

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington

MOTION NO. 22-388

MOTION AUTHORIZING THE COUNTY EXECUTIVE TO EXECUTE AN
INTERGOVERNMENTAL SERVICES CONTRACT WITH WASHINGTON STATE
UNIVERSITY AT \$74,310 FOR ADVERTISING AND MAINTENANCE OF THE
TAKEFLIGHTSNOHOMISH.ORG WEBSITE

WHEREAS, Snohomish County Code Chapter 3.04.140 (1) provides that contracts for intergovernmental services shall be awarded and approved by the county council; and

WHEREAS, Snohomish County would like to establish the website takeflightsnoco.org as an up-to-date educational source for the community, a way to improve program partnerships and enrollment and develop the next generation of workers; and

WHEREAS, Washington State University shall create, update, and maintain the website and provide a digital marketing plan to the County;

NOW, THEREFORE, ON MOTION, the Snohomish County Council authorizes the County Executive to sign a contract with Washington State University for \$74,310.00 in the form attached hereto.

PASSED this 20th day of September, 2022.

SNOHOMISH COUNTY COUNCIL
Snohomish County, Washington



Council Chair

ATTEST:



Asst. Clerk of the Council

CONSULTANT: Washington State University
CONTACT PERSON: Corrie Wilder, Executive Director
ADDRESS: 915 N. Broadway
Everett, WA 98201
FEDERAL TAX ID NUMBER/U.B.I. NUMBER: 91-6001108
TELEPHONE/FAX NUMBER: 425-405-1776
COUNTY DEPT: Executive Office
DEPT. CONTACT PERSON: Terry Ryan
TELEPHONE/FAX NUMBER: 425.388.5128
PROJECT: Marketing & Website Consulting
(Special Projects)
AMOUNT: NTE \$74,310.00
FUND SOURCE: _____
CONTRACT DURATION: September 1, 2022 through December 31, 2023

AGREEMENT FOR PROFESSIONAL SERVICES

THIS AGREEMENT (the “Agreement”) is made by and between SNOHOMISH COUNTY, a political subdivision of the State of Washington (the “County”) and Washington State University a state institution of higher education organized and existing under Chapter 28B.30 RCW (the “WSU” or “Contractor”). In consideration of the mutual benefits and covenants contained herein, the parties agree as follows:

1. Purpose of Agreement; Scope of Services. The purpose of this Agreement is to provide Marketing & Advertising Consulting Services for the Recruiting, & Retention of Aerospace Workforce on an as-needed basis to Snohomish County. The scope of services is as defined in **Schedule A** attached hereto and by this reference made a part hereof.

The services shall be performed in accordance with the requirements of this Agreement and with generally accepted practices prevailing in the western Washington region in the occupation or industry in which the Contractor practices or operates at the time the services are performed. The Contractor shall perform the work in a timely manner and in accordance with the terms of this Agreement. Any materials or equipment used by the Contractor in connection with performing the services shall be of good quality. The Contractor represents that it is fully qualified to perform the services to be performed under this Agreement in a competent and professional manner.

The Contractor will prepare and present status reports and other information regarding performance of the Agreement as the County may request.

2. Term of Agreement; Time of Performance. This Agreement shall be effective upon September 1, 2022 (the “Effective Date”) and shall terminate on December 31, 2023 PROVIDED, HOWEVER, that the term of this Agreement may be extended or renewed for an additional one (1) year term, at the sole discretion of the County, by written notice from the County to the Contractor. The Contractor shall commence work as an when directed by the County after the Effective Date and shall complete the work required by this Agreement no later than December 31, 2022 PROVIDED, HOWEVER, that the County’s obligations after December 31, 2022 are contingent upon local legislative appropriation of necessary funds for this specific purpose in accordance with the County Charter and applicable law.

3. Compensation.

a. Services. The County will pay the Contractor for services as and when set forth in **Schedule B**, which is attached hereto and by this reference made a part of this Agreement.

b. Overhead and Expenses. The Contractor’s compensation for services set forth in Section 3a above includes overhead and expenses and no separate claims for reimbursement of overhead or expenses will be allowed under this Agreement.

c. Invoices. The contractor shall issue invoices no more frequently than monthly. Each invoice shall include an itemization of the dates on which services were provided, including the number of hours and a brief description of the work performed on each such date. Subject to Section 8 of this Agreement, the County will pay such invoices within thirty (30) calendar days of receipt.

d. Payment. The County’s preferred method of payment under this contract is electronic using the County’s “e-Payable” system with Bank of America. The Contractor is highly encouraged to take advantage of the electronic payment method.

