



Request for Proposal to Provide Marketing/Communication Services

Background:

Northwest Regional Council (NWRC) is an association of county governments that has been serving the people of the North Sound region (Island, San Juan, Skagit, and Whatcom Counties) since 1971. We are a local municipal agency and are governed by a board of directors that is composed of two elected officials from each member county.

NWRC has grown significantly over the last several years and we have added many new programs. Our current programs include the following:

Care Management

- **Behavioral Health (BH) Program:** In-home counseling from a trained clinician.
- **Case Management:** Administration of in-home personal care & household assistance.
- **Care Coordination:** Assistance with health system navigation/coordination.

Community Programs

- **Aging & Disability Resources:** Information & referral assistance to community resources.
- **Family Caregiver Support Program:** Support for unpaid family & friend caregivers.
- **Residential Services Coordination:** Information & support for the residents at two Bellingham Housing Authority apartment buildings.
- **Tribal Outreach Program:** Program liaison with Title VI Tribes, including the Lummi, Nooksack, Tulalip, Swinomish, Samish, Sauk-Suiattle, and Upper Skagit tribal communities.

Jail Health

Provides medically necessary, integrated healthcare to individuals housed in the Whatcom County Jail and the minimum security Work Center.

Non-Emergency Medical Transportation (NEMT)

NEMT consists of non-ambulance transportation to covered medical services.

Other (Contracted) Programs

- **Foundational Community Supports:** Provides tenancy supportive housing services for individuals who meet certain risk-based criteria.
- **Home and Community Based Services:** Works with contracted providers who offer supports to individuals that allow the person to remain in the home.
- **Kinship Navigator & Kinship Caregiver Support Program:** Offers community resources and support to kinship caregivers (family or fictive kin) caring for children who are not their own.
- **Nutrition Services:** Provides congregate and home-delivered meals (Meals-on-Wheels) that are delivered to the homes of participants in most communities.
- **Senior Legal Services:** Assists older adults in advocating for their rights, benefits, and entitlements with a range of services from advice and drafting of simple legal documents to representation in complex litigation.
- **Volunteer Services Program:** Offers qualifying adults in need of assistance help with household tasks (grocery shopping, laundry, yard work) and transportation.

The overall goal with this marketing/communication project is to identify an agency that can provide a cohesive redesign of our website and marketing/communication material and explore potential social media options for our agency.

Over the next decade, we want to develop a cohesive brand identity, streamline our marketing/communication, and develop a long-term strategy for providing information access to the greater community.

Requirements:

This potential marketing/communication services provider must be able to:

- Recommend a solid branding strategy.
- Provide a redesign to our current website.
- Revamp our marketing/communication materials:
 - Including brochures, informational packets, and other print material.

Ideally this company should also be able to:

- Provide targeted social media strategies and ongoing social media services.

Process:

Please provide NWRC with a complete description of the abilities of the provider, highlighting the requirements, the provider's capabilities and experience. Materials must identify the costs for any products and service, including the cost of any on-going service agreements. Please provide examples of past projects and contact information of past customers for verification of customer satisfaction and customer service response.

Information must be submitted to: NWRCprograms@dshs.wa.gov and received no later than close of business, Friday, September 25, 2020. Materials will be assessed as to their overall cost, qualifications, and responsiveness. The provider(s) deemed most appropriate for NWRC needs will be contacted for next steps. NWRC's goal is to have an agreement in place by November 1, 2020 and implementation of the marketing/communication redesign by January 1, 2021.

For additional information contact:

Elizabeth Anderson, Health & Human Services Planner
600 Lakeway Drive
Bellingham WA 98225
360-676-6749
elizabeth.anderson@dshs.wa.gov