

| WHATCOM COUNTY CONTRACT INFORMATION SHEET | | | | Whatcom County Contract No. 202102022 | |
|---|--|--|--|--|-----------------------------|
| Originating Department: | | | 85 Health | | |
| Division/Program: (i.e. Dept. Division and Program) | | | 8510 Administration / 851000 Administration | | |
| Contract or Grant Administrator: | | | Melissa Morin | | |
| Contractor's / Agency Name: | | | DH | | |
| Is this a New Contract? | | If not, is this an Amendment or Renewal to an Existing Contract? | | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | If Amendment or Renewal, (per WCC 3.08.100 (a)) Original Contract #: | | | |
| Does contract require Council Approval? | | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | If No, include WCC: 3.08.100 | |
| Already approved? Council Approved Date: | | | (Exclusions see: Whatcom County Codes 3.06.010, 3.08.090 and 3.08.100) | | |
| Is this a grant agreement? | | If yes, grantor agency contract number(s): | | CFDA#: | 21.019 |
| Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> | | | | |
| Is this contract grant funded? | | If yes, Whatcom County grant contract number(s): | | 201801023 | |
| Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | | | | |
| Is this contract the result of a RFP or Bid process? | | | Contract Cost Center: | | 660430 |
| Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> | If yes, RFP and Bid number(s): 21-03 | | | |
| Is this agreement excluded from E-Verify? | | | No <input checked="" type="checkbox"/> | Yes <input type="checkbox"/> | |
| If YES, indicate exclusion(s) below: | | | | | |
| <input type="checkbox"/> Professional services agreement for certified/licensed professional. | | | | | |
| <input type="checkbox"/> Contract work is for less than \$100,000. | | | <input type="checkbox"/> Contract for Commercial off the shelf items (COTS). | | |
| <input type="checkbox"/> Contract work is for less than 120 days. | | | <input type="checkbox"/> Work related subcontract less than \$25,000. | | |
| <input type="checkbox"/> Interlocal Agreement (between Governments). | | | <input type="checkbox"/> Public Works - Local Agency/Federally Funded FHWA. | | |
| Contract Amount:(sum of original contract amount and any prior amendments): | | | Council approval required for; all property leases, contracts or bid awards exceeding \$40,000 , and professional service contract amendments that have an increase greater than \$10,000 or 10% of contract amount, whichever is greater, except when : | | |
| \$ | 200,000 | | 1. Exercising an option contained in a contract previously approved by the council. | | |
| This Amendment Amount: | | | 2. Contract is for design, construction, r-o-w acquisition, prof. services, or other capital costs approved by council in a capital budget appropriation ordinance. | | |
| \$ | | | 3. Bid or award is for supplies. | | |
| Total Amended Amount: | | | 4. Equipment is included in Exhibit "B" of the Budget Ordinance | | |
| \$ | | | 5. Contract is for manufacturer's technical support and hardware maintenance of electronic systems and/or technical support and software maintenance from the developer of proprietary software currently used by Whatcom County. | | |
| Summary of Scope: This contract provides funding for the development of a social marketing campaign geared toward youth and the spread of COVID-19. | | | | | |
| Term of Contract: | | 5 Months | | Expiration Date: 06/30/2021 | |
| Contract Routing: | | 1. Prepared by: JT | | Date: | 01/28/2021 |
| | | 2. Health Budget Approval: KR/JG | | Date: | 02/05/2021 |
| | | 3. Attorney signoff: RB | | Date: | 01/29/2021 |
| | | 4. AS Finance reviewed: BBennett | | Date: | 02/11/2021 |
| | | 5. IT reviewed (if IT related): | | Date: | |
| | | 6. Contractor approved: | | Date: | |
| | | 7. Submitted to Exec.: JT | | Date: | 02/24/2021 |
| | | 8. Council approved (if necessary): AB2021-125 | | Date: | 02/23/2021 |
| | | 9. Executive signed: | | Date: | |
| | | 10. Original to Council: | | Date: | |



MEMORANDUM

TO: Satpal Sidhu, County Executive
FROM: Erika Lautenbach, Director
RE: DH – COVID-19 IRL Social Marketing Campaign Phase II Contract
DATE: February 24, 2021

Attached is a contract between Whatcom County and DH for your review and signature.

