



TOLL DIVISION EDUCATIONAL MARKETING AND ADVERTISING SERVICES: Packet B

RFQ NO. 2024-1

Request for Qualifications for the State of Washington Department of Transportation

Freeman Lundt
info@freemanlundt.com | (253) 237-2883

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1. Letter of Submittal

February 1, 2024

Washington State Department of Transportation
310 Maple Park Avenue SE
Olympia, WA 98504-7300
Sent via email: CSOSubmittals@wsdot.wa.gov

Letter of Submittal—RFP NO. 2024-1

Dear Selection Committee:

It is our pleasure to submit to the Washington State Department of Transportation our response to the Toll Division Educational Marketing and Advertising Services request for qualifications.

As you'll see, we have a strong team of diverse professionals with extraordinary backgrounds and accomplishments that will excel at the needs of this strategic deliverable. Freeman Lundt is a 100% MBE/DBE certified Small Business and SCS certified in the State of Washington. We are also a National MBE through the NMSDC.

As evidenced throughout our qualifications, the Freeman Lundt team offers the Department of Transportation the following distinct advantages:

- Team members with a proven track record of success operating in the public space within the State of Washington.
- Competent and experienced financial and project management professionals.
- Extensive experience in designing and implementing successful marketing campaigns.

If you need any additional information or clarification regarding our proposal, please contact me directly at (253) 221-1780 or via email at scott@freemanlundt.com.

Please let us know the next steps in becoming your partner.

Best regards,

Scott Lundt
Partner
Freeman Lundt LLC, 1046 Papago Drive FI, Fox Island, WA 98333
(253) 221-1780

2. Consultant Information forms

Consultant Information Form

| | | | |
|---|--|--|-----------------------------------|
| Firm Name: Freeman Lundt LLC | | FYE Date: 12/31 | Number of Employees: 10 |
| Address: 1046 Papago Drive FI | | | |
| City: Fox Island | State: WA | Zip Code: 98333 | County: Pierce |
| Phone: (253) 237-2883 | Fax: N/A | Company Web Site: www.freemanlundt.com | |
| Remit to Address: 1046 Papago Drive FI | | | |
| City: Fox Island | State: WA | Zip Code: 98333 | County: Pierce |
| Phone: (253) 237-2883 | Fax: N/A | | |
| Statewide Vendor Number (SWV) for Remit to Address: TBD | | Federal Tax ID Number or Social Security Number: 82-2491109 | |
| Unified Business Identifier Number (UBI): 604-158-437 | | Date Universal Numbering System (DUNS) Number: 10-243-9216 | |
| Year Firm Established: 2017 | UDBE/SBE/MSVWBE Certification Number: DBE#: D3M0027848; MBE#: M3M0027848 | NAICS Code & Code Name: 541600 Management, Scientific, and Technical Consulting Services | |
| Proposed Project Manager: Dan Seydel | | Email: dan@freemanlundt.com | |
| Financial Contact: Scott Lundt | | Email: scott@freemanlundt.com | |

Firm Type:

- Sole Proprietor
 Partnership
 C – Corp.
 Limited Partnership
 Subchapter S Corp.
 Limited Liability Company

Annual Gross Receipt:

- \$0 to \$1 Million
 \$1 Million to \$5 Million
 \$5 Million to \$10 Million
 \$10 Million to \$15 Million
 Over \$15 Million

Note:

Firm Name: Please *do not* use: dba’s – doing business as; combination names when two firms are working together, unless the combination name is the formation of a legally registered new company such as a joint venture; derivatives of your legal name; acronyms; etc. The firm name shown must be your firm’s legal name.

Federal Tax ID Number: Your Federal Tax ID number must be that number registered to your legal firm name. If you do not have a Federal Tax ID number, please use your social security number.

Unified Business Identifier (UBI) Number: Your firm will be **REQUIRED** to acquire a UBI Number prior to execution of an agreement and/or being approved as a Sub-consultant to an existing agreement. This is a Washington State Business license and can be acquired by contacting the Washington State Department of Revenue web site at www.dor.wa.gov

Statewide Vendor (SWV) Number: The Statewide Vendor (SWV) Number is **REQUIRED** for vendors to receive payments. If your firm doesn’t already have an SWV number, your firm will be required to acquire a SWV number prior to execution of an agreement. For additional information, please visit the Office of Financial Management (OFM) at <https://www.ofm.wa.gov/it-systems/accounting-systems/statewide-vendorpayee-services>

FYE Date: Your firm’s fiscal year end date.

UDBE/SBE/MSVWBE Certification: If your firm is certified as a UDBE/SBE/MSVWBE enter your firm's certification number. Federal Certifications: Underutilized Disadvantaged Business Enterprise (UDBE), Small Business Enterprise (SBE). State Certifications: Minority, Small, Veteran, Women Business Enterprise. For additional information go to the Washington State Office of Minority & Women's Business Enterprises web site at www.omwbe.wa.gov

It is critical that your firm name is your legal firm name and that it is the same name assigned to your Federal Tax ID number and is the same name utilized for your SWV number.

