Consolidated Questions & Answers

RFP #41-26-PW – Digital Media Consultant: Bring Your Own Cup (BYOC) Campaign

City of Kirkland | City of Bellevue | City of Bothell

A. Qualifications, Teaming, and References

Q: May a prime consultant submit a proposal with one or more named subcontractors, with the minimum qualifications met by the team collectively rather than by each firm individually?

A: Yes. The minimum qualifications may be met by the proposed project team collectively. Proposers may identify subcontractors and describe their respective experience, qualifications, and responsibilities.

RFP reference: Minimum Qualifications; Submission Criteria, Item 1.

Q: May an international or out-of-state company submit as the prime consultant?

A: Yes. International and out-of-state companies may submit proposals, provided they can meet all applicable RFP, contractual, licensing, insurance, and project delivery requirements.

Proposers should consider the coordination requirements of the project, including regular meetings and in-person activities. The City notes that significant time-zone differences may present scheduling and communication challenges.

RFP reference: Proposal Submittal Instructions; Attachment B, Section 1 – Project Management.

Q: May an out-of-state prime consultant utilize local subcontractors for filming, photography, and community engagement?

A: Yes. Proposers may identify local subcontractors as part of their proposed team. However, all subcontracting arrangements are subject to the City's prior written approval, as required by the sample agreement.

In-person production and coordination are required as part of the campaign.

RFP reference: Attachment B, Section 1 – Project Management; Attachment A, Section VII – Successors and Assigns.

Q: Can references verify projects completed by a proposed project lead before the current consulting firm was established?

A: The RFP requests three client references and permits references from clients or individuals/organizations able to speak to completed projects.

Proposers may describe relevant individual experience gained through prior employment or other professional engagements, provided that experience is clearly distinguished from the current firm's past performance.

RFP reference: Submission Criteria, Item 3 – References; Minimum Qualifications.

B. Budget, Paid Media, and Project Expenses

Q: Is there a minimum or required percentage of the paid-media budget that must be allocated to particular platforms?

A: No specific platform allocation or minimum advertising expenditure has been established. The consultant should recommend an appropriate paid-media strategy and allocation based on audience research, campaign objectives, and anticipated performance.

RFP reference: Attachment B, Section 3 – Creative Development and Digital Marketing.

Q: Are printing, production of physical materials, and campaign collateral included in the consultant's budget?

A: The consultant is expected to develop creative materials and recommend appropriate campaign collateral, including stickers, QR code materials, coffee shop promotional materials, and other point-of-use resources.

RFP reference: Attachment B, Sections 3 and 5.

Q: Must consultants include applicable Washington State sales tax and other governmental charges in their proposed pricing?

A: Yes. The RFP requires proposers to identify and include all applicable Washington State sales tax, leasehold excise tax, and other applicable governmental charges in their proposed flat-rate pricing.

RFP reference: Submission Criteria, Cost Proposal, Item 3(d).

Q: Are there grant-related restrictions or special invoicing requirements that consultants should anticipate?

A: RFP reference: Project Purpose and Background; Attachment B, Budget.

C. Previous Campaign Materials, Research, and Branding

Q: Will the Cities provide previous campaign materials, research, branding resources, and evaluation data to the selected consultant?

A: Yes. The Cities have previous campaign materials and reports, and some supporting data available to inform the 2027 campaign. Available materials will be provided to the selected consultant.

The consultant should review and build upon these resources while developing its own creative direction, messaging, and campaign identity.

RFP reference: Project Purpose and Background; Attachment B, Section 2 – Campaign Strategy and Messaging.

Q: Will previous creative assets, including videos, photography, graphics, music, and influencer content, be available for reuse?

A: The Cities can provide available previous campaign branding and related materials. Consultants should identify how they intend to adapt existing resources and develop new materials. The goal is not to reuse previous campaign assets.

RFP reference: Project Goals; Attachment B, Sections 2, 3, and 5.

Q: Should the consultant maintain the existing Eastside BYOC identity and tagline or develop a refreshed campaign identity?

A: RFP reference: Project Goals; Attachment B, Section 2 – Campaign Strategy and Messaging.

D. Coffee Shop and Community Engagement

Q: Who is responsible for recruiting participating coffee shops?

A: The Cities will lead coffee shop recruitment and outreach.

The consultant will be responsible for supporting ongoing engagement with participating coffee shops through campaign materials, guidance, promotional resources, and recommendations for maintaining participation throughout the campaign.

RFP reference: Project Goals; Attachment B, Section 6 – Coffee Shop and Community Engagement.

Q: Is the consultant expected to support participating businesses after recruitment?

A: Yes. The consultant should develop recommendations and resources to help participating businesses promote reusable cup use, reinforce consistent campaign messaging, and encourage customer participation.