▪ **Background and Purpose**

The purpose of this contract is to broaden existing efforts to communicate with young adults ages 18-26 in Whatcom County about COVID-19, using a social marketing framework. As of January 27, 2021, the COVID-19 case rate among those 18-25 is the second highest rate of all ages in Whatcom County, at 235 cases per 100,000 people in the prior two weeks. Those ages 26-39 have the highest rate, at 289 cases per 100,000 people in the prior two weeks.

The intent of this campaign is to educate young adults and influence them to adopt behaviors that will reduce the spread of COVID-19 and maintain masking and social distancing practices through the vaccination phase of the pandemic. This population is least likely to be engaged through traditional local government communication channels and faces unique barriers and motivators that influence their behavior relative to COVID-19. Implementing a tailored social marketing campaign plan and messaging platform will allow us to better reach this key population.

▪ **Funding Amount and Source**

Funding for this contract may not exceed \$200,000. Funds under the Contract are made available and are subject to Section 601(a) of the Social Security Act, as amended by section 5001 of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) and Title V and VI of the CARES Act. This project was supported by a grant awarded by the US Department of the Treasury. Grant funds are administered by the Local Government Coronavirus Relief Fund thru the Washington State Department of Health Emergency Preparedness & Response COVID-19 Local CARES (CFDA 21.019). These funds are included in the 2021 budget. Council approval is required as funding exceeds \$40,000.

▪ **Differences from Previous Contract**

This is a new contract, however, Phase 1 of this project was completed by DH on December 30, 2020 (WC contract #202010025) and includes the creation of a campaign strategy, messaging platform, and brand identity. Phase II will require the Contractor to implement the campaign strategy in collaboration with student and staff communications professionals from higher educational institutes in Whatcom County.

Please contact Kathleen Roy at extension #6007 if you have any questions regarding this agreement.

Encl.



Whatcom County Contract No.
202102022

**CONTRACT FOR SERVICES
Between Whatcom County and DH**

DH, hereinafter called **Contractor** and Whatcom County, hereinafter referred to as **County**, agree and contract as set forth in this Agreement, including:

- General Conditions, pp. 3 to 10,
- Exhibit A (Scope of Work), pp. 11 to 12,
- Exhibit B (Compensation), pp. 13 to 14.

Copies of these items are attached hereto and incorporated herein by this reference as if fully set forth herein.

The term of this Agreement shall commence on the 1st day of February, 2021, and shall, unless terminated or renewed as elsewhere provided in the Agreement, terminate on the 30th day of June, 2021.

The general purpose or objective of this Agreement is to **implement the 'COVID-19 IRL' campaign**, as more fully and definitively described in Exhibit A hereto. The language of Exhibit A controls in case of any conflict between it and that provided here.

The maximum consideration for the initial term of this agreement or for any renewal term shall not exceed \$200,000. The Contract Number, set forth above, shall be included on all billings or correspondence in connection therewith.

Contractor acknowledges and by signing this contract agrees that the Indemnification provisions set forth in Paragraphs 11.1, 21.1, 30.1, 31.2, 32.1, 34.2, and 34.3, if included, are totally and fully part of this contract and have been mutually negotiated by the parties.

Each person signing this Contract represents and warrants that he or she is duly authorized and has legal capacity to execute and deliver this Contract.

IN WITNESS WHEREOF, the parties have executed this Agreement this ____ day of 2/24/2021, 2021.

CONTRACTOR:

DH
315 W Riverside Avenue, Suite 200
Spokane, WA 99201

Each signatory below to this Contract warrants that he/she is the authorized agent of the respective party; and that he/she has the authority to enter into the contract and to bind the party thereto.

DocuSigned by:
 2/24/2021

 Michelle Hege, CEO

WHATCOM COUNTY:
Recommended for Approval:

DocuSigned by:
Erika Lautenbach 2/24/2021
955C651A30374BD...

Erika Lautenbach, Director Date

Approved as to form:
DocuSigned by:
Royce Buckingham 2/24/2021
1EE5DDBD9542404...

