

**Washington State
Department of Transportation**

Request For Qualifications

**Toll Division Educational Marketing
and Advertising Services**

Packet B



SHERRY MATTHEWS GROUP



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**SHERRY MATTHEWS
GROUP**

Letter of Transmittal

Washington State Department of Transportation
Request for Qualifications: Toll Division Educational Marketing and Advertising Services

January 31, 2024

Washington State Department of Transportation Toll Division 310 Maple Park Avenue SE
P.O. Box 47300
Olympia, WA 98504-7300

Dear WSDOT Toll Division Evaluation Team:

Sherry Matthews, Inc. dba Sherry Matthews Group is pleased to submit our proposal to the Washington State Department of Transportation (WSDOT) Toll Division for educational marketing and advertising services to inform, educate, and motivate the public on toll projects statewide. As a woman-owned full-service communications firm in business for 40 years, we have a highly successful record of developing groundbreaking public education campaigns for state, federal, and local government agencies. Our capabilities include project management, audience research, strategic planning, creating award-winning advertising in all mediums, placing paid media and negotiating for significant levels of donated media, generating extensive media coverage of campaign issues, crafting social media campaigns, creating highly engaging activation events, and delivering results that often exceed client goals.

Our extensive experience in transportation and tolling makes us an ideal partner to help WSDOT explain how it is working to improve regional mobility through new facilities, and the benefits of tolling, and how express toll lanes work. We understand tolling, toll financing, working with state transportation agencies, and communicating to the public about complex issues as we did for the SR 99 Tunnel and the I-405 Express Lanes. Our sub-consultants and partners—the consultancy of Larson Consulting Associates (LCA) and research and public engagement firm of Lund Faucett—bring to our team Washington State-based expertise in transportation and tolling. We are prepared to hit the ground running on the I-405 ETL expansion project, the SR 167 HOT Lanes Pay By Mail project, the Puget Sound Gateway Program, enhancing the *Good to Go!* brand, and other projects WSDOT needs. Thanks to the comprehensive marketing and advertising campaigns we developed on your behalf for the I-405 Express Toll Lanes and the SR 99 Tunnel, those projects exceeded their marketing objectives.



I-405 Highlights:

- 130,000 Flex Pass transponders were sold and distributed within a month of road launch, exceeding the goal of 80,000 by 63%.
- Toll pass penetration rates increased 40% within the first month of the campaign.
- After just a few weeks of advertising, 85% of respondents reported hearing about the campaign.

SR 99 Highlights:

- Total awareness reached 86%. Tunnel familiarity reached 76%.
- Awareness that tolls would be charged reached 75%.
- Within two months of toll commencement, 83% of drivers were paying with a *Good To Go!* account, surpassing the goal of 75% within the first year.

We have been the agency of record for the Texas Department of Transportation since 2004 to provide marketing services promoting usage of regional toll roads and TxTag in Central Texas and other areas of the state. We have won the nation's most prestigious marketing awards for our efforts.

In addition, since 2002, we have provided wide-ranging marketing services to Austin's Capital Metropolitan Transportation Authority (CMTA) to launch and promote ongoing use of commuter rail, bus transit, and coming high-capacity bus rapid transit service, as well as to educate and motivate the public about other services and programs.

These long-term engagements speak to the commitment and quality of work we bring to our clients. We value the opportunity to contribute to the vision and goals of WSDOT. Working with our Washington State-based partners LCA and Lund Faucett, we have a long history of success in transportation and tolling work. Together we create attention-getting multimedia campaigns that spur positive action, and we believe we offer WSDOT an unmatched team for statewide toll educational marketing and advertising services.

As President/CEO of Sherry Matthews, Inc., I am legally authorized to commit our agency to the representations in this Request for Qualifications and to the terms and conditions of any contract that will result from it. Our proposal will remain valid for WSDOT's acceptance for a minimum of 120 days after the February 1, 2024, submittal deadline.

Thank you for reviewing our qualifications. If you have any questions or if we can be of assistance in any way during the evaluation process, please do not hesitate to contact Chris Sharman, Senior Vice President at csharman@sherrymatthews.com or 512.750.0595.