In order to utilize the electronic payment method, the Contractor shall email SnocoEpayables@snoco.org and indicate it was awarded a contract with Snohomish County and will be receiving payment through the County’s e-Payable process. The Contractor needs to provide contact information (name, phone number and email address). The Contractor will be contacted by a person in the Finance Accounts Payable group and assisted with the enrollment process. This should be done as soon as feasible after County award of a contract or purchase order, but not exceeding ten (10) business days.

Department approved invoices received in Finance will be processed for payment within seven calendar days for e-Payable contractors. Invoices are processed for payment by Finance two times a week for contractors who have selected the e-Payable payment option.

In the alternative, if the Contractor does not enroll in the electronic (“e-Payable”) payment method described above, contract payments will be processed by Finance with the issuance of paper checks or, if available, an alternative electronic method. Alternative payment methods, other than e-Payables, will be processed not more than 30 days from receipt of department approved invoices to Finance.

THE COUNTY MAY MAKE PAYMENTS FOR PURCHASES UNDER THIS CONTRACT USING THE COUNTY’S VISA PURCHASING CARD (PCARD).

Upon acceptance of payment, the Contractor waives any claims for the goods or services covered by the Invoice. No advance payment shall be made for the goods or services furnished by Contractor pursuant to this Contract.

e. Contract Maximum. Total charges under this Agreement, all fees and expenses included, shall not exceed \$74,310.00 for the initial term of this Agreement (excluding extensions or renewals, if any).

4. Independent Contractor. The Contractor agrees that Contractor will perform the services under this Agreement as an independent contractor and not as an agent, employee, or servant of the County. This Agreement neither constitutes nor creates an employer-employee relationship. The parties agree that the Contractor is not entitled to any benefits or rights enjoyed by employees of the County. The Contractor specifically has the right to direct and control Contractor's own activities in providing the agreed services in accordance with the specifications set out in this Agreement. The County shall only have the right to ensure performance. Nothing in this Agreement shall be construed to render the parties partners or joint venturers.

The Contractor shall furnish, employ and have exclusive control of all persons to be engaged in performing the Contractor's obligations under this Agreement (the "Contractor personnel"), and shall prescribe and control the means and methods of performing such obligations by providing adequate and proper supervision. Such Contractor personnel shall for all purposes be solely the employees or agents of the Contractor and shall not be deemed to be employees or agents of the County for any purposes whatsoever. With respect to Contractor personnel, the Contractor shall be solely responsible for compliance with all rules, laws and regulations relating to employment of labor, hours of labor, working conditions, payment of wages and payment of taxes, including applicable contributions from Contractor personnel when required by law.

Because it is an independent contractor, the Contractor shall be responsible for all obligations relating to federal income tax, self-employment or FICA taxes and contributions, and all other so-called employer taxes and contributions including, but not limited to, industrial insurance (workers' compensation). The Contractor agrees to indemnify, defend and hold the County harmless from any and all claims, valid or otherwise, made to the County because of these obligations.

The Contractor assumes full responsibility for the payment of all payroll taxes, use, sales, income, or other form of taxes, fees, licenses, excises or payments required by any city, county, federal or state legislation which are now or may during the term of the Agreement be enacted as to all persons employed by the Contractor and as to all duties, activities and requirements by the Contractor in performance of the work under this Agreement. The Contractor shall assume exclusive liability therefor, and shall meet all requirements thereunder pursuant to any rules or regulations that are now or may be promulgated in connection therewith.

5. Ownership. Copyright in all material created by WSU and paid for by County as part of this agreement shall be the property of the State of Washington. Both County and University may use these materials, and permit others to use them, for any purpose consistent

with their respective missions as agencies of the State of Washington. This material includes, but is not limited to: books, computer programs, documents, films, pamphlets, reports, sound reproductions, studies, surveys, tapes, and/or training materials. Material which University provides and uses to perform this agreement but which is not created for or paid for by County shall be owned by University or such other party as determined by Copyright Law and/or University's internal policies; however, for any such materials, University hereby grants (or, if necessary and to the extent reasonably possible, shall obtain and grant) a perpetual, unrestricted, royalty free, non-exclusive license to County to use the material for County purposes."

6. Changes. No changes or additions shall be made in this Agreement except as agreed to by both parties, reduced to writing and executed with the same formalities as are required for the execution of this Agreement.

