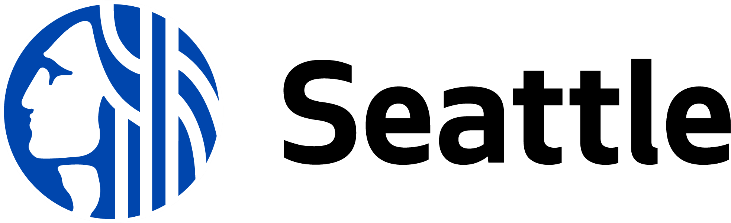
****

**Request for Proposal #TR0-6013**

**TITLE: Seattle Streetcar Sponsorship and Advertising Program Management**

**Table 1 – Solicitation Schedule**

|  |  |
| --- | --- |
| **Events** | **Date** |
| Request For Proposal Issued | 08/08/2022 |
| Pre-Proposal Conference (Optional)  Via WebEx Only | 08/12/2022 @1:00 PM Pacific Time |
| Deadline for Questions | 08/19/2022 @5:00 PM Pacific Time |
| Proposals Due to the City | 08/30/2022 @3:00 PM Pacific Time |
| Interviews, if conducted\* | 09/12/2022 – 09/16/2022 |

*\*Estimated Date*

*The City may modify this schedule. Changes to the due date are posted on the City website and by addendum or as otherwise stated.*

***PROPOSALS MUST BE RECEIVED ON OR BEFORE THE DUE DATE AND TIME***

***AND MUST BE AT THE LOCATION STATED IN SECTION 6 OR AS UPDATED BY ADDENDUM.***

By responding to this Request for Proposal (RFP), Proposer agrees that it has read and understands all documents within this RFP package.

**Mayor’s Executive Order 2021-08 Vaccination Requirements for City Contractors**

The Vendor, by submitting its Proposal, agrees that it will comply with Mayor’s Executive Order 2021-08, regarding COVID-19 Vaccination Requirements, and that it will require its workers, service providers, subcontractors, suppliers, and their workers to comply as well. Furthermore, the Vendor shall submit the City provided Vaccine Attestation form (available at [www.seattle.gov/contractorvax](http://www.seattle.gov/contractorvax)) no later than 5 days prior to the start of the Work. During the performance of the Work, Vendor shall provide an updated Vaccine Attestation form upon the City’s request.

The Executive Order and Vaccine Attestation Form are incorporated herein and are available at: [www.seattle.gov/contractorvax](http://www.seattle.gov/contractorvax).

All costs related to the Mayor’s Executive Order shall be considered included with or incidental to other Bid/Cost items.

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# PURPOSE AND BACKGROUND

## Purpose:

The Seattle Streetcar, managed by the Seattle Department of Transportation (SDOT), is seeking proposals from firms qualified to provide revenue-generating transit sponsorships and advertising contracts for display on certain physical assets of the Seattle Streetcar transit system in Seattle, WA.

These include:

* Exterior ads on streetcar vehicles
* Interior ads on streetcar vehicles
* Streetcar platform signage sponsorship when permitted by Seattle sign ordinance

The purpose of this project is to find a qualified firm to develop an advertising program to replace the [existing sponsorship program](https://www.seattle.gov/transportation/getting-around/transit/streetcar/sponsorship), with the goal of streamlining the administration of sponsorships and increasing revenue for the Seattle Streetcar, to both offset operating expenses and fund potential enhanced Streetcar programming.

The selected Proposer will be responsible for coordinating sponsorship activities to generate revenue on streetcar vehicles and streetcar shelters, managing sales and placement of sponsorships and advertising, production of materials, installation, and other duties as described in a final contract.

## Background:

The Seattle Streetcar system, owned by the City of Seattle (City) consists of two separate, modern streetcar lines: the South Lake Union Streetcar (SLU), which opened in 2007, and the First Hill Streetcar (FHS), which opened in 2016. The City currently owns ten (10) streetcar vehicles.

The SLU line is 1.3 miles long and operates through mixed traffic. The line is served by a fleet of four Inekon vehicles operating in mixed right-of-way. SLU operates an average 10-minute to 15-minute service frequency from 6:00am – 9:00pm weekdays, 7:00am – 9:00pm Saturdays, and 10:00am – 7:00pm Sundays. It conveniently connects thousands of jobs in the South Lake Union neighborhood to the downtown core and additional regional transit connections at the Westlake hub. There are nine stops along the alignment leading to restaurants, retail, businesses, and Lake Union’s 12-acre waterfront park. The southern terminus at Westlake/McGraw Square is a block away from Monorail and Link Light Rail stations at Westlake Center.

The FHS line is 2.5 miles long and connects major medical facilities, Seattle Central College, Seattle University, and mixed income communities to the King Street mobility hub, which provides connections to Sounder trains, Link light rail, and regional bus transit. It operates with six Inekon vehicles and provides an average 10-minute to 15-minute service frequency from 5:00am – 10:30pm weekdays, 6:00am – 10:30pm Saturdays, and 10:00am – 8:00pm Sundays. The ten stops along the alignment connect the diverse and vibrant residential neighborhoods and business districts of Capitol Hill, First Hill, Yesler Terrace, Central Area, Chinatown-International District, and Pioneer Square.

The Seattle Streetcar is owned and funded by the City, which partners with King County Metro (Metro) to serve as the operator of the system on the City’s behalf. SDOT Streetcar staff manage other activities for the Streetcar, including program operational oversight, budget, and sponsorship management.

## Single Award:

The City intends to award one contract and does not anticipate multiple awards. Regardless, the City reserves the right to make multiple or partial awards.

# SOLICITATION OBJECTIVES

The City expects to achieve the following outcomes through this solicitation:

* Work with a qualified firm to develop an advertising program to replace the existing sponsorship program;
* Streamline the administration of sponsorships and maximize revenue from the Seattle Streetcar; and
* Obtain predictable revenue and expert sponsorship services.

# MINIMUM QUALIFICATIONS

The following are minimum qualifications that the Vendor must meet to submit a proposal. Proposals that are not clearly responsive to these minimum qualifications will be rejected by the City without further consideration:

1. Proposer must have a minimum of one-year experience in conducting a sales program designated to produce maximum advertising income.
2. Proposer has successfully performed at least one contract with a system of similar size to the City of Seattle's Streetcar system that has been active for a minimum of one (1) year.

# LICENSING AND BUSINESS TAX REQUIREMENTS

The Vendor must meet all licensing requirements that apply to their business immediately after contract award or the City may reject the Vendor before contract execution.

Companies must license, report and pay revenue taxes for the Washington State business License (UBI#) and Seattle Business License, if it is required to hold such a license by the laws of those jurisdictions. The Vendor should carefully consider those costs prior to submitting an offer, as the City will not separately pay or reimburse licensing costs.