Sincerely,

Sherry Matthews
President/CEO



II. SCORING CRITERIA 6: CONTRACTOR CERTIFICATION - WORKERS' RIGHTS

A. Sherry Matthews Group

B. Larson Consulting Associates

C. Lund Faucet

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: ~~2024 Toll Division~~ Educational Marketing and Advertising

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

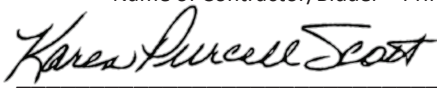
NO MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES. This firm does **NOT** require its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

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: SHERRY MATTHEWS, INC.
Name of Contractor/Bidder – Print full legal entity name of firm

By: 
Signature of authorized person

KAREN PURCELL SCOTT
Print Name of person making certifications for firm

Title: EXECUTIVE VICE PRESIDENT -
Title of person signing certificate

Place: AUSTIN, TEXAS
Print city and state where signed

Date: 02/01/2024

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.

Solicitation Title: 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: Larson Consulting Associates, LLC
Name of Contractor/Bidder – Print full legal entity name of firm

By: 
Signature of authorized person

Catherine Larson
Print Name of person making certifications for firm

Title: CEO
Title of person signing certificate

Place: Tacoma, WA
Print city and state where signed

Date: January 16, 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.

Solicitation Title: 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: Lund Faucett, LLC
Name of Contractor/Bidder – Print full legal entity name of firm

By: Kristin Faucett
Signature of authorized person

 Kristin Faucett
Print Name of person making certifications for firm

Title: Partner
Title of person signing certificate

Place: Seattle, WA -
Print city and state where signed

Date: January 25, 2024



III. SCORING CRITERIA 7: WAGE THEFT PREVENTION CONTRACTOR CERTIFICATION - PROFESSIONAL

A. Sherry Matthews Group

B. Larson Consulting Associates

C. Lund Faucet

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

Prior to awarding contracts, 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: 2024 Toll Division Educational Marketing and Advertising Services

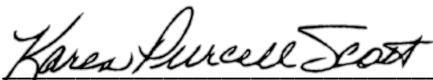
Solicitation Posting Date or Agreement Start Date: 02/01/2024

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: SHERRY MATTHEWS, INC.
Name of Consultant/Contractor – Print full legal entity name of firm

By:  KAREN PURCELL SCOTT
Signature of authorized person Print Name of person making certifications for firm

Title: EXECUTIVE VICE PRESIDENT Place: AUSTIN, TEXAS
Title of person signing certificate 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.

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

Prior to awarding contracts, 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 and Advertising Services
Solicitation Posting Date or Agreement Start Date: 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: Larson Consulting Associates, LLC
Name of Consultant/Contractor – Print full legal entity name of firm

By:  Catherine Larson
Signature of authorized person Print Name of person making certifications for firm

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

Date: January 16, 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.

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

Prior to awarding contracts, 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 Services**

Solicitation Posting Date or Agreement Start Date: **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: Lund Faucett, LLC -
Name of Consultant/Contractor – Print full legal entity name of firm

By: _____ Kristin Faucett -
Signature of authorized person Print Name of person making certifications for firm

Title: Partner Place: Seattle, WA -
Title of person signing certificate Print city and state where signed

Date January 25, 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.



IV. SCORING CRITERIA 8: REFERENCES/PAST PERFORMANCES

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.)

<input type="checkbox"/> Prime <input type="checkbox"/> Sub	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">Start Date</td></tr> <tr><td style="height: 30px;"> </td></tr> </table>	Start Date		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">End Date</td></tr> <tr><td style="height: 30px;"> </td></tr> </table>	End Date		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="text-align: center;">Dollar Amount of Services</td></tr> <tr><td style="height: 30px;"> </td></tr> </table>	Dollar Amount of Services	
Start Date									
End Date									
Dollar Amount of Services									

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?

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

**Washington State
Department of Transportation**

**Performance Evaluation
Completed by Reference**

Consultant Name: The Sherry Matthews Group
Consultant's Project Manager: Chris Sharman/Dandi Wright
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) Marketing Services Contract

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.)