Consultant Information Form

| | | | |
|---|---|--|----------------------------------|
| Firm Name: Eastfolk Creative Co. | | FYE Date: 12/31 | Number of Employees: 2 |
| Address: 61 Quaker Rd. | | | |
| City: Parkesburg | State: PA | Zip Code: 19365 | County: Chester |
| Phone: (610) 417-2218 | Fax: N/A | Company Web Site: www.eastfolk.co | |
| Remit to Address: 61 Quaker Rd. | | | |
| City: Parkesburg | State: PA | Zip Code: 19365 | County: Chester |
| Phone: (610) 417-2218 | | Fax: N/A | |
| Statewide Vendor Number (SWV) for Remit to Address: TBD | | Federal Tax ID Number or Social Security Number: 92-2888092 | |
| Unified Business Identifier Number (UBI): TBD | | Date Universal Numbering System (DUNS) Number: | |
| Year Firm Established: 2022 | UDBE/SBE/MSVWBE Certification Number: : N/A | NAICS Code & Code Name: 541613 - Marketing Consulting Services | |
| Proposed Project Manager: Dan Seydel | | Email: dan@freemanlundt.com | |
| Financial Contact: Scott Lundt | | Email: scott@freemanlundt.com | |

Firm Type:

- Sole Proprietor
 Partnership
 C – Corp.
 Limited Partnership
 Subchapter S Corp.
 Limited Liability Company

Annual Gross Receipt:

- \$0 to \$1 Million
 \$1 Million to \$5 Million
 \$5 Million to \$10 Million
 \$10 Million to \$15 Million
 Over \$15 Million

Note: Eastfolk Creative Co. is a sub-contractor to Freeman Lundt.

Firm Name: Please *do not* use: dba's – doing business as; combination names when two firms are working together, unless the combination name is the formation of a legally registered new company such as a joint venture; derivatives of your legal name; acronyms; etc. The firm name shown must be your firm's legal name.

Federal Tax ID Number: Your Federal Tax ID number must be that number registered to your legal firm name. If you do not have a Federal Tax ID number, please use your social security number.

Unified Business Identifier (UBI) Number: Your firm will be **REQUIRED** to acquire a UBI Number prior to execution of an agreement and/or being approved as a Sub-consultant to an existing agreement. This is a Washington State Business license and can be acquired by contacting the Washington State Department of Revenue web site at www.dor.wa.gov

Statewide Vendor (SWV) Number: The Statewide Vendor (SWV) Number is **REQUIRED** for vendors to receive payments. If your firm doesn't already have an SWV number, your firm will be required to acquire a SWV number prior to execution of an agreement. For additional information, please visit the Office of Financial Management (OFM) at <https://www.ofm.wa.gov/it-systems/accounting-systems/statewide-vendorpayee-services>

FYE Date: Your firm's fiscal year end date.

UDBE/SBE/MSVWBE Certification: If your firm is certified as a UDBE/SBE/MSVWBE enter your firm's certification number. Federal Certifications: Underutilized Disadvantaged Business Enterprise (UDBE), Small Business Enterprise (SBE). State Certifications: Minority, Small, Veteran, Women Business Enterprise. For additional information go to the Washington State Office of Minority & Women's Business Enterprises web site at www.omwbe.wa.gov

It is critical that your firm name is your legal firm name and that it is the same name assigned to your Federal Tax ID number and is the same name utilized for your SWV number.

Consultant Information Form

| | | | |
|---|---|--|----------------------------------|
| Firm Name: Monarch Media Solutions LLC | | FYE Date: 12/31 | Number of Employees: 3 |
| Address: 907 Thornton Drive | | | |
| City: Mechanicsburg | State: PA | Zip Code: 17055 | County: Cumberland |
| Phone: (717) 458-3063 | Fax: N/A | Company Web Site: https://www.monarchmediasolutions.com/ | |
| Remit to Address: 907 Thornton Drive | | | |
| City: Mechanicsburg | State: PA | Zip Code: 17055 | County: Cumberland |
| Phone: (717) 458-3063 | Fax: N/A | | |
| Statewide Vendor Number (SWV) for Remit to Address: TBD | | Federal Tax ID Number or Social Security Number: 45-5615605 | |
| Unified Business Identifier Number (UBI): TBD | | Date Universal Numbering System (DUNS) Number: | |
| Year Firm Established: 2012 | UDBE/SBE/MSVWBE Certification Number: : N/A | NAICS Code & Code Name: 541810 - Advertising agencies (media planning and buying) | |
| Proposed Project Manager: Dan Seydel | | Email: dan@freemanlundt.com | |
| Financial Contact: Scott Lundt | | Email: scott@freemanlundt.com | |

Firm Type:

- Sole Proprietor
 Partnership
 C – Corp.
 Limited Partnership
 Subchapter S Corp.
 Limited Liability Company

Annual Gross Receipt:

- \$0 to \$1 Million
 \$1 Million to \$5 Million
 \$5 Million to \$10 Million
 \$10 Million to \$15 Million
 Over \$15 Million

Note: Monarch Media Solutions LLC is a sub-contractor to Freeman Lundt and will act as the media buyer.

Firm Name: Please *do not* use: dba's – doing business as; combination names when two firms are working together, unless the combination name is the formation of a legally registered new company such as a joint venture; derivatives of your legal name; acronyms; etc. The firm name shown must be your firm's legal name.

Federal Tax ID Number: Your Federal Tax ID number must be that number registered to your legal firm name. If you do not have a Federal Tax ID number, please use your social security number.

Unified Business Identifier (UBI) Number: Your firm will be **REQUIRED** to acquire a UBI Number prior to execution of an agreement and/or being approved as a Sub-consultant to an existing agreement. This is a Washington State Business license and can be acquired by contacting the Washington State Department of Revenue web site at www.dor.wa.gov

Statewide Vendor (SWV) Number: The Statewide Vendor (SWV) Number is **REQUIRED** for vendors to receive payments. If your firm doesn't already have an SWV number, your firm will be required to acquire a SWV number prior to execution of an agreement. For additional information, please visit the Office of Financial Management (OFM) at <https://www.ofm.wa.gov/it-systems/accounting-systems/statewide-vendorpayee-services>

FYE Date: Your firm's fiscal year end date.

