

City of Redmond, Washington
Purchasing Division, M/S: 3NFN
15670 NE 85th Street
PO Box 97010
Redmond, WA 98073-9710



RFP 10825-24
Request for Proposals

Go Redmond Program Refresh

The City is soliciting proposals from qualified firms to provide branding guidance and website design for our transportation demand management and coordination program. We would like the website experience to be more visually appealing, user- friendly, and easier to navigate. We are looking to utilize existing resources such as Strava, Apple, mapping services, and others to make it easier to track, coordinate, and reduce drive alone trips for anyone that lives, works, or visits Redmond.

Posting Date: July 11, 2024

Optional Virtual Pre-Bid Meeting: July 25, 2024 at 10:30AM (PST)

Questions Due Date: July 29, 2024

Proposals Due: August 01, 2024 at 2:00 PM (PST)

The City of Redmond, Washington (the "City") requests interested parties to submit proposals for the above referenced Request for Proposals (RFP).

Background

The City of Redmond, WA is a suburb of Seattle and hub for residential and employment growth due to its strong technology business sector. The City encompasses an area of over 17 square miles and is located less than 20 miles east of downtown Seattle. The City has three urban growth centers in Downtown, Overlake, and Marymoor, which are expected to grow significantly in the next 25 years. Today, the City has about 77,000 residents and 99,000 jobs and by 2050, it is expected to have 152,000 residents and 131,000 jobs.

Scope of Work

The City is interested in contracting with qualified firms to support updating our Go Redmond website to be relevant to the current transportation needs of our post Covid world. Go Redmond was created in 2015 with a focus on commute trips and logging trips on a regional online calendar to then receive monetary rewards,



but we would like to expand the focus to include everyday transportation around Redmond rather than a focus solely on work commute trips. Go Redmond offers resources such as maps, grants, incentives, etc. to help people discover their commute options. We would also like to utilize the blog and social media functions to continue to promote safe, environmentally friendly transportation options and increase awareness of the Go Redmond programs throughout the general Redmond community. This refresh is also planned in conjunction with the opening of the final 2 Line stations in Downtown Redmond and Marymoor, as we would like to capitalize on this new high-capacity transit line that is now serving Redmond. While currently titled Go Redmond, we are open to the name of this program being changed and therefore it will be referred to as “the program” throughout this scope.

The following is a preliminary scope of work that may be modified with the selected consultant.

Task 0- Project Management

Consultant shall provide the management, coordination, and direction to the Project Team that includes the Consultant team and Agency staff throughout the duration of the Project.

- Prepare regular progress reports and invoices
- Prepare for and participate in team meeting progress calls
- Determine schedule for project (including timing of progress calls) and maintain schedule
- Monitor scope and budget
- Prepare for and participate in subconsultant coordination team meetings
- Prepare for and participate in a project kick-off meeting

Task 0 Assumptions:

1. Project team progress calls will be via Teams call
2. Kick off meeting can be conducted virtually or in-person
3. City staff will lead the project kick off meeting
4. Consultant will schedule and lead progress calls and provide agenda topics and action items

Task 0 Deliverables:

1. Invoices and progress reports
2. Attendance at regular virtual meetings with agenda topics and action items
3. Schedule for when tasks will be completed and meetings will be held
4. Participate in one virtual or in-person project kick-off meeting

Task 1- Program Name, Logo, and Branding

The Go Redmond name has been used since 2015; since its creation, other Redmond groups have created branding with similar names, MoveRedmond, Experience Redmond, and One Redmond, resulting in confusion. The consultant will advise regarding keeping or changing the program name, as well as updating the program logo, regardless of possible name change.



Task 1 Assumptions

1. Logo is to be used on written, electronic, and physical materials

Task 1 Deliverables

1. Official program name
2. New logo to go with program name in multiple formats (black and white, color, etc., to be determined by City and Consultant)
3. Tagline for the program
4. Brand colors and guidelines

Task 2- Program Website

The Go Redmond website layout was also created in 2015, with the focus on commute trips and employer programs. This information is still important to our program, but we recognize that with many people working from home it is important to also have the program focus on these “during the day trips”.

Task 2 Assumptions

1. City of Redmond will provide examples from other regional agencies with similar programs and outline what we do and do not like about these examples.
2. Based on timeline and budget, City is flexible regarding building off existing site versus creation of a new site.
3. New website must include ride-matching component to be in compliance with existing requirements

Task 2 Deliverables

1. New webpage layout and navigation.
2. Incorporating the new logo and colors for a more fun and enhanced website experience.

Task 3- Program social media and blog

The current program website includes blog functionality and connects to the Go Redmond Twitter, Facebook, and Instagram platforms. We would like the program to better utilize online communication resources to disseminate information to the community.