7. County Contact Person. The assigned contact person (or project manager) for the County for this Agreement shall be:

Name: Terry Ryan
Title: Aerospace Economic Development Director
Department: Airport
Telephone: 425.388.5128
Email: terry.ryan@co.snohomish.wa.us

8. County Review and Approval. When the Contractor has completed any discrete portion of the services, the Contractor shall verify that the work is free from errors and defects and otherwise conforms to the requirements of this Agreement. The Contractor shall then notify the County that said work is complete. The County shall promptly review and inspect the work to determine whether the work is acceptable. If the County determines the work conforms to the requirements of this Agreement, the County shall notify the Contractor that the County accepts the work. If the County determines the work contains errors, omissions, or otherwise fails to conform to the requirements of this Agreement, the County shall reject the work by providing the Contractor with written notice describing the problems with the work and describing the necessary corrections or modifications to same. In such event, the Contractor shall promptly remedy the problem or problems and re-submit the work to the County. The Contractor shall receive no additional compensation for time spent correcting errors. Payment for the work will not be made until the work is accepted by the County. The Contractor shall be responsible for the accuracy of work even after the County accepts the work.

If the Contractor fails or refuses to correct the Contractor's work when so directed by the County, the County may withhold from any payment otherwise due to the Contractor an amount that the County in good faith believes is equal to the cost the County would incur in correcting the errors, in re-procuring the work from an alternate source, and in remedying any damage caused by the Contractor's conduct.

9. Subcontracting and Assignment. The Contractor shall not subcontract, assign, or delegate any of the rights, duties or obligations covered by this Agreement without prior express written consent of the County. Any attempt by the Contractor to subcontract, assign, or delegate

any portion of the Contractor's obligations under this Agreement to another party in violation of the preceding sentence shall be null and void and shall constitute a material breach of this Agreement.

10. Records and Access; Audit; Ineligible Expenditures. The Contractor shall maintain adequate records to support billings. Said records shall be maintained for a period of seven (7) years after completion of this Agreement by the Contractor. The County or any of its duly authorized representatives shall have access at reasonable times to any books, documents, papers and records of the Contractor which are directly related to this Agreement for the purposes of making audit examinations, obtaining excerpts, transcripts or copies, and ensuring compliance by the County with applicable laws. Expenditures under this Agreement, which are determined by audit to be ineligible for reimbursement and for which payment has been made to the Contractor, shall be refunded to the County by the Contractor.

11. Indemnification. Each party to this Agreement agrees to be responsible for the liabilities arising out of their own conduct and the conduct of their officers, employees, and agents.

12. Insurance Requirements. Self insured, omitted.

13. County Non-discrimination. It is the policy of the County to reject discrimination which denies equal treatment to any individual because of his or her race, creed, color, national origin, families with children, sex, marital status, sexual orientation, age, honorably discharged veteran or military status, or the presence of any sensory, mental, or physical disability or the use of a trained dog guide or service animal by a person with a disability as provided in Washington's Law against Discrimination, Chapter 49.60 RCW, and the Snohomish County Human Rights Ordinance, Chapter 2.460 SCC. These laws protect against specific forms of discrimination in employment, credit transactions, public accommodation, housing, county facilities and services, and county contracts.

The Contractor shall comply with the substantive requirements of Chapter 2.460 SCC, which are incorporated herein by this reference. Execution of this Agreement constitutes a certification by the Contractor of the Contractor's compliance with the requirements of Chapter 2.460 SCC. If the Contractor is found to have violated this provision, or to have furnished false or misleading information in an investigation or proceeding conducted pursuant to this Agreement or Chapter 2.460 SCC, this Agreement may be subject to a declaration of default and termination at the County's discretion. This provision shall not affect the Contractor's obligations under other federal, state, or local laws against discrimination.

14. Federal Non-discrimination. Snohomish County assures that no persons shall on the grounds of race, color, national origin, or sex as provided by Title VI of the Civil Rights Act of 1964 (Pub. L. No. 88-352), as amended, and the Civil Rights Restoration Act of 1987 (Pub. L. No. 100-259) be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any County sponsored program or activity. Snohomish County further assures that every effort will be made to ensure nondiscrimination in all of its programs and activities, whether those programs and activities are federally funded or not.

15. Compliance with Other Laws. The Contractor shall comply with all other applicable federal, state and local laws, rules, and regulations in performing this Agreement.

16. Compliance with Grant Terms and Conditions. The Contractor shall comply with any and all conditions, terms and requirements of any federal, state or other grant, if any, that wholly or partially funds the Contractor's work hereunder.

17. Prohibition of Contingency Fee Arrangements. The Contractor warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the Contractor, to solicit or secure this Agreement and that it has not paid or agreed to pay any company or person, other than a bona fide employee working solely for the Contractor, any fee, commission, percentage, brokerage fee, gifts or any other consideration, contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, the County shall have the right to terminate this Agreement without liability or, in its discretion, to deduct from the Agreement price or consideration, or otherwise recover, the full amount of such fee, commission, percentage, brokerage fee, gift or contingent fee.