UDBE/SBE/MSVWBE Certification: If your firm is certified as a UDBE/SBE/MSVWBE enter your firm's certification number. Federal Certifications: Underutilized Disadvantaged Business Enterprise (UDBE), Small Business Enterprise (SBE). State Certifications: Minority, Small, Veteran, Women Business Enterprise. For additional information go to the Washington State Office of Minority & Women's Business Enterprises web site at www.omwbe.wa.gov

It is critical that your firm name is your legal firm name and that it is the same name assigned to your Federal Tax ID number and is the same name utilized for your SWV number.

Consultant Information Form

| | | | |
|---|---|--|----------------------------------|
| Firm Name: Holloway Media Services LLC | | FYE Date: 12/31 | Number of Employees: 4 |
| Address: 439 Main Street | | | |
| City: Lykens | State: PA | Zip Code: 17048 | County: Dauphin |
| Phone: (717) 288-9969 | Fax: N/A | Company Web Site: https://www.hollowaymediaservices.com | |
| Remit to Address: 439 Main Street | | | |
| City: Lykens | State: PA | Zip Code: 17048 | County: Dauphin |
| Phone: (717) 288-9969 | Fax: N/A | | |
| Statewide Vendor Number (SWV) for Remit to Address: TBD | | Federal Tax ID Number or Social Security Number: 82-4810752 | |
| Unified Business Identifier Number (UBI): TBD | | Date Universal Numbering System (DUNS) Number: UEI: GENWX6R98N34 | |
| Year Firm Established: 2017 | UDBE/SBE/MSVWBE Certification Number: : WBE2301120 / WOSB230694 / NGLCC 29451 | NAICS Code & Code Name: 541613 - Marketing Consulting Services | |
| Proposed Project Manager: Dan Seydel | | Email: dan@freemanlundt.com | |
| Financial Contact: Scott Lundt | | Email: scott@freemanlundt.com | |

Firm Type:

- Sole Proprietor
 Partnership
 C – Corp.
 Limited Partnership
 Subchapter S Corp.
 Limited Liability Company

Annual Gross Receipt:

- \$0 to \$1 Million
 \$1 Million to \$5 Million
 \$5 Million to \$10 Million
 \$10 Million to \$15 Million
 Over \$15 Million

Note: Holloway Media Services LLC is a sub-contractor to Freeman Lundt.

Firm Name: Please *do not* use: dba’s – doing business as; combination names when two firms are working together, unless the combination name is the formation of a legally registered new company such as a joint venture; derivatives of your legal name; acronyms; etc. The firm name shown must be your firm’s legal name.

Federal Tax ID Number: Your Federal Tax ID number must be that number registered to your legal firm name. If you do not have a Federal Tax ID number, please use your social security number.

Unified Business Identifier (UBI) Number: Your firm will be **REQUIRED** to acquire a UBI Number prior to execution of an agreement and/or being approved as a Sub-consultant to an existing agreement. This is a Washington State Business license and can be acquired by contacting the Washington State Department of Revenue web site at www.dor.wa.gov

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FYE Date: Your firm’s fiscal year end date.

UDBE/SBE/MSVWBE Certification: If your firm is certified as a UDBE/SBE/MSVWBE enter your firm's certification number. Federal Certifications: Underutilized Disadvantaged Business Enterprise (UDBE), Small Business Enterprise (SBE). State Certifications: Minority, Small, Veteran, Women Business Enterprise. For additional information go to the Washington State Office of Minority & Women's Business Enterprises web site at www.omwbe.wa.gov

It is critical that your firm name is your legal firm name and that it is the same name assigned to your Federal Tax ID number and is the same name utilized for your SWV number.

3. Criteria 6: Contractor Certification – Workers’ Rights

CONTRACTOR CERTIFICATION 13
EXECUTIVE ORDER 18-03 – WORKERS’ RIGHTS 13
WASHINGTON STATE GOODS & SERVICES CONTRACTS 13

Pursuant to the Washington State Governor’s Executive Order 18-03 (dated June 12, 2018), the Washington State Department of Transportation is seeking to contract with qualified entities and business owners who certify that their employees are not, as a condition of employment, subject to mandatory individual arbitration clauses and class or collective action waivers.

2024 Toll Division
Solicitation Title: Educational Marketing and Advertising Services RFQ

I hereby certify, on behalf of the firm identified below, as follows (check one):

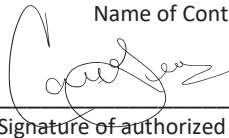
NO MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES. This firm does **NOT** require its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

OR

MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES. This firm requires its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the certifications herein are true and correct and that I am authorized to make these certifications on behalf of the firm listed herein.

FIRM NAME: Eastfolk Creative Company p
Name of Contractor/Bidder – Print full legal entity name of firm p

By: p  p Carly Jones p
Signature of authorized person p Print Name of person making certifications for firm p

Title: p Co-Founder p Place: p Parkesburg, PA p
Title of person signing certificate p Print city and state where signed p

Date: p 01/26/2024 p

CONTRACTOR CERTIFICATION
EXECUTIVE ORDER 18-03 – WORKERS’ RIGHTS
WASHINGTON STATE GOODS & SERVICES CONTRACTS

Pursuant to the Washington State Governor’s Executive Order 18-03 (dated June 12, 2018), the Washington State Department of Transportaion is seeking to contract with qualified entities and business owners who certify that their employees are not, as a condition of employment, subject to mandatory individual arbitration clauses and class or collective action waivers.

Solicitation Title: 2024-01, Toll Division Educational Marketing and Advertising Services RFQ

I hereby certify, on behalf of the firm identified below, as follows (check one):

NO MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES. This firm does NOT require its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

OR

MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES. This firm requires its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the certifications herein are true and correct and that I am authorized to make these certifications on behalf of the firm listed herein.

