
STATE OF WASHINGTON DEPARTMENT OF TRANSPORTATION

**Notice to Consultants, Toll Division Educational
Marketing and Advertising Services _ We Are RALLY**

PACKET B

FEBRUARY 1, 2024

RALLY



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SECTION 1

**LETTER OF
TRANSMITTAL**

LETTER OF TRANSMITTAL

February 1, 2024

Washington State Department of Transportation

Toll Division

Re: State of Washington Department of Transportation Notice to Consultants, Toll Division Educational Marketing and Advertising Services_We Are RALLY

Thank you for the opportunity to submit our statement of qualifications for *State of Washington Department of Transportation Notice to Consultants, Toll Division Educational Marketing and Advertising Services*. Team RALLY includes We Are RALLY, LLC with offices in Seattle, Washington; Apex Media, with offices in Poulsbo, Washington; and Unified Partnerships | iHeartMedia as our exclusive media partner.

Project Contact

Jacob Hay, Principal

We Are RALLY

jhay@wearerally.com

(310) 855-2640

Jacob Hay is authorized to negotiate on behalf of Team RALLY | We Are RALLY

RALLY is an advocacy agency with a record of driving progress around complex political, cultural, and social problems. We have the expertise needed to lead the delivery of educational marketing and advertising services that drive enrollment in *Good To Go!* and reach underserved and overlooked audiences.

To date, we have served more than 500 clients, from large trade associations and foundations to small community-based organizations and public agencies. The through-line across all our work is that we develop communications that change the way people think and act by turning research-backed insights into creative campaigns that resonate emotionally with both internal and external audiences.

RALLY recently supported the development and launch of the Washington State Department of Commerce’s new initiative—Washington Opportunity Networks—leading the communication strategy and development of its brand and messaging, including amplifying success stories of the department’s vision of equitable access.

As detailed in the Packet A responses, we believe we offer the qualifications, record of past performance, and key team members, along with an approach, methodology and competitive price that will allow us to successfully accomplish all of the deliverables anticipated in the RFQ.

Team RALLY looks forward to the opportunity to support WSDOT in your efforts to increase public awareness, acceptance and use of toll roads. We stand ready to answer any questions you may have during the scoring process.

SECTION 2

REFERENCES & PAST PERFORMANCES

**Washington State
Department of Transportation**

**Performance Evaluation
Completed by Reference**

Consultant Name: WeAreRALLY, LLC
Consultant's Project Manager: Jacob Hay and Leo Wallach
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) Creative content, advertising placement, earned media, and strategic communications 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.)

<input checked="" type="checkbox"/> Prime	Start Date	End Date	Dollar Amount of Services
<input type="checkbox"/> Sub	01/01/15	01/31/24	3,800,000.00

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: Center for Western Priorities		
Evaluator's Name: Jennifer Rokala	Evaluator's Title: Executive Director	
Firm/Company Address: 1999 Broadway, Suite 520, Denver, Colorado 80202		
Phone: (720) 530-3338	Fax:	Date: 02/26/24

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: WeAreRALLY, LLC
Consultant's Project Manager: Jacob Hay
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) Creative content, advertising placement, earned media, and strategic communications 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.)

<input checked="" type="checkbox"/> Prime	Start Date	End Date	Dollar Amount of Services
<input type="checkbox"/> Sub	01/01/19	01/31/24	2,000,000.00

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: California Solar & Storage Association		
Evaluator's Name: Bernadette Del Chiaro	Evaluator's Title: Executive Director	
Firm/Company Address: 1107 9th St. Ste. 820, Sacramento, CA (5814		
Phone: (916) 765-3224	Fax:	Date: 01/26/24

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:
Consultant's Project Manager:
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.)

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.)

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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?

2. Did the firm complete the project within the total budgeted amount?

3. Did the firm complete the project within the contract schedule(s)?

4. Did the firm meet all of your technical standards and quality expectations?

5. Was the firm's communication, both oral and written, clear and concise?

6. Was the firm's project management system effective?

Total Score

(Total the score by adding the scores for criterias 1 through 6.) _____

Average Score

(Average the score by dividing the total score by the total number of criteria that was rated.) _____

Evaluator Information:		
Firm/Company Name:		
Evaluator's Name:	Evaluator's Title:	
Firm/Company Address:		
Phone:	Fax:	Date:

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

SECTION 3

**CONSULTANT
INFORMATION**

Consultant Information Form

Firm Name: We Are RALLY, LLC.		FYE Date: 12/31	Number of Employees: 102
Address: 307 3rd Ave. South, Suite 530			
City: Seattle	State: WA	Zip Code: 98104	County: King County
Phone:	Fax: N/A	Company Web Site: www.wearerally.com	
Remit to Address: 5670 Wilshire Blvd., Suite 820			
City: Los Angeles	State: CA	Zip Code: 90036	County: Los Angeles County
Phone: 323.892.2080	Fax: N/A		
Statewide Vendor Number (SWV) for Remit to Address: SWV0272475-00		Federal Tax ID Number or Social Security Number: 26-4433321	
Unified Business Identifier Number (UBI): 604120447		Date Universal Numbering System (DUNS) Number: 021151957	
Year Firm Established: 2013	UDBE/SBE/MSVWBE Certification Number: : N/A	NAICS Code & Code Name: 5418 Advertising, Public Relations, and Related Services	
Proposed Project Manager: Amy Clark		Email: aclark@wearerally.com	
Financial Contact: Michelle Gonzales		Email: mgonzales@wearerally.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: Apex Media & Marketing, LLC.		FYE Date: Dec. 31	Number of Employees: 6
Address: 18820 Front St NE #300			
City: Poulsbo	State: WA	Zip Code: 98370	County: Kitsap
Phone: 2067156116	Fax: N/A	Company Web Site: apexmediaseattle.com	
Remit to Address: PO Box 1267			
City: Poulsbo	State: WA	Zip Code: 98370	County: Kitsap
Phone: 2067156116	Fax: N/A		
Statewide Vendor Number (SWV) for Remit to Address: Applied 01/30/24		Federal Tax ID Number or Social Security Number: 91-2012911	
Unified Business Identifier Number (UBI): 602015035		Date Universal Numbering System (DUNS) Number: 122710071	
Year Firm Established: 1992	UDBE/SBE/MSVWBE Certification Number: S000028576	NAICS Code & Code Name: 541810 - Advertising Agency	
Proposed Project Manager: Mike Weisner		Email: Mike@apexmediaseattle.com	
Financial Contact: Jennifer Shaughnessy		Email: Jennifer@apexmediaseattle.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.

SECTION 4

**CONTRACTOR
CERTIFICATION**

**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: State of Washington
Department of Transportation
Notice to Consultants
Toll Division Educational Marketing and
Advertising Services

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

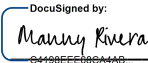
NO MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES. This firm does NOT require its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

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: We Are RALLY, LLC.
Name of Contractor/Bidder – Print full legal entity name of firm

By: 
Signature of authorized person

Manny Rivera
Print Name of person making certifications for firm

Title: Principal
Title of person signing certificate

Place: Seattle, WA
Print city and state where signed

Date: 1/31/2024

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 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: **State of Washington**
Department of Transportation
Notice to Consultants
Toll Division Educational Marketing and 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: **Apex Media & Marketing, LLC.**
Name of Contractor/Bidder – Print full legal entity name of firm

By: 
Signature of authorized person

Michael D. Weisner
Print Name of person making certifications for firm

Title: **Owner**
Title of person signing certificate

Place: **Poulsbo, WA**
Print city and state where signed

Date: **1/31/2024**

SECTION 5

**WAGE THEFT
PREVENTION**

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

Prior to awarding contracts, agencies are required to determine that the 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).

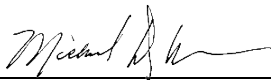
Solicitation or Agreement Title: State of Washington Department of Transportation Notice to Consultants Toll Division Educational Marketing and Advertising Services
Solicitation Posting Date or Agreement Start Date: Wednesday, January 3, 2024

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: Apex Media & Marketing, LLC.
Name of Consultant/Contractor – Print full legal entity name of firm

By:  Michael D. Weisner
Signature of authorized person Print Name of person making certifications for firm

Title: Owner Place: Poulsbo, WA
Title of person signing certificate Print city and state where signed

Date: 1/31/2024

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.

SECTION 6

**COST
FACTORS**



**Washington State
Department of Transportation**

Proposed Billing Rates

Date: February 1, 2024

Company Name: WeAreRALLY, LLC

Address: 307 3rd Ave. South, Suite 530

City / State / Zip: Seattle, WA 98104

Subject: Proposed Labor Classifications and Hourly Billing Rates for 2024 TOLL DIVISION EDUCATIONAL MARKETING

Attention: Manager, Contract Services Office

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

Labor Classification	All Inclusive Billing Rate
Jacob Hay, Principal	\$ 200.00
Amy Clark, Director (Project Manager)	\$ 200.00
Keeley Smith, Director	\$ 200.00
Rodrigo Gouveia, Associate Director - Design	\$ 200.00
Veronica Milliken, Senior Account Executive	\$ 200.00
Shea Irwin, Account Executive - Design	\$ 200.00
Emma Chow, Account Executive	\$ 200.00

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, DocuSigned by:

Signature Manny Rivera
C4198EEE68CA4AB...

Title Manny Rivera, Principal



Proposed Billing Rates

Date: 1/31/24

Company Name: Apex Media & Marketing

Address: PO Box 1267

City / State / Zip: Poulsbo, WA 98370

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

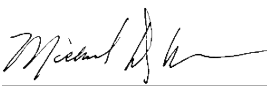
Attention: Manager, Contract Services Office

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

Labor Classification	All Inclusive Billing Rate
Apex Media & Marketing is not compensated on an hourly basis. We are paid based on the	
standard 15% agency commission that is included in the media. This is all inclusive covering	
media planning, strategies, rate negotiation, placement, traffic management, optimization,	
reconciliation, and reporting. This ensures that the media purchased is commiserate with the	
amount of work required to manage the media plan effectively. This also provides for greater	
transparency for WSDOT because you will see actual invoices and media delivered.	

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 
Signer ID: X08RDBGLT1...

Title Owner

RALLY



LEAGUE OF OREGON CITIES RFP FOR MEMBER FOCUSED COMMUNICATIONS STRATEGY

RALLY



APEX MEDIA
— & MARKETING —

JACOB HAY

jhay@wearerally.com

AMY CLARK

aclark@wearerally.com

307 Third Ave. S. Suite 530
Seattle, WA 98104

MIKE WEISNER

mike@apexmediaseattle.com

TODD SLOAN

todd@apexmediaseattle.com

18820 Front St NE #300
Poulsbo, WA 98370

WEARERALLY.COM

THANK YOU