## Seattle Business Licensing and Associated taxes

1. If you have a “physical nexus” in the city, you must obtain a Seattle Business license and pay all taxes due before the Contract can be signed.
2. A “physical nexus” means you have physical presence, such as: a building/facility located in Seattle, you make sales trips into Seattle, your own company drives into Seattle for product deliveries, and/or you conduct service work in Seattle (repair, installation, service, maintenance work, on-site consulting, etc).
3. We provide a Vendor Questionnaire Form in our submittal package items later in this RFP, and it will ask you to specify if you have “physical nexus”.
4. All costs for any licenses, permits and Seattle Business License taxes owed shall be borne by the Vendor and not charged separately to the City.
5. The apparent successful Vendor must immediately obtain the license and ensure all City taxes are current, unless exempted by City Code due to reasons such as no physical nexus. Failure to do so will result in rejection of the bid/proposal.
6. Self-Filing: You can pay your license and taxes on-line using a credit card [www.seattle.gov/self](http://www.seattle.gov/self).
7. For questions and assistance, call the License and Tax Administration office, which issues business licenses and enforces licensing requirements. The general e-mail is [tax@seattle.gov](mailto:tax@seattle.gov). The main phone is 206-684-8484.
8. The licensing website is [www.seattle.gov/licenses](http://www.seattle.gov/licenses).
9. The City of Seattle website allows you to apply and pay on-line with a Credit Card if you choose.
10. If a business has extraordinary balances due on their account that would cause undue hardship to the business, the business can contact our office to request additional assistance.
11. Those holding a City of Seattle Business license may be required to report and pay revenue taxes to the City. Such costs should be carefully considered by the Vendor prior to submitting your offer. When allowed by City ordinance, the City will have the right to retain amounts due at the conclusion of a contract by withholding from final invoice payments.
12. The Seattle Business License application can be found at the following link: [Manage Your Account Online - License and Tax Administration | seattle.gov](https://www.seattle.gov/license-and-tax-administration/manage-your-account-online).

## State Business Licensing and Associated Taxes

Before the contract is signed, provide the State of Washington business license (a State “Unified Business Identifier” known as a UBI number#). If the State of Washington has exempted your business from State licensing (for example, some foreign companies are exempt and in some cases, the State waives licensing because the company does not have a physical presence in the State), then submit proof of that exemption to the City. All costs for any licenses, permits and associated tax payments due to the State as a result of licensing shall be borne by the Vendor and not charged separately to the City. Instructions and applications are at <http://bls.dor.wa.gov/file.aspx>

# SPECIFICATIONS AND SCOPE OF WORK

## Sponsorship and Advertising Parameters

SDOT staff currently manage the sponsorship program for Seattle Streetcar. Sponsorship opportunities and pricing are currently posted online, and SDOT staff facilitate these sponsorships as requests come in. Vendor will manage a sponsorship program to both streamline the administration of the program and generate revenue from sponsorships on some shelters and on up to eight (8) streetcars as of 2022.

Several vehicles have existing yearly sponsorship contracts managed by SDOT. Vendor and SDOT can confirm if the Vendor will inherit existing contracts or take them over when the current contracts expire.

Vendor will also work with SDOT to develop guidelines for advertising content and the overall display on the vehicles and shelters.

## Business Capacity

Vendor should have the capacity and ability to conduct a sales program designated to produce maximum advertising income and the capability to provide the necessary staff to conduct business in the Seattle area.

## Approach to the Program and Professional Qualifications

Vendor will be required to meet/perform the following requirements:

1. Vendor will be responsible for securing all contracts, managing the placement of advertisements, and coordinating with City staff.
2. Vendor shall present City with a range of options to activate advertising opportunities on the streetcars and sponsorship opportunities on shelters, including a range of ad locations, coverage, size, and scale as well as a range of potential revenues and costs associated with each.
3. Vendor will give its best effort to sell advertising space and will operate a fully staffed business office to manage this effort.
4. Vendor must be familiar with the Seattle area, local ordinances of municipalities in the area, and be capable of acquiring both local and national advertising contracts.
5. Vendor must have a workforce capable of creating and producing graphics for streetcar shelters and vehicles. Vendor must also be able to ensure proper installation, maintenance, and removal of advertising displays without damaging the streetcars or shelters.
6. Vendor will comply with generally accepted industry principles with respect to good taste and all applicable laws and regulations including but not limited to truth in advertising, copyrights, and trademarks. All advertising must be approved by the Streetcar Program Manager prior to installation, with at least a two work-day notice. The Streetcar Program Manager will be the sole arbiter of acceptable content and will designate approval/disapproval through an email or other written communication. Determinations are final and not appealable.
7. Ads are to be installed at either Seattle Streetcar Operations and Maintenance facilities, during a scheduled time with Streetcar staff supervisors. All Company activities relating to the installation and removal of advertisements shall not interfere with Seattle Streetcar safe and orderly transit operations.
8. Proposer must be able to create, produce, and install streetcar vehicle and shelter sponsorship materials on site in Seattle locations as specified in the contract. For clarity, creation and production of sponsorship materials may occur offsite.
9. Vendor must be available to travel to Seattle within three (3) days if needed.
10. Vendor will remove unapproved or damaged ads within 24 hours of written notice given by SDOT. Vendor will remove all dated advertising materials within five (5) calendar days from their expiration date. (Dated materials refer to advertising materials that are relevant to a specific time period or relevant to an event that has been completed.)
11. Vendor will remove ads at the request of City in between advertising periods to restore to the default Streetcar and shelter appearance.
12. Vendor will make monthly payments, due no later than ten (10) days after the first day of each month, to SDOT for any revenue received according to the compensation structure in the contract. Monthly payments shall be accompanied by a schedule which shows the advertisements which were displayed, the gross revenue earned for the advertisements, and the amount of revenues to be earned in the future under existing contracts.
13. SDOT highly encourages sustainable business practices in the performance of SDOT’s contracts and promotes the recycling of expired advertising materials, when possible, and the use of ecofriendly materials where available and price of the goods sought is reasonable.

## Compliance Requirements

Vendor must comply with the following advertising requirements:

1. Streetcar Station sponsorships must be able to comply with the City of Seattle sign code as is, and not seek to expand sponsorship or advertising opportunities outside of the current sign code.
2. Current sign laws do not allow off-premise advertising on streetcar shelters. Off-premises advertising signs are defined as “a sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered elsewhere than upon the lot where the sign is located.”
3. Station sponsorship graphics must present the name of the sponsor and other text and graphics that provide information about the sponsor.
4. Product images, photographic images, and information specific to commodities or services sold or offered by the sponsor are not permitted.
5. Additional design guidelines are provided in the [Seattle Streetcar Station Sponsorship Design Guidelines](https://www.seattle.gov/Documents/Departments/SDOT/Streetcar/Streetcar_Station_Sponsorship_Design_Guidelines_2015.pdf).
6. Station Sponsorships proposed for locations within historic preservation districts are subject to review and approval by district review boards. Proposed sponsor graphics should follow district guidelines and should incorporate themes and color schemes that relate to the district.