FIRM NAME: Freeman Lundt LLC
Name of Contractor/Bidder – Print full legal entity name of firm

By: 
Signature of authorized person

Scott Lundt
Print Name of person making certifications for firm

Title: Owner
Title of person signing certificate

Place: Black Diamond, WA
Print city and state where signed

Date: January 31, 2024

CONTRACTOR CERTIFICATION
EXECUTIVE ORDER 18-03 – WORKERS’ RIGHTS
WASHINGTON STATE GOODS & SERVICES CONTRACTS

Pursuant to the Washington State Governor’s Executive Order 18-03 (dated June 12, 2018), the Washington State Department of Transportaion is seeking to contract with qualified entities and business owners who certify that their employees are not, as a condition of employment, subject to mandatory individual arbitration clauses and class or collective action waivers.

Solicitation Title: 2024 Toll Division Educational Marketing and Advertising Services RFP

I hereby certify, on behalf of the firm identified below, as follows (check one):

NO MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES. This firm does NOT require its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

OR

MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES. This firm requires its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the certifications herein are true and correct and that I am authorized to make these certifications on behalf of the firm listed herein.

FIRM NAME: Holloway Media Services
Name of Contractor/Bidder – Print full legal entity name of firm

By: 
Signature of authorized person

Heather Holloway
Print Name of person making certifications for firm

Title: Founder / CEO
Title of person signing certificate

Place: Lykens, PA
Print city and state where signed

Date: 1/25/2024

CONTRACTOR CERTIFICATION
EXECUTIVE ORDER 18-03 – WORKERS’ RIGHTS
WASHINGTON STATE GOODS & SERVICES CONTRACTS

Pursuant to the Washington State Governor’s Executive Order 18-03 (dated June 12, 2018), the Washington State Department of Transportation is seeking to contract with qualified entities and business owners who certify that their employees are not, as a condition of employment, subject to mandatory individual arbitration clauses and class or collective action waivers.

Solicitation Title: 2024 TOLL DIVISION EDUCATIONAL MARKETING
AND ADVERTISING SERVICES RFQ

I hereby certify, on behalf of the firm identified below, as follows (check one):

NO MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES. This firm does NOT require its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

OR

MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES. This firm requires its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the certifications herein are true and correct and that I am authorized to make these certifications on behalf of the firm listed herein.

FIRM NAME: MONARCH MEDIA SOLUTIONS LLC
Name of Contractor/Bidder – Print full legal entity name of firm

By: 
Signature of authorized person

MAUREEN E. WILLIAMS
Print Name of person making certifications for firm

Title: FOUNDER / CEO
Title of person signing certificate

Place: MECHANICSBURG, PA
Print city and state where signed

Date: 1/24/2024

4. Criteria 7: Wage Theft Prevention Contractor Certification

**CONTRACTOR CERTIFICATION
WAGE LAW COMPLIANCE – RESPONSIBILITY CRITERIA
WASHINGTON STATE GOODS & SERVICES CONTRACTS**

Prior to awarding a contract, agencies are required to determine that the bidder is responsible. See RCW 39.26.160(2) & (4). Pursuant to legislative enactment in 2017, the responsible bidder criteria include contractor certification that the contractor has not willfully violated Washington's wage laws. See Chap. 258, 2017 Laws (enacting SSB 5301).

Solicitation or Agreement Title: 2024 Toll Division Educational Marketing and Advertising Services RFQ

Solicitation Posting Date or Agreement Start Date: 1/3/2024

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the below certification is true and correct and that I am authorized to make the following certification on behalf of the firm listed herein.

CERTIFICATION:

This firm has NOT been determined by a final and binding citation and notice of assessment issued by the Washington Department of Labor and Industries or through a civil judgment entered by a court of limited or general jurisdiction to have willfully violated, as defined in [RCW 49.48.082](#), any provision of RCW chapters [49.46](#), [49.48](#), or [49.52](#) within three (3) years prior to the date of the above-stated date.

Firm Name: Eastfolk Creative Company

Name of Consultant/Contractor – Print full legal entity name of firm

By:  _____
Signature of authorized person

Carly Jones _____
Print Name of person making certifications for firm

Title: Co-Founder _____
Title of person signing certificate

Place: Parkesburg, PA _____
Print city and state where signed

Date: 01/26/2024

Submission Instructions:

- If submitting a proposal in response to a solicitation, a signed Certification Document for the Prime and all Subs must also be included in your proposal Packet B (see advertisement for additional requirements).
- If requesting to add a Sub to an existing agreement, submit the signed Certification Document to: ConsultantRates@wsdot.wa.gov

**CONTRACTOR CERTIFICATION
WAGE LAW COMPLIANCE – RESPONSIBILITY CRITERIA
WASHINGTON STATE GOODS & SERVICES CONTRACTS**

Prior to awarding a contract, agencies are required to determine that a bidder is a 'responsible bidder.' See RCW 39.26.160(2) & (4). Pursuant to legislative enactment in 2017, the responsible bidder criteria include a contractor certification that the contractor has not willfully violated Washington's wage laws. See Chap. 258, 2017 Laws (enacting SSB 5301).

Solicitation or Agreement Title: 2024-01, Toll Division Educational Marketing and Advertising Services RFQ

Solicitation Posting Date or Agreement Start Date: January 3, 2024

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the below certification is true and correct and that I am authorized to make the following certification on behalf of the firm listed herein.

