



**PORT OF TACOMA
REQUEST FOR PROPOSALS
No. 070152**

MARKETING & ADVERTISING SUPPORT

Issued by
Port of Tacoma
One Sitcum Plaza
P.O. Box 1837
Tacoma, WA 98401-1837

RFP INFORMATION	
Contact:	Heather Shadko, Procurement
Email Addresses:	procurement@portoftacoma.com
Phone:	(253) 428-8697
Submittal Date	OCTOBER 30, 2015 @ 2:00 PM (PST)

**PLEASE SUBMIT ALL CORRESPONDENCE AND PROPOSALS
VIA E-MAIL DIRECTLY TO THE PROCUREMENT CONTACT LISTED ABOVE AND INCLUDE
'MARKETING & ADVERTISING SUPPORT' IN THE SUBJECT LINE**

PORT OF TACOMA
Request for Proposals (RFP) #070152
MARKETING & ADVERTISING SUPPORT

The Port is soliciting proposals from firms qualified and interested in providing Marketing and Advertising Support.

A. BACKGROUND

The ports of Seattle and Tacoma joined forces in August 2015 to form The Northwest Seaport Alliance, unifying management of their marine cargo facilities and business to strengthen the Puget Sound gateway and attract more marine cargo and jobs for the region. The NWSA is the first of its kind in North America. The third-largest container gateway in North America, the NWSA delivers less congestion, closer proximity to Asia and award-winning ease of doing business.

Marine cargo operations in the north and south harbors supported more than 48,000 jobs in 2013, generating nearly \$4.3 billion in economic activity. That same year, maritime cargo activity generated \$379 million in state and local taxes, which support education, roads and police and fire protection in communities.

The alliance offers 11 container terminals, two breakbulk and project cargo terminals, six on-dock and three near-dock rail yards and one 165-acre auto processing facility with dedicated overpass and direct rail connections.

The Port of Tacoma's grain terminal and industrial properties will continue to be managed by the home port, not the alliance. The NWSA prides itself on being proactive and performance-driven. It puts unrelenting focus on anticipating challenges and providing operational excellence and the best complete value to our customers worldwide.

The Port of Tacoma and The Northwest Seaport Alliance seek a marketing/advertising agency with whom to collaborate to develop and implement marketing solutions for both organizations. The NWSA's primary customers and partners are international shipping lines, beneficial cargo owners, logistics providers, warehouse and distribution centers, trucking companies and railroads. The Port's primary customers and partners are industrial real estate developers, economic development partners and community members.

Vendors will be evaluated on proven and demonstrated creativity, resourcefulness and capability to help us meet or exceed goals to increase awareness and position in a highly competitive marketplace. Teaming is encouraged to ensure a full suite of services can be offered. Potential vendors also will be evaluated on the breadth and depth of staff capabilities to execute selected marketing strategies. The purpose of this procurement is to identify and select the vendor the Port and NWSA believe is the best advertising and marketing solutions partner.

To learn more about the Port of Tacoma and The Northwest Seaport Alliance, visit www.portoftacoma.com and www.nwseaportalliance.com .

The Port anticipates awarding one (1) two-year contract. These services are budgeted at \$225,000.00 per year and the anticipated completion date is December 31, 2018. Printing and mail services will be covered by separate purchase orders with Port of Tacoma and Northwest Seaport Alliance-approved vendors.

The Port's Standard Terms and Conditions are included as Attachment B to this RFP. By submitting a Proposal, the Proposer represents that it has carefully read and agrees to be bound by the Port's Standard Terms and Conditions. Identify, during the question submittal and response period, any sections considered onerous, clarify why the section(s) is (are) onerous, propose alternative language and provide an explanation of how the Port's acceptance of the recommended verbiage is fair and equitable to both the Port and to the party submitting the question.

Proposals which condition the Proposal based upon the Port accepting other terms and conditions not found in the RFP, or which take exception to the Port's terms and conditions, will be found non-responsive, and no further consideration of the Proposal will be given.