Task 3 Assumptions

1. Staff only has 4 hours per month to manage social media and blog posts
2. Staff currently utilize Hootsuite to update all platforms at once

Task 3 Deliverables

1. Social media schedule or plan
2. Update graphics for social media (profile photo, account names, templates for informational posts)
3. Updated blog feature including templates, updated layout, etc.



Task 4- Launch Plan

This program refresh must align with the extension of the 2 Line (East Link Light Rail) coming into downtown Redmond. We want to promote the new website with either an event or a promotion specific to the 2 Line.

Task 4 Assumptions

1. Light Rail will be opening in Downtown Redmond in spring 2025, date is yet to be announced. In the event that light rail opening is delayed, the launch will be transitioned to an independent event.
2. If event coincides with opening day of light rail, the event will be a booth at the station opening event.
3. This event may be in conjunction with City of Redmond Transportation Master Plan community engagement.
4. All other deliverables must be complete prior to the public launch

Task 4 Deliverables

1. Outreach plan for the launch. Plan and design promotional activities to encourage use of new online materials by community members
2. Plan and design physical promotional materials to be given out at launch.

Project Schedule: Work is to commence as soon as there is an executed contract (see timeline below) All work shall be completed no later than six (6) months after contract signing or a mutually agreed upon timeline.

Please provide a work schedule with your proposal to allow for adequate notification and staff scheduling during the performance of this work. The work schedule is to include all proposed major milestones. Actual work schedule shall be confirmed at the time of order placement.

Task 0: Kick-Off Meeting- September 2024

Task 1: Program Name, Logo, Branding- October 2024

Task 2: Program Website- November 2024-December 2024

Task 3: Program Social Media Blog- November 2024-December 2024

Task 4: Launch Plan- February 2024 (date flexible and depends on 2 Line opening date)



Virtual Pre-Bid Meeting

10:30AM (PST) on Thursday, July 25, 2024. An optional, virtual pre-bid meeting will be held via Microsoft Teams call. Bidders may ask questions or receive clarification on any portion of this RFP by participating in this pre-bid meeting with City staff. If interested in attending this meeting, please email Vivian Nguyen directly at vnguyen@redmond.gov for the Teams meeting link.

Proposed Timeline

The following table outlines the anticipated schedule for this RFP process. The City reserves the right to modify or reschedule milestones as necessary.

Item	Date
RFP Announced	July 11, 2024
Optional Pre-Bid Meeting	July 25, 2024 at 10:30 AM (PST)
Proposals Due	August 01, 2024 at 2:00 PM (PST)
Evaluation of Proposals	August 2024
Interviews (optional at City discretion)	August 2024
Consultant Selected	August 09, 2024
Contract Negotiation	End of August
City Council Approval (if required)	TBD
Main Task Order Timeframe	September 2024 - February 2024 (Flexible)

Proposal Due Date/Time

August 01, 2024 at 2:00 PM (PST). The City must receive proposals no later than said date and time.

Proposal Submittal Procedures

City of Redmond now utilizes DocuSign for the electronic submittal of bids and proposals. This service is free of charge for bidders and does not require that a bidder have a DocuSign account to complete the signature process. Please refer to the instructions shared in the online posting for this RFP on www.redmond.gov/bids for step-by-step instructions for submitting a proposal.

The City of Redmond must receive electronically submitted proposals no later than said date and time. Responses received after such time will be returned unopened. By submitting a proposal, respondents acknowledge their satisfaction as to the size, scope and location of the work to be performed.

Response Requirements & Format

All costs for developing a response to this RFP are the obligation of the respondent and are not chargeable to the City. The respondent must bear all costs associated with the preparation of the submittal and of any oral presentation requested by the City. All responses and accompanying documentation will become property of the City and will not be returned. Proposals may be withdrawn at any time prior to the published close date, provided notification is received in writing to the below listed City agent(s). Proposals cannot be withdrawn after the published close date.



Proposals must include all information requested and meet all specifications and requirements outlined in this RFP. The following submittals must be part of your proposal; if any are not included, your proposal may be judged as non-responsive. A committee will evaluate the submitted proposals. During the evaluation process, the City reserves the right to request additional information or clarification from firms responding to this RFP.