CERTIFICATION:

This firm has NOT been determined by a final and binding citation and notice of assessment issued by the Washington Department of Labor and Industries or through a civil judgment entered by a court of limited or general jurisdiction to have willfully violated, as defined in [RCW 49.48.082](#), any provision of RCW chapters [49.46](#), [49.48](#), or [49.52](#) within three (3) years prior to the date of the above-stated date.

FIRM NAME: Freeman Lundt LLC
Name of Consultant/Contractor – Print full legal entity name of firm

By: 
Signature of authorized person

Scott Lundt
Print Name of person making certifications for firm

Title: Owner
Title of person signing certificate

Place: Black Diamond, WA
Print city and state where signed

Date: January 31, 2024

Submittal Instructions:

- If submitting a proposal in response to a solicitation, a signed Certification Document for the Prime and all Subs must also be included in your proposal Packet B (see advertisement for additional requirements).
- If requesting to add a Sub to an existing agreement, submit the signed Certification Document to: ConsultantRates@wsdot.wa.gov.

**CONTRACTOR CERTIFICATION
WAGE LAW COMPLIANCE – RESPONSIBILITY CRITERIA
WASHINGTON STATE GOODS & SERVICES CONTRACTS**

Prior to awarding a contract, agencies are required to determine that a bidder is responsible by bidder. See RCW.39.26.160(2)&(4). Pursuant to legislative enactment in 2017, the responsible bidder criteria include contractor certification that the contractor has not willfully violated Washington's wage laws. See Chap. 258, 2017 Laws (enacting SSB.5301).

Solicitation or Agreement Title: 2024-01, Toll Division Educational Marketing and Advertising Services RFQ

Solicitation Posting Date or Agreement Start Date: January 3, 2024

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the below certification is true and correct and that I am authorized to make the following certification on behalf of the firm listed herein.

CERTIFICATION:

This firm has NOT been determined by a final and binding citation and notice of assessment issued by the Washington Department of Labor and Industries or through a civil judgment entered by a court of limited or general jurisdiction to have willfully violated, as defined in [RCW 49.48.082](#), any provision of RCW chapters [49.46](#), [49.48](#), or [49.52](#) within three (3) years prior to the date of the above-stated date.

FIRM NAME: Heather Holloway – Holloway Media Services, LLC Mo

Name of Consultant/Contractor – Print full legal entity name of firm Mo

By:  _____ o

Signature of authorized person o

Heather Holloway _____ o

Print Name of person making certifications for firm o

Title: Founder _____ o

Title of person signing certificate o

Place: Lykens, PA _____ Mo

Print city and state where signed Mo

Date: 02/01/2024 _____ o

Submission Instructions:

- If submitting a proposal in response to a solicitation, a signed Certification Document for the Mo Prime and all Subs must also be included in your proposal Packet B (see advertisement for Mo additional requirements). Mo
- If requesting to add a Sub to an existing agreement, submit the signed Certification Document Mo to: ConsultantRates@wsdot.wa.gov. Mo

**CONTRACTOR CERTIFICATION
WAGE LAW COMPLIANCE – RESPONSIBILITY CRITERIA
WASHINGTON STATE GOODS & SERVICES CONTRACTS**

Prior to awarding a contract, agencies are required to determine that a bidder is a 'responsible bidder.' See RCW 39.26.160(2) & (4). Pursuant to legislative enactment in 2017, the responsible bidder criteria include a contractor certification that the contractor has not willfully violated Washington's wage laws. See Chap. 258, 2017 Laws (enacting SSB 5301).

Solicitation or Agreement Title: 2024-01 Toll Division Educational Marketing and Advertising Services RFQ

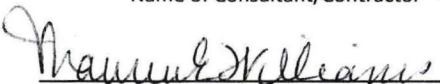
Solicitation Posting Date or Agreement Start Date: January 3, 2024

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the below certification is true and correct and that I am authorized to make the following certification on behalf of the firm listed herein.

CERTIFICATION:

This firm has NOT been determined by a final and binding citation and notice of assessment issued by the Washington Department of Labor and Industries or through a civil judgment entered by a court of limited or general jurisdiction to have willfully violated, as defined in [RCW 49.48.082](#), any provision of RCW chapters [49.46](#), [49.48](#), or [49.52](#) within three (3) years prior to the date of the above-stated date.

FIRM NAME: Monarch Media Solutions LLC
Name of Consultant/Contractor – Print full legal entity name of firm

By: 
Signature of authorized person

Maureen E Williams
Print Name of person making certifications for firm

Title: Founder/CEO
Title of person signing certificate

Place: Mechanicsburg PA 17055
Print city and state where signed

Date: 1/31/2024

Submittal Instructions:

- i If submitting a proposal in response to a solicitation, a signed Certification Document for the Prime and all Subs must also be included in your proposal Packet B (see advertisement for additional requirements).
- i If requesting to add a Sub to an existing agreement, submit the signed Certification Document to: ConsultantRates@wsdot.wa.gov.

5. Criteria 8: References/Past Performances

**Washington State
Department of Transportation**

**Performance Evaluation
Completed by Reference**

| |
|---|
| Consultant Name: Bobby Forch Consulting |
| Consultant's Project Manager: Bobby Forch |
| Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) Colman Dock Rebuild |

Type of Work:

Roadway Design
 Plans Specs & Estimates
 Transportation Study
 Right-of-Way
 Other

Contract Information: (Work must have been completed within the last 3 years or is currently being performed.)