B. SCOPE OF SERVICES

The successful agency's responsibilities will include collaboration with Port and NWSA staff on:

- Assisting in developing a strategic marketing plan;
- Assisting in developing an advertising plan to support the marketing plan;
- Print and promotional creative planning and production;
- Print media planning and buying;
- Developing materials for trade shows and conventions, including booth displays, ads, postcards, banners and related campaigns;
- Direct mail, email marketing and other business-to-business marketing programs;
- Budget control and shared responsibility for cost control;
- Researching brand tracking and awareness and advertising effectiveness; and
- Providing analysis, advice and support for marketing and community campaigns

The Consultant will be expected to perform all functions normally required of a full-service marketing and advertising agency. Key personnel should have at least 10 years of experience in communications strategy, brand management, marketing and advertising. Business-to-business marketing experience is essential; experience within the shipping/seaport industry is preferred.

Advertising and marketing plan development

The Consultant will assist in developing The Northwest Seaport Alliance's annual marketing plan in collaboration with the Communications and Commercial Strategy departments to meet marketing objectives and budget. The marketing plan will include advertising, trade show sponsorships and participation, direct mail and email campaigns, and supporting materials, such as publications, print and social media advertising, videos, banners and media story pitches. The plan will be reviewed at least once per quarter for revision as warranted by economic factors, market conditions or other influences.

The Consultant is expected to recommend marketing campaign ideas and materials that reflect the best, most effective practices available in the shipping and seaport industry.

The Consultant must develop an annual budget for fees and hard costs related to all marketing and advertising expenditures and other services required by this RFP or the contract resulting from this RFP. The level of anticipated annual spending will be determined by the Port and NWSA. The alliance will expect the Consultant to develop a cost-effective plan that is responsive to marketing and advertising needs. The Consultant must recommend ways to generate cost savings wherever possible and provide quantitative and qualitative measurements that illustrate the return on investment for marketing and advertising programming. The Consultant must make no commitment on behalf of the Port or NWSA without prior approval.

The Consultant will develop an annual advertising media plan that is consistent with and furthers the NWSA's marketing plan. The advertising plan must detail all campaigns planned during the year, including budget estimates. The advertising plan must provide a breakdown of proposed spending by media type and proposed production costs.

The Consultant will be responsible for the creative design, copywriting and production of all printed materials produced in support of the alliance's advertising efforts and will be approved by the NWSA. The Consultant will be required to produce an annual report, two magazine-style publications per year, an animated/video holiday card and other printed and digital publications. The Port and NWSA will own all original artwork, layout, design and final product.

The Consultant must offer alternative campaigns rather than only one creative solution to a particular promotion. At least three versions of storyboards, ads and other creative products must be offered when the Consultant makes a creative presentation to the Port or NWSA.

The Consultant will be expected to obtain written approval from the Port or NWSA before producing any advertisement or related material. When producing any creative work, the Consultant must not vary from approved scripts, copy, storyboards or layouts without the Port's or NWSA's written approval. The Consultant will be liable for all costs if advertisements or collateral materials are executed in a manner not consistent with the Port's or NWSA's written approval.

The Consultant shall charge the Port or NWSA only one time for artwork that is used in multiple forms, except for the reduction or enlargement of the artwork. Artwork required for any print advertisements must be billed as a one-time item. Any duplication of charges for artwork will be rejected. All original artwork becomes the property of the Port or NWSA and will be delivered to upon request.

Following creative bid approval by Port or NWSA staff, the Consultant will be responsible for the execution, creation and production of marketing materials, including print, outdoor/transit advertising, videos and other materials that may be required by the Port or NWSA. The Consultant must develop multi-media campaigns in support of the promotions identified in the NWSA's marketing plan. The Consultant may also be required to assist the Port or NWSA in developing slogans, logos, illustrations, maps, copywriting or art for other uses. Consultant will use the Port's and NWSA's approved printers and mail houses for production.

The Consultant will submit for Port or NWSA approval all production estimates. Estimates must clearly indicate any subcontractors or other parties who will be involved in the production work and where those parties are located.

Routine meetings between the Consultant and Port/NWSA staff will be required. These meetings will include discussions about schedules and planning, concept approvals, pre-production of advertisements or other agency-produced materials, Additional meetings may be held with certain Port or NWSA personnel as needed.

Media planning and buying

The Consultant will develop specific media plans that are efficient and cost effective to provide the desired reach and frequency. The media plans must take into account industry-specific trade publications.