RFP reference: Attachment B, Sections 4 and 6.

Q: Is there a target number of participating coffee shops for 2027, and will previous partners continue?

A: RFP reference: Project Goals; Attachment B, Sections 6 and 9.

Q: Are there specific neighborhoods where participating coffee shops will be concentrated?

A: The RFP does not identify specific neighborhood concentrations. The consultant should coordinate with the Cities regarding participating locations and plan production and outreach activities accordingly.

RFP reference: Attachment B, Sections 1 and 6.

E. Creative Production, Video, and In-Person Requirements

Q: Is original short-form video production, including filming and editing, expected as part of the campaign?

A: RFP reference: Attachment B, Sections 1 and 3.

Q: Are on-site photography, videography, interviews, and other in-person activities required?

A: RFP reference: Attachment B, Section 1 – Project Management.

Q: Is there a required quantity of social media posts, videos, graphics, and digital advertisements?

A: The RFP does not establish fixed quantities for individual creative deliverables. Consultants are encouraged to propose the mix and quantity of materials they believe will best achieve the campaign objectives within the available budget.

RFP reference: Attachment B, Sections 3 and 5.

F. Multilingual, Cultural Responsiveness, and Accessibility

Q: Which languages must be considered for campaign materials?

A: RFP reference: Attachment B, Section 2 – Campaign Strategy and Messaging.

Q: Who is responsible for translation and culturally responsive adaptation?

A: RFP reference: Submission Criteria, Implementation Plan, Items 2(d) and 2(e); Attachment B, Section 2.

Q: Are consultants required to provide materials that comply with WCAG 2.2 Level AA?

A: RFP reference: Attachment B, opening Scope of Work paragraph.

G. Social Media Accounts and Website

Q: Will the consultant receive access to the dedicated Eastside BYOC Facebook and Instagram accounts?

A: Yes. The consultant will be provided access to the dedicated Eastside BYOC Facebook and Instagram accounts for campaign implementation.

The consultant will manage and publish campaign content and digital advertising through these accounts.

RFP reference: Attachment B, Sections 3 and 4.

Q: Is the consultant required to create new TikTok or YouTube accounts?

A: The RFP identifies platforms such as Instagram, TikTok, and YouTube Shorts as potential channels for campaign content and advertising. It does not require the creation of new accounts.

The consultant should recommend appropriate platforms based on the proposed campaign strategy and target audiences.

RFP reference: Attachment B, Section 3 – Creative Development and Digital Marketing.

Q: What is the consultant's responsibility regarding the Eastside BYOC website?

A: The City of Bothell is responsible for administration and management of the Eastside BYOC website domain.

The consultant is expected to recommend website content, updates, improvements, campaign-related functionality, and tracking opportunities that support the campaign objectives.

The consultant should coordinate website-related recommendations with the City of Bothell and participating Cities. Any campaign content, graphics, landing pages, or other materials developed by the consultant must be provided in appropriate formats for City implementation and future use.

RFP reference: Project Goals; Attachment B, Section 8 – Website and Domain Management.

Q: Will the consultant receive direct website editing or analytics access?

A: The RFP identifies the City of Bothell as the website administrator.

The consultant should identify recommended website improvements and tracking needs in its proposal and coordinate implementation with the City of Bothell.

RFP reference: Attachment B, Sections 7 and 8.

H. Measurement, Reporting, and Participation

Q: Is the consultant responsible for developing the participation tracking and measurement approach?

A: RFP reference: Attachment B, Section 7 – Participation and Measurement.

Q: **Will the Cities provide participation data, such as shop-reported reusable cup counts?**

A: The consultant is responsible for developing the participation measurement approach and identifying the data needed to evaluate campaign performance.

RFP reference: Attachment B, Sections 7 and 9.

Q: Is the consultant expected to provide campaign metrics and final performance results?

A: RFP reference: Attachment B, Sections 7, 9, and 10.

Q: Will the consultant own a pre-existing participation-tracking platform or software tool developed independently of this project?

A: The Cities do not require ownership of a consultant's pre-existing software, platform, or proprietary tools.

However, the consultant must ensure the Cities receive the relevant campaign participation data, metrics, and reporting generated through the tool, including the information necessary to evaluate campaign performance at the conclusion of the project.

Consultants should clearly identify any pre-existing or third-party tools they propose to use and explain how campaign data and results will be provided to the Cities.

RFP reference: Attachment A, Section V – Ownership of Work Product; Attachment B, Sections 7 and 10.

Q: What reporting cadence is expected during the campaign?

A: RFP reference: Attachment B, Sections 1, 4, and 7.

I. Project Timeline and Management

Q: Why was April 1 through July 30, 2027, selected as the campaign period?

A: The Cities selected April 1 through July 30, 2027, as the preferred campaign implementation period. There is no additional seasonal or programmatic requirement associated with these dates.

