

**REQUEST FOR PROPOSAL (RFP)
PUBLIC AWARENESS CAMPAIGN**

**WASHINGTON AUTO THEFT PREVENTION AUTHORITY
3060 WILLAMETTE DRIVE NE, SUITE 200
LACEY, WA 98516**

SEPTEMBER 2022

SUMMARY AND BACKGROUND

The mission of the [Washington Auto Theft Prevention Authority](#) (WATPA) is to prevent and reduce motor vehicle thefts in the State of Washington. In 2005, after years of increasing motor vehicle thefts, Washington State had more than 50,000 vehicles stolen and was ranked in the top five nationally. As a result, in 2007 the Washington Legislature's passed Engrossed 3rd Substitute House Bill 1001 (the Elizabeth Nowak-Washington Auto Theft Prevention Act) it became effective July 1, 2007.

In addition to other changes dealing with motor vehicle theft, the Act created the Washington Auto Theft Prevention Authority (WATPA) within the Washington Association of Sheriffs and Police Chiefs (WASPC). The Authority consists of 10 gubernatorial appointees serving staggered terms. Representatives of law enforcement, prosecution, the auto industry, the insurance industry, the Washington Association of Sheriffs and Police Chiefs and the private sector are included as members of the Authority. The Authority staff includes an executive director, and an administrative assistant. The WATPA account is funded through a percentage of the \$10 surcharge on traffic infractions.

WATPA seeks proposals for the creative development of a public awareness and social media campaign to educate the general public about how to avoid auto theft. This will be the first such statewide public awareness campaign by WATPA, there is no existing campaign nor previous vendor or awarded contract.

Separately from this RFP, individual law enforcement agencies may be awarded grants from WATPA for localized auto-theft outreach. Those agencies may choose to use their grant funds to localize the statewide campaign.

Funding for this project is available October 1, 2022, to June 30, 2023. Funding is available for the development and implementation of the campaign including creative development, graphic design, production of materials (e.g., videos, collateral materials), placement and media buys, and account service. WATPA estimates the budget will be at least \$100,000.

OFFICIAL MEANS OF COMMUNICATION

During the process for this RFP, all official communication with bidders will be via notices published by WATPA and will be available on the [WATPA website](#). (Notices may include any modifications to administrative or performance requirements, responses to any written inquiries during the inquiry period, and clarifications to requirements. It is incumbent upon bidders to monitor the WATPA website carefully and regularly for any such notices.

ADDENDUM OR SUPPLEMENT TO APPLICATION

In the event that it becomes necessary to revise any part of this RFP, an addendum/amendment will be published on WATPA website. It is incumbent upon bidders to monitor the WATPA website carefully and regularly for any such postings.

REQUEST FOR PROPOSAL AND PROJECT TIMELINE

Sept 15, 2022	Publication of Public Awareness Campaign RFP on September 15, 2022.
Sept 21, 2022	Potential bidders may submit written inquiries to Barbara Smith at barbaras@waspc.org . All inquiries shall be submitted by 4:00 PM PDT on September 21, 2022. Written responses to inquiries will be posted for all bidders to review on the WATPA website.
Sept 26, 2022	All proposals in response to this RFP are due no later than 4:00 PM PDT Sept 26, 2022.
Sept 27 – Oct 7, 2022,	Evaluation of proposals will be conducted from September 27 – October 7. The first round of scoring for the proposals will be conducted during the evaluation period.
October 10-12, 2022	The top three qualifying bidders may be invited to make a brief virtual presentation to a WATPA RFP review panel. Notification of the qualifying bidders and presentation scheduling may occur between October 10-12 2022
October 14, 2022, October 15, 2022,	The selection decision for the winning bidder will be made by October 14, 2022 Upon notification, the contract negotiation with the winning bidder will begin immediately. Notifications to bidders who were not selected will be completed by October 15, 2022.

PROJECT TIMELINE

Bidders should provide a development and implementation timeline in their submission. It is WATPA's goal that the public awareness campaign outline be developed by December 15, 2022.

PROPOSAL GUIDELINES

This RFP represents the requirements for an open and competitive process. Any proposals received after this date and time will be returned to the sender. Submissions must be emailed to barbaras@waspc.org. No mailed or hand delivered proposals will be accepted. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work.