The Consultant may be responsible for the negotiation, purchase and instructions for the placement of all media time and space. The Consultant will not commit the Port or NWSA to any such purchase without first obtaining the Port's or NWSA's written approval. In negotiating media purchases, the Consultant shall make the Port or NWSA aware of any savings that might be achieved through long-term commitments or other special programs. Any such commitments must be approved by the Port or NWSA, and savings achieved must be passed on to the Port or NWSA.

The Consultant will implement a system to ensure that all media are run or published according to any contracts or placement instructions. Affidavits, tear sheets or other documentation must be provided.

The Consultant must notify the Port or NWSA before approving any "make goods" for ads that did not run as scheduled. All such materials shall be maintained by the Consultant and must be available for inspection by authorized Port or NWSA representatives. Affidavits and tear sheets must accompany any final billings.

The Consultant will be required to provide the Port or NWSA with post-buy analyses indicating that the reach and frequency goals of each buy were achieved within budget. In addition, post-buy analyses must be provided for media buys that use new rating information for the buy period, when available.

Promotional event services

Members of the NWSA Commercial Team regularly attend and sponsor trade shows and conventions. Consultant will create and produce deliverables related to the sponsorships, including advertising, banners, booth displays, postcards and other printed and digital materials. The Consultant also will recommend marketing campaigns to capitalize on contacts made during such events.

C. DELIVERABLES:

Deliverables will be mutually agreed upon based on the task.

D. PROPOSAL ELEMENTS & EVALUATION CRITERIA:

Proposals should present information in a straightforward and concise manner while ensuring complete and detailed descriptions of the proposer’s abilities to meet the requirement of this RFP. Emphasis shall be on completeness of content.

Proposals are limited to **10** numbered pages (8½ by 11 inch) **excluding** the cover letter and appendices. Proposals that exceed 10 pages will not be reviewed. At a minimum, proposals should address:

INITIAL EVALUATION PHASE

1. Team Experience.....30 PTS

The successful team should have extensive marketing, advertising, brand management and creative design expertise and experience. Business-to-business marketing experience is essential; experience within the shipping/seaport industry is preferred.

- Identify specific expertise in strategic, measurable marketing programs to match research findings, including prevailing science and standards.
- Specify the proposed team by name, position and firm (if using subconsultants.) Provide a brief description of each team member’s role on the project.
- Outline specific experience and expertise of team members. Include each individual’s experience, a list of recent and similar projects and technical expertise.

Resumes of the key individuals may be included as an appendix and are not included in the total page count. Resumes are to be limited to one single-sided, letter-sized page.

2. Approach and Methodology.....40 PTS

Proposals should clearly outline the team’s recommended approach and methodology for:

- Accomplishing the Scope of Services: Assisting in developing a strategic marketing plan, creating an advertising plan to support the marketing plan objectives, and designing and producing multi-media materials.
- Coordination: Communications and interactions between the project team, the Port’s or NWSA’s project managers and the various stakeholders involved.

3. Cost Proposal.....30 PTS

Clearly outline the firm’s recommended approach and cost for **each category of services** as outlined in the Scope of Services.

In addition, present detailed information on the firm’s proposed fee structure for the services proposed. Specify any third-party involvement, additional fees, charges, expenses that are, or may be, billable to the Port or NWSA. All rates quoted shall be full cost inclusive of sales tax and other government fees, taxes and charges and valid throughout the contract period unless otherwise amended and agreed to by both parties in writing.

Compensation information MUST be provided separately from the proposal, in an individual PDF document.

All rates quoted shall be:

- a) **Fully burdened, including, but not limited to, per diem, administrative overhead, travel, lodging, and transportation (all direct/indirect expenses included);**
- b) Quoted in US Dollars;
- c) Full cost inclusive of sales tax and other government fees, taxes and charges; and
- d) Valid throughout the contract period unless otherwise amended and agreed to by both parties in writing.

RESPONSIBILITY CRITERIA

4. Firm’s Claim History.....0 PTS

Describe any claim submitted by the firm to any client, or submitted by any client against the firm, within the past two years related to the professional services provided by the firm or its key personnel. For purposes of this request, “claim” means a sum of money in dispute in excess of 10% of the firm’s fee for the services provided.

The Port will review any claims and make any necessary determination based on the information provided; points are not assigned to claim history.