## Shelter Message Guidelines

The City seeks to maintain neutrality on matters of public opinion (such as politics, religion, and public affairs) and while protecting minors from harmful advertising in order to maintain neutrality and protect minors, the City has developed these guidelines for all sponsorship messages to be posted on Seattle Streetcars pursuant to Sponsorship Agreements.

All messages to be posted on station shelters must comply with the following [sponsorship message guidelines](https://www.seattle.gov/Documents/Departments/SDOT/Streetcar/Streetcar_Sponsorship_Message_Guidelines_2015.pdf):

1. In no event shall the Sponsor be entitled to any additional compensation or to a reduction in the guaranteed amounts owed to the City as a result of complying with these requirements.
2. In the event a proposed message contains non-English language words or symbols, the Sponsor shall be responsible for obtaining an interpretation from a qualified interpreter in order to determine whether the proposed message complies with this Section.
3. The Sponsor agrees to exercise its best efforts to use good taste in creating their displays.
4. In order to protect minors, the following categories of sponsorship messages are not allowed:
5. Any message about a product that is unlawful for minors to use or possess, including any tobacco or marijuana product, beer, wine, distilled spirits, or any other alcoholic beverage regulated under Washington law (however, this prohibition shall not prohibit sponsorship including the name of a restaurant that is open to minors); or
6. Any message about: films rated "X" or "NC-17"; adult book stores, video stores, paraphernalia stores, strip clubs, or other adult entertainment establishments; or adult telephone services, adult internet sites, or escort services.
7. Sponsorship messages that promote any activity or product that is illegal under
8. Federal, state or local laws are not allowed.
9. Sponsorship messages that contain or involve obscenity as it is defined under applicable law are not allowed.
10. Messages containing any material that the Sponsor knows or reasonably should have known is false, fraudulent, misleading, deceptive or would constitute a tort of defamation or invasion of privacy are not allowed.
11. Messages containing any material that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the transportation system are not allowed.
12. Messages containing any material directed at a person or group that is so insulting, degrading or offensive as to be reasonably foreseeable that it will incite or produce imminent lawless action in the form of retaliation, vandalism or other breach of public safety, peace and order are not allowed.
13. Messages with flashing lights, sound makers, mirrors or other special effects that interfere with the safe operation of the streetcar or the safety of streetcar riders, drivers of other vehicles or the public at large are not allowed.

## APPENDIX A: Examples of Streetcar Shelter and Vehicle Sponsorships

1. Example of Shelter Sponsorship

A picture containing text, building

Description automatically generated

1. Example of Vehicle Sponsorship

A green trolley on a street

Description automatically generated with low confidence

## Experience Requirements

Vendor should have experience in the advertising business. Experience in managing advertising sales on transit is preferred, though not required.

## Contract Term:

This contract shall be for five (5) years, with one (1) two-year extension allowed at the option of the City. The Vendor may provide a notice to not extend to the City at least 45 days prior to the renewal date.

## No Guaranteed Contract Utilization:

The City does not guarantee utilization through any resultant contract. The solicitation may provide estimates of utilization solely to help Vendors prepare their proposals; and does not serve as a guarantee of usage. The City reserves the right to multiple or partial awards, and/or to order greater or less quantities based on City needs. The City reserves the right to use other appropriate contract sources to obtain these products or services, such as State of Washington Contracts. The City may also periodically re-solicit for new additions to the Vendor pool, to invite additional Vendors to submit proposals or proposals for award. Use of such supplemental contracts does not limit the right of the City to terminate existing contracts for convenience or cause.

If the City awards multiple contracts to form a vendor pool, this RFP established competition compliant to City competitive proposal laws; the City Project Manager may place an order with any pool vendor or may solicit multiple quotes to select among the pool vendors. If departments request quotes, the Vendors must use the costs and hourly rates in the contract.

## Contact Expansion:

Any resultant contract or Purchase Order may be expanded as allowed below. A modification may be considered per the criteria and procedures below, for any ongoing Contract that has not yet expired. Likewise, a one-time Purchase Order may be modified if the proposal reserved the right for additional orders to be placed within a specified period of time, or if the project or body of work associated with a Purchase Order is still active. Such modifications must be mutually agreed. The only person authorized to make such agreements the City is the Buyer from Purchasing and Contracting (Department of Finance and Administrative Services). No other City employee is authorized to make such written notices. Expansions must be issued in writing from the City Buyer in a formal notice. The Buyer will ensure the expansion meets the following criteria collectively: (a) it could not be separately propose, (b) the change is for a reasonable purpose, (c) the change was not reasonably known to either the City or vendors at time of proposal or else was mentioned as a possibility in the proposal (such as a change in environmental regulation or other law); (d) the change is not significant enough to be reasonably regarded as an independent body of work; (e) the change could not have attracted a different field of competition; and (f) the change does not vary the essential identity or main purpose of the contract. The Buyer shall make this determination, and may make exceptions for immaterial changes, emergency or sole source conditions, or for other situations as required in the opinion of the Buyer.

Note that certain changes are not considered an expansion of scope, including an increase in quantities ordered, the exercise of options and alternates in the proposal, or ordering of work originally identified within the originating solicitation. If such changes are approved, changes are conducted as a written order issued by the Purchasing and Contracting Buyer in writing to the Vendor.

## Trial Period and Right to Award to Next Low Vendor:

A ninety (90) day trial period shall apply to contract(s) awarded as a result of this solicitation. During the trial period, the vendor(s) must perform in accordance with all terms and conditions of the contract. Failure to perform during this trial period may cause the immediate cancellation of the contract. If dispute or discrepancy as to the acceptability of product or service occurs, the City’s decision shall prevail. The City agrees to pay only for authorized orders received up to the date of termination. If the contract is terminated within the trial period, the City reserves the option to award the contract to the next low responsive Vendor by mutual agreement with such Vendor. Any new award will be for the remainder of the contract and will also be subject to this trial period.

## Background Checks and Immigrant Status:

Background checks will not be required for workers that will be performing the work under this contract. The City has strict policies regarding the use of Background checks, criminal checks, immigrant status, and/or religious affiliation for contract workers. The policies are incorporated into the contract and available for viewing on-line at <http://www.seattle.gov/city-purchasing-and-contracting/social-equity/background-checks>

## Limits of Sales to Authorized Products and Services:

Vendor has responsibility to limit sales to those products or services authorized within the contract, whether authorized by changes and amendments or stated within the original contract scope. The Vendor is responsible for refusing orders that are not properly authorized by the contract or through other proper Purchase Orders issued by authorized persons from the City. If the Vendor has consistent sales of unauthorized products or services, the City reserves the right to use any of the following: terminate the contract in accordance with termination provisions, place the Vendor payments on “hold” for all incoming invoices while the City determines which are authorized items eligible for payment, and/or refuse certain invoices that contain non-authorized items.