| | | | | |
|-------------------------------------|-------|-------------------------------|----------------------------|--|
| <input checked="" type="checkbox"/> | Prime | Start Date 10/20/21 | End Date 5/05/24 | Dollar Amount of Services 230,000.00 |
| <input type="checkbox"/> | Sub | | | |

| Performance Evaluation | |
|--|--|
| Rating Criteria <small>Please rate each criteria on a scale of 1 to 10. 1 being low and 10 being high.</small> | Score <small>1 - Low to 10 - High</small> |
| 1. Was the firm cooperative and responsive during any negotiations whether they were budget related or work element related? | 10.00 |
| 2. Did the firm complete the project within the total budgeted amount? | 10.00 |
| 3. Did the firm complete the project within the contract schedule(s)? | 10.00 |
| 4. Did the firm meet all of your technical standards and quality expectations? | 10.00 |
| 5. Was the firm's communication, both oral and written, clear and concise? | 10.00 |
| 6. Was the firm's project management system effective? | 10.00 |
| Total Score <small>(Total the score by adding the scores for criterias 1 through 6.)</small> | 60.00 |
| Average Score <small>(Average the score by dividing the total score by the total number of criteria that was rated.)</small> | 10.00 |

| | | |
|---|---|------------------------|
| Evaluator Information: | | |
| Firm/Company Name: Bobby Forch Consulting LLC | | |
| Evaluator's Name: Bobby Forch | Evaluator's Title: DBE Program Administrator | |
| Firm/Company Address: 517 26th Ave Seattle Wa. 98122 | | |
| Phone: (206) 853-3322 | Fax: | Date: 1/20/2024 |

Distribution: Original: Return to Consultant being evaluated; and
 Copy: Fax to WSDOT at 360-705-6838 or email to wsdotco@wsdot.wa.gov

**Washington State
Department of Transportation**

**Performance Evaluation
Completed by Reference**

| |
|--|
| Consultant Name: Platinum Group |
| Consultant's Project Manager: Daniel Seydel |
| Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) Ongoing Business Development Support |

Type of Work:

Roadway Design
 Plans Specs & Estimates
 Transportation Study
 Right-of-Way
 Other

Contract Information: (Work must have been completed within the last 3 years or is currently being performed.)

| | | | |
|---|------------|----------|---------------------------|
| | Start Date | End Date | Dollar Amount of Services |
| <input checked="" type="checkbox"/> Prime | 01/01/22 | 01/19/24 | 2,500.00 |
| <input type="checkbox"/> Sub | | | |

| Performance Evaluation | |
|---|----------------------|
| Rating Criteria | Score |
| Please rate each criteria on a scale of 1 to 10. 1 being low and 10 being high. | 1 - Low to 10 - High |

| | |
|--|-------|
| 1. Was the firm cooperative and responsive during any negotiations whether they were budget related or work element related? | 10.00 |
| 2. Did the firm complete the project within the total budgeted amount? | 10.00 |
| 3. Did the firm complete the project within the contract schedule(s)? | 10.00 |
| 4. Did the firm meet all of your technical standards and quality expectations? | 10.00 |
| 5. Was the firm's communication, both oral and written, clear and concise? | 10.00 |
| 6. Was the firm's project management system effective? | 10.00 |
| Total Score | 60.00 |
| (Total the score by adding the scores for criterias 1 through 6.) | |
| Average Score | 10.00 |
| (Average the score by dividing the total score by the total number of criteria that was rated.) | |

| Evaluator Information: | | |
|---|---------------------------------|-----------------------|
| Firm/Company Name: Golden Gift Consulting LLC | | |
| Evaluator's Name: Ryan Taylor | Evaluator's Title: Owner | |
| Firm/Company Address: 7425 Ruby Dr SW E8, Lakewood, WA 98498 | | |
| Phone: (206) 397-7872 | Fax: | Date: 01/19/24 |

Distribution: Original: Return to Consultant being evaluated; and
 Copy: Fax to WSDOT at 360-705-6838 or email to wsdotcso@wsdot.wa.gov

**Washington State
Department of Transportation**

**Performance Evaluation
Completed by Reference**

| |
|---|
| Consultant Name: Platinum Group |
| Consultant's Project Manager: Dan Seydel |
| Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) On Call MWBE Outreach and Consulting Services |

Type of Work:

Roadway Design
 Plans Specs & Estimates
 Transportation Study
 Right-of-Way
 Other

Contract Information: (Work must have been completed within the last 3 years or is currently being performed.)

| | | | | |
|-------------------------------------|-------|-------------------------------|-----------------------------|---|
| <input checked="" type="checkbox"/> | Prime | Start Date 01/01/23 | End Date 12/31/23 | Dollar Amount of Services 85,000.00 |
| <input type="checkbox"/> | Sub | | | |

| Performance Evaluation | |
|---|----------------------|
| Rating Criteria | Score |
| Please rate each criteria on a scale of 1 to 10. 1 being low and 10 being high. | 1 - Low to 10 - High |

| | |
|--|--------------|
| 1. Was the firm cooperative and responsive during any negotiations whether they were budget related or work element related? | 10.00 |
| 2. Did the firm complete the project within the total budgeted amount? | 10.00 |
| 3. Did the firm complete the project within the contract schedule(s)? | 10.00 |
| 4. Did the firm meet all of your technical standards and quality expectations? | 10.00 |
| 5. Was the firm's communication, both oral and written, clear and concise? | 9.00 |
| 6. Was the firm's project management system effective? | 10.00 |
| Total Score (Total the score by adding the scores for criterias 1 through 6.) | 59.00 |
| Average Score (Average the score by dividing the total score by the total number of criteria that was rated.) | 9.83 |

| Evaluator Information: | | |
|--|--|-----------------------|
| Firm/Company Name: Hoffman Construction Company | | |
| Evaluator's Name: Dave Johnson | Evaluator's Title: Executive Vice President | |
| Firm/Company Address: 600 Stewart Street, Suite 1000, Seattle, WA 98101 | | |
| Phone: (206) 286-6697 | Fax: (206) 286-7523 | Date: 01/18/24 |

Distribution: Original: Return to Consultant being evaluated; and
 Copy: Fax to WSDOT at 360-705-6838 or email to wsdotcso@wsdot.wa.gov

6. Criteria 9: Cost Factors

Freeman Lundt’s project team is comprised of experienced professionals with extensive expertise in the required skill sets necessary for completing this RFQ. Dan Seydel is the designated Project Manager for this project.