	Start Date	End Date	Dollar Amount of Services
<input checked="" type="checkbox"/> Prime	12/24/02	12/23/24	7,412,313.00
<input type="checkbox"/> Sub			

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?	9.00
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)?	9.00
4. Did the firm meet all of your technical standards and quality expectations?	9.00
5. Was the firm's communication, both oral and written, clear and concise?	9.00
6. Was the firm's project management system effective?	9.00
Total Score	55.00
(Total the score by adding the scores for criterias 1 through 6.)	
Average Score	9.17
(Average the score by dividing the total score by the total number of criteria that was rated.)	

Evaluator Information:		
Firm/Company Name: Capital Metropolitan Transportation Authority		
Evaluator's Name: Cynthia Lucas	Evaluator's Title: Marketing Director	
Firm/Company Address: 2910 E. 5th Street Austin, TX 787902		
Phone: (512) 369-6078	Fax:	Date: 12/20/24

Distribution: Original: Return to Consultant being evaluated; and Rev. 2014
 Copy: Fax to WSDOT at 360-705-6838 or email to wsdotco@wsdot.wa.gov

**Washington State
Department of Transportation**

**Performance Evaluation
Completed by Reference**

Consultant Name: Sherry Matthews
Consultant's Project Manager: Liz Wilde
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) 15/91 Express Lanes Connector

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 10/19/22	End Date 03/30/24	Dollar Amount of Services 500,000.00
<input type="checkbox"/>	Sub			

Performance Evaluation	
Rating Criteria <small>Please rate each criteria on a scale of 1 to 10. 1 being low and 10 being high.</small>	Score <small>1 - Low to 10 - High</small>
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 <small>(Total the score by adding the scores for criterias 1 through 6.)</small>	60.00
Average Score <small>(Average the score by dividing the total score by the total number of criteria that was rated.)</small>	10.00

Evaluator Information:		
Firm/Company Name: Riverside County Transportation Commission		
Evaluator's Name: Silva Mardrussian	Evaluator's Title: Toll Customer Service Manager	
Firm/Company Address: 4080 Lemon Street Riverside, CA 92501		
Phone: (951) 212-3718	Fax:	Date: 01/23/24

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: Sherry Matthews Group
Consultant's Project Manager: Liz Wilde
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) Texas Parks and Wildlife Department, Invasive Species Campaigns

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.)

	Start Date	End Date	Dollar Amount of Services
<input checked="" type="checkbox"/> Prime	09/01/22	08/31/23	490,000.00
<input type="checkbox"/> Sub			

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: Texas Parks and Wildlife Department		
Evaluator's Name: Jorge Amador	Evaluator's Title: Marketing Manager	
Firm/Company Address: 4200 Smith School Rd., Austin, TX 78744		
Phone: (512) 389-8115	Fax:	Date: 01/23/24

Distribution: Original: Return to Consultant being evaluated; and Rev. 2014
 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: Sherry Matthews Group
Consultant's Project Manager: Chris Sharman
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) Click It or Ticket

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 <input type="checkbox"/> Sub	Start Date	End Date	Dollar Amount of Services
	10/01/22	09/30/23	1,600,000.00

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: Texas Department of Transportation		
Evaluator's Name: Michael Terán	Evaluator's Title: Program Manager	
Firm/Company Address: 6230 E. Stassney Lane, Austin, Texas 78744		
Phone: (512) 994-5516	Fax:	Date: 01/29/24

Distribution: Original: Return to Consultant being evaluated; and Rev. 2014
 Copy: Fax to WSDOT at 360-705-6838 or email to wsdotcso@wsdot.wa.gov



V. SCORING CRITERIA 9: COST FACTORS

A. Sherry Matthews Group

B. Larson Consulting Associates

C. Lund Faucet

Proposed Billing Rates

Date: 1/16/2024

Company Name: Larson Consulting Associates, LLC

Address: 3710 N. 35th ST

City / State / Zip: Tacoma, WA 98407

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
Catherine Larson, Director	\$ 300.00
Bailey Lopp, Consultant	\$ 180.08
Anna Bae, Associate	\$ 110.00
Steven Daily, Associate	\$ 110.00

