissions. Completed documents must arrive by the deadline indicated above or as modified by Addendum.
LATE QUOTES WILL NOT BE ACCEPTED.
- C. Quoters must register and create a profile for their business with Bid Locker in order to submit for this project. It is free to register for Bid Locker.
- D. Quoters with further questions concerning Bid Locker may review the Vendor's Guide located at <https://www.clackamas.us/how-to-bid-on-county-projects> .

All questions regarding this RFQ are to be directed to the Procurement Analyst named above. Quoters may not communicate with County employees or representatives about the RFQ during the procurement process until the Procurement office has notified Quoters of the selected Quoter. Communication in violation of this restriction may result in rejection of a Quoter.

2. BACKGROUND

Clackamas County is seeking responses from agencies specializing in search engine optimization (“SEO”) that can work closely with Clackamas County Tourism (“CCT”) staff at the direction of the digital marketing and social media lead to manage CCT’s SEO strategy and implementation.

Oregon’s Mt. Hood Territory is the brand name for Clackamas County as a destination, and CCT is its destination management organization. CCT’s mission is to enhance the quality of life for residents by optimizing the economic impacts of the tourism industry derived from the County’s Transient Room Tax.

Marketing staff create web content and handle daily web updates. CCT contracts with one vendor to manage web development and data analysis and a second vendor to manage search engine marketing (“SEM”) strategy and execution.

CCT seeks a vendor who can advance CCT’s data-driven marketing strategy through SEO. The chosen vendor will lead CCT through research, planning, organization and delivery of a strategy that aligns well with the needs of the organization’s 5-year strategic priorities and accompanying priority messages. The selected vendor should advise marketing staff on SEO best practices and should handle day-to-day management, helping CCT reach target audiences most likely to convert/take desired actions once they get to the mthoodterritory.com website.

CCT’s Website

The overarching purpose of mthoodterritory.com is to serve as a journey inspiration/planning tool for visitors. CCT’s primary web goals are to entice people to spend more time on the site, visit multiple pages, book a stay and sign up for or download Mt. Hood Territory products. Equally important, mthoodterritory.com serves as a conduit to tourism partner sites for lodging, restaurants, recreation etc. CCT strives to balance these sometimes competing goals.

Website At A Glance

- 880k **views** annually
- 490k **users** annually
- 51% average **engagement rate**
- 38s average **engagement time**

Priority Conversions

- Lodging Booking Click
- Travel Planner Request + View/Download
- Newsletter Sign-up
- Outbound Link Click (generally lodging and guides, but also partners featured on paid content pages, i.e., farms and restaurants)
- Tap Trail Sign-up

Top Traffic Generators

- Display
- Organic Search
- Paid Search
- Direct
- Organic Social

3. SCOPE OF WORK

The scope of work will include, but is not be limited to:

Objectives

CCT seeks to partner with an agency that uses adaptive, AI-integrated SEO strategies and best practices to:

- Increase organic traffic, improve keyword ranking and drive tourism-related inquiries on the Mt. Hood Territory website
 - In support of CCT priority to drive visitation aligned with the unique needs of a place including regional and seasonal needs
- Improve local search presence
- Increase brand visibility
 - In support of CCT's priority to improve the awareness of Mt. Hood Territory as an inclusive and accessible destination
- Improve user experience
- Improve content relevance and quality
- Increase engagement time and conversion rate optimization
- Anticipate and adapt to Google algorithm changes, best practices and evolving AI-driven search experiences
- Set and adjust measurable KPIs and engagement metrics

Strategy/Research

- Content strategy that aligns with the destination's brand, emphasizing storytelling, engaging visuals, etc. to captivate target audiences
- Keyword research and analysis
 - Identify where the brand currently stands and new opportunities
- Coordinate/align SEO strategy with SEM efforts
- Work with CCT staff to define target audiences that complement CCT's 5-year strategic priorities and priority messages

Optimization/Technical

- CTR optimization
- On-page optimization, such as page speed
 - Provide content update suggestions/on-page optimization recommendations to CCT staff
- Link building (back linking and internal tracking)
- Technical audits and analysis
- Handle back-end optimization and structured data markup, such as robots.txt file set-up, schema markup, meta information etc.
- Optimize CCT content to be included in Search Generative Experience (SGE) summaries
- Optimize for voice search queries
- Optimize for user intent and conversational queries for effective SEO in AI-driven search
- Make web browsing more intuitive and engaging using generative AI models

Analytics/Reporting

- Regularly monitor KPIs and provide monthly insights reporting to CCT staff
 - CCT will measure success with metrics including but not limited to page traffic, conversion rates, engagement rates and average engagement times
 - Include a qualitative narrative section for each report with key takeaways
 - Ensure a mutual exchange of data interpretation learning and optimization practices between the vendor and marketing team.