Royce Buckingham, Prosecuting Attorney Date

Approved:
Accepted for Whatcom County:
DocuSigned by:
Satpal Sidhu 2/24/2021
By: _____
2372A1F2A59A4FD...
Satpal Singh Sidhu, Whatcom County Executive

CONTRACTOR INFORMATION:

DH
315 W Riverside Avenue, Suite 200
Spokane, WA 99201
509-444-2350
michelle@wearedh.com

GENERAL CONDITIONS

Series 00-09: Provisions Related to Scope and Nature of Services

0.1 Scope of Services:

The Contractor agrees to provide to the County services and any materials as set forth in the project narrative identified as Exhibit "A", during the agreement period. No material, labor, or facilities will be furnished by the County, unless otherwise provided for in the Agreement.

Series 10-19: Provisions Related to Term and Termination

10.1 Term:

Services provided by Contractor prior to or after the term of this contract shall be performed at the expense of Contractor and are not compensable under this contract unless both parties hereto agree to such provision in writing. The term of this Agreement may be extended by mutual agreement of the parties; provided, however, that the Agreement is in writing and signed by both parties.

10.2 Extension:

The duration of this Agreement may be extended by mutual written consent of the parties, for a period of up to one year, and for a total of no longer than three years.

11.1 Termination for Default:

If the Contractor defaults by failing to perform any of the obligations of the contract or becomes insolvent or is declared bankrupt or commits any act of bankruptcy or insolvency or makes an assignment for the benefit of creditors, the County may, by depositing written notice to the Contractor in the U.S. mail, first class postage prepaid, terminate the contract, and at the County's option, obtain performance of the work elsewhere. Termination shall be effective upon Contractor's receipt of the written notice, or within three (3) days of the mailing of the notice, whichever occurs first. If the contract is terminated for default, the Contractor shall not be entitled to receive any further payments under the contract until all work called for has been fully performed. Any extra cost or damage to the County resulting from such default(s) shall be deducted from any money due or coming due to the Contractor. The Contractor shall bear any extra expenses incurred by the County in completing the work, including all increased costs for completing the work, and all damage sustained, or which may be sustained by the County by reason of such default.

11.2 Termination for Reduction in Funding:

In the event that funding from State, Federal or other sources is withdrawn, reduced, or limited in any way after the effective date of this Agreement, and prior to its normal completion, the County may summarily terminate this Agreement as to the funds withdrawn, reduced, or limited, notwithstanding any other termination provisions of this Agreement. If the level of funding withdrawn, reduced or limited is so great that the County deems that the continuation of the programs covered by this Agreement is no longer in the best interest of the County, the County may summarily terminate this Agreement in whole, notwithstanding any other termination provisions of this Agreement. Termination under this section shall be effective upon receipt of written notice as specified herein, or within three days of the mailing of the notice, whichever occurs first.

11.3 Termination for Public Convenience:

The County may terminate the Agreement in whole or in part whenever the County determines, in its sole discretion, that such termination is in the interests of the County. Whenever the Agreement is terminated in accordance with this paragraph, the Contractor shall be entitled to payment for actual work performed at unit contract prices for completed items of work. An equitable adjustment in the contract price for partially completed items of work will be made, but such adjustment shall not include provision for loss of anticipated profit on deleted or uncompleted work. Termination of this Agreement by the County at any time during the term, whether for default or convenience, shall not constitute breach of contract by the County.

Series 20-29: Provisions Related to Consideration and Payments

20.1 Accounting and Payment for Contractor Services:

Payment to the Contractor for services rendered under this Agreement shall be as set forth in Exhibit "B." Where Exhibit "B" requires payments by the County, payment shall be based upon written claims supported, unless otherwise provided in Exhibit "B," by documentation of units of work actually performed and amounts earned, including, where appropriate, the actual number of days worked each month, total number of hours for the month, and the total dollar payment requested, so as to comply with municipal auditing requirements.

Unless specifically stated in Exhibit "B" or approved in writing in advance by the official executing this Agreement for the County or his designee (hereinafter referred to as the "Administrative Officer") the County will not reimburse the Contractor for any costs or expenses incurred by the Contractor in the performance of this contract. Where required, the County shall, upon receipt of appropriate documentation, compensate the Contractor, no more often than monthly, in accordance with the County's customary procedures, pursuant to the fee schedule set forth in Exhibit "B."