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 CEO



Proposed Billing Rates

Date: January 25, 2024

Company Name: Lund Faucett, LLC

Address: 411 University Street, Suite 1200

City / State / Zip: Seattle, WA 98101

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
Kristin Faucett and Vanessa Lund, Partner	\$ 285.00
Ellen Pepin-Cato, Senior Associate	\$ 220.00
Calvin Rogers, Associate	\$ 160.00
Latifa Idbella, Administration	\$ 75.00

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 *Kristin Faucett*

Title Partner



VI. CONSULTANT INFORMATION FORMS

A. Sherry Matthews Group

B. Larson Consulting Associates

C. Lund Faucet

Consultant Information Form

Firm Name: SHERRY MATTHEWS, INC.		FYE Date: 10/31	Number of Employees: 59
Address: 4200 Marathon Blvd., Suite 300			
City: Austin	State: Texas	Zip Code: 78756	County: Travis
Phone: 512-478-4397	Fax: 512-478-4978	Company Web Site: sherrymatthews.com	
Remit to Address: 4200 Marathon Blvd., Suite 300			
City: Austin	State: Texas	Zip Code: 78756	County: Travis
Phone: 512-478-4397		Fax: 512-478-4978	
Statewide Vendor Number (SWV) for Remit to Address: SWV0162096-00		Federal Tax ID Number or Social Security Number: 74-2297338	
Unified Business Identifier Number (UBI): 603-324-503		Date Universal Numbering System (DUNS) Number: 112698253	
Year Firm Established: 1983	UDBE/SBE/MSVWBE Certification Number::	NAICS Code & Code Name: 541810 Advertising Agencies	
Proposed Project Manager: Chris Sharman		Email: csharman@sherrymatthews.com	
Financial Contact: Wardaleen Belvin		Email: wbelvin@sherrymatthews.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: Larson Consulting Associates		FYE Date: 12/31	Number of Employees: 6
Address: 3710 N 35th ST			
City: Tacoma	State: WA	Zip Code: 98407	County: Pierce
Phone: 206.979.7974	Fax: N/A	Company Web Site: www.Larson.Consulting	
Remit to Address: 3710 N 35th ST			
City: Tacoma	State: WA	Zip Code: 98407	County: Pierce
Phone: 206.979.7974	Fax: N/A		
Statewide Vendor Number (SWV) for Remit to Address: SW024499300		Federal Tax ID Number or Social Security Number: 47-3311464	
Unified Business Identifier Number (UBI): 603-482-483		Date Universal Numbering System (DUNS) Number:	
Year Firm Established: 2015	UDBE/SBE/MSVWBE Certification Number:: W2F0024749	NAICS Code & Code Name: 541611	
Proposed Project Manager: Catherine Larson		Email: catherine@larson.consulting	
Financial Contact: Catherine Larson		Email: catherine@larson.consulting	

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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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.

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Consultant Information Form

Firm Name: Lund Faucett, LLC		FYE Date: 12/31/24	Number of Employees: 4
Address: 411 University Street, Suite 1200			
City: Seattle	State: WA	Zip Code: 98101	County: King
Phone: 206-910-6471	Fax: N/A	Company Web Site: lundfaucett.com	
Remit to Address: 411 University Street Suite 1200			
City: Seattle	State: WA	Zip Code: 98101	County: King
Phone: 206-910-6471		Fax: N/A	
Statewide Vendor Number (SWV) for Remit to Address:		Federal Tax ID Number or Social Security Number: 82-5158502	
Unified Business Identifier Number (UBI): 604266097		Date Universal Numbering System (DUNS) Number: 118099864	
Year Firm Established: 2018	UDBE/SBE/MSVWBE Certification Number:. W2F0026931	NAICS Code & Code Name: <small>541618 Other Management Consulting Service 541820 Public relations consulting services 541910 Pu</small>	
Proposed Project Manager: Kristin Faucett		Email: kris@lundfaucett.com	
Financial Contact: Vanessa Lund		Email: vanessa@lundfaucett.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.

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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.