Project Management

- One point of contact for questions and issues
- Annual kick-off meeting at the beginning of each fiscal year in July to determine annual SEO strategy with CCT to ensure all work remains within budget
- Organize and attend monthly meetings with the marketing team and attend occasional meetings with CCT, SEM and/or Data Analysis vendors
 - The purpose of these meetings is to review prior month's performance, plan ahead, identify/update priority messages etc. Send staff monthly written reports outlining/recapping discussions, actions and results.

Trainings

- Provide two virtual or in-person SEO trainings to CCT partners and staff, either one-on-one or in a group as needed and identified by CCT staff

CCT to provide

- Access to GA4, Google Ads and CMS
- Brand style guide
- Organizational priorities, goals, messaging direction

4. SAMPLE CONTRACT

Submission of a Quote in response to this RFQ indicates Quoter's willingness to enter into a contract containing substantially the same terms of the below referenced contract, which can be found at: <https://www.clackamas.us/finance/terms.html>, with the below indicated requirements. No action or response to the sample contract is required under this RFQ. The applicable sample contract is the:

Personal Services Contract (unless checked, item does not apply)

The following paragraphs of the Professional Services Contract will be applicable:

- Article I, Paragraph 5 – Travel and Other Expense is Authorized
- Article II, Paragraph 28 – Confidentiality
- Article II, Paragraph 29 – Criminal Background Check Requirements
- Article II, Paragraph 30 – Key Persons
- Article II, Paragraph 31 – Cooperative Contracting
- Article II, Paragraph 32 – Federal Contracting Requirements
- Exhibit A – On-Call Provision

The following insurance requirements will be applicable:

- Commercial General Liability: combined single limit, or the equivalent, of not less than \$1,000,000 per occurrence, with an annual aggregate limit of \$2,000,000 for Bodily Injury and Property Damage.
- Professional Liability: combined single limit, or the equivalent, of not less than \$1,000,000 per occurrence, with an annual aggregate limit of \$2,000,000 for damages caused by error, omission or negligent acts.
- Automobile Liability: combined single limit, or the equivalent, of not less than \$1,000,000 per occurrence for Bodily Injury and Property Damage.

5. QUOTE

Quotes should be short and concise with the following information:

Typical for services:

- A. Company experience in these types of projects;
- B. Experience of staff that will work on the project;
- C. Not-to-exceed price to complete the project; or Detailed Fee Schedule
- D. References;
- E. Estimated time to complete the project;

- F. Clackamas County Certifications Form; and
- G. Any additional information that Clackamas County should take into consideration for the project or qualifications.
- H. Please include answers to the following questions in your quote:
 - a. Which SEO services do you offer?
 - b. How do you see AI impacting search engine algorithms in the next few years, and how does that influence your SEO strategy? How do you stay updated on emerging AI technologies and their implications for SEO?
 - c. What is your perspective on Search Generative Experience (SGE)? How will you prepare our organization for SGE?
 - d. Have you worked with a destination management organization or business in the tourism industry? What were the results?
 - e. What metrics do you use to measure success for different work streams?
 - f. How will you understand our audience's needs?
 - g. How will you measure campaign performance? And how will you adjust if campaigns are underperforming?
 - h. How often do you typically update clients on campaign performance?
 - i. Do you provide a client dashboard/ project management portal?
 - j. What tools do you use?
 - k. Do you use subcontractors?

6. EVALUATION

Quotes will be evaluated based on subjective factors including, but not limited to: Firm experience, staff experience, price/fees, references, and proposal to complete the project (including timeline).

QUOTE CERTIFICATION FORM
RFQ #2024-50

Submitted by: _____
(Must be entity's full legal name)

Each Quoter must read, complete and submit a copy of this Clackamas County Certification with their Quote. Failure to do so may result in rejection of Quote. By signature on this Certification the undersigned certifies that they are authorized to act on behalf of the Quoter and that under penalty of perjury the undersigned will comply with the following:

SECTION I. OREGON TAX LAWS: As required in ORS 279B.110(2)(e), the undersigned hereby certifies that, to the best of the undersigned's knowledge, the Quoter is not in violation of any Oregon Tax Laws. For purposes of this certification, "Oregon Tax Laws" means the tax laws of the state or a political subdivision of the state, including ORS 305.620 and ORS chapters 316, 317 and 318. If a contract is executed, this information will be reported to the Internal Revenue Service. Information not matching IRS records could subject Quoter to 24% backup withholding.

