



**hemisphere**



**Packet B**

Toll Division Educational Marketing  
& Advertising Services



hemisphere



WSDOT

SOQ "Packet B"

Toll Division  
Educational  
Marketing &  
Advertising  
Services

# "Packet B" Contents

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**Note:** All body text in this document is set in 12pt over 16px Open Sans (regular, bold, italic).



# 1. Letter of Transmittal



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# 1. Letter of Transmittal

January 31, 2024

**Thank you for this opportunity!** We would love to work with you. As your partner, we hope to build a relationship on trust, communication, and results.

### **Situation + Context**

WSDOT currently serves over one million "Good To Go!" accounts. In some areas of the state, all-electronic tolling is a new concept and drivers are not familiar with "Good To Go!". As new toll facilities open, messages must be tailored to geographic location, population, and project goals to raise public

awareness, acceptance and use of the toll facility and educate users how the new toll system will operate.

### **Services to be Provided**

Under this scope of work, Hemisphere will provide:

- Project Management
- Budget Control
- Research
- Strategic Planning
- Creative Development
- Earned Media
- Media Buying & Planning

### **Educational Outreach Goals**

Under this scope of work, Hemisphere will:

- Explain how express toll lanes work, the benefits of tolling, and how each toll facility will work within the entire system to improve regional mobility;

- Explain each facility's relationship within a statewide toll network;
- Introduce new concepts and tools, such as potential HOV verification changes, customer service features, and new tolling policies;
- Seek to reach historically underserved and overlooked communities in innovative and diverse manners; and
- Complement the "Good To Go!" brand and the state's all-electronic toll system.

### **Performance Metrics (KPIs)**

Under this scope of work, Hemisphere will measure success by:

- Public awareness and understanding of the toll facilities coming online;
- Public understanding of how the toll facilities work;



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- Public understanding of the purpose of tolling these facilities;
- Public support of the toll facilities;
- Media coverage;
- Number of new "Good To Go!" accounts and passes sold; and
- Traffic and revenue on track after toll commencement.

Adam Welch  
President

Hemisphere Design, Inc.

1215 S Union, Suite A  
Tacoma, WA 98405

(253) 779-5800

## 2. Letter of Transmittal

**Legal Name:** Hemisphere Design, Inc.

**Org. Structure:** S-Corporation

**WA Small Bus. Enterprise (SBE):** 20468566

**Ariba Supplier ID:** HEMISPHERE DESIGN INC

**UBI:** 602-485-865

**EIN:** 43-2078509

**SWV:** SWV0138852-00

Hemisphere is able to execute a contract upon award. Hemisphere has not been suspended or disbarred from Federal or Government work.



## 2. References/Past Performances



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### Scope of Work

Create and manage a state-wide education campaign to educate residents on long-term care support systems and opportunities.

### Stakeholders

- DSHS program administrators
- Aging & Long-term Support administrators
- Residents of Washington State

### Deliverables

- Project and budget management
- Campaign name, brand, and identity
- Campaign digital ad strategy
- Point-of-contact information kit (tribal)
- CaregiverCareersWA.com website
- "Real people" video series
- Engagement and conversion reporting

## 2. References/Past Performance

Washington State Department of Social & Health Services | Education + Recruiting | \$150,000

Home Care Aide	Nursing Assistant	Family Caregiver
<p>Home care aides provide assistance with daily activities, and companionship to individuals in <a href="#">their own homes</a>, <a href="#">Adult Family Homes</a>, or in <a href="#">Assisted Living facilities</a>.</p> <p><b>Requirements</b></p> <ol style="list-style-type: none"> <li>1. Training: 75 hours</li> <li>2. Exam: Yes</li> <li>3. Credential: Yes</li> </ol>	<p>Nursing assistants help nurses with patient care like measuring vital signs, maintaining cleanliness, and assisting with daily activities in living facilities, medical facilities, or even in clients' homes.</p> <p><b>Requirements</b></p> <ol style="list-style-type: none"> <li>1. Training: 85 hours</li> <li>2. Exam: Yes</li> <li>3. Credential: Yes</li> </ol>	<p>Family caregivers take care of their family members. Through Washington State funding, family caregivers can be compensated for taking care of qualifying family members who choose to stay in their own home.</p> <p><b>Requirements</b></p> <ol style="list-style-type: none"> <li>1. Training: 35 hours</li> <li>2. Exam: No</li> <li>3. Credential: No</li> </ol>

### Information Graphics

### "Real People" Video Ads



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## 2. References/Past Performance

Washington State Centers of Excellence | Branding + Education | \$150,000



### Scope of Work

Research, develop, and deploy a new identity and marketing materials to promote COEWA values and services.