## Vendor Usage Reports:

The City may request that the Vendor provide reports of purchases made by the City during the contract term. Within 10 business days of a request, the Vendor will supply the City a report in the requested format. The report must be clearly titled (Company name, contact information, dates of report period). The Vendor will provide, upon a request by the City, information sorted according to the City request, which may include: invoice specific detail or summary detail, by item name, by the user name (the department customer placing the order), by City Department, and date or order.

## Prohibition on Advance Payments:

The City does not accept requests for early payment, down payment or partial payment, unless Proposal Submittal specifically allows such pre-payment proposals or alternates within the RFP process. Maintenance subscriptions may be paid up to one year in advance provided that should the City terminate early, the amount paid shall be reimbursed to the City on a prorated basis; all other expenses are payable net 30 days after receipt and acceptance of satisfactory compliance.

## Environmental Specifications

### Environmental Standards:

Unless notified otherwise by the Vendor, products offered will be considered complaint to USEPA Standards published by the USEPA, unless specified otherwise. See USEPA Standards at: <https://www.epa.gov/smm/comprehensive-procurement-guideline-cpg-program.>

## Independent Contractor:

The Vendor shall work as an independent contractor. Although the City provides responsible contract and project management, such as managing deliverables, schedules, tasks and contract compliance, this is distinguished from a traditional employer-employee function. This contract prohibits vendor workers from supervising City employees, and prohibits vendor workers from supervision by a City employee. Prohibited supervision tasks include conducting a City of Seattle Employee Performance Evaluation, preparing and/or approving a City of Seattle timesheet, administering employee discipline, and similar supervisory actions.

Contract workers shall not be given City office space unless expressly provided for below, and in no case shall such space be provided for over 36 months without specific authorization from the City Project Manager.

The City will not provide space in City offices for performance of this work. Vendors must perform work from their own office space or in the field, as appropriate to the work.

## Paid Sick Time and Safe Time Ordinance

Be aware that the City has a Paid Sick Time and Safe Time ordinance that requires companies to provide employees who work more than 240 hours within a year inside Seattle, with accrued paid sick and paid safe time for use when an employee or a family member needs time off from work due to illness or a critical safety issue. The ordinance applies to employers, regardless of where they are located, with more than four full-time equivalent employees. This is in addition and additive to benefits a worker receives under prevailing wages per WAC 296-127-014(4). City contract specialists may audit payroll records or interview workers as needed to ensure compliance to the ordinance. Please see <http://www.seattle.gov/laborstandards>, or may call the Office of Labor Standards at 206.684.4500 with questions.

# INSTRUCTIONS AND INFORMATION

This chapter details City procedures for directing the RFP process. The City reserves the right in its sole discretion to reject the proposal of any Proposer that fails to comply with any procedure in this chapter.

## Registration into City Online Business Directory:

If you have not previously completed a one-time registration into the City of Seattle Online Business Directory, we request you register at [www.seattle.gov/obd](http://www.seattle.gov/obd). The City’s Online Business Directory is used by City staff to locate your contract(s) and identify companies for bid lists on future purchases. Responses will be not rejected for failure to register, however, if you win a contract and have not registered, you will be required to place yourself, or you will be added into the system. Women and minority owned firms are asked to self-identify. If you need assistance, please call 206-684-0444.

## Communications:

All Vendor communications concerning this acquisition must be directed only to the Buyer below. The RFP Coordinator is:

Marlon R. Franada

206-733-9583

marlon.franada@seattle.gov

Unless authorized by the RFP Coordinator, no other City official or City employee is empowered to speak for the City regarding this acquisition. Any Proposer seeking to obtain information, clarification, or interpretations from any other City official or City employee (other than the RFP Coordinator) is advised that such material is used at the Proposer’s own risk. The City will not be bound by any such information, clarification, or interpretation.

Following the Proposal submittal deadline, Proposers shall continue to direct communications to only the City RFP Coordinator. The RFP Coordinator will send out information to responding companies as decisions are concluded.

Contact by a vendor regarding this acquisition with a City employee other than the RFP Coordinator or an individual approved by the RFP Coordinator in writing, may be grounds for rejection of the vendor’s proposal.

## Pre-Proposal Conference:

The City will conduct an optional pre-proposal conference on the time and date in page 1, via WebEx using the information below. Proposers are highly encouraged to attend but not required to attend to be eligible to submit a proposal. The meeting answers questions potential Proposers may have regarding the solicitation document and to discuss and clarify any issues. This is an opportunity for Proposers to raise concerns regarding specifications, terms, conditions, and any requirements of this solicitation. Failure to raise concerns over any issues at this opportunity will be a consideration in any protest filed regarding such items known as of this pre-proposal conference.

**When it’s time, join the WebEx meeting here:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | |  |  |  |  | | --- | --- | | |  | | --- | | [Join meeting](https://seattle.webex.com/seattle/j.php?MTID=m1ee23987fce637219812e6a923ad6939) | | |  | | **More ways to join:** | |  | | **Join from the meeting link** | | <https://seattle.webex.com/seattle/j.php?MTID=m1ee23987fce637219812e6a923ad6939> | |  |  |  | | --- | | **Join by meeting number** | | Meeting number (access code): 2495 912 3097 | | Meeting password: fcM34hEQ2Jg | |  |   **Tap to join from a mobile device (attendees only)**   [+1-206-207-1700,,24959123097##](tel:%2B1-206-207-1700,,*01*24959123097%23%23*01*) United States Toll (Seattle)   [+1-408-418-9388,,24959123097##](tel:%2B1-408-418-9388,,*01*24959123097%23%23*01*) United States Toll    **Join by phone**   +1-206-207-1700 United States Toll (Seattle)   +1-408-418-9388 United States Toll   [Global call-in numbers](https://seattle.webex.com/seattle/globalcallin.php?MTID=ma738b90979c7b9f81d50bd4421c3e422)      **Join from a video system or application** Dial [24959123097@seattle.webex.com](sip:24959123097@seattle.webex.com)   You can also dial 173.243.2.68 and enter your meeting number.   |  | | --- | |  |  |  | | --- | | **Join using Microsoft Lync or Microsoft Skype for Business** | | Dial [24959123097.seattle@lync.webex.com](sip:24959123097.seattle@lync.webex.com) | |

## Questions:

Submit questions to the Buyer by the deadline (see page 1). The City prefers such questions by e-mail to the City Buyer. Failure to request clarification of any inadequacy, omission, or conflict will not relieve Vendor of any responsibilities herein or in any subsequent contract. The Vendor is responsible to assure they received responses to the questions if issued.

## Changes to the Solicitation/Addenda:

A change may be made by the City if, in the sole judgment of the City, the change will not compromise the City’s objectives. A change will be made by formal written addendum issued by the City’s Buyer. Such Addenda shall become part of this solicitation and included in the Contract. Interested Vendors are responsible to assure they received Addenda.

