

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

MOTION NO. 24-486

MOTION AUTHORIZING THE EXECUTIVE TO SIGN AMENDMENT NO. 1 FOR A
COMMUNICATIONS CAMPAIGN WITH QUINN THOMAS, LLC

WHEREAS, Snohomish County, through its Health Department, has the need to develop a communications campaign about opioid/substance use and overdose to audiences for diverse populations; and

WHEREAS, the Health Department previously entered into an Agreement with Quinn Thomas, LLC, for a communications campaign and wish to continue these services; and

WHEREAS, Quinn Thomas, LLC, has expertise in developing creative concepts for and marketing strategy that include messaging that resonates with target audiences; and

WHEREAS, the Snohomish County Health Department currently engages in public health education and health literacy work; and

WHEREAS, these services are core public health services that the Snohomish County Health Department performs; and

WHEREAS, Quinn Thomas, LLC, and Snohomish County wish to enter into Amendment No. 1 in an amount not to exceed \$75,000.00;

NOW, THEREFORE, ON MOTION, the County Council hereby authorizes the Executive to sign an amendment with Quinn Thomas, LLC, in substantially the form as that attached hereto as Exhibit A.

PASSED this 18th day of December, 2024.

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington



Council Chair

ATTEST:



Deputy Clerk of the Council

EXHIBIT A

AMENDMENT NO. 1 TO AGREEMENT BETWEEN SNOHOMISH COUNTY AND QUINN THOMAS, LLC

This Amendment No. 1 is made and entered into on the 31st day of December, 2024, between SNOHOMISH COUNTY, hereinafter called "County," and QUINN THOMAS, LLC, hereinafter called the "Contractor."

WHEREAS, the Parties hereto have previously entered into an agreement (the "Original Agreement") for Contractor to develop communications materials for opioid and substance use overdose prevention; and

WHEREAS, both parties desire to amend the total amount and extend the term of the Original Agreement;

NOW THEREFORE, in consideration of the terms, conditions, covenants and performance contained herein or attached and incorporated, and made a part hereof, the parties hereto agree as follows:

1. Section 2 of the Original Agreement is hereby amended in its entirety to read as follows:

Term of Agreement; Time and Performance. This Agreement shall be effective upon full execution of this Agreement by the parties (the "Effective Date") and shall terminate on August 31, 2025, PROVIDED, HOWEVER, that the term of this Agreement may be extended or renewed for up to four (4) additional one (1) year terms, at the sole discretion of the County, by written notice from the County to the Contractor. The Contractor shall commence work upon the Effective Date and shall complete the work required by this Agreement no later than August 31, 2025, PROVIDED, HOWEVER, that the County's obligations after December 31, 2024, are contingent upon local legislative appropriation of necessary funds for this specific purpose in accordance with the County Charter and applicable law.

2. Section 3f of the Original Agreement is hereby amended in its entirety to read as follows:

Contract Maximum. Total charges under this Agreement, all fees and expenses included, shall not exceed \$150,000 (ONE HUNDRED FIFTY THOUSAND DOLLARS) for the initial term of this Agreement (excluding extensions or renewals, if any).

3. Schedule A to the Original Agreement remains effective for work completed under the Original Agreement through December 31, 2024. Thereafter, beginning January 1, 2025, Schedule A1, attached hereto and incorporated herein by this reference, shall be in effect.
4. Schedule B to the Original Agreement remains effective for work completed under the Original Agreement through December 31, 2024. Thereafter, beginning January 1, 2025, Schedule B1, attached hereto and incorporated herein by this reference, shall be in effect.
5. All other terms and conditions of the Original Agreement shall remain in full force and effect except as expressly modified by this Amendment No. 1.

IN WITNESS THEREOF, Contractor has caused this Amendment No. 1 to the Original Agreement, to be executed by its Partner, and the County has caused this Amendment No. 1 to be executed by its Executive, each of whom have authority to bind their respective entities.