18. Force Majeure. If either party is unable to perform any of its obligations under this Agreement as a direct result of an unforeseeable event beyond that party's reasonable control, including but not limited to an act of war, act of nature (including but not limited to earthquake and flood), embargo, riot, sabotage, labor shortage or dispute (despite due diligence in obtaining the same), or governmental restriction imposed subsequent to execution of the Agreement (collectively, a "force majeure event"), the time for performance shall be extended by the number of days directly attributable to the force majeure event. Both parties agree to use their best efforts to minimize the effects of such failures or delays.

19. Suspension of Work. The County may, at any time, instruct the Contractor in writing to stop work effective immediately, or as directed, pending either further instructions from the County to resume the work or a notice from the County of breach or termination under Section 21 of this Agreement.

20. Non-Waiver of Breach; Termination.

a. The failure of the County to insist upon strict performance of any of the covenants or agreements contained in this Agreement, or to exercise any option conferred by this Agreement, in one or more instances shall not be construed to be a waiver or relinquishment of those covenants, agreements or options, and the same shall be and remain in full force and effect.

b. If the Contractor breaches any of its obligations hereunder, and fails to cure the same within ten (10) business days of written notice to do so by the County, the County may terminate this Agreement, in which case the County shall pay the Contractor only for the services and corresponding reimbursable expenses, if any, accepted by the County in accordance with Sections 3 and 8 hereof.

Agreement. The Contractor shall promptly give written notice to the County of any judicial proceeding seeking disclosure of such information.

23. Public Records Act. This Agreement and all public records associated with this Agreement shall be available from the County for inspection and copying by the public where required by the Public Records Act, Chapter 42.56 RCW (the "Act"). To the extent that public records then in the custody of the Contractor are needed for the County to respond to a request under the Act, as determined by the County, the Contractor agrees to make them promptly available to the County. If the Contractor considers any portion of any record provided to the County under this Agreement, whether in electronic or hard copy form, to be protected from disclosure under law, the Contractor shall clearly identify any specific information that it claims to be confidential or proprietary. If the County receives a request under the Act to inspect or copy the information so identified by the Contractor and the County determines that release of the information is required by the Act or otherwise appropriate, the County's sole obligations shall be to notify the Contractor (a) of the request and (b) of the date that such information will be released to the requester unless the Contractor obtains a court order to enjoin that disclosure pursuant to RCW 42.56.540. If the Contractor fails to timely obtain a court order enjoining disclosure, the County will release the requested information on the date specified.

The County has, and by this section assumes, no obligation on behalf of the Contractor to claim any exemption from disclosure under the Act. The County shall not be liable to the Contractor for releasing records not clearly identified by the Contractor as confidential or proprietary. The County shall not be liable to the Contractor for any records that the County releases in compliance with this section or in compliance with an order of a court of competent jurisdiction.

Each party shall respond to public records requests received by that party. If a party receives a request for a record that the party has used, but does not possess, the party shall: a) provide a copy of the request to the other party and identify the specific record sought; and b) notify the requester that the public records request has been forwarded to the other party for the specific record. Upon receipt of a forwarded request, a party, in good faith, shall promptly respond to the forwarded request as a public records request from the requester for the specific record sought, provided that the date for responding to the requestor by the party receiving the forwarded request pursuant to RCW 42.56.520, shall be based on the date the forwarded request is received by the party.

24. Interpretation. This Agreement and each of the terms and provisions of it are deemed to have been explicitly negotiated by the parties. The language in all parts of this Agreement shall, in all cases, be construed according to its fair meaning and not strictly for or against either of the parties hereto. The captions and headings of this Agreement are used only for convenience and are not intended to affect the interpretation of the provisions of this Agreement. This Agreement shall be construed so that wherever applicable the use of the singular number shall include the plural number, and vice versa, and the use of any gender shall be applicable to all genders.

25. Complete Agreement. This Agreement constitutes the entire understanding of the parties. Any written or verbal agreements that are not set forth herein or incorporated herein by reference are expressly excluded.

26. Conflicts between Attachments and Text. Should any conflicts exist between any attached exhibit or schedule and the text or main body of this Agreement, the text or main body of this Agreement shall prevail.

27. No Third Party Beneficiaries. The provisions of this Agreement are for the exclusive benefit of the County and the Contractor. This Agreement shall not be deemed to have conferred any rights, express or implied, upon any third parties.

27. Governing Law; Venue. This Agreement shall be governed by the laws of the State of Washington. The venue of any action arising out of this Agreement shall be in the Superior Court of the State of Washington, in and for Snohomish County.