## Bid Blog:

You may opt to subscribe to an “RSS Feed” on our new Blog (titled “The Buy Line”). This is optional for your convenience and for companies familiar with RSS technology. If you are unfamiliar and would like to learn, you may call the City Buyer. The technology provides alerts for addenda or solicitations you may be interested in. <http://www.seattle.gov/purchasing-and-contracting/purchasing>

## Receiving Addenda and/or Question and Answers:

The City Buyer will try to provide you notices, either through the RSS Feed or direction e-mail courtesy announcements, that changes or addendums have been posted on our website.

Notwithstanding efforts by the City to provide such notice to known vendors, it remains the obligation and responsibility of the Vendor to learn of any addendums, responses, or notices issued by the City. Such efforts by the City to provide notice or to provide it on the website do not relieve the Vendor from the sole obligation for learning of such material.

Note that some third-party services decide to independently post City of Seattle proposals on their websites as well. The City does not, however, guarantee that such services have accurately provided proposers with all the information published by the City, particularly Addendums or changes to bid date/time.

All proposals sent to the City shall be compliant to all Addendums, with or without specific confirmation from the Proposer that the Addendum was received and incorporated. However, the Buyer can reject the Bid if it does not reasonably appear to have incorporated the Addendum. The Buyer could decide that the Proposer did incorporate the Addendum information, or could determine that the Proposer failed to incorporate the Addendum changes and that the changes were material so the Buyer must reject the Offer, or the Buyer may determine that the Proposer failed to incorporate the Addendum changes but that the changes were not material and therefore the Bid may continue to be accepted by the Buyer.

## Submittal Requirements:

### COVID-19 Procedures:

Proposal submittal procedures have been changed in response to COVID-19 health and safety measures. Proposals shall be submitted using the electronic process provided for below or delivered by U.S. mail or courier services (hand-delivery is only allowed via courier service).

Number all pages sequentially. The format should follow closely that requested in this RFP.

The City may designate page limits for certain sections of the response. Any pages that exceed the page limit will be excised from the document for evaluation. The response should be in an 8 1/2” by 11” format. Non-recyclable materials are strongly discouraged. Proposers are encouraged to “double side”. If there are page limitations, one side of a printed page is considered one page.

The City will not accept Fax and CD copies as an alternative to the paper or electronic e-mail copy submittal. If a CD or fax version is delivered to the City, the paper or electronic e-mail copy will be the only official version accepted by the City. If a USB flash or thumb drive is requested for this submission, the submitter has full responsibility to ensure that any files on the USB flash or thumb drive match the official paper or electronic copy submitted.

## Late Submittals:

Proposers have full responsibility to ensure the response arrives at the City within the deadline. A late submittal may be rejected, unless the lateness is waived as immaterial by the Purchasing and Contracting Director, given specific fact-based circumstances. Late responses may be returned unopened to the submitting firm; or CPCS may accept the package and make a determination as to lateness.

## Electronic Submittal:

Proposers are to submit their proposal documents via the e-mail process described below. The City uses a secure mailbox to receive and protect responses for a sealed opening at the designated date and time.

* + 1. To submit an electronic copy, proposers can e-mail their proposal documents on or before the proposal due date and time as shown on Table 1 - Procurement Schedule or as otherwise amended to: [securebid@seattle.gov](mailto:securebid@seattle.gov)

**Note: Do not e-mail your proposal to any other e-mail address.**

* + 1. Title the e-mail with the RFP title, number and company name.
    2. Any risks associated with the electronic transmission of the proposal submittal are borne by the Proposer.
    3. The City e-mail system will generally allow documents up to, but no larger than, 25 Megabytes.
    4. If the proposer also submits a paper-copy, the City will determine which form takes precedence in the event of discrepancies.

6. The City intends to send a confirming e-mail in reply. However, a proposer may also call (206) 684-0444 to confirm that their proposal has been received by the City.

## Hard Copy Submittal:

In lieu of an electronic copy, proposers may submit one original (1) unbound and one (1) USB flash or thumb drive copy of the response, which must be received no later than the date and time specified on the Solicitation Schedule or as otherwise amended. Fax, e-mail and CD copies will not be an alternative to the hard copy. If a CD, fax or e-mail version is delivered to the City, the hard copy will be the only official version accepted by the City.

Table 2: Hard Copy Submittal Addresses

|  |  |
| --- | --- |
| **Physical Address (courier such as FedEx, UPS, etc.)** | **Mailing Address (For US Post Office mail)** |
| Purchasing and Contracting  Seattle Municipal Tower  Suite 4350  700 Fifth Avenue  Seattle, Washington, 98104 | Purchasing and Contracting  Seattle Municipal Tower  P.O. Box 94669  Seattle, Washington, 98124-4669 |

1. Hard-copy responses should be in a sealed box or envelope clearly marked and addressed with the PC Buyer Name, RFP title and number. If packages are not clearly marked, the Proposer has all risks of the package being misplaced and not properly delivered.
2. The Submittal must be received electronically or by mail by the Buyer at the address provided, by the submittal deadline*.* Delivery errors will result without careful attention to the proper address.
3. Submittals and their packaging (boxes or envelopes) should be clearly marked with the name and address of the Proposer.
4. Please do not use any plastic or vinyl binders or folders. The City prefers simple, stapled paper copies. If a binder or folder is essential due to the size of your submission, they are to be fully 100% recycled stock.
5. Please double-side your submittal.

## No RFP Opening – No Reading of Prices:

The City does not conduct a bid opening for RFP responses.

## Offer Form:

Proposer shall specify response in the format and on any forms provided, indicating unit prices if appropriate, and attaching additional pages if needed. Proposer shall quote prices with freight prepaid and allowed. Proposer shall quote prices FOB Destination. All prices shall be in US Dollars.

## Proposer Responsibility to Provide Full Response:

It is the Proposer’s responsibility to respond, which does not require interpretation or clarification by the Buyer. The Proposer is to provide all requested materials, forms and information. The Proposer is responsible to ensure the materials submitted will properly and accurately reflects the Proposer specifications and offering. During scoring and evaluation (prior to interviews if any), the City will rely upon the submitted materials and shall not accept materials from the Proposer after the RFP deadline; however this does not limit the right of the City to consider additional information (such as references that are not provided by the Proposer but are known to the City, or past experience by the City in assessing responsibility), or to seek clarifications by the City.

## Partial and Multiple Awards:

Unless stated to the contrary in the Scope of Work, the City reserves the right to name a partial and/or multiple awards, in the best interest of the City. Proposers are to prepare proposals given the City’s right to a partial or multiple awards. If Proposer is submitting an “All” or “None” offer such offer must be clearly marked as “All” or “None”. Further, the City may eliminate an individual line item when calculating award, to best meet the needs of the City, if a line item is not routinely available or is a cost that exceeds the City funds. For Proposals, the City may negotiate with the successful Proposer, to finalize the work and specifications consistent with the objectives of the RFP.

## Taxes:

The City is exempt from Federal Excise Tax. Washington state tax, use tax if any, and local sales tax will be added onto the resultant Contract cost, although will not be used in evaluation of costs.

