

STATE OF WASHINGTON
OFFICE OF THE SECRETARY OF STATE
INFORMATION SECURITY & RESPONSE DIVISION
RFP 23-11 TRUST IN WASHINGTON ELECTIONS MESSAGING CAMPAIGN
AMENDMENT NO. 1

(July 5, 2023)

SUMMARY

This Amendment No. 1 to RFP 23-11 provides notice of a potential change in the amount of funding available for this procurement in Fiscal Year 2025 and how vendors should treat this contingency. It also compiles the questions received from vendors at the Preproposal Conference held on June 28, 2023, and provides answers to each of the vendors' questions.

**NOTICE OF POTENTIAL ADDITIONAL FUNDING AVAILABLE FOR
TRUST IN WASHINGTON ELECTIONS MESSAGING CAMPAIGN**

This is notice to vendors that the current total funding available for this procurement- \$1.5 Million – may increase by as much as \$500,000, to a total of up to \$2 Million in available funds for this procurement. The additional funding is contingent upon the Washington State Legislature's approval of the Office of the Secretary of State's (OSOS) supplemental request for these additional funds, and the Governor signing the measure. Whether and what amount of additional funds will become available for this project will likely be known by May 1, 2024.

If approved in whole or in part, any additional funds that become available for this procurement will be expected to be utilized exclusively for the expansion of vendors' proposed media placements in Fiscal Year 2025. Vendors will want to include in their proposals contingency plans should some or all of the additional funds become available.

OSOS would like to see vendors' proposals include a plan and budget based on the \$1.5 Million currently available, and also contingent plans for budgets of \$1.75 Million and \$2 Million. For each plan, the Fiscal Year 2024 allocation of the vendor's budgeted amount should be the same – No more than \$1 Million is available for expenditures in Fiscal Year 2024. Vendors' contingent plans should adjust only the budget allocation for Fiscal Year 2025 – from up to \$500,000 in Fiscal Year 2025 utilizing the currently available funding, to up to \$750,000 in Fiscal Year 2025 (assuming additional funding is approved in the amount of \$250,000), to up to \$1 Million in Fiscal Year 2025 (assuming additional funding is approved in the amount of \$500,000).

PREPROPOSAL CONFERENCE Q&As

Q: How do you envision “Billie the Ballot” being used in this campaign?

A: “Billie the Ballot” is currently an animated character used in videos by the National Vote at Home Institute. The State of Washington, Office of the Secretary of State, Information Security & Response Division (OSOS) would like to see a vendor develop a similar concept in which an animated ballot is the central figure in a video series that explains the path of the ballot in Washington state, from the moment it’s returned by the voter to the moment it’s counted, audited, and stored. This will be a key educational asset for use on social media, during outreach events, and other civics engagements. OSOS is open to having this ballot character featured in other parts of the overall messaging campaign as well, but it is not the main focus of the overall messaging campaign.

Q: What outcomes and measures of success are you hoping to result from this campaign? Are there any current benchmarks and baseline metrics that we should be using?

A: The vendor should make recommendations on key measures of success. Desired outcomes include, to the extent measurable and feasible: improvement in confidence in Washington state’s voting process; improvement in sentiment toward Washington state election workers; success in pre-bunking and diffusing the impact of major, false election narratives; improved reach to both rural and historically marginalized communities; and increased familiarity with information and resources provided by OSOS. OSOS possesses some existing website and social media metrics, and its 2022 messaging campaign produced additional metrics. All will be provided to the successful vendor. The OSOS website was recently migrated to a new content management system and, as such, some metrics from the migration may be unavailable.

Q: Will existing data be shared during the RFP process?

A: No.

Q: In Section 3.2b of the RFP, are you looking for examples of creative assets or hoping to see more of the creative approach?

A: OSOS is expecting to be provided an outline of the vendor’s creative approach. Mock-ups and/or example artwork is not necessary but can be included if it is a helpful means for the vendor to illustrate their approach.

Q: Are there any key project milestones we should keep in mind?