29. Severability. Should any clause, phrase, sentence or paragraph of this agreement be declared invalid or void, the remaining provisions of this Agreement shall remain in full force and effect.

30. Authority. Each signatory to this Agreement represents that he or she has full and sufficient authority to execute this Agreement on behalf of the County or the Contractor, as the case may be, and that upon execution of this Agreement it shall constitute a binding obligation of the County or the Contractor, as the case may be.

31. Survival. Those provisions of this Agreement that by their sense and purpose should survive expiration or termination of the Agreement shall so survive.

32. Execution in Counterparts. This Agreement may be executed in counterparts, each of which shall constitute an original and all of which shall constitute one and the same Agreement.

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Schedule A

SCOPE OF SERVICES

Take Flight Snohomish Project Details:

Project Name:	Take Flight Snohomish County website advertising and maintenance
Prepared by:	Corrie Wilder, Executive Director, Marketing & Communications, WSU Everett
Date:	September 1st, 2022

Project Overview

Establish the website takeflightsnoco.org as an up-to-date educational source for the community, a way to improve program partnerships and enrollment and develop the next generation of workers. To achieve these goals, it is imperative to conduct regular reviews and ongoing maintenance and efficiently market this resource to the community.

Scope of Work

1. **Ongoing reviews**
 - a. Find and fix technical errors like misspellings, broken links, missing metadata, and slow page load times.
 - b. Improve the user experience through security updates, audience insights, and software updates.
 - c. Improve search engine optimization, specifically keyword reviews and checking for Google algorithm updates and adjusting for changes.
 - d. Adjust for changing audience needs, for example, data analysis may show a need for greater focus on the mobile experience.
 - e. Account for growth and changes in core capabilities and value proposition of the Snohomish County Aerospace Taskforce.
2. **Routine maintenance**
 - a. Update content regularly, including the program database, resource pages, and a blog.
 - b. Create new graphics and written content.
 - c. Evolve brand and keep up with design trends.
 - d. Maintain a working backup and staging area.
 - e. Monitor, track, and analyze data; and
 - f. Promote brand image.
3. **Marketing the Take Flight Snohomish County initiative**
 - a. Meeting regularly with stakeholders (program partners, high school counselors, PTA/PTO, P-20 council, and CTE advisory committee).
 - b. Provide search engine optimization on-page (content, metadata, structure, responsiveness) and off-page (who's linking to us, engagement we're getting).
 - c. Promote social media efforts, most likely Twitter, LinkedIn, Facebook, and Instagram.
 - d. Archive blog content.
 - e. Lead generation and email marketing campaigns.
 - f. Provide PPC advertising.
 - g. Create peachjar flyers.

D. Timeline

Date	Milestone
September 1, 2022	<ul style="list-style-type: none"> • Digital advertising plan delivered • Website updates and maintenance begins • Contact with all outside advertising vendors (radio, OOH, Peachjar) begins
September 30, 2022	<ul style="list-style-type: none"> • Website content updates complete. • Content development for paid social media complete.

	<ul style="list-style-type: none"> • Content development for first six months of organic social media complete.
October 15, 2022	<ul style="list-style-type: none"> • Artwork and content for all print and digital advertising campaigns complete. • Content for radio advertising complete.
November 1, 2022	<ul style="list-style-type: none"> • Website phase 2 development complete. • Production of all print, radio, and OOH materials delivered. • Raid social and Google ads setup
November 30, 2022	<ul style="list-style-type: none"> • Print and OOH advertising launched. • Paid social and Google ads launched. • Organic social media content launched - begins to run. • Content development for last six months of organic social media complete.
December 31, 2022	<ul style="list-style-type: none"> • First digital ad reporting delivered. • Website maintenance completed.

Deliverables completed by December 31, 2022.

Schedule B

COMPENSATION

Deliverables shall be in accordance with Schedule A. All work shall be billed at the below rates and at no point shall the total combined cost exceed (NTE) **\$74,310.00**.

All invoices and work must be approved by Snohomish County Aerospace Economic Development Director or County Executive or a designated representative.

Job Title	Estimated Hours	Rate Per Hour	Total payment
Print/OOH Ad Manager	139.6	\$100.00	\$13,960.00
Digital Ad Manager	165.00	\$120.00	\$19,800.00
Content Creator	150.00	\$85.00	\$6,800.00
Web Developer	120.00	\$100.00	\$12,000.00
Social Media Manager	150.00	\$85.00	\$12,750.00
Designer/Art Director	120.00	\$75.00	\$9,000.00
TOTALS			\$74,310.00