## Interlocal Purchasing Agreements:

This is for information only and is not be used to evaluate candidates. RCW 39.34 allows cooperative purchasing between public agencies, and other political subdivisions. **SMC 20.60.100 also allows nonprofits to use these agreements.** The seller agrees to sell additional items at the offer prices, terms and conditions, to other eligible governmental agencies that have such agreements with the City. The City accepts no responsibility for the payment of the purchase price by other governmental agencies. Should the Proposer require additional pricing for such purchases, the Proposer is to name such additional pricing upon Offer to the City.

## Contract Terms and Conditions:

Vendors are to price and submit proposals with the understanding that all specifications, requirements, terms and conditions are mandatory for the Vendor to comply with. Proposers are responsible to review all specifications, requirements, Terms and Conditions, insurance requirements, and other requirements. Submittal of a proposal is agreement to comply without exception, unless modified by the City. The City has the right to negotiate changes to submitted proposals and to change the City's otherwise mandatory terms and conditions during negotiations, or by providing notice to the Vendor during the contract.

## Negotiations:

Nothing herein prohibits the City from opening discussions with the highest ranked apparent successful Proposer, to negotiate modifications to either the proposal or the contract terms and conditions, to align the proposal or the contract to best meet City needs within the scope sought by the RFP.

## Effective Dates of Offer:

Offer prices and costs in Proposer submittal must remain valid until City completes award. Should any Proposer object to this condition, the Proposer must provide objection through a question and/or complaint to the Buyer prior to the proposal due date.

## Prompt Payment Discount:

On the Offer form or in submittal, the Proposer may state a prompt payment discount term, if the Proposer offers one to the City. A prompt payment discount term of ten or more days will be considered in evaluation.

## Cost of Preparing Proposals:

The City will not be liable for any costs incurred by the Proposer in the preparation and presentation of proposals submitted in response to this RFP including, but not limited to, costs incurred in connection with the Proposer’s participation in demonstrations and the pre-proposal conference.

## Proposer Responsibility:

It is the Proposer responsibility to examine all specifications and conditions thoroughly, and comply fully with specifications and all attached terms and conditions. Proposers must comply with all Federal, State, and City laws, ordinances and rules, and meet any and all registration requirements where required for contractors as set forth in the Washington Revised Statutes.

## Prohibited Contacts:

Proposers shall not interfere in any way to discourage other potential and/or prospective Proposers from proposing or considering a proposal process.  Prohibited contacts includes but is not limited to any contact, whether direct or indirect (i.e. in writing, by phone, email or other, and by the Proposer or another person acting on behalf of the Proposer) to a likely firm or individual that may discourage or limit competition.  If such activity is evidenced to the satisfaction and in sole discretion of the Purchasing and Contracting Manager, the Proposer that initiates such contacts may be rejected from the process.

## Readability:

Proposers are advised that the City’s ability to evaluate proposals is dependent in part on the Proposer’s ability and willingness to submit proposals which are well ordered, detailed, comprehensive, and readable. Clarity of language and adequate, accessible documentation is essential.

## Changes or Corrections in Proposal Submittal:

Prior to the submittal closing date and time, a Vendor may change its proposal, if the change is initialed and dated by the Vendor. No change shall be allowed after the closing date and time. Note you cannot change, mark-up or cross-out any condition, format, provision or term that appears on the City’s published Offer Form. If you need to change any of your own prices or answers that you write on the Offer Form, it must be made in pen, initialed, and be clear in intent. Do not use white-out.

## Errors in Proposals:

Proposers are responsible for errors and omissions in their proposals. No such error or omission shall diminish the Proposer’s obligations to the City.

## Withdrawal of Proposal:

A submittal may be withdrawn by written request of the submitter, prior to the quotation closing date and time. After the closing date and time, the submittal may be withdrawn only with permission by the City.

## Rejection of Proposals and Rights of Award:

The City reserves the right to reject any or all proposals with no penalty. The City also has the right to waive immaterial defects and minor irregularities in any submitted proposal.

## Incorporation of RFP and Proposal in Contract:

This RFP and the Proposer’s response, including all promises, warranties, commitments, and representations made in the successful proposal as accepted by the City, shall be binding and incorporated by reference in the City’s contract with the Proposer.

## Equal Benefits:

Seattle Municipal Code Chapter 20.45 (SMC 20.45) requires consideration of whether proposers provide health and benefits that are the same or equivalent to the domestic partners of employees as to spouses of employees, and of their dependents and family members. The bid package includes a “Vendor Questionnaire” which is the mandatory form on which you make a designation about the status of such benefits. If your company does not comply with Equal Benefits and does not intend to do so, you must still supply the information on the Vendor Questionnaire. Instructions are provided at the back of the Questionnaire.

## Women and Minority Opportunities:

The City intends to provide the maximum practicable opportunity for successful participation of minority and women owned firms, given that such businesses are underrepresented. The City requires all Proposers agree to SMC Chapter 20.42, and will require proposals with meaningful subcontracting opportunities to also supply a plan for including minority and women owned firms.

## Insurance Requirements:

Insurance requirements in Attachment #1 are **mandatory.** If none, then Contract requirements apply. If formal proof of insurance must be submitted to the City before execution of the Contract, the City will remind the apparent successful proposal in the Intent to Award letter. The apparent successful Proposer must promptly provide such proof of insurance to the City in reply to the Intent to Award Letter. Contracts will not be executed until all required proof of insurance has been received and approved by the City.

Vendors are encouraged to immediately contact their Broker to begin preparation of the required insurance documents, if the Vendor is selected as a finalist. Proposers may elect to provide the requested insurance documents within their Proposal.

## Proprietary Materials

The State of Washington’s Public Records Act (Release/Disclosure of Public Records) Under Washington State Law (reference RCW Chapter 42.56, the Public Records Act) all materials received or created by the City of Seattle are considered public records. These records include but are not limited to bid or proposal submittals, agreement documents, contract work product, or other bid material.

The State of Washington’s Public Records Act requires that public records must be promptly disclosed by the City upon request unless that RCW or another Washington State statute specifically exempts records from disclosure. Exemptions are narrow and explicit and are listed in Washington State Law (Reference RCW 42.56 and RCW 19.108).

Bidders/proposers must be familiar with the Washington State Public Records Act and the limits of record disclosure exemptions. For more information, visit the Washington State Legislature’s website at <http://www1.leg.wa.gov/LawsAndAgencyRules>).

If you have any questions about disclosure of the records you submit with your bid, please contact Purchasing and Contracting at (206) 684-0444.

### Marking Your Records Exempt from Disclosure (Protected, Confidential, or Proprietary)

As mentioned above, all City of Seattle offices (“the City”) are required to promptly make public records available upon request. However, under Washington State Law some records or portions of records are considered legally *exempt from disclosure* and can be withheld. A list and description of records identified as exempt by the Public Records Act can be found in RCW 42.56 and RCW 19.108.

