

Washington State Department of Transportation
Toll Division Educational Marketing and
Advertising Services

Statement of Qualifications
PACKET B

February 1, 2024

2815 2nd Avenue, Suite 555
Seattle, WA 98121
206 528 2550
www.teamsoapbox.com

TEAM  SOAPBOX

Letter of Transmittal

February 1, 2024

Team Soapbox is pleased to submit a proposal in response to the Toll Division Educational Marketing and Advertising Services RFQ issued by the Washington State Department of Transportation (WSDOT).

Over the past 22 years, Team Soapbox has been a trusted partner to public agencies and nonprofits seeking to create impactful outreach and marketing materials. We are a women-owned communications firm that brings deep experience in strategic marketing, advertising, design, messaging, outreach planning, and video development. Our team of seasoned communications professionals has the experience and capacity to support the development and launch of a public awareness campaign to raise awareness for, and educate the public about, WSDOT's rollout of new toll facilities and projects across the state.

Furthermore, Team Soapbox has a solid foundation of knowledge in the transportation sector, working previously with the **Washington State Department of Transportation, Seattle Department of Transportation, Sound Transit, Whatcom Transit Authority, and Kitsap Transit.**

In 2023, Team Soapbox partnered with Washington State Ferries (WSF) and WSDOT to develop a [marketing campaign](#) spotlighting career opportunities with WSF. And in 2019, Team Soapbox collaborated with WSDOT to develop and implement the "[Take 2 for Safety](#)" internal employee safety awareness campaign which included [producing a video](#) and interactive website that shared with WSDOT employees why staff "Take 2" to be safe at a worksite. And more recently, partnered with WSDOT and the Seattle Skills Center staff to [create a video](#) marketing campaign highlighting the benefits of the Maritime Vessel Operations program.

As an issue advocacy firm, we understand WSDOT's work – helping to raise public awareness and amplify understanding of the toll facilities coming online, how they work, and their purpose. Our experienced team brings strengths and benefits that set us apart, including:

- **Unparalleled experience.** Our team has led creative marketing and advertising campaigns that address multiple issues over extended time periods throughout Washington and the greater Puget Sound region. Our creative and innovative approach, and strong organizational and project management skills, make us an excellent partner for this project.
- **Track record of success in working with public agencies.** We partner regularly with cities, counties, and states, supporting their communications teams with branding, design, video production, and executing social marketing campaigns. We've worked with Seattle City Light, Seattle Department of Transportation, Seattle Public Utilities, City of North Bend, Seattle's Office of Emergency Management, Whatcom Transportation Authority, Kitsap Transit, and King County Public Health – just to

name a few.

- **In-house creative team.** Our team specializes in developing clear and impactful communications for various audiences and have experience designing a wide array of collateral and marketing materials – from billboards to flyers, video production to paid advertisements.
- **Efficient, experienced, nimble, and flexible** in developing and executing on quick timelines.

Thank you for considering us as a partner – this work is right at the sweet spot for our team.

We look forward to the opportunity to partner with WSDOT again.

Sincerely,

A handwritten signature in black ink, appearing to read 'CHRISTINE', with a long horizontal flourish extending to the right.

Christine Stepherson | Owner, Founder, Team Soapbox | LLC
2815 2nd Ave, #555, Seattle, WA 98121 | (206) 419-2917
Christine@TeamSoapbox.com

Criteria 6: References/Past Performances

Enclosed are three references from the following previous clients:

- Washington State Department of Transportation
Krystal Jones, Office of Human Resources & Safety | Recruitment
- Seattle Department of Transportation
Kadie Bell Sata, Sustainable Transportation Planner
- Kitsap Transit
Tommy Fernandez, Vanpool Coordinator

Washington State Department of Transportation

Performance Evaluation Completed by Reference

Consultant Name: Team Soapbox
Consultant's Project Manager: Chris Domingo
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) Washington State Ferries, Come Sail With Me

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"/> Sub <input type="checkbox"/> Prime	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px;">Start Date</td></tr> <tr><td style="text-align: center; padding: 5px;">01/18/22</td></tr> </table>	Start Date	01/18/22	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px;">End Date</td></tr> <tr><td style="text-align: center; padding: 5px;">01/15/22</td></tr> </table>	End Date	01/15/22	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="padding: 2px;">Dollar Amount of Services</td></tr> <tr><td style="text-align: center; padding: 5px;">245,076.00</td></tr> </table>	Dollar Amount of Services	245,076.00
Start Date									
01/18/22									
End Date									
01/15/22									
Dollar Amount of Services									
245,076.00									

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
2. Did the firm complete the project within the total budgeted amount?	10
3. Did the firm complete the project within the contract schedule(s)?	10
4. Did the firm meet all of your technical standards and quality expectations?	10
5. Was the firm's communication, both oral and written, clear and concise?	10
6. Was the firm's project management system effective?	10
Total Score (Total the score by adding the scores for criterias 1 through 6.)	60.00