A: Project milestones will be discussed with the successful vendor and agreed to before being finalized. OSOS has the following preliminary milestones, however, vendors can recommend different and/or additional milestones:

DUE DATE	ACTION ITEM
2023	
September 30th	Project goals, deliverables, timelines, and measures of success for Campaign are finalized
November 15th	Conceptualization of Campaign (design, presentation, feedback, revisions) is completed
2024	
January 19th	Phase 1 of Campaign Design (development, presentation, feedback, and approvals) is completed, in advance of possible Q1 and Q2 media buys, outreach events, etc.
Mid-February (tentative)	Presidential primary ad deployment completed
March 18th	Mid-Contract Review
June 5th	Phase 2 of Campaign Design (development, presentation, feedback, and approvals) is completed, in advance of possible Q3 and Q4 media buys, outreach events, etc.
June 30th	Statewide Primary ad deployment completed End of Fiscal Year 2024 Review
September 8th	2024 General Election ad deployment completed
November 8th	Post-election ad deployment completed
2025	
January 12th	Complete Campaign Analysis prepared and delivered End of Campaign Briefing

Q: Are there marketing campaigns or efforts that you have found compelling and why?

A: Yes. Examples include but are not limited to:

Maricopa County Elections – Voter resources materials (*not necessarily a campaign, but how information was presented*)

North Carolina State Board of Elections – Day of the Week (*social media campaign*)

Oregon Secretary of State office – Voting Feels Good (*campaign*)

Colorado Secretary of State – Opinions Are Fun, Facts Are Better (*social media campaign*)

King County Election – Voting information (*videos*)

Sound Transit – Link is the Link (*campaign*)

Travel Oregon – Slightly Exaggerated (*campaign*)

Q: What is the rationale behind the budget allocation? The media buy budget will go quickly. Where should it be focused?

A: Funds allocated in Fiscal Year 2024 (\$1,000,000.00) should be focused predominantly on creative planning and development. Some funding in Fiscal Year 2024 should be allocated for a media buy around the March 2024 Presidential Primary, but this media buy will be relatively small. Funds allocated in Fiscal Year 2025 (\$500,000.00) should be focused predominantly on media placements between July and November 2024.*

*Please note, per the Notice accompanying these Preproposal Conference Q&As, that there may be up to \$500,000.00 in additional funding available for expanding proposed media placements in Fiscal Year 2025.

Q: It sounds like you're trying to find someone who comes in with the lowest bid. Is that what you're trying to do?

A: OSOS is seeking a vendor that uses available funding efficiently while still meeting project deliverables. OSOS will not select a vendor with the lowest bid solely on that basis.

Q: Is there a desired action on the website that we might want to target?

A: Since the OSOS website is in the midst of a migration and updates, OSOS has not determined all desired actions to target at this time. Click-through rate, bounce and exit rates, and time on page are all metrics OSOS would like to measure. Additional actions and specific pages will be determined at a later date.

Q: If a vendor were to include research in the budget, how would they outline that in their proposal?

A: Research should be outlined separately from the creative plan in the budget.

Q: Can you talk about the decision-making team?

A: The decision-making team includes three members of the Information Security and Response Division: ISR Director – Kylee Zabel, IR Manager – Kiran Boyal, and Senior Communications Specialist – Amy Lin. These members will be the successful vendor's main points of contact for the Campaign. Some messaging content will go through these three individuals and may also include the Secretary of State, Assistant Secretary of State, Deputy Secretary of State, and Chief of Staff. Internal review may also be conducted by subject matter experts in the Elections and External Affairs divisions.

Q: What are the languages you need translated?

A: Spanish, Chinese, and Vietnamese

Q: In reference to the vendor's portfolio, when looking at the portfolio what will you be judging? Experience with government clients, voting expertise, or commercial expertise?

A: OSOS is seeking a vendor with a broad range of communications and advertising experience. Experience with elections and/or government clients is not necessary but would be considered favorably since the vendor would be familiar with the terminology used and working with government timelines and processes.

Q: What is meant by a "compact" digital portfolio in the RFP?

A: A compact digital portfolio includes examples of the vendor's best work, which demonstrate the vendor's ability to deliver plans and products within the scope of this RFP. OSOS is not seeking a portfolio that is too extensive or a complete portfolio of work.

Q: Can the proposal contain external links?

A: The vendor's proposal should avoid including external links. However, if a vendor cannot provide a sample of work that they deem to be significant due to file size limitations, they can provide one link to a Dropbox folder or other online repository that includes all large files.

Q: Is there a singular or primary point of misinformation you're looking to combat? What is a key thing we want to convey?

A: The central theme is to improve confidence in Washington's electoral process by highlighting the accessibility and security of vote-by-mail elections. This campaign needs to illustrate the full spectrum of measures taken to protect the integrity of our elections, from voter-roll maintenance to the ballot chain of custody, to the validity of election results. To that latter point, messaging must extend beyond 2024 Election Day and run until the results are certified in early December.