If you believe any of the records you are submitting to the City as part of your bid/proposal or contract work products, are exempt from disclosure you can request that they not be released before you receive notification. To do so you must complete the City Non-Disclosure Request Form (“the Form”) provided by Purchasing and Contracting (see attached Form as part of the Vendor Questionnaire), very clearly and specifically identify each record and the exemption(s) that may apply, and submit a copy of your records with the specified exemptions redacted. (If you are awarded a City contract, the same exemption designation will carry forward to the contract records.)

The City will not withhold materials from disclosure simply because you mark them with a document header or footer, page stamp, or a generic statement that a document is non-disclosable, exempt, confidential, proprietary, or protected. Do not identify an entire page as exempt unless each sentence is within the exemption scope; instead, identify paragraphs or sentences that meet the specific exemption criteria you cite on the Form. Only the specific records or portions of records properly listed on the Form will be protected and withheld for notice. All other records will be considered fully disclosable upon request.

If the City receives a public disclosure request for any records you have properly and specifically listed on the Form, the City will notify you in writing of the request and will postpone disclosure. While it is not a legal obligation, the City, as a courtesy, will allow you up to ten business days to file a court injunction to prevent the City from releasing the records (reference RCW 42.56.540). If you fail to obtain a Court order within the ten days, the City may release the documents.

The City will not assert an exemption from disclosure on your behalf. If you believe a record(s) is exempt from disclosure you are obligated to clearly identify it as such on the Form and submit it with your solicitation. Should a public record request be submitted to Purchasing and Contracting for that record(s), you can then seek an injunction under RCW 42.56 to prevent release. By submitting a bid document, the bidder acknowledges this obligation; the proposer also acknowledges that the City will have no obligation or liability to the proposer if the records are disclosed.

### Requesting Disclosure of Public Records

The City asks bidders and their companies to refrain from requesting public disclosure of bids until an intention to award is announced. This measure is intended to protect the integrity of the solicitation process particularly during the evaluation and selection process or in the event of a cancellation or re-solicitation. With this preference stated, the City will continue to be responsive to all requests for disclosure of public records as required by State Law. If you do wish to make a request for records, please make your request through the City of Seattle’s Public Records Request Center at [www.seattle.gov/public-records/public-records-request-center](http://www.seattle.gov/public-records/public-records-request-center).

## Ethics Code:

Please familiarize yourself with the new code: <http://www.seattle.gov/ethics/etpub/et_home.htm>. Attached is a pamphlet for Vendors, Customers and Clients. Specific question should be addressed to the staff of the Seattle Ethics and Elections Commission at 206-684-8500.

### No Gifts and Gratuities:

Vendors shall not directly or indirectly offer anything of value (such as retainers, loans, entertainment, favors, gifts, tickets, trips, favors, bonuses, donations, special discounts, work, or meals) to any City employee, volunteer or official, if it is intended or may appear to a reasonable person to be intended to obtain or give special consideration to the Vendor. An example is giving sporting event tickets to a City employee on the evaluation team of a bid you plan to submit. The definition of what a “benefit” would be is broad and could include not only awarding a contract but also the administration of the contract or the evaluation of contract performance. The rule works both ways, as it also prohibits City employees from soliciting items from vendors. Promotional items worth less than $25 may be distributed by the vendor to City employees if the Vendor uses the items as routine and standard promotions for the business.

### Involvement of Current and Former City Employees:

If a Vendor has any current or former City employees, official or volunteer, working or assisting on solicitation of City business or on completion of an awarded contract, you must provide written notice to Purchasing and Contracting of the current or former City official, employee or volunteer’s name. The Vendor Questionnaire within your bid documents prompts you to answer that question. You must continue to update that information to Purchasing and Contracting during the full course of the contract. The Vendor is aware and familiar with the Ethics Code, and educates vendor workers accordingly.

### ****Contract Workers with more than 1,000 Hours:****

**The Ethics Code has been amended to apply to vendor company workers that perform over 1,000 cumulative hours on any City contract during any 12-month period. Any such vendor company employee covered by the Ethics Code must abide by the City Ethics Code. The Vendor is to be aware and familiar with the Ethics Code, and educate vendor workers accordingly.**

### ****No Conflict of Interest:****

**Vendor (including officer, director, trustee, partner or employee) must not have a business interest or a close family or domestic relationship with any City official, officer or employee who was, is, or will be involved in selection, negotiation, drafting, signing, administration or evaluating Vendor performance. The City shall make sole determination as to compliance.**

### ****Campaign Contributions (Initiative Measure No. 122)****

**Elected officials and candidates are prohibited from accepting or soliciting campaign contributions from anyone having at least $250,000 in contracts with the City in the last two years or who has paid at least $5,000 in the last 12 months to lobby the City. Please see Initiative 122, or call the Ethics Director with questions. For questions about this measure, contact: Polly Grow, Seattle Ethics and Elections, 206-615-1248 or** [**polly.grow@seattle.gov**](mailto:polly.grow@seattle.gov)**.**

# OFFER SHEET AND MANDATORY SUBMITTALS

Submit proposal with the following format and attachments. Failure to clearly and completely provide all information below, on forms provided and in order requested, may result in rejection as non-responsive.

## Cover letter: (Optional)

## Legal Name:

Submit a certificate, copy of web-page, or other documentation from the Secretary of State in which you incorporated that shows your legal name as a company. Many companies use a “Doing Business As” Name, or a Nickname in their daily business. However, the City requires the legal name of your company, as it is legally registered. When preparing all forms below, use the proper company legal name. Your company’s legal name can be verified through the State Corporation Commission in the state in which you were established, which is often located within the Secretary of State’s Office for each state. <http://www.coordinatedlegal.com/SecretaryOfState.html>

## Minimum Qualifications:

**This is a mandatory submittal.** Provide a document of sufficient length or on the form embedded below to indicate Vendor compliance to the Minimum Qualifications. Describe exactly how you achieve each minimum qualification. The determination you have achieved all the minimum qualifications is made from this or similar document alone and therefore the Buyer is not obligated to check references or search other materials in your proposal to make this decision.

****

## Vendor Questionnaire:

**This form is mandatory.** Submit this questionnaire, even if you have submitted one to the City on previous solicitations or contracts.



## Proposal Response:

**This is a mandatory submittal.** Elements of this response will be scored or ranked by the Evaluation Committee.



## Reference

Proposer should provide a minimum of two (2) references but no more than five (5) references in the Reference Form embedded below. The City may choose to contact directly with any or all Proposer references.



## Submittal Checklist

This checklist is for your convenience only and does not need to be submitted with your proposal. This checklist summarizes each form or other information required to complete and submit your proposal package to the City.

|  |  |
| --- | --- |
| **Form** | **Type** |
| Cover Sheet | Optional |
| Legal Name | Optional |
| Minimum Qualifications Page | Mandatory |
| Vendor Questionnaire | Mandatory |
| Proposal Response | Mandatory |
| References | Optional |

# EVALUATION PROCESS

## Step #1: Initial Screening; Minimum Qualifications and Responsiveness

Purchasing and Contracting shall first review submittals to determine responsiveness and responsibility. Those found responsive and responsible based on this initial review shall proceed to Step 2. Equal Benefits, Minimum Qualifications for those specifications upon which the Proposer is submitting, a responsive and responsible Inclusion Plan, and other elements of responsiveness will be screened in this Step.