Consultants should develop their proposed work plans and schedules around this established campaign period.

RFP reference: Project Goals; Attachment B, Timeline.

Q: When must all contract work be completed?

A: All contract work must be completed by December 31, 2027.

RFP reference: Budget and Performance Schedule; Attachment B, Timeline.

Q: What materials count toward the 20-page proposal limit?

A: The following materials count toward the 20-page limit:

- Cover letter.
- Table of contents.
- Main proposal narrative.
- Cost proposal.
- Project examples.
- Other materials included as part of the main proposal.

Resumes, references, and required forms or appendices are excluded from the page limit.

RFP reference: Submission Criteria; Proposal Submittal Instructions, Item 3.

Q: Are there additional forms or certifications required with the proposal?

A: Proposals must include all information and materials required by the RFP instructions, including company information, qualifications, project experience, identified staff, implementation plan, cost proposal, examples, and three references.

RFP reference: Submission Criteria; Proposal Submittal Instructions.

J. Contract Requirements, Ownership, and Public Disclosure

Q: When must the selected consultant obtain a City of Kirkland business license?

A: RFP reference: Contract Requirements and Fees; Attachment A, Section XI.

Q: When must insurance certificates and endorsements be provided?

A: RFP reference: Attachment A, Section X(D).

Q: **What termination notice period applies: 30 days or 10 days?**

A: The City may elect to opt out of the contract with 30 days' written notice, as stated in the RFP.

The 10-day provision in Attachment A, Section VI, addresses termination or suspension under the sample agreement. The City's 30-day opt-out provision remains applicable to the City's stated contract opt-out.

RFP reference: Budget and Performance Schedule; Attachment A, Section VI.

Q: Will the Cities accept a license for pre-existing or third-party materials instead of ownership transfer?

A: RFP reference: Attachment A, Section V – Ownership of Work Product.

Q: Question: How should proposers identify proprietary or confidential information in their submissions?

A: Proposers who wish to identify information as proprietary or confidential should:

- Include all information they consider proprietary or confidential in one clearly labeled, separate section of their proposal titled "Proprietary and Confidential Information."
- Include a statement at the beginning of their proposal indicating that the submission contains a section identified as proprietary or confidential.
- Clearly identify the specific information they believe is exempt from public disclosure and the applicable basis for the exemption.

Please note that identifying information as proprietary or confidential does not automatically exempt it from disclosure. All proposals are subject to applicable Washington State public records requirements, including Chapter 42.56 RCW.

RFP reference: Public Disclosure provisions; Chapter 42.56 RCW.

<u>Miscellaneous Questions:</u>

Schedule and approvals

Q: When should work begin, and when is the kickoff meeting expected?

A: Kickoff meeting will be decided once consultant is onboarded. Work should begin when consultant has been given the contract award.
RFP reference: Attachment B, 10. Final Reporting, Timeline.

Q: Which campaign assets must be approved by April 1, which may be developed during the campaign, and when is the final toolkit due?

A: All foundational campaign assets are expected to be finalized and approved by April 1 to ensure a timely launch. However, the development of supplementary materials during the active campaign remains flexible and can be determined collaboratively based on the specific needs of the Cities and the agreed-upon scope with the consultant. Finally, the comprehensive campaign toolkit will be delivered prior to the conclusion of the contract term.

Q: Will one City contact provide consolidated creative approval for all three Cities? What review time should we allow in our schedule?

A: All three Cities will be involved in the creative approval process. However, we remain flexible regarding communication workflows and will work with the selected consultant to determine whether feedback is consolidated through a single point of contact or managed individually. Specific review timelines will also be established collaboratively after the contract is awarded to ensure a schedule that works for both the consultant and the Cities.

Q: Will the Cities pay for advertising platforms directly, or will the consultant pay and be reimbursed? Who will provide the payment method for the ad accounts?

A: Please view Addendum 2.

Q: Trilingual materials: Attachment B calls for campaign materials in English, Spanish, and Simplified Chinese. Does the City provide translation review or approval support for the Spanish and Simplified Chinese versions, or is the consultant expected to supply translation and cultural review entirely through its own team or partners?

A: RFP reference: Page 19, Campaign Strategy and Messaging.

Q: **In-person activities: The scope notes in-person activities as needed (video production, photography, coffee-shop and partner engagement) on the Eastside. Roughly how many in-person days or trips should a proposer budget for during the April 1 – July 30, 2027 campaign period?**

A: This will be discussed once the contract is awarded.

Q: Fixed-fee invoicing: The RFP asks for a flat fixed fee with an invoice schedule aligned to key deliverables. Does the City have a preferred number or spacing of milestone invoices, or is the schedule entirely proposer-defined?

A: RFP reference: Page 5, Submission Criteria.