### Stakeholders

Center Directors and School Administrators from Bellevue CC, Centralia CC, Clark CC, Everett CC, Green River CC, Highline CC, Pierce College, Renton TC, Skagit CC, Walla Walla CC, Whatcom CC, and Yakima Valley CC.

### Deliverables

Communication strategy, logo suite, marketing tagline, value statements, "Ambassador Toolkit" PowerPoints, brochures/flyers, animated explainer video.



Ambassador Toolkit



"Explainer" Animation





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### Scope of Work

Supported TPS with branding (district, schools, and initiatives) and developing bond information materials.

### Stakeholders

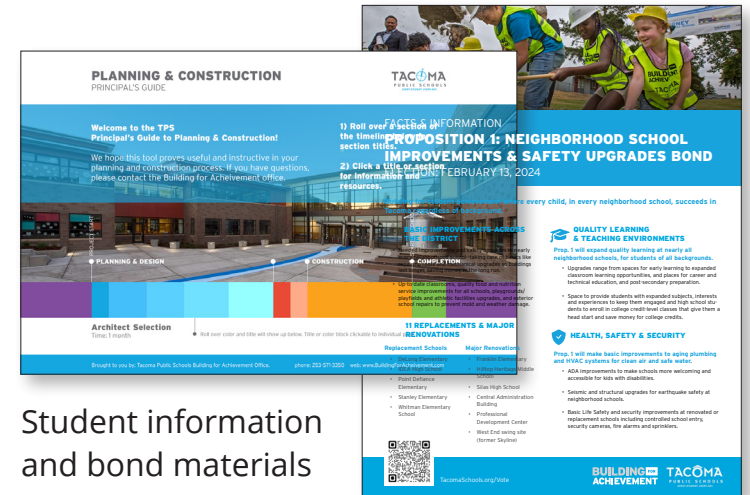
- Students + Families: Tacoma Public Schools is one of the largest districts in Washington State serving approximately 28,000 students.
- Building for Achievement (Facilities Dept.)

### Scope of Work

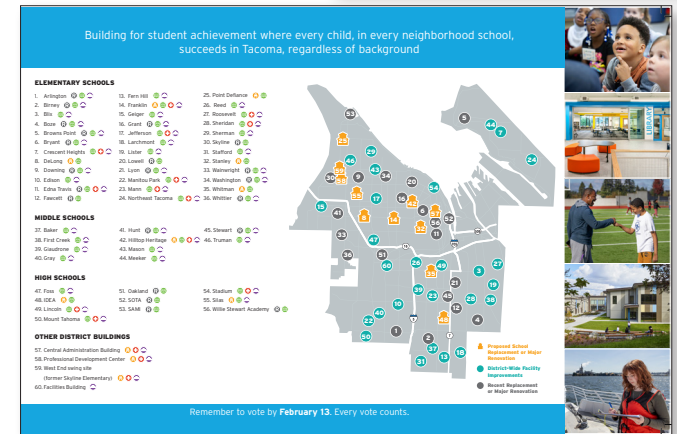
In addition to school- and district-specific branding projects, we have supported over \$800 million in bold initiatives over 10 years through the design of multiple educational and marketing tools.

## 2. References/Past Performance

Tacoma Public Schools | Branding + Education | \$200,000



Student information and bond materials





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### Scope of Work

Research, develop, and deploy a multi-year recruiting campaign directed at hiring female officers and officers of color.