## Step #2: Proposal Evaluation

The City will evaluate proposals using the criteria specified below. Responses will be evaluated and ranked or scored.

|  |  |
| --- | --- |
| **CRITERIA** | **MAX POINTS** |
| Business Capacity and Project Approach | 150 |
| Professional Qualifications | 250 |
| Experience and Past Performance | 150 |
| Financial Proposal | 450 |
| TOTAL POINTS | 1000 |

## Step #3: Pricing

Items on price sheets shall then be calculated for award. Item totals will be totaled for all items for a tabulated total. If any cost item is missing from a proposed Offer Form, the City reserves the right to reject that response or to calculate and compare responses without that cost item considered.

### Local Business Tax Revenue Consideration:

SMC 20.60.106 (H) authorizes that in determining the lowest and best bid, the City shall consider the tax revenues derived by the City from its business and occupation, utility, sales and use taxes from the proposed purchase.   The City will apply SMC 20.60.106(H) and calculate when the value could serve as a differentiator to determine the lowest bid. The City of Seattle’s Business and Occupation Tax rate varies according to business classification. Typically, the rate for service such as consulting and other professional services is .00415% and for retail or wholesale sales and associated services, the rate is .00215%. Only vendors that have a City of Seattle Business License and have an annual gross taxable Seattle income of $100,000 or greater, pay Business and Occupation Tax.

## Step #4: Interviews

The City may interview top ranked firms that are most competitive. If interviews are conducted, rankings of firms and award configurations (i.e. partial and/or multiple awards) shall be determined by the City, using the combined results of interviews and proposal submittals. If interviews are conducted, they will be worth 25 additional points.

The Vendor is to submit the list of names and company affiliations with the RFP Coordinator before the interview. Vendors invited to interview are to bring the assigned Project Manager that has been named by the Vendor in the Proposal, and may bring other key personnel named in the Proposal. The Vendor shall not bring an individual who does not work for the Vendor or for the Vendor as a subcontractor on this project, without specific advance authorization by the RFP Coordinator.

## Step #5: Reference Checks

The City may contact users of the Proposer’s product and services for references. References will be used on a pass/fail basis. A negative reference may result in rejection of the Proposal as not responsible. Those Proposers receiving a failed reference may be disqualified from consideration. The City may use any former client, whether or not they have been submitted by the Proposer as references, and the City may choose to serve as a reference if the City has had former work or current work performed by the Proposer. Although the City anticipates completing reference checks at this point in the process, the evaluation committee may contact the client references of the Proposers or other sources in addition to those specifically provided by the Proposer, at any time to assist the City in understanding the product.

## Step #6: Selection

The City shall select the highest ranked Proposer for award, or may consider a combination of awards at the option of the City.

## Step #7: Contract Negotiations

The City may negotiate elements of the proposal as required to best meet the needs of the City, with the apparent successful Proposer. The City may negotiate any aspect of the proposal or the solicitation.

## Repeat of Evaluation Steps:

If no Vendor is selected at the conclusion of all the steps, the City may return to any step in the process to repeat the evaluation with those proposals that were active at that step in the process. The City shall then sequentially step through all remaining steps as if conducting a new evaluation process. The City reserves the right to terminate the process if no proposals meet its requirements.

## Points of Clarification:

Throughout the evaluation process, the City reserves the right to seek clarifications from any Vendor.

## Substantially Equivalent Scores:

If the top two Vendors receive the substantially equivalent scores, the contract will be awarded to that Vendor who, in the opinion of the City, best meets the City needs.

# AWARD AND CONTRACT EXECUTION INSTRUCTIONS

The RFP Coordinator intends to provide written notice of the intention to award in a timely manner and to all Vendors responding to the Solicitation.

## Protests and Complaints:

The City has rules to govern the rights and obligations of interested parties that desire to submit a complaint or protest to this RFP process. Please see the City website at <http://www.seattle.gov/city-purchasing-and-contracting/solicitation-and-selection-protest-protocols> for these rules. Interested parties have the obligation to be aware of and understand these rules, and to seek clarification from the City. Note there are time limits on protests and Proposers have final responsibility to learn of results in sufficient time for such protests to be filed in a timely manner.

## Limited Debriefs:

The City issues results and award decisions to all proposers. The City provides debriefing on a limited basis for the purpose of allowing bidders to understand how they may improve in future bidding opportunities.

## Instructions to the Apparently Successful Vendor(s):

The Apparently Successful Vendor(s) will receive an Intent to Award Letter from the RFP Coordinator after award decisions are made by the City. The Letter will include instructions for final submittals that are due prior to execution of the contract or Purchase Order.

If the Vendor was allowed to request exceptions in the instructions and chose to do so, the City will review and select those the City is willing to accept. There will be no discussion on exceptions. Once the Contract is formulated, the City may identify proposal elements that require further discussion to align the proposal and contract fully with City business needs before finalizing the agreement. If so, the City will initiate the discussion and the Vendor is to be prepared to respond quickly in City discussions. The City has provided only 15 calendar days to finalize such discussions. If mutual agreement requires more than 15 calendar days, the City may terminate negotiations, reject the Proposer and may disqualify the Proposer from future submittals for these same products/services, and continue to the next highest ranked Proposal, at the sole discretion of the City. The City will send a final agreement package to the Vendor for signature.

Once the City has finalized and issued the contract for signature, the Vendor must execute the contract and provide all requested documents within ten (10) business days. This includes attaining a Seattle Business License, payment of associated taxes due, and providing proof of insurance. If the Vendor fails to execute the contract with all documents within the ten (10) day time frame, the City may cancel the award and proceed to the next ranked Vendor, or cancel or reissue this solicitation. Cancellation of an award for failure to execute the Contract as attached may cause Proposer disqualification for future solicitations for this product/service.

## Checklist of Final Submittals Prior to Award:

The Vendor(s) should anticipate that the Letter will require at least the following. Vendors are encouraged to prepare these documents as soon as possible, to eliminate risks of late compliance.

* Seattle Business License is current and all taxes due have been paid.
* State of Washington Business License.
* Certificate of Insurance (if a hard-copy is required by the specifications)
* Vaccine Attestation form (available at [www.seattle.gov/contractorvax](http://www.seattle.gov/contractorvax))

## Taxpayer Identification Number and W-9:

Unless the Vendor has already submitted a Taxpayer Identification Number and Certification Request Form (W-9) to the City, the Vendor must execute and submit this form prior to the contract execution date.

****

# ATTACHMENTS

For convenience, the following documents have been embedded in Icon form within this document. (Double click on Icon to open).

## Attachment #1: Contract or Terms & Conditions