FINAL EVALUATION PHASE

5. References.....50 PTS

Reference checks will be performed on the apparent selected vendor, if based directly on the proposals received or on the shortlisted firms if interviews are being requested. The Port and NWSA will evaluate the reference checks to assess the proposed team’s overall performance and success of previous, similar work. Reference checks will also be utilized to validate information contained in the proposal.

6. Interviews (as requested by the Port or NWSA).....100 PTS

If an award is not made based on the written evaluations alone, oral interviews will be conducted with the top-ranked proposers. Failure to participate in the interview process will result in the Proposer’s disqualification from further consideration.

ATTACHMENT A – INSTRUCTIONS FOR PROPOSING

ATTACHMENT B – PERSONAL SERVICES CONTRACT TEMPLATE & TERMS AND CONDITIONS

ATTACHMENT C – REFERENCE QUESTIONNAIRE

PROCUREMENT PROCESS

SOLICITATION TIMELINE:

Issuance of RFP	OCTOBER 9, 2015
Last Day To Submit Questions	OCTOBER 15, 2105
Proposal packets due	OCOTBER 30, 2015 @ 2:00 PM (PST)
Short List Consultants*	NOVEMBER 24, 2015
Interviews (if required)*	DECEMBER 10-16, 2015
Final Selection*	DECEMBER21, 2015
Execute Contract*	JANUARY 5, 2016

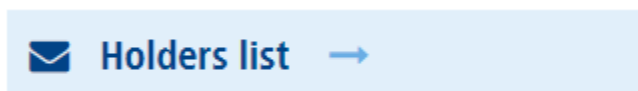
*Dates are tentative.

All status updates on the above solicitation timeline will be announced on the [Port's website](#) for this solicitation.

VENDOR OBLIGATION

Port of Tacoma Requests for Bids, Requests for Proposals and Requests for Qualifications can be accessed on the Port's website, www.portoftacoma.com under 'Contracts'; 'Procurements'.

When viewing the details page for this procurement on the Port's Website firms have the option of subscribing to the Holder's List.



By subscribing to the Holder's List, firms will automatically be notified when new documents or changes relating to this procurement occur.

***Only those who have subscribed to the Holder's List will receive notifications throughout the procurement process, up until a firm is selected.**

COMMUNICATION / INQUIRES

Proposers who, relative to this scope of services, contact any individuals or Commission members representing the Port, other than the Procurement Representative listed on the RFP may be disqualified from consideration.

Written questions about the meaning or intent of the Solicitation Documents shall only be submitted to the Procurement Department, procurement@portoftacoma.com (**Solicitation Name** in the subject line).

Proposers who may have questions about provisions of these documents are to email their questions by the date listed above. The Port will respond to all written questions submitted by this deadline.

ADDENDA

The Port may make changes to this Solicitation. Oral or other interpretations, clarifications or submittal instructions will be without legal effect. Any information modifying a solicitation will be furnished in a formal, written addendum. If at any time, the Port changes, revises, deletes, increases, or otherwise modifies the Solicitation, the Port will issue a written Addendum to the Solicitation. Addenda will be posted to the Port's web site and conveyed to those potential submitters who have requested to be placed on the Holder's List.

SUBMITTAL PROCESS

Proposals must be received via email on or before the date and time outlined on the front page of this RFP. Send your electronic submittal to:

procurement@portoftacoma.com.

Name of Firm, RFP Title (Subject Line)

Please submit one electronic copy in Adobe Acrobat PDF format, including all appendices. Submittals need to be limited to **9 MB in total email size**. It is the Consultant's responsibility to verify the receipt of the submittal. Electronic verification will be provided upon request.

***Late proposals will not be accepted by the Port. Proposals received after the stated date and time will not be reviewed and shall be deemed non-responsive.**

All proposals submitted shall be valid and binding on the submitting firm for a period of ninety days following the Proposal submittal deadline and for any extension of time granted by the submitting firm.

EVALUATION AND AWARD PROCESS

An evaluation team will review each proposal and evaluate all responses received based upon the criteria listed herein. The Port may request clarifications or additional information, if needed. After the evaluation team individually scores each proposal, the scores are tallied and the firms are ranked based on the scores.

A selection may be made based on the proposals and initial evaluation criteria alone. Alternatively, the evaluation team may create a short list of the top ranked firms and invite the short listed firms in for interview and/or check references. Scores for reference checks and interviews will be tallied and added to the short listed firm's initial evaluation scores. Final selection will be based on reference checks and interviews.