21.1 Taxes:

The Contractor understands and acknowledges that the County will not withhold Federal or State income taxes. Where required by State or Federal law, the Contractor authorizes the County to withhold for any taxes other than income taxes (i.e., Medicare). All compensation received by the Contractor will be reported to the Internal Revenue Service at the end of the calendar year in accordance with the applicable IRS regulations. It is the responsibility of the Contractor to make the necessary estimated tax payments throughout the year, if any, and the Contractor is solely liable for any tax obligation arising from the Contractor's performance of this Agreement. The Contractor hereby agrees to indemnify the County against any demand to pay taxes arising from the Contractor's failure to pay taxes on compensation earned pursuant to this Agreement.

The County will pay sales and use taxes imposed on goods or services acquired hereunder as required by law. The Contractor must pay all other taxes, including, but not limited to, Business and Occupation Tax, taxes based on the Contractor's gross or net income, or personal property to which the County does not hold title. The County is exempt from Federal Excise Tax.

22.1 Withholding Payment:

In the event the County's Administrative Officer determines that the Contractor has failed to perform any obligation under this Agreement within the times set forth in this Agreement, then the County may withhold from amounts otherwise due and payable to Contractor the amount determined by the County as necessary to cure the default, until the Administrative Officer determines that such failure to perform has been cured. Withholding under this clause shall not be deemed a breach entitling Contractor to termination or damages, provided that the County promptly gives notice in writing to the Contractor of the nature of the default or failure to perform, and in no case more than 10 days after it determines to withhold amounts otherwise due. A determination of the Administrative Officer set forth in a notice to the Contractor of the action required and/or the amount required to cure any alleged failure to perform shall be deemed conclusive, except to the extent that the Contractor acts within the times and in strict accord with the provisions of the Disputes clause of this Agreement. The County may act in accordance with any determination of the Administrative Officer which has become conclusive under this clause, without prejudice to any other remedy under the Agreement, to take all or any of the following actions: (1) cure any failure or default, (2) to pay any amount so required to be paid and to charge the same to the account of the Contractor, (3) to set off any amount so paid or incurred from amounts due or to become due the Contractor. In the event the Contractor obtains relief upon a claim under the Disputes clause, no penalty or damages shall accrue to Contractor by reason of good faith withholding by the County under this clause.

23.1 Labor Standards:

The Contractor agrees to comply with all applicable state and federal requirements, including but not limited to those pertaining to payment of wages and working conditions, in accordance with RCW 39.12.040, the Prevailing Wage Act; the Americans with Disabilities Act of 1990; the Davis-Bacon Act; and the Contract Work Hours and Safety Standards Act providing for weekly payment of prevailing wages, minimum overtime pay, and providing that no laborer or mechanic shall be required to work in surroundings or under conditions which are unsanitary, hazardous, or dangerous to health and safety as determined by regulations promulgated by the Federal Secretary of Labor and the State of Washington.

Series 30-39: Provisions Related to Administration of Agreement

30.1 Independent Contractor:

The Contractor's services shall be furnished by the Contractor as an independent contractor, and nothing herein contained shall be construed to create a relationship of employer-employee or master-servant, but all payments made hereunder and all services performed shall be made and performed pursuant to this Agreement by the Contractor as an independent contractor.

The Contractor acknowledges that the entire compensation for this Agreement is specified in Exhibit "B" and the Contractor is not entitled to any benefits including, but not limited to: vacation pay, holiday pay, sick leave pay, medical, dental, or other insurance benefits, or any other rights or privileges afforded to employees of the County. The Contractor represents that he/she/it maintains a separate place of business, serves clients other than the County, will report all income and expense accrued under this contract to the Internal Revenue Service, and has a tax account with the State of Washington Department of Revenue for payment of all sales and use and Business and Occupation taxes collected by the State of Washington.

Contractor will defend, indemnify and hold harmless the County, its officers, agents or employees from any loss or expense, including, but not limited to, settlements, judgments, setoffs, attorneys' fees or costs incurred by reason of claims or demands because of breach of the provisions of this paragraph

30.2 Assignment and Subcontracting:

The performance of all activities contemplated by this agreement shall be accomplished by the Contractor. No portion of this contract may be assigned or subcontracted to any other individual, firm or entity without the express and prior written approval of the County.