SECTION II. NON-DISCRIMINATION: That the Quoter has not and will not discriminate in its employment practices with regard to race, creed, age, religious affiliation, sex, disability, sexual orientation, gender identity, national origin, or any other protected class. Nor has Quoter or will Quoter discriminate against a subcontractor in the awarding of a subcontract because the subcontractor is a disadvantaged business enterprise, a minority-owned business, a woman-owned business, a business that a service-disabled veteran owns or an emerging small business that is certified under ORS 200.055.

SECTION III. CONFLICT OF INTEREST

The undersigned hereby certifies that no elected official, officer, agent or employee of Clackamas County is personally interested, directly or indirectly, in any resulting contract from this RFQ, or the compensation to be paid under such contract, and that no representation, statements (oral or in writing), of the County, its elected officials, officers, agents, or employees had induced Quoter to submit this Quote. In addition, the undersigned hereby certifies that this proposal is made without connection with any person, firm, or corporation submitting a quote for the same material, and is in all respects fair and without collusion or fraud.

SECTION IV. COMPLIANCE WITH SOLICITATION: The undersigned further agrees and certifies that they:

1. Have read, understand and agree to be bound by and comply with all requirements, instructions, specifications, terms and conditions of the RFQ (including any attachments); and
2. Are an authorized representative of the Quoter, that the information provided is true and accurate, and that providing incorrect or incomplete information may be cause for rejection of the Quote or contract termination; and
3. Will furnish the designated item(s) and/or service(s) in accordance with the RFQ and Quote; and
4. Will use recyclable products to the maximum extent economically feasible in the performance of the contract work set forth in this RFQ.

Name: _____ Date: _____

Signature: _____ Title: _____

Email: _____ Telephone: _____

Oregon Business Registry Number: _____ OR CCB # (if applicable): _____

Business Designation (check one):

Corporation Partnership Sole Proprietorship Non-Profit Limited Liability Company

Resident Quoter, as defined in ORS 279A.120

Non-Resident Quote. Resident State: _____

CLACKAMAS COUNTY INSTRUCTIONS TO QUOTERS

Quotes are subject to the applicable provisions and requirements of the Clackamas County Local Contract Review Board Rule C-047-0270 (Intermediate Procurements) and Oregon Revised Statutes.