By submitting a proposal pursuant to this RFP, the organization warrants that it has the financial capacity to carry out the duties and responsibilities pursuant to the proposed advertising program, including the ability to pay vendors and/or subcontractors. If selected, the agency will need to show proof of the following prior to contract execution:

- a) The organization and its proposed subcontractors (if any) must presently be in good standing with local, state, and federal governments in terms of compliance with all applicable ordinances, statutes, acts, and codes, including but not limited to those pertaining to minimum/prevaling wages, fair labor practices, equal employment opportunity, affirmative action, environmental protection, Federal, State, and local safety and OSHA regulations, and must provide certification of this compliance.

b) The organization and its proposed subcontractors (if any) must possess and present copies of the necessary licenses and other documents authorizing them to do business in Washington State.

SCOPE OF WORK

WATPA expects its selected agency to provide the following services:

1. Work with the WATPA board and staff to develop, produce and execute a public service campaign which includes a multi-faceted strategy and approach including:
 - Creative development, production and execution of primary campaign theme, identity, logo, and graphic standards
2. Production and execution of a campaign that provides:
 - statewide messages to vehicle owners on ways to protect themselves from auto theft
 - development of collateral materials (video advertising, print ads, social media optimization, etc.)
 - a template for local law enforcement agencies to utilize the campaign ads and images on their own social media platforms and use with their local media
 - an opportunity for local WATPA grant recipient law enforcement departments to pay the ad agency to customize the messages and ads for their market.

Note: WATPA has detailed data on the number and locations of vehicle thefts in Washington so this RFP does not anticipate qualitative or quantitative research as a part of its scope.

PROPOSAL REQUIREMENTS

Bidders must adhere to the following proposal format:

1. Cover letter signed by Principal in Charge
2. Statement of Qualifications. In order to evaluate proposals in a consistent manner, the following information is required from each organization (and where applicable, its proposed subcontractor(s)) submitting a proposal:
 - a) Samples of current and previous work, analogous to the WATPA assignment, indicative of the direction and creative talent available from your organization. Examples could include print ads, online and television spots, digital and other multi-media examples.
 - b) A statement of your understanding of the unique challenges/opportunities WATPA faces in promoting auto theft prevention.
 - c) A list of team personnel resumes and their role. Who is the principal lead? Project manager, production manager, etc. Who is the day-to-day client contact?
 - d) What if any corporate or other relationships do you bring that would add value to WATPA?
3. A list of relevant clients. Please give examples of past and present clients who would be relevant to the projects outlined. Please provide contact information for at least three.
4. Pricing section including an itemized purchase and implementation fee structure, and any additional fees over the duration of the project thru June 30, 2023. All costs must be itemized to include an explanation of all fees and costs.
5. Minority, Woman and/or Disadvantaged Business. Provide your proposal to increase WM/DB participation.

MODIFICATION OR WITHDRAWAL OF PROPOSALS

Proposals may be modified or withdrawn by the bidder prior to the established due date and time.

PROPOSAL CONTENT ACCEPTANCE

The contents of the proposal of the successful bidder will become contractual obligations upon notice to the successful bidder. Failure of the successful bidder to accept these obligations in a contract may result in cancellation of the contract.

RFP CANCELLATION

WATPA reserves the right to cancel this RFP at any time, without penalty.

OWNERSHIP OF CONTRACT PRODUCTS/SERVICES

WATPA has the right to retain the original proposal and other RFP response materials for our files. As such, WATPA may retain or dispose of all copies as is lawfully deemed appropriate. WATPA has the right to use any or all information/material presented in reply to the proposal. The bidder expressly agrees that may use the materials for all lawful purposes; including, but not limited to, the right to reproduce copies of the material submitted for purposes of evaluation and to make the information available to the public in accordance with the provisions of the Public Records Act.

INCURRING COSTS

WATPA is not liable for any cost incurred by bidders prior to issuance of a legally executed contract or procurement document. No property interest, of any nature shall occur until a contract is awarded and signed by all concerned parties.

PROPOSAL REJECTION

WATPA reserves the right to reject any or all proposals, to waive informalities and minor irregularities in proposals received, and to accept any portion of a proposal or all items proposed if deemed in the best interest of WATPA.

TAX IDENTIFICATION NUMBER

The tax identification number provided must be that of the bidder responding to the RFP.

EVALUATION AND AWARD OF CONTRACT

The evaluation will identify the proposal that most effectively meets the requirements of this RFP and which is most beneficial to WATPA. The WATPA staff will score proposals and bidder interviews before making a recommendation to the WATPA Executive Director who shall have SOLE and FINAL authority to determine the successful bidder.

BIDDERS Q&A - Answers will begin to be posted on Tuesday September 20 and will continue until all inquiries are received.