30.3 No Guarantee of Employment:

The performance of all or part of this contract by the Contractor shall not operate to vest any employment rights whatsoever and shall not be deemed to guarantee any employment of the Contractor or any employee of the Contractor or any subcontractor or any employee of any subcontractor by the County at the present time or in the future.

31.1 Ownership of Items Produced and Public Records Act:

All writings, programs, data, public records or other materials prepared by the Contractor and/or its consultants or subcontractors, in connection with performance of this Agreement, shall be the sole and absolute property of the County. If the Contractor creates any copyrightable materials or invents any patentable property, the Contractor may copyright or patent the same, but the County retains a royalty-free, nonexclusive and irrevocable license to reproduce, publish, recover, or otherwise use the materials or property and to authorize other governments to use the same for state or local governmental purposes. Contractor further agrees to make research, notes, and other work products produced in the performance of this Agreement available to the County upon request.

Ownership. Any and all data, writings, programs, public records, reports, analyses, documents, photographs, pamphlets, plans, specifications, surveys, films or any other materials created, prepared, produced, constructed, assembled, made, performed or otherwise produced by the Contractor or the Contractor's subcontractors or consultants for delivery to the County under this Contract shall be the sole and absolute property of the County. Such property shall constitute "work made for hire" as defined by the U.S. Copyright Act of 1976, 17 U.S.C. § 101, and the ownership of the copyright and any other intellectual property rights in such property shall vest in the County at the time of its creation. Ownership of the intellectual property includes the right to copyright, patent, and register, and the ability to transfer these rights. Material which the Contractor uses to perform this Contract but is not created, prepared, constructed, assembled, made, performed or otherwise produced for or paid for by the County is owned by the Contractor and is not "work made for hire" within the terms of this Agreement.

Public Records Act. This Contract and all records associated with this Contract shall be available 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 at no cost 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.

The Contractor shall be liable to the requester for any and all fees, costs, penalties or damages imposed or alleged as a result of the Contractor's failure to provide adequate or timely records.

This provision and the obligations it establishes shall remain in effect after the expiration of this contract.

31.2 Patent/Copyright Infringement:

Contractor will defend and indemnify the County from any claimed action, cause or demand brought against the County, to the extent such action is based on the claim that information supplied by the Contractor infringes any patent or copyright. The Contractor will pay those costs and damages attributable to any such claims that are finally awarded against the County in any action. Such defense and payments are conditioned upon the following:

A. The Contractor shall be notified promptly in writing by the County of any notice of such claim.

B. Contractor shall have the right, hereunder, at its option and expense, to obtain for the County the right to continue using the information, in the event such claim of infringement, is made, provided no reduction in performance or loss results to the County.

32.1 Confidentiality:

The Contractor, its employees, subcontractors, and their employees shall maintain the confidentiality of all information provided by the County or acquired by the Contractor in performance of this Agreement, except upon the prior written consent of the County or an order entered by a court after having acquired jurisdiction over the County. Contractor shall immediately give to the County notice of any judicial proceeding seeking disclosure of such information. Contractor shall indemnify and hold harmless the County, its officials, agents or employees from all loss or expense, including, but not limited to, settlements, judgments, setoffs, attorneys' fees and costs resulting from Contractor's breach of this provision.

33.1 Right to Review:

This contract is subject to review by any Federal, State or County auditor. The County or its designee shall have the right to review and monitor the financial and service components of this program by whatever means are deemed expedient by the Administrative Officer or by the County Auditor's Office. Such review may occur with or without notice and may include, but is not limited to, on-site inspection by County agents or employees, inspection of all records or other materials which the County deems pertinent to the Agreement and its performance, and any and all communications with or evaluations by service recipients under this Agreement. The Contractor shall preserve and maintain all financial records and records relating to the performance of work under this Agreement for three (3) years after contract termination, and shall make them available for such review, within Whatcom County, State of Washington, upon request. Contractor also agrees to notify the Administrative Officer in advance of any inspections, audits, or program review by any individual, agency, or governmental unit whose purpose is to review the services provided within the terms of this Agreement. If no advance notice is given to the Contractor, then the Contractor agrees to notify the Administrative Officer as soon as it is practical.