SNOHOMISH COUNTY

Harper, Lacey

Digitally signed by Harper,
Lacey
Date: 2024.12.19 11:33:46
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County Executive Director

Date

QUINN THOMAS, LLC



11/12/24

Rick Thomas
Partner

Date

Schedule A1
Scope of Services

January 1, 2025 to August 31, 2025

In tandem with the County's Health Department, Contractor will develop an equitable, non-stigmatizing, and non-judgmental communications campaign about opioid/substance use and overdose to audiences that include BIPOC community members, community members whose first language is not English, and culturally diverse populations as follows:

Phase I: Campaign Planning

Timeline: 8 weeks

- A. **Marketing Strategy:** Kickoff 2025 scope of services, identifying marketing plan/creative assets based on 2024 performance. The strategy will include updates to goals, objectives, target audience profiles, tone of voice, and key messages as needed based performance of ads generated in the previous scope of services, Schedule A. Updates to any visual and verbal attributes will be captured in the Creative Brief. County can request up to two rounds of review and edits.
- B. Begin developing user-generated videos (UGC) work. County will source and identify partners/creators for videos. Quinn Thomas will begin working with the partners/creators to develop a script and guidance for each of the UGC videos. The UGC videos will be recorded by each of the partners/creators.
- C. Develop a program to invite community members to contribute to the campaign's art or messaging.
- D. **Phase Deliverables:**
 - a. Refreshed creative brief that includes visual and verbal attributes to guide the development of the creative development phase
 - b. Finalized marketing plan and creative strategy
 - c. Regularly scheduled meetings weekly or as needed with County representative during planning
 - d. Monthly progress reports

Phase II: Campaign Development

Timeline: 8 weeks

- A. **Creative Strategy:** Based on the marketing strategy and creative direction deliverables in Phase I.D, Contractor will refresh and develop 5 top-performing 2024 ads in English and Spanish, for a total of 20 ads across social media and digital banner ads. The creative concepts will reflect the marketing strategy and include messaging that resonates with the target audiences. County can request up to two rounds of review.
- B. Contractor will develop 4-5 Vietnamese ads (*paid for reach and distribution to be determined*)
- C. Produce two 15 second user-generated videos – 1 Spanish interview and 1 English interview.
- D. **Community Partner Outreach:** Contractor will consult up to three community organizations with which the County has existing relationships for feedback on the effectiveness of the draft campaign materials and ads before finalizing for distribution. County will have final review and may make edit requests prior to completion of assets.
- E. **Phase Deliverables:**
 - a. Five digital social ads and five digital banner ads for 25 assets in English and two other priority languages
 - b. Two 15 second user-generated videos, 1 Spanish and 1 English
 - c. Regularly scheduled weekly meetings, or as needed with County representative during planning
 - d. Monthly progress reports

Phase III: Campaign Activation, Management & Reporting

Timeline: 12 weeks

- A. **Paid Media Buy:** Contractor will create a list of online sites for the campaign to be posted and will share with the County prior to placement for approval. Contractor will also provide the County with their plan to geotarget the online ads to the target audiences. Contractor's paid media team will design, place, and optimize a 90-day online digital banner and social media campaign. Total paid media placement costs will be \$25,000 over the twelve weeks.
- B. **Analysis & Optimization:** Contractor's paid media team will evaluate the campaign biweekly and optimize the spending based on performance. Contractor will work with the County to identify the metrics that will be included in the evaluation.
- C. **Reporting/Deliverable:** Contractor will deliver biweekly reporting updates of the live campaign metrics dashboard and a comprehensive end of campaign (90-day) report of the identified metrics to evaluate, showcasing the campaign's performance and the impact on the overarching goals.
- D. **Deliverables:**
 - a. Report of 90-day campaign including all places media is placed, for how long, the target audience(s) for each ad, and how the ads were targeted to the target audience.
 - b. Samples of collateral material to be shared with community organizations
 - c. Regularly scheduled meetings weekly or as needed with County representative during planning
 - d. Monthly progress reports

Schedule B1
Compensation

January 1, 2025 to August 31, 2025 billing

Description	Fee	Due Date
Phase I completion including: <ul style="list-style-type: none">• Deliverables as more fully described in Phase I.D	\$10,000	February 28, 2025
Phase II completion including: <ul style="list-style-type: none">• Deliverables as more fully described in Phase II.E	\$25,000	April 30, 2025
Phase III completion including: <ul style="list-style-type: none">• Deliverables as more fully described in Phase III.D	\$25,000 for completion of Phase III.A \$15,000 for completion of Phase III.B and Phase III.C	August 31, 2025