QUOTE PREPARATION

1. **QUOTE FORMAT:** Quotes must be submitted as indicated in the RFQ.
2. **CONFORMANCE TO RFQ REQUIREMENTS:** Quotes must conform to the requirements of the RFQ. Unless otherwise specified, all items quoted are to be new, unused and not remanufactured in any way. Any requested attachments must be submitted with the quote and in the required format. Quote prices must be for the unit indicated on the quote. Failure to comply with all requirements may result in quote rejection.
3. **ADDENDA:** Only documents issued as addenda by Clackamas County serve to change the RFQ in any way. No other directions received by the Quoter, written or verbal, serve to change the RFQ document. NOTE: IF YOU HAVE RECEIVED A COPY OF THE RFQ, YOU SHOULD CONSULT OREGONBUYS (<https://oregonbuys.gov/bsa/view/login/login.xhtml>) TO ENSURE THAT YOU HAVE NOT MISSED ANY ADDENDA OR ANNOUNCEMENTS. QUOTERS ARE NOT REQUIRED TO RETURN ADDENDUMS WITH THEIR QUOTE. HOWEVER, QUOTERS ARE RESPONSIBLE TO MAKE THEMSELVES AWARE OF, OBTAIN AND INCORPORATE ANY CHANGES MADE IN ANY ADDENDA ISSUED, AND TO INCORPORATE ANY CHANGES MADE BY ADDENDUM INTO THEIR FINAL QUOTE. FAILURE TO DO SO MAY, IN EFFECT, MAKE THE QUOTER'S QUOTE NON-RESPONSIVE, WHICH MAY CAUSE THE QUOTE TO BE REJECTED.
4. **USE of BRAND or TRADE NAMES:** Any brand or trade names used by Clackamas County in the specifications are for the purpose of describing and establishing the standard of quality, performance and characteristics desired and are not intended to limit or restrict competition. Quoters may submit quotes for substantially equivalent products to those designated unless the RFQ provides that a specific brand is necessary because of compatibility requirements, etc. All such brand substitutions shall be subject to approval by Clackamas County.
5. **PRODUCT IDENTIFICATION:** Quoters must clearly identify all products quoted. Brand name and model or number must be shown. Clackamas County reserves the right to reject any quote when the product information submitted with the quote is incomplete.
6. **FOB DESTINATION:** Unless specifically allowed in the RFQ, ***QUOTE PRICE MUST BE F.O.B. DESTINATION with all transportation and handling charges included in the Quote.***
7. **DELIVERY:** Delivery time must be shown in number of calendar days after receipt of purchase order.
8. **EXCEPTIONS:** Any deviation from quote specifications, or the form of sample contract referenced in this RFQ, may result in quote rejection at County's sole discretion.
9. **SIGNATURE ON QUOTE:** Quotes must be signed by an authorized representative of the Quoter. Signature on a quote certifies that the quote is made without connection with any person, firm or corporation making a quote for the same goods and/or services and is in all respects fair and without collusion or fraud. Signature on a quote also certifies that the Quoter has read and fully understands all quote specifications, and the sample contract referenced in this RFQ (including insurance requirements). No consideration will be given to any claim resulting from quoting without comprehending all requirements of the RFQ.
10. **QUOTE MODIFICATION:** Quotes, once submitted, may be modified in writing before the time and date set for quote closing. Any modifications should be signed by an authorized representative, and state that the new document supersedes or modifies the prior quote. Quoters may not modify quotes after quote closing time.
11. **QUOTE WITHDRAWALS:** Quotes may be withdrawn by request in writing signed by an authorized representative and received by Clackamas County prior to the Quote Due Date/Time. Quotes may also be withdrawn in person before the Quote Due Date/Time upon presentation of appropriate identification.

- 12. QUOTE SUBMISSION:** Quotes may be submitted by returning to Clackamas County Procurement Division in the location designated in the introduction of the RFQ; however, no oral or telephone quotes will be accepted. Envelopes, or e-mails containing Quotes should contain the RFQ Number and RFQ Title.

QUOTE EVALUATION AND AWARD

- 1. PRIOR ACCEPTANCE OF DEFECTIVE PROPOSALS:** Due to limited resources, Clackamas County generally will not completely review or analyze quotes which fail to comply with the requirements of the RFQ or which clearly are not the best quotes, nor will Clackamas County generally investigate the references or qualifications of those who submit such quotes. Therefore, neither the return of a quote, nor acknowledgment that the selection is complete shall operate as a representation by Clackamas County that an unsuccessful quote was complete, sufficient, or lawful in any respect.
- 2. DELIVERY:** Significant delays in delivery may be considered in determining award if early delivery is required.
- 3. CASH DISCOUNTS:** Cash discounts will not be considered for award purposes unless stated in the RFQ.
- 4. PAYMENT:** Quotes which require payment in less than 30 days after receipt of invoice or delivery of goods, whichever is later, may be rejected.
- 5. INVESTIGATION OF REFERENCES:** Clackamas County reserves the right to investigate references and or the past performance of any Quoter with respect to its successful performance of similar services, compliance with specifications and contractual obligations, and its lawful payment of suppliers, sub-contractors, and workers. Clackamas County may postpone the award or execution of the contract after the announcement of the apparent successful Quoter in order to complete its investigation. Clackamas County reserves the right to reject any quote or to reject all quotes at any time prior to Clackamas County's execution of a contract if it is determined to be in the best interest of Clackamas County to do so.
- 6. CLARIFICATION:** Clackamas County reserves the right to seek clarification of each Quote, or to make an award without further discussion of Quotes received.
- 7. METHOD OF AWARD:** Clackamas County reserves the right to make the award by item, groups of items or entire quote, whichever is in the best interest of Clackamas County.
- 8. QUOTE REJECTION:** Clackamas County reserves the right to reject any and all quotes for any reason including, but not limited to, a Quoter's failure to constitute as a responsible bidder under ORS 279B.110 and LCRB C047-640-1-c-F-iii.
- 9. QUOTE RESULTS:** Quoters who submit a quote will be notified of the RFQ results. Awarded quote files are public records and available for review by submitting a public records request or by appointment.