34.1 Insurance: Not Applicable

34.3 Defense & Indemnity Agreement:

To the fullest extent permitted by law, the Contractor agrees to indemnify, defend and hold the County and its departments, elected and appointed officials, employees, agents and volunteers, harmless from and against any and all claims, damages, losses and expenses, including but not limited to court costs, attorney's fees, and alternative dispute resolution costs, for any personal injury, for any bodily injury, sickness, disease, or death and for any damage to or destruction of any property (including the loss of use resulting therefrom) which: 1) are caused in whole or in part by any error, act or omission, negligent or otherwise, of the Contractor, its employees, agents or volunteers or Contractor's subcontractors and their employees, agents or volunteers; or 2) directly or indirectly arise out of or occur in connection with performance

of this Contract or 3) are based upon the Contractor's or its subcontractors' use of, presence upon, or proximity to the property of the County. This indemnification obligation of the Contractor shall not apply in the limited circumstance where the claim, damage, loss, or expense is caused by the sole negligence of the County.

Should a court of competent jurisdiction determine that this contract is subject to RCW 4.24.115, then in the event of concurrent negligence of the Contractor, its subcontractors, employees or agents, and the County, its employees or agents, this indemnification obligation of the Contractor shall be valid and enforceable only to the extent of the negligence of the Contractor, its subcontractors, employees, and agents. This indemnification obligation of the Contractor shall not be limited in any way by the Washington State Industrial Insurance Act, RCW Title 51, or by application of any other workmen's compensation act, disability benefit act or other employee benefit act, and the Contractor hereby expressly waives any immunity afforded by such acts.

It is further provided that no liability shall attach to the County by reason of entering into this contract, except as expressly provided herein. The parties specifically agree that this Contract is for the benefit of the parties only and this Contract shall create no rights in any third party. The County reserves the right, but not the obligation, to participate in the defense of any claim, damages, losses, or expenses, and such participation shall not constitute a waiver of Contractor's indemnity obligations under this Agreement.

In the event the Contractor enters into subcontracts to the extent allowed under this Contract, the Contractor's subcontractors shall indemnify the County on a basis equal to or exceeding Contractor's indemnity obligations to the County. The Contractor shall pay all attorney's fees and expenses incurred by the County in establishing and enforcing the County's rights under this indemnification provision, whether or not suit was instituted.

The Contractor agrees all Contractor's indemnity obligations shall survive the completion, expiration or termination of this Agreement. The foregoing indemnification obligations of the Contractor are a material inducement to County to enter into this Agreement and are reflected in the Contractor's compensation.

By signing this contract, the Contractor acknowledges that it has freely negotiated and agreed to the indemnification requirements to defend, indemnify and hold harmless the County from all claims and suits including those brought against the County by the Contractor's own employees, arising from this contract.

35.1 Non-Discrimination in Employment:

The County's policy is to provide equal opportunity in all terms, conditions and privileges of employment for all qualified applicants and employees without regard to race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability, or veteran status. The Contractor shall comply with all laws prohibiting discrimination against any employee or applicant for employment on the grounds of race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability, or veteran status, except where such constitutes a bona fide occupational qualification.

Furthermore, in those cases in which the Contractor is governed by such laws, the Contractor shall take affirmative action to insure that applicants are employed, and treated during employment, without regard to their race, color, creed, religion, national origin, sex, age, marital status, sexual orientation, disability, or veteran status, except where such constitutes a bona fide occupational qualification. Such action shall include, but not be limited to: advertising, hiring, promotions, layoffs or terminations, rate of pay or other forms of compensation benefits, selection for training including apprenticeship, and participation in recreational and educational activities. In all solicitations or advertisements for employees placed by them or on their behalf, the Contractor shall state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex or national origin.

The foregoing provisions shall also be binding upon any subcontractor, provided that the foregoing provision shall not apply to contracts or subcontractors for standard commercial supplies or raw materials, or to sole proprietorships with no employees.