Once a contract is awarded, we will assemble the team to review the current schedule of activities and refine the work to prepare for an initial kickoff meeting and consultation with WSDOT.

In addition to external interaction with WSDOT and stakeholders, internal controls are set for constant streams of information: 1) Plan, 2) Implement, 3) Review Results, and 4) Adjust. To manage our workflow, we utilize software systems for project management, customer relationship management software, email, Office 365 systems, Zoom, and others. We meet weekly to adjust to dynamic business events and variables that may interrupt our process—daily for high impact items.

For the duration of the project, the Freeman Lundt team has adopted the below hierarchy (Figure 1) and key team member matrix (Table 1 and 2).

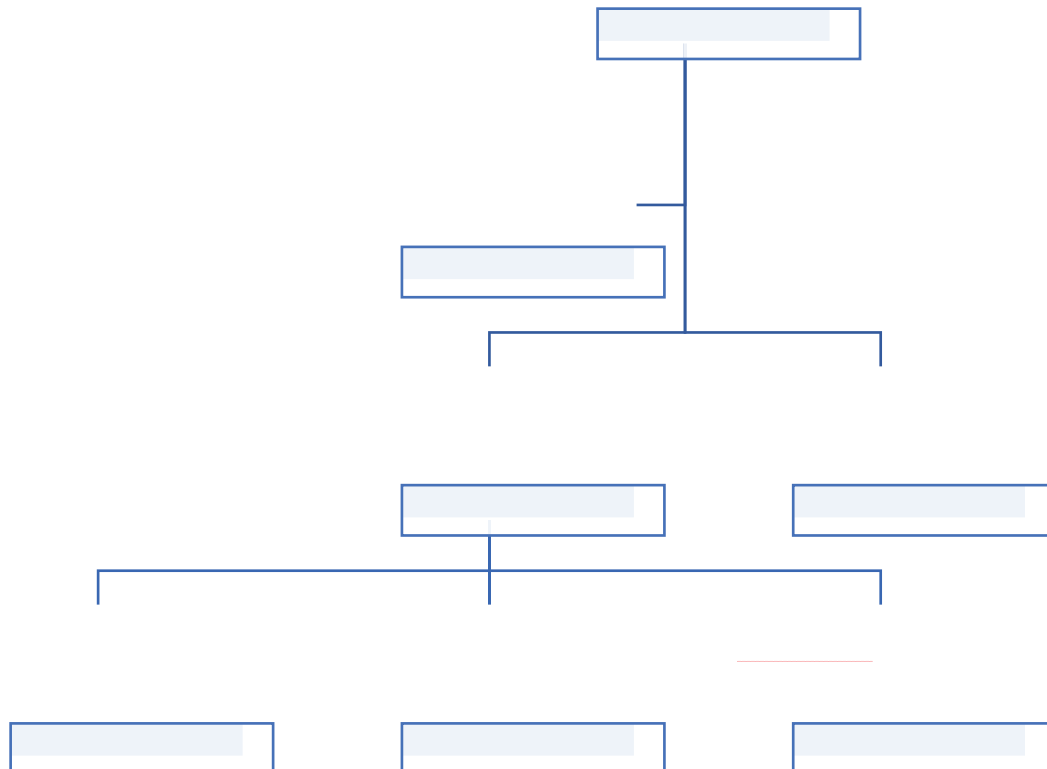


Figure 1. Project hierarchy.

| Name | Labor Classification | Responsibilities | Qualifications |
|-----------------------------|-----------------------------------|---|---|
| Freeman Lundt | | | |
| Dan Seydel | Project Manager | Responsible for project management and assurance of deliverables and compliance; developing SMART goals and supporting tactics; tracking actual v plan goals and pivoting for dynamic events. | Tenured professional with over \$1 billion in projects managed across the state across the past thirty years; Previous two term board member for WSDOC Community Economic Revitalization Board with responsibility for millions of dollars in grants and loans to support |
| Heather Holloway | Marketing Strategy | Oversight of marketing directives; responsible for setting high-level strategy and guiding technical level implementation; quality assurance controls on subcontracted media teams. | Accomplished marketing expert with a proven track record of launching successful social media marketing campaigns and leveraging direct response advertising for generating significant engagement and revenue response. Expert in strategy, identification of target audiences, crafting compelling |
| Eastfolk Creative Co | | | |
| Carly Jones | Video/Creative Production Manager | Collaborate with the Stakeholders & Partners to understand the overall campaign objectives; Participate in brainstorming sessions and contribute creative ideas; Lead the end-to-end management of video production projects, overseeing all aspects from conceptualization to final delivery; Implement a quality assurance process to ensure that all video content meets the highest standards of production quality; Work closely with the Stakeholders and Partners to ensure brand consistency and alignment. | Carly brings over 10 years of expertise to the Video and Creative Production Manger role. With a comprehensive portfolio showcasing successful projects and a demonstrated ability to juggle multiple campaigns in an agency setting, she brings a unique blend of creativity and strategic vision to the table. Having played an integral role in producing videos for Fortune 500 companies, public institutions, and startups alike, Carly understands the nuances of catering |
| Jesse Eldredge | Video/Creative Director | Responsible for leading video production team; Planning and executing short form and long form video creation; Collaborate with Creative Director and key project stakeholders; Overseeing camera department and crew; Ensuring that all deliverables maintain a high quality, cohesive look and feel. | Accomplished Director of Photography and content creator with a decade of experience working with both smaller East Coast brands as well as global brands. Jesse has vast experience in every phase of the video production process- from preproduction, production, and post production. He has lead teams and worked closely with Creative Directors to deliver on time, on brand |

