Request for Proposal (RFP) # 2018-126

Marketing and Educational Outreach Services for the Paid Family and Medical Leave Program

Purpose:
The Washington State Employment Security Department, hereafter called "Department," or "ESD", is implementing the state's Paid Family & Medical Leave legislation. Starting in 2020, Washington will be the fifth state in the nation to offer paid family and medical leave benefits to workers. The program will be funded by premiums paid by both employees and many employers and will be administered by ESD. This insurance program will allow workers to take up to 12 weeks, as needed, when they welcome a new child into their family, are struck by a serious illness or injury, need to take care of an ill or ailing relative, and for certain military connected events. If workers experience multiple events in a year, they may be eligible to receive up to 16 weeks, or up to 18 weeks if the employee experiences a serious health condition with a pregnancy that results in incapacity.

Objective and scope of Work:
The Department requires a firm to provide immediate on demand access to the services of a full-service advertising and/or Public Relations firm to handle the creative design and production of all types of traditional and electronic marketing and advertising materials and the placement of these materials in the most relevant, cost-effective media to reach the intended audiences. The contract will be on an as-needed basis when funding for this type of outreach is available. This firm should have expert in-house resources and/or reliable subcontractor relationships for all campaign planning and management, message/creative development, research and media purchasing.

The Department intends to award *one* contract to provide the services described in this RFP. The Department reserves the right to extend the contract for up to two additional one-year periods.

The full solicitation can be viewed at Washington's Electronic Business Solution (WEBS) at the following link: WEBS. Vendors must first register in WEBS to receive all the solicitation documents, amendments, updates and notifications.

RFP Coordinator

The RFP Coordinator is the sole point of contact in the Department for this procurement. All communication between the Bidder and the Department upon receipt of this RFP shall be with the RFP Coordinator, as follows:

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