### Stakeholders

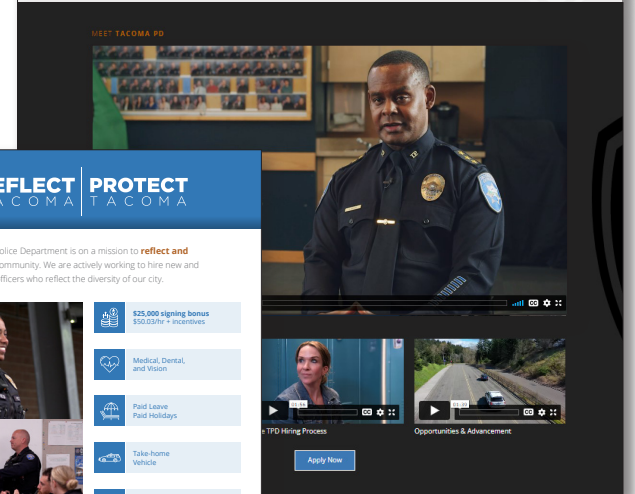
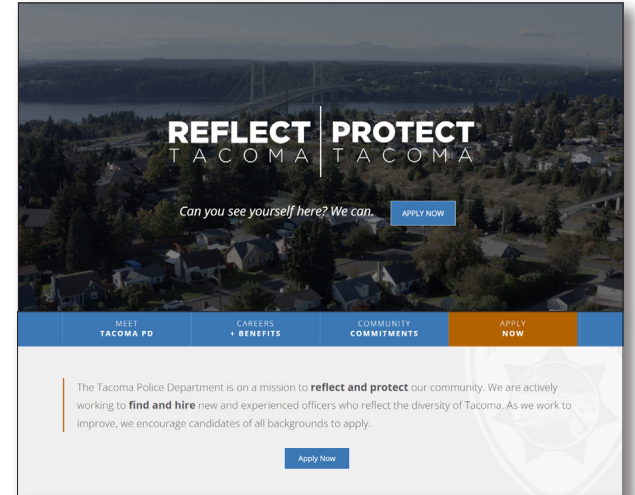
- City of Tacoma Mayor's Office
- City of Tacoma Media & Comms. Office
- City of Tacoma Office of Equity & Human Rights
- Community focus groups (Advisory Council)

### Deliverables

Create multi-media strategy with stakeholder feedback, develop talking points and "Brand Anthem," design informational landing pages, produce "testimonial" video series, design point-of-contact outreach materials, deploy and track social media and search ads.

## 2. References/Past Performance

City of Tacoma | Officer Recruiting Campaign | \$175,000



Recruiting website and materials



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### Scope of Work

Research, develop, and deploy a multi-year, state-wide campaign directed at bringing visitors to Lakewood, WA.

### Stakeholders

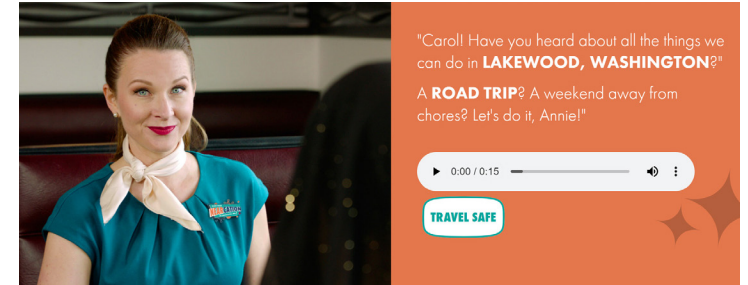
- City of Lakewood Mayor's Office
- City of Lakewood Council
- City of Lakewood Parks Department
- Residents of Washington

### Deliverables

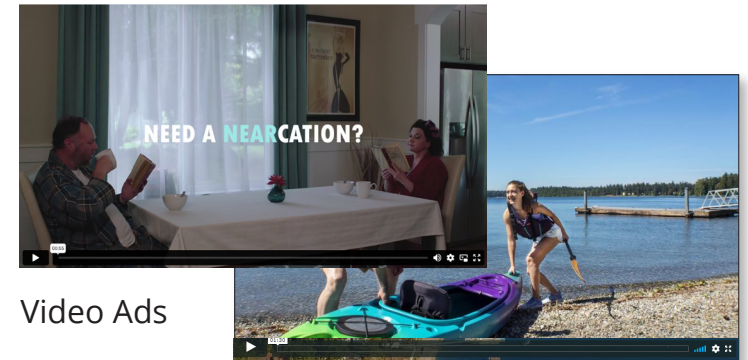
Create multi-media strategy with stakeholder feedback, develop "Holly Day" travel agent persona, "activity" video series, design point-of-contact outreach materials, deploy and track social media and search ads.

## 2. References/Past Performance

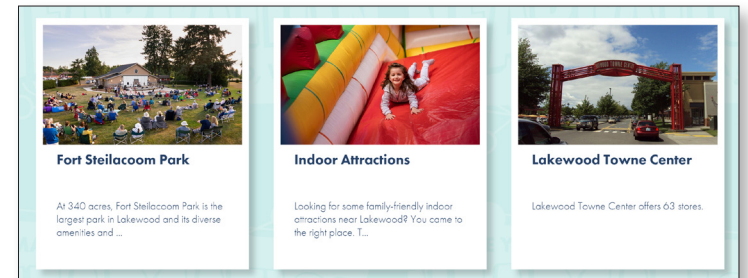
City of Lakewood | Tourism Marketing + Advertising | \$250,000



Holly Day, NEARcation Travel Agent



Video Ads



NEARcation.com | Tracking: clicks, views, time



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## 2. References/Past Performance