Table 1. Key team member matrix.

| Name | Labor Classification | Responsibilities | Qualifications |
|------------------------------------|------------------------|---|---|
| Monarch Media Solutions LLC | | | |
| Maureen Williams | Founder/CEO Strategist | Responsible for all paid media research, strategy, planning, negotiating, buying, and post-buy analytics. Oversees the management of the media budgets and monitors and reports on the results of all paid | Senior level media strategist and leader with twenty-years of media buying experience. Has developed successful strategies for agencies and businesses from coast-to-coast including several |
| Holloway Media Services LLC | | | |
| Jacque Englbretch | Marketing Director | Responsible for overseeing and implementing comprehensive marketing strategies, fostering team collaboration, maintaining brand consistency and managing diverse marketing initiatives. | Seasoned and results-driven marketing professional with a proven track record in progressively responsible roles. With demonstrated expertise in developing and executing comprehensive marketing strategies, fostering team collaboration, and overseeing diverse marketing initiatives, she excels in organic social media strategy, design strategy, and program management. |
| Amy Shultz | Production Director | Multifaceted responsibilities span the production process, ensuring alignment with brand and campaign objectives, coordinating and managing the content, and ensuring timely and budget-conscious project delivery. | With accumulated extensive experience in television and marketing over several decades, the production director showcases a deep understanding of overseeing and managing various aspects of production processes. |
| Joe Straub | Marketing Specialist | Possessing a unique blend of creativity and analytical thinking, responsibilities include copywriting, scheduling, and managing social media campaigns. | As an experienced and versatile professional, the marketing specialist seamlessly blends creativity and technical acumen, aiming to drive successful marketing campaigns. |

Table 2. Key team member matrix (continued).



**Washington State
Department of Transportation**

January 31, 2024

Freeman Lundt LLC

1046 Papago Drive FI

Fox Island, WA 98333

2024-01 Toll Division Educational Marketing & Ad Svcs

| Labor Classification | All Inclusive Billing Rate |
|-------------------------------------|----------------------------|
| Executive Director, Account Manager | \$ 250.00 |
| Project Manager | \$ 225.00 |
| Finance FP&A | \$ 175.00 |
| Marketing Strategy | \$ 250.00 |
| Administrative / Project Support | \$ 85.00 |
| Billing | \$ 85.00 |

Note: Proposed Billing Rates, as submitted, shall be reviewed, accepted, and incorporated as an exhibit to the agreement. The Proposed Billing Rates shall be effective throughout the life of the agreement in accordance with the agreement payment provision.

Owner




**Washington State
Department of Transportation**

1/26/2024

Eastfolk Creative Co.

61 Quaker Rd.

Parkesburg / PA / 19365

2024 Toll Division Educational Marketing & Advertising Service 

| Labor Classification | All Inclusive Billing Rate |
|-----------------------------------|----------------------------|
| Video/Creative Production Manager | \$200.00 |
| Video/Creative Director | \$200.00 |
| Cinematographer(s) | \$175.00 |
| Grips/Gaffers | \$75.00 |
| Audio Technician | \$150.00 |
| Stylist | \$150.00 |
| Assistants | \$75.00 |

Note: Proposed Billing Rates, as submitted, shall be reviewed, accepted, and incorporated as an exhibit to the agreement. The Proposed Billing Rates shall be effective throughout the life of the agreement in accordance with the agreement payment provision.

Co-Founder/ Producer

Proposed Billing Rates

Date: 01/24/2024

Company Name: Monarch Media Solutions LLC

Address: 907 Thornton Dr.

City / State / Zip: Mechanicsburg PA 17055


Subject: Proposed Labor Classifications and Hourly Billing Rates for 2024 Toll Division Educational Marketing & Advertising Services

Attention: Manager, Contract Services Office

Below are the highest anticipated hourly billing rates for the identified labor classifications.

| Labor Classification | All Inclusive Billing Rate |
|----------------------------------|----------------------------|
| Founder/ CEO Strategist | \$ 175.00 |
| Media research/ Planning/ Buying | \$ 100.00 |
| Client Relations Manager | \$ 100.00 |
| Project Coordinator | \$ 65.00 |
| Analytics/Reporting | \$ 50.00 |
| Administrative/ Billing | \$ 45.00 |
| | |
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| | |

Note: Proposed Billing Rates, as submitted, shall be reviewed, accepted, and incorporated as an exhibit to the agreement. The Proposed Billing Rates shall be effective throughout the life of the agreement in accordance with the agreement payment provision.

Respectfully,
 Signature 
 Title Founder/CEO



**Washington State
Department of Transportation**

02/01/2024

Holloway Media Services

439 Main Street

Lykens PA 17048

2024 Toll Division Educational Marketing & Advertising Services

| Labor Classification | All Inclusive Billing Rate |
|--------------------------|----------------------------|
| Marketing Strategist | 250.00 |
| Marketing Director | 175.00 |
| Production Director | 120.00 |
| Marketing Specialist | 80.00 |
| Content Creators | 50.00 |
| Media Relations Director | 175.00 |
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Note: Proposed Billing Rates, as submitted, shall be reviewed, accepted, and incorporated as an exhibit to the agreement. The Proposed Billing Rates shall be effective throughout the life of the agreement in accordance with the agreement payment provision.

Founder/CEO