The Port intends to select the Proposer who represents the best value to the Port and begin the negotiation and award process based on the evaluated scores.

The selected Consultant will be invited to enter into contract negotiations with the Port. Should the Port and the selected firm(s) not reach a mutual agreement, the Port will terminate negotiations and move to the next highest ranked firm and proceed with negotiations.

The Port reserves the right to accept or reject any or all information in its entirety or in part and to waive informalities and minor irregularities and to contract as the best interest of the Port may require. The Port reserves the right to reject any or all Proposals submitted as non-responsive or non-responsible.

Procedure When Only One Proposal is received

In the event that a single responsive proposal is received, the Proposer shall provide any additional data required by the Port to analyze the proposal. The Port reserves the right to reject such proposals for any reason.

GENERAL INFORMATION

News releases pertaining to this RFP, the services, or the project to which it relates, shall not be made without prior approval by, and then only in coordination with, the Port.

COSTS BORNE BY PROPOSERS

All costs incurred in the preparation of a Proposal and participation in this RFP and negotiation process shall be borne by the proposing firms.

SMALL BUSINESS AND DISADVANTAGED BUSINESS OPPORTUNITIES

The Port of Tacoma encourages participation in all of its contracts by MWBE firms certified by the Office of Minority and Women's Business Enterprises (OMWBE). Participation may be either on a direct basis in response to this solicitation/invitation or as a subcontractor to a Bidder/Proposer. However, unless required by federal statutes, regulations, grants, or contract terms referenced in the contract documents, no preference will be included in the evaluation of bids/submittals, no minimum level of MWBE participation shall be required as a condition for receiving an award and bids/submittals will not be rejected or considered non-responsive on that basis. Any affirmative action requirements set forth in federal regulations or statutes included or referenced in the contract documents will apply. The selected firm will be required to show evidence of outreach.

PUBLIC DISCLOSURE

Proposals submitted under this Solicitation will be considered public documents and, with limited exceptions, will become public information and may be reviewed by appointment by anyone requesting to do so following the conclusion of the evaluation, negotiation, and award process. This process is concluded when a signed contract is completed between the Port and the selected Consultant.

If a firm considers any portion of its response to be protected under the law, the vendor shall clearly identify each such portion with words such as "CONFIDENTIAL," "PROPRIETARY" or "TRADE SECRET" on each page for which the protection is sought. If a request is made for disclosure of such portion, the Port will notify the vendor of the request and allow the vendor not less than ten (10) days to seek a protective order from the Courts or other appropriate remedy and/or waive the claimed confidentiality. Unless such protective order is obtained and provided to the Port by the stated deadline, the Port will release the requested portions of the Proposals. By submitting a response the vendor assents to the procedure outlined in this paragraph and shall have no claim against the Port on account of actions taken under such procedure.

Port of Tacoma Terms And Conditions Personal Services Agreement

In consideration of the mutual covenants, obligations, and compensation to be paid by the Port to Consultant, it is agreed that:

Consultant shall obtain all professional licenses and permits required to complete the scope of work as defined.

1. Key Personnel

The Consultant and/or its subconsultants' key personnel, as described in its Consultant selection submittals, shall remain assigned for the duration of the Project unless otherwise agreed to by the Port.

2. Relationship of the Parties

Consultant, its subconsultants and employees, is an independent Contractor. Nothing contained herein shall be deemed to create a relationship of employer and employee or of principal and agent.

3. Conflicts of Interest

Consultant warrants that it has no direct or indirect economic interest which conflicts in any manner with its performance of the services required under this Agreement. Consultant warrants that it has not retained any person to solicit this Agreement and has not agreed to pay such person any compensation or other consideration contingent upon the execution of this Agreement.

4. Compliance with Laws

Consultant agrees to comply with all local, state, tribal and federal laws and regulations applicable to the project, including building codes and permitting regulations existing at the time this Agreement was executed and those regarding employee safety, the work place environment, and employment eligibility verifications as required by the Immigration and Naturalization Service.

5. Records and other Tangibles

Until the expiration of six years after the term of this Agreement, Consultant agrees to maintain accurate records of all work done in providing services specified by the Agreement and to deliver such records to the Port upon termination of the Agreement or otherwise as requested by the Port.