Average Score (Average the score by dividing the total score by the total number of criteria that was rated.)	10.00
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Evaluator Information:		
Firm/Company Name: WSDOT		
Evaluator's Name: Krystle Jones	Evaluator's Title: Talent Acquisition Manager	
Firm/Company Address: 2901 Third Ave, Ste 500 Seattle, WA 98121		
Phone: 360-810-0261	Fax:	Date: 1/31/2024

Distribution:

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

Rev. 2014

**Washington State
Department of Transportation**

**Performance Evaluation
Completed by Reference**

Consultant Name: Team Soapbox
Consultant's Project Manager: Anne Heavey
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) Seattle Department of Transportation, Slow the Flock Down

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	01/18/22	01/15/23	69,000.00

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
2. Did the firm complete the project within the total budgeted amount?	10
3. Did the firm complete the project within the contract schedule(s)?	10
4. Did the firm meet all of your technical standards and quality expectations?	10
5. Was the firm's communication, both oral and written, clear and concise?	10
6. Was the firm's project management system effective?	9
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
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Evaluator Information:		
Firm/Company Name: Seattle Department of Transportation		
Evaluator's Name: Kadie Bell Sata	Evaluator's Title: Pedestrian Program Manager	
Firm/Company Address: 700 5 th Avenue, Seattle WA		
Phone: 206-775-6448	Fax:	Date: 1/31/24

Distribution:

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

Rev. 2014

Consultant Name: Team Soapbox
Consultant's Project Manager: Anne Heavey
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) Kitsap Transit, Vanpool Ridership Campaign

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	04/19/23	06/30/24	47,900.00

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**
2. Did the firm complete the project within the total budgeted amount? **10**
3. Did the firm complete the project within the contract schedule(s)? **10**
4. Did the firm meet all of your technical standards and quality expectations? **10**
5. Was the firm's communication, both oral and written, clear and concise? **10**
6. Was the firm's project management system effective? **10**

Total Score **60.00**
 (Total the score by adding the scores for criterias 1 through 6.)

Average Score **0.00**
 (Average the score by dividing the total score by the total number of criteria that was rated.)

Evaluator Information:		
Firm/Company Name: Kitsap Transit		
Evaluator's Name: Tommy Fernandez	Evaluator's Title: Vanpool Coordinator	
Firm/Company Address: 60 Washington Avenue, STE 200, Bremerton, WA 98337		
Phone: 360-478-5858 Ext-1	Fax: 360-377-7086	Date: 1/31/2024

Distribution:

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

Rev. 2014

Criteria 7: Contractor Certification – Workers' Rights

**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.

WSDOT - Toll Division
Educational Marketing and
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: Team Soapbox LLC
Name of Contractor/Bidder – Print full legal entity name of firm

By: 
Signature of authorized person

Christine Stepherson
Print Name of person making certifications for firm

Title: Founder/Owner
Title of person signing certificate

Place: Seattle, WA
Print city and state where signed

Date: 02/01/2024

Consultant Information Form

Firm Name:		FYE Date:	Number of Employees:
Address:			
City:	State:	Zip Code:	County:
Phone:	Fax:	Company Web Site:	
Remit to Address:			
City:	State:	Zip Code:	County:
Phone:		Fax:	
Statewide Vendor Number (SWV) for Remit to Address:		Federal Tax ID Number or Social Security Number:	
Unified Business Identifier Number (UBI):		Date Universal Numbering System (DUNS) Number:	
Year Firm Established:	UDBE/SBE/MSVWBE Certification Number::	NAICS Code & Code Name:	
Proposed Project Manager:		Email:	
Financial Contact:		Email:	

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.

Criteria 8: Wage Theft Prevention Contractor Certification – Professional Services

**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: WSDOT Toll Division Educational

Marketing & Advertising Services

Solicitation Posting Date or Agreement Start Date: 02/03/24

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.

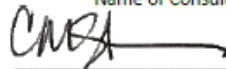
CERTIFICATION:

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: Team Soapbox

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

By:



Signature of authorized person

Christine Stepherson

Print Name of person making certifications for firm

Title: Owner/Founder

Title of person signing certificate

Place: Seattle, WA

Print city and state where signed

Date: 02/01/2024

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.

Criteria 9: Cost Factors



Proposed Billing Rates

Date: 02/01/2024

Company Name: Team Soapbox LLC

Address: 2815 2nd Avenue #555

City / State / Zip: Seattle, WA 98121

Subject: Proposed Labor Classifications and Hourly Billing Rates for WSDOT - Toll Division Educational Marketing and Advertising S

Attention: Manager, Contract Services Office

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

Labor Classification	All Inclusive Billing Rate
Anne Heavey, Director - Lead Project Manager	\$200/hour
Keegan Prosser, Account Manager - Deputy Project Manager	\$150/hour
Anand Balsubrahmanyam, Senior Account Manager	\$200/hour
Christina Hickman, Account Manager	\$150/hour
Chris Domingo, Video Production	\$175/hour
Jordan Lu, Assistant Account Manager	\$125/hour
Meagan DeGrand, Lead Designer	\$150/hour
Asia Rau, Social Media Strategist	\$175/hour
Andre Mascarenhas, Video Editing and Animation	\$150/hour
Christine Stepherson, Owner/Founder - Straetgi	\$250/hour

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 Owner, Founder