**Jeff Kleingartner**  
*Comm & Marketing Manager*  
DSSH Workforce Development  
(360) 688-0474  
[jeffrey.kleingartner1@dshs.wa.gov](mailto:jeffrey.kleingartner1@dshs.wa.gov)



**Jason Petrait**  
*Executive Director*  
COE Aerospace & Adv. Manuf.  
(425) 760-7695  
[jpetrait@everettcc.edu](mailto:jpetrait@everettcc.edu)



**Nora Doyle**  
*Strategic Communications Mgr*  
Building for Achievement  
(253) 571-1337  
[ndoyle@tacoma.k12.wa.us](mailto:ndoyle@tacoma.k12.wa.us)



**Taylor Reeves**  
*Recruiting Officer*  
Tacoma Police Department  
(253) 830-6596  
[treeves@cityoftacoma.org](mailto:treeves@cityoftacoma.org)



**Brynn Grimley**  
*Communications Manager*  
City of Lakewood  
(253) 983-7761  
[bgrimley@cityoflakewood.us](mailto:bgrimley@cityoflakewood.us)



# 3. Required Forms

# Consultant Information Form

Firm Name: <b>Hemisphere Design, Inc.</b>		FYE Date: <b>Jan. 31</b>	Number of Employees: <b>5</b>
Address: <b>1215 S. Union Ave, Ste A</b>			
City: <b>Tacoma</b>	State: <b>WA</b>	Zip Code: <b>98405</b>	County: <b>Pierce</b>
Phone: <b>(253) 779-5800</b>	Fax: <b>N/A</b>	Company Web Site: <b>HemisphereDM.com</b>	
Remit to Address: <b>1215 S. Union Ave, Ste A</b>			
City: <b>Tacoma</b>	State: <b>WA</b>	Zip Code: <b>98405</b>	County: <b>Pierce</b>
Phone: <b>(253) 779-5800</b>	Fax: <b>N/A</b>		
Statewide Vendor Number (SWV) for Remit to Address: <b>0138852-00</b>		Federal Tax ID Number or Social Security Number: <b>43-2078509</b>	
Unified Business Identifier Number (UBI): <b>602-485-865</b>		Date Universal Numbering System (DUNS) Number:	
Year Firm Established: <b>2001</b>	UDBE/SBE/MSVWBE Certification Number:: <b>20468566</b>	NAICS Code & Code Name:	
Proposed Project Manager: <b>Adam Welch</b>		Email: <b>adam@hemispheredm.com</b>	
Financial Contact: <b>Adam Welch</b>		Email: <b>adam@hemispheredm.com</b>	

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](http://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](http://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: <b>Kilen Information Technologies, LLC</b>		FYE Date: <b>Dec 31st</b>	Number of Employees: <b>1</b>
Address: <b>2367 Tacoma Ave South</b>			
City: <b>Tacoma</b>	State: <b>WA</b>	Zip Code: <b>98402</b>	County: <b>Pierce</b>
Phone: <b>253-359-5960</b>	Fax:	Company Web Site: <b>askcascade.com</b>	
Remit to Address: <b>2367 Tacoma Ave S</b>			
City: <b>Tacoma</b>	State: <b>WA</b>	Zip Code: <b>98402</b>	County: <b>Pierce</b>
Phone: <b>253-359-5960</b>	Fax:		
Statewide Vendor Number (SWV) for Remit to Address:		Federal Tax ID Number or Social Security Number: <b>81-3820260</b>	
Unified Business Identifier Number (UBI): <b>604025872</b>		Date Universal Numbering System (DUNS) Number:	
Year Firm Established: <b>2017</b>	UDBE/SBE/MSVWBE Certification Number::	NAICS Code & Code Name:	
Proposed Project Manager: <b>Josh Kilen</b>		Email: <b>josh@askcascade.com</b>	
Financial Contact: <b>Josh Kilen</b>		Email: <b>josh@askcascade.com</b>	