6. Ownership of Work

The services to be performed by Consultant shall be deemed instruments of service for purposes of the copyright laws of the United States. The Port has ownership rights to the plans, specifications, and other products prepared by the Consultant. Consultant shall not be responsible for changes made in the models, programs, reports or other products by anyone other than the Consultant. Consultant shall have free right to retain, copy and use any tangible materials or information produced but only for its own internal purposes. Use of models, programs, reports or other products prepared under this Agreement for promotional purposes shall require the Port's prior consent.

7. Disclosure

All information developed by the Consultant and all information made available to the Consultant by the Port, and all analyses or opinions reached by the Consultant shall be confidential and shall not be disclosed by the Consultant without the written consent of the Port.

8. Compensation

As full compensation for the performance of its obligations of this Agreement and the services to be provided, the Port shall pay Consultant as specified in the Agreement.

9. Payment Schedule

Consultant shall submit detailed numbered invoices showing contract number, description of work items being invoiced, title of project, total authorized, total current invoice, balance of authorization, labor categories, hours, and hourly rate by the 10th of the month to be paid by the end of the current month, unless other terms are agreed to by the parties.

10. Costs and Disbursements

Consultant shall pay all costs and disbursements required for the performance of its services under this Agreement.

11. Insurance - Assumption of Risk

a) As a further consideration in determining compensation amounts, the Consultant shall procure and maintain, during the life of this Agreement, such commercial general and automobile liability insurance as shall protect Consultant and any subconsultants performing work under this Agreement from claims for damages from bodily injury, including death, resulting there from as well as from claims for property damage which may arise under this Agreement, whether arising from operations conducted by the Consultant, any subconsultants, or anyone directly or indirectly employed by either of them.

b) With respect to claims other than professional liability claims, Consultant and its subconsultants agree to defend, indemnify and hold harmless the Port of Tacoma, its appointed and elective officers and its employees from and against any and all suits, claims, actions, losses, costs, penalties and damages of whatever kind and nature, including attorney fees and costs by reason of any and all claims and demands on it, its officers and employees, arising from the negligent acts, errors or omissions by the Consultant in the performance of the Consultant's professional services.

c) With respect to professional liability claims only, Consultant and its subconsultants agree to indemnify and hold harmless the Port of Tacoma, its appointed and elective officers and its employees from and against any and all suits, claims, actions, losses, costs, penalties and damages of whatever kind and nature, including attorney fees and costs by reason of any and all claims and demands on it, its officers and employees, arising from the negligent acts, errors or omissions by the Consultant in the performance of the Consultant's professional services.

12. Standard of Care

Consultant shall perform its work to conform to generally accepted professional standards. Consultant shall, without additional compensation, correct or revise any errors or omissions in such work.

13. Time

Time is of the essence in the performance by the Consultant of the services required by this Agreement.

14. Assignability

Consultant shall not assign any interest in this Agreement and shall not transfer any interest in the Agreement to any party without prior written consent of the Port.

the Port and Consultant and may be amended only by written instrument signed by both the Port and Consultant.

15. Term of this Agreement

The effective dates of this Agreement are as specified. This Agreement may be terminated by the Port for cause when the Port deems continuation to be detrimental to its interests or for failure of the consultant to perform the services specified in the Agreement. The Port may terminate this Agreement at any time for government convenience in which case it shall provide notice to the Consultant and reimburse the Consultant for its costs and fees incurred prior to the notice of termination.

16. Disputes

If a dispute arises relating to this Agreement and cannot be settled through direct discussions, the parties agree to endeavor to settle the dispute through a mediation firm acceptable to both parties, the cost of which shall be divided equally. The Port reserves the right to join any dispute under this Agreement with any other claim in litigation or other dispute resolution forum, and the Consultant agrees to such joinder, so that all disputes related to the project may be consolidated and resolved in one forum. Venue for any litigation shall be the Pierce County Superior Court of the state of Washington and the prevailing party shall be entitled to recover its costs and reasonable attorney's fees.

17. Extent of Agreement

This Agreement represents the entire and integrated understanding between

Attachment "A"

HOURLY RATES
Consultant
Marketing & Advertising Support

<u>Personnel</u>	<u>Hourly Rates</u>

All other fees will be paid per the Port of Tacoma Terms & Conditions.

Additional labor categories are not authorized without prior written approval from the Port's Project Manager.