35.2 Non-Discrimination in Client Services:

The Contractor shall not discriminate on the grounds of race, color, creed, religion, national origin, sex, age, marital status, sexual orientation, disability, or veteran status; or deny an individual or business any service or benefits under this Agreement; or subject an individual or business to segregation or separate treatment in any manner related to his/her/its receipt any service or services or other benefits provided under this Agreement; or deny an individual or business an opportunity to participate in any program provided by this Agreement.

36.1 Waiver of Noncompetition:

Contractor irrevocably waives any existing rights which it may have, by contract or otherwise, to require another person or corporation to refrain from submitting a proposal to or performing work or providing supplies to the County, and contractor further promises that it will not in the future, directly or indirectly, induce or solicit any person or corporation to refrain from submitting a bid or proposal to or from performing work or providing supplies to the County.

36.2 Conflict of Interest:

If at any time prior to commencement of, or during the term of this Agreement, Contractor or any of its employees involved in the performance of this Agreement shall have or develop an interest in the subject matter of this Agreement that is potentially in conflict with the County's interest, then Contractor shall immediately notify the County of the same. The notification of the County shall be made with sufficient specificity to enable the County to make an informed judgment as to whether or not the County's interest may be compromised in any manner by the existence of the conflict, actual or potential. Thereafter, the County may require the Contractor to take reasonable steps to remove the conflict of interest. The County may also terminate this contract according to the provisions herein for termination.

37.1 Administration of Contract:

This Agreement shall be subject to all laws, rules, and regulations of the United States of America, the State of Washington, and political subdivisions of the State of Washington. The Contractor also agrees to comply with applicable federal, state, county or municipal standards for licensing, certification and operation of facilities and programs, and accreditation and licensing of individuals.

The County hereby appoints, and the Contractor hereby accepts, the Whatcom County Executive, and his or her designee, as the County's representative, hereinafter referred to as the Administrative Officer, for the purposes of administering the provisions of this Agreement, including the County's right to receive and act on all reports and documents, and any auditing performed by the County related to this Agreement. The Administrative Officer for purposes of this agreement is:

Melissa Morin, Program Specialist

37.2 Notice:

Any notices or communications required or permitted to be given by this Contract must be (i) given in writing and (ii) personally delivered or mailed, by prepaid, certified mail or overnight courier, or transmitted by electronic mail transmission (including PDF), to the party to whom such notice or communication is directed, to the mailing address or regularly-monitored electronic mail address of such party as follows:

To: Whatcom County
Melissa Morin, Program Specialist
509 Girard Street
Bellingham, WA 98225
360-778-6022
MMorin@co.whatcom.wa.us

To: DH
Nico Archer, MSC, Vice President
315 W Riverside Avenue, Suite 200
Spokane, WA 99201
509-444-2350
nicoa@wearedh.com

Any such notice or communication shall be deemed to have been given on (i) the day such notice or communication is personally delivered, (ii) three (3) days after such notice or communication is mailed by prepaid certified or registered mail, (iii) one (1) working day after such notice or communication is sent by overnight courier, or (iv) the day such

notice or communication is sent electronically, provided that the sender has received a confirmation of such electronic transmission. A party may, for purposes of this Agreement, change his, her or its address, email address or the person to whom a notice or other communication is marked to the attention of, by giving notice of such change to the other party pursuant to this Section.

37.3 If agreed by the parties, this Contract may be executed by Email transmission and PDF signature and Email transmission and PDF signature shall constitute an original for all purposes.

38.1 Certification of Public Works Contractor's Status under State Law:

If applicable, Contractor certifies that it has fully met the responsibility criteria required of public works contractors under RCW 39.04.350 (1), which include: (a) having a certificate of registration in compliance with RCW 18.27; (b) having a current state unified business identifier number; (c) if applicable, having industrial insurance coverage for its employees working in Washington as required in Title 51 RCW, an employment security department number as required in Title 50 RCW, and a state excise tax registration number as required in Title 82 RCW; and (d) not being disqualified from bidding on any public works contract under RCW 39.06.010 or 39.12.065 (3).

38.2 Certification Regarding Federal Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions:

If applicable, the Contractor further certifies, by executing this contract, that neither it nor its principles is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or Agency.