A complete response will include:

- 1) Cover letter stating:
 - a. Brief overview of firm
 - b. Reason for interest
 - c. List of services offered by firm, in accordance with the scope of work
 - d. Firm's point-of-contact name, position and contact information
- 2) Identify firm's current personnel with their respective qualifications and relevant experiences (limit to no more than one page per person). Team member qualifications and roles, particularly Lead Consultant qualifications, are important. Please include Professional Registration or Licensure in the State of Washington, where appropriate.
- 3) Methodology - Explain your approach to assisting the City in advancing its goals and priorities.
- 4) Work Samples - Provide samples of documents you have produced that are similar to the documents your firm would provide under this contract. Work samples may include links to web content with similar attributes to what the City is seeking.
- 5) Project Schedule - Include a proposed timeline for completion of each deliverable, as identified in the Scope of Work.
- 6) Cost - Provide a price estimate for the tasks identified in the Scope of Work. Price estimate should include number of hours, hourly rate of all named team members, and total cost of each task. Any expenses that are to be included as part of your proposal must be listed as separate line items and must include both the total anticipated expenses to be claimed and nature of the expenses (such as: office supplies, lodging, meals, etc.).
- 7) References - Include a list of references, with contact information, of at least three (3) current contracts, within the last three (3) years. Include at least one reference for a project that the proposed project manager has managed. Municipal references are preferred. The City reserves the right to contact references without prior notification.



- 7) Business name - proposals must be made in the official name of the firm or individual under which business is conducted (showing official business address) and **must be signed** by a person duly authorized to legally bind the person, partnership, company, or corporation submitting the proposal. A corporation must indicate place and date of incorporation.
- 8) Business license - provide a statement to the effect that you understand and agree to obtain a City of Redmond business license as a requirement for performing these services. If your place of business is not located within the city limits, but you or your agents will be physically coming into the city to conduct business, call on clients, or provide services, you will need a Redmond business license. A city business license application can be found at: <http://www.redmond.gov/BusinessLicense>.
- 9) Valid time period - provide a statement indicating the number of calendar days the proposal shall be valid (the City's minimum number of days is 60).

The City of Redmond is an active member of the King County Directors Association (KCDA) and several other joint purchasing entities and would be eligible to seek access to any and all price considerations, terms and conditions outlined in master agreements formed by one of these agencies. If a proposal is based on any of these pricing agreements/arrangements it shall be the responsibility of the bidder to identify such. It is requested that the City be contacted prior to bid submission if beneficial pricing may be achieved by the City via access to an existing contract with one of these agencies.

Selection and Award

All interested parties are requested to provide a response containing all required elements herein to the City by the deadline given. A selection committee will review and evaluate all proposals, with the intention of selecting a Consultant who provides a proposal that, in the opinion of the City, provides the best value (receives the highest score, as determined by the evaluation criteria listed below). If the selection committee so chooses, respondents may be invited for an interview to supplement their submission.

Evaluation Criteria	Weight
Experience - firm's background and experience providing branding services to public agencies similar in nature to City of Redmond.	25
Knowledge of transportation demand management programs, commute benefits, transportation communication, and existing transportation technology and applications.	25
Capacity and ability to respond to a full range of services from small advisory tasks to larger programmatic changes.	20
Knowledge of behavior change methodology and experience with	20



programs seeking to influence behavior change	
Proposed schedule and costs	10
TOTAL	100 pts

During evaluation, the City may consider the following:

- Quality of previous performance
- Ability to meet contract deadlines
- Staff availability for the project
- References

The City reserves the right to reject any or all proposals and to waive any irregularities or information in the evaluation process. The final decision is at the City's sole discretion and respondents to this request have no appeal rights or procedures guaranteed to them.

The City reserves the right to re-evaluate firms who were not originally short-listed at any time before the determination of a finalist is made. Upon notification of an intent to award, the City reserves the right to limit the period of contract development to thirty (30) days, after which time project award may be rescinded. The City has the option not to award a contract at the end of this process.

Terms and Conditions

The City reserves the right to amend terms of this RFP to circulate various addenda, or to withdraw the RFP at any time, regardless of how much time and effort firms may have spent on their responses. Terms of the agreement are outlined in this solicitation and include the following documents, which are incorporated herein by this reference:

- RFP 10825-24 - Go Redmond Program Refresh
- RFP 10825-24 - Attachment A, Consulting Services Agreement (boilerplate)

Contracting notice:

Upon selection of Consultant, the City intends to enter into an agreement using its standard Consulting Services Agreement which shall be used to secure these services. A copy of this document is attached, as Attachment B and will be the governing document. No changes or deviations from the terms set forth in this document are permitted without the prior approval of the City.

Performance Criteria

Consultant shall perform in accordance with the terms and conditions as stated herein and in accordance with the highest standards and commercial practices. Charges of poor performance/service against the Consultant shall be documented by the City and submitted to the Consultant for corrective action. Continued poor performance shall be deemed a breach of City requirements and shall be the cause for



immediate termination of services.