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](http://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](http://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: <b>Paul David Boyer</b>		FYE Date: <b>Jan 1, 2023</b>	Number of Employees: <b>1</b>
Address: <b>P.O. Box 66027</b>			
City: <b>Tacoma</b>	State: <b>WA</b>	Zip Code: <b>98464</b>	County: <b>Pierce</b>
Phone: <b>253-548-5551</b>	Fax:	Company Web Site: <b>boyermediagroup.com</b>	
Remit to Address: <b>4032 Olympic Boulevard West</b>			
City: <b>University Place</b>	State: <b>WA</b>	Zip Code: <b>98466</b>	County: <b>Pierce</b>
Phone: <b>253-548-5551</b>	Fax:		
Statewide Vendor Number (SWV) for Remit to Address:		Federal Tax ID Number or Social Security Number: <b>90-0995898</b>	
Unified Business Identifier Number (UBI): <b>603-309-210</b>		Date Universal Numbering System (DUNS) Number:	
Year Firm Established: <b>2023</b>	UDBE/SBE/MSVWBE Certification Number::	NAICS Code & Code Name:	
Proposed Project Manager: <b>Paul Boyer</b>		Email: <b>paul@boyermediagroup.com</b>	
Financial Contact: <b>Paul Boyer</b>		Email: <b>paul@boyerremediagroup.com</b>	

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.

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**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](http://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.**



**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.*

Toll Division Educational Marketing  
Solicitation Title:     & Advertising Services    

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:     Hemisphere Design, Inc.      
Name of Contractor/Bidder – Print full legal entity name of firm

By:       
Signature of authorized person

    Adam Welch      
Print Name of person making certifications for firm

Title:     President      
Title of person signing certificate

Place:     Tacoma, WA      
Print city and state where signed

Date:     January 22, 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.*

Toll Division Educational Marketing  
Solicitation Title: & Advertising Services

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: Kilen Information Technologies, LLC  
Name of Contractor/Bidder – Print full legal entity name of firm

By:   
Signature of authorized person

Josh Kilen  
Print Name of person making certifications for firm

Title: President  
Title of person signing certificate

Place: Tacoma, WA  
Print city and state where signed

Date: February 5th, 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.*

Toll Division Educational Marketing  
Solicitation Title: & Advertising Services

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: Boyer Media Group  
Name of Contractor/Bidder – Print full legal entity name of firm

By:  Paul Boyer  
Signature of authorized person Print Name of person making certifications for firm

Title: Owner, PP-director Place: Tacoma, WA  
Title of person signing certificate Print city and state where signed

Date: 2/5/2024

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

*Prior to awarding contract, agencies are required to determine that bidder is 'responsible 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 Chapter 258, 2017 Laws (enacting SSB 5301).*

Solicitation or Agreement Title: Toll Division Educational Marketing & Advertising Services


Solicitation Posting Date or Agreement Start Date: January 1, 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: Hemisphere Design, Inc.  
Name of Consultant/Contractor – Print full legal entity name of firm

By:  Adam Welch  
Signature of authorized person Print Name of person making certifications for firm

Title: President Place: Tacoma, WA  
Title of person signing certificate Print city and state where signed

Date: January 22, 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](mailto:ConsultantRates@wsdot.wa.gov).

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

*Prior to awarding contract, agencies are required to determine that bidder is 'responsible 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 Chapter 258, 2017 Laws (enacting SSB 5301).*

Solicitation or Agreement Title: Toll Division Educational Marketing & Advertising Services

Solicitation Posting Date or Agreement Start Date: February 5, 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: Kilen Information Technologies, LLC  
Name of Consultant/Contractor – Print full legal entity name of firm

By:   
Signature of authorized person

Josh Kilen  
Print Name of person making certifications for firm

Title: President  
Title of person signing certificate

Place: Tacoma, WA  
Print city and state where signed

Date: February 5th, 2024

**Submittal Instructions:**

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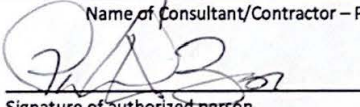
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FIRM NAME: Boyer Media Group  
Name of Consultant/Contractor – Print full legal entity name of firm

By:  Paul Boyer  
Signature of authorized person Print Name of person making certifications for firm

Title: owner, DP-director Place: Tacoma, WA  
Title of person signing certificate Print city and state where signed

Date: 2/5/2024

**Submittal Instructions:**

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Date: January 1, 2024

Company Name: Hemisphere Design, Inc.

Address: 1215 S. Union Ave, Suite A

City / State / Zip: Tacoma, WA 98405

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

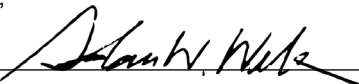
**Attention:** Manager, Contract Services Office

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

Labor Classification	All Inclusive Billing Rate
Communications Consultant 3	\$ 150.00
Communications Consultant 5	\$ 150.00
Senior Graphic Designer	\$ 150.00
Other: Marketing Specialists (cinematographer, digital ad specialist, web developer)	\$ 150.00
Project Manager (Ella Banken)	\$ 150.00

**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.

Respectfully,

Signature 

Title President