The Contractor also agrees that it shall not knowingly enter into any lower tier covered transactions (a transaction between the Contractor and any other person) with a person who is proposed for debarment, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, and the Contractor agrees to include this clause titled "Certification Regarding Federal Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transaction" without modification, in all lower tier covered transactions and in all solicitations for lower tier transactions.

The "Excluded Parties List System in the System for Award Management (SAM) website is available to research this information at WWW.SAM.GOV. Contractor shall immediately notify Whatcom County if, during the term of this Contract, Contractor becomes debarred.

38.3 E-Verify:

The E-Verify contractor program for Whatcom County applies to contracts of \$100,000 or more and sub contracts for \$25,000 or more if the primary contract is for \$100,000 or more. If applicable, Contractor represents and warrants that it will, for at least the duration of this contract, register and participate in the status verification system for all newly hired employees. The term "employee" as used herein means any person that is hired to perform work for Whatcom County. As used herein, "status verification system" means the Illegal Immigration Reform and Immigration Responsibility Act of 1996 that is operated by the United States Department of Homeland Security, also known as the E-Verify Program, or any other successor electronic verification system replacing the E-Verify Program. Contractor/Seller agrees to maintain records of such compliance and, upon request of the County, to provide a copy of each such verification to the County. Contractor/Seller further represents and warrants that any person assigned to perform services hereunder meets the employment eligibility requirements of all immigration laws of the State of Washington. Contractor/Seller understands and agrees that any breach of these warranties may subject Contractor/Seller to the following: (a) termination of this Agreement and ineligibility for any Whatcom County contract for up to three (3) years, with notice of such cancellation/termination being made public. In the event of such termination/cancellation, Contractor/Seller would also be liable for any additional costs incurred by the County due to contract cancellation or loss of license or permit." Contractor will review and enroll in the E-Verify program through this website: www.uscis.gov

Series 40-49: Provisions Related to Interpretation of Agreement and Resolution of Disputes

40.1 Modifications:

Either party may request changes in the Agreement. Any and all agreed modifications, to be valid and binding upon either party, shall be in writing and signed by both of the parties.

40.2 Contractor Commitments, Warranties and Representations:

Any written commitment received from the Contractor concerning this Agreement shall be binding upon the Contractor, unless otherwise specifically provided herein with reference to this paragraph. Failure of the Contractor to fulfill such a commitment shall render the Contractor liable for damages to the County. A commitment includes, but is not limited to, any representation made prior to execution of this Agreement, whether or not incorporated elsewhere herein by reference, as to performance of services or equipment, prices or options for future acquisition to remain in effect for a fixed period, or warranties.

41.1 Severability:

If any term or condition of this contract or the application thereof to any person(s) or circumstances is held invalid, such invalidity shall not affect other terms, conditions or applications which can be given effect without the invalid term, condition or application. To this end, the terms and conditions of this contract are declared severable.

41.2 Waiver:

Waiver of any breach or condition of this contract shall not be deemed a waiver of any prior or subsequent breach. No term or condition of this contract shall be held to be waived, modified or deleted except by an instrument, in writing, signed by the parties hereto. The failure of the County to insist upon strict performance of any of the covenants and agreements of this Agreement, or to exercise any option herein conferred in any one or more instances, shall not be construed to be a waiver or relinquishment of any such, or any other covenants or agreements, but the same shall be and remain in full force and effect.

42.1 Disputes:

a. General:

Differences between the Contractor and the County, arising under and by virtue of the Contract Documents, shall be brought to the attention of the County at the earliest possible time in order that such matters may be settled or other appropriate action promptly taken. Except for such objections as are made of record in the manner hereinafter specified and within the time limits stated, the records, orders, rulings, instructions, and decisions of the Administrative Officer shall be final and conclusive.

b. Notice of Potential Claims:

The Contractor shall not be entitled to additional compensation which otherwise may be payable, or to extension of time for (1) any act or failure to act by the Administrative Officer or the County, or (2) the happening of any event or occurrence, unless the Contractor has given the County a written Notice of Potential Claim within ten (10) days of the commencement of the act, failure, or event giving rise to the claim, and before final payment by the County