Proposed Personnel

Consultant agrees to provide all professional staff necessary to perform the scope of work, including key individuals named in Consultant's proposal. These key personnel shall remain assigned for the duration of the contract, unless otherwise agreed to in writing by the City. In the event Consultant proposes to substitute any key personnel, the individual(s) proposed must demonstrate similar qualifications and experience as required to successfully perform such duties. The City shall have the sole right to determine whether key personnel proposed as substitutes are qualified to work on the project. The City shall not unreasonably withhold approval of staff changes.

Insurance

Consultant must maintain insurance as outlined in the Consulting Services Agreement (Attachment B). Prior to performing any services, Consultant shall provide the City a standard ACORD Form 25 Certificate of Insurance, naming the City as Additional Insured. Failure of the City to demand such certificate or failure of the City to identify a deficiency in the insurance documentation shall not be construed as a waiver of Consultant's obligation to maintain such insurance.

Invoicing and Payment

Consultant may invoice the City no more frequently than once per month for work completed. Invoices shall contain an itemized listing of all expenses. The City will make payment to Consultant within thirty (30) days after receipt and approval of said invoices. Invoices shall be delivered to:

City of Redmond
Accounts Payable, M/S: 3SFN
P.O. Box 97010
Redmond, WA 98073-9710
accountspayable@redmond.gov

Public Disclosure Notice

All materials provided by the respondent are subject to State of Washington and applicable County (e.g. King County) public disclosure laws, per RCW 42.56. Any information contained in the proposal that the respondent desires to claim as confidential or proprietary **must** be clearly designated, including page with particular content identified. The City assumes no obligation on behalf of the respondent to claim any exemption that is not clearly identified by the respondent as being confidential or proprietary. The City will try to respect all material identified by the respondent as being confidential or proprietary but requests that respondent be highly selective of what they mark as such. The City will make a decision predicated upon applicable laws and can choose to disclose information despite its being marked as confidential or proprietary. Marking the entire proposal as confidential or proprietary, and therefore, exempt from disclosure will NOT be accepted or honored, and may result in disclosure of the entire proposal or disqualification of the proposal solely at the discretion of the City. Documents identified as confidential or proprietary will not be treated as such if public disclosure laws take precedence, the information is publicly available, the information is already in the City's possession, the information is



obtained from third parties without restrictions on disclosure, or the information was independently developed without reference to the confidential information.

Non-Collusion

By submission of this proposal, respondent and each person signing on behalf of respondent certifies, and in the case of joint proposal, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of his/her knowledge and belief: (1) The prices of this proposal have been arrived at independently, without collusion, consultation, communication, or agreement with any other respondent or competitor, for the purposes of restricting competition or as to any matter relating to price. (2) Unless otherwise required by law, the prices quoted in this proposal have not been knowingly disclosed by respondent and will not be disclosed by respondent directly or indirectly to any other respondent or competitor before proposals are opened. (3) No attempt has been made or will be made by the respondent to induce any other person, partnership or corporation to submit or not to submit a proposal on any portion of the project work. If collusion is uncovered, the City maintains the right to reject all proposals from implicated parties

Governing Law and Venue

In the event of litigation, the submittal documents, specifications, and related matters shall be governed by and construed in accordance with the laws of the State of Washington. Venue shall be with the appropriate state or federal court located in King County.

Bid Protest

Respondents have the right to protest certain decisions in contract solicitation, selection and award processes made by the City. The City will consider protests alleging to issues related to: (1) A matter of bias, discrimination or conflict of interest, (2) Errors in computing score (3) Non-compliance with procedures described in the solicitation or City policy.

All protests shall be in writing and clearly state that the respondent is submitting a formal protest. Protests must be emailed to the RFP content contact listed below. Bid Protests will not be accepted later than two (2) business days after respondents are notified of award details. The City's Technical Contact and RFP Content Contact will review any protest and respond to protestor within ten (10) business days. The City may request additional time if needed. Protestor and the other respondents will be notified in writing if protest results in a change to award details and/or protest results in a new solicitation process.

Americans with Disabilities Act (ADA) Information

The City of Redmond in accordance with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 will make every reasonable effort to provide equal opportunity to submit qualifications in response to this request. Visit <http://redmond.gov/ADA> for more information. This material can be made available in an alternate format by contacting the Customer Service Center at info@redmond.gov or 425-556-2900, option 7.



Title VI Statement

The City of Redmond in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all respondents that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit qualifications in response to this invitation and will not be discriminated against on the grounds of race, color, national origin or sex in consideration for an award. Visit <http://redmond.gov/TitleVI> for more information.

Questions/Inquiries

Please direct any questions concerning this RFP or the City's requirements to the City agent(s) listed below. No other City official or employee is empowered to speak for the City with respect to this request. Information obtained from any other source shall not be binding and may disqualify your response.

RFP Content:

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Technical Contact:

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