ATTACHMENT C
REFERENCES QUESTIONNAIRE

INSTRUCTIONS TO THE PROPOSER:

Proposers are allowed three (3) completed reference questionnaires. The completed references questionnaires must be from individuals, companies, or agencies with knowledge of the proposer's experience that is similar in nature to the products or services being requested by this RFP, and are within the last 3 years from the date this RFP was issued.

If more than three (3) qualifying references are received, the first three (3) fully completed references received will be used for evaluation purposes. References will be averaged.

1. Proposers must complete the following information on page 2 of the "Reference's Response To" document before sending it to the Reference for response.

- a. Print the name of your reference (company/organization) on the "REFERENCE NAME" line.
- b. Print the name of your company/organization on the "PROPOSER NAME" line.
- c. Enter the RFP Closing date and time in Instruction 5 (see the INSTRUCTIONS block.)

2. Send the "Reference's Response To" document to your references to complete.

NOTE: It is the proposer's responsibility to follow up with their references to ensure timely receipt of all questionnaires. Proposers may e-mail the Procurement Representative prior to the RFP closing date to verify receipt of references.

**REFERENCE QUESTIONNAIRE
REFERENCE'S RESPONSE TO:
RFP Number: 070152
RFP Title: Marketing & Advertising Support**

REFERENCE NAME (Company/Organization): _____

PROPOSER NAME (Company/Organization): _____ has submitted a proposal to the Port of Tacoma, provide the following services: Marketing & Advertising Support. We've chosen you as one of our references.

INSTRUCTIONS

1. Complete **Section I. RATING** using the Rating Scale provided.
2. Complete **Section II. GENERAL INFORMATION** (*This section is for information only and will not be scored.*)
3. Complete **Section III. ACKNOWLEDGEMENT** by manually signing and dating the document. (*Reference documents must include an actual signature.*)
4. E-mail **THIS PAGE** and your completed reference document, **SECTIONS I through III** to:

Procurement Representative: Heather Shadko

E-mail: procurement@portoftacoma.com
5. This completed document **MUST** be received no later than October 30, 2015 by 2:00PM (Pacific Time). Reference documents received after this time will not be considered. **References received without an actual signature will not be accepted.**
6. DO **NOT** return this document to the Proposer.
7. In addition to this document, the Port may contact references by phone for further clarification if necessary.

Section I. RATING

Using the Rating Scale provided below, rate the following numbered items by circling the appropriate number for each item:

Rating Scale

Category	Score
Poor or Inadequate Performance	0
Below Average	1 – 3
Average	4 – 6
Above Average	7 - 9
Excellent	10

Circle **ONE** number for each of the following numbered items:

1. Rate the overall quality of the firm's services:

10 9 8 7 6 5 4 3 2 1 0

2. Rate the responsiveness of this firm in initiating and turning around tasks:

10 9 8 7 6 5 4 3 2 1 0

3. Rate how well the agreed upon, planned schedule was consistently met and deliverables provided on time. *(This pertains to delays under the control of the firm):*

10 9 8 7 6 5 4 3 2 1 0

4. Rate the overall customer service and timeliness in responding to customer service inquiries, issues and resolutions:

10 9 8 7 6 5 4 3 2 1 0

5. Rate the knowledge of the firm's assigned staff and their ability to accomplish duties as contracted:

10 9 8 7 6 5 4 3 2 1 0

6. Rate the firm's ability to understand your business needs, provide relevant strategic recommendations and create materials and campaigns to implement:

10 9 8 7 6 5 4 3 2 1 0

7. Rate the firm's ability to quickly and thoroughly resolve a problem related to the services provided:

10 9 8 7 6 5 4 3 2 1 0

8. Rate the firm's flexibility in meeting business requirements:

10 9 8 7 6 5 4 3 2 1 0

9. Rate the likelihood of your company/organization recommending this firm to others in the future:

10 9 8 7 6 5 4 3 2 1 0

Section II. GENERAL INFORMATION

1. Please include a brief description of the services provided by this firm for your business:

2. During what time period did the firm provide these services for your business?

Month:_____ Year:_____ to Month:_____ Year:_____

Section III. ACKNOWLEDGEMENT

I affirm to the best of my knowledge that the information I have provided is true, correct, and factual:

Signature of Reference

Date

Print Name

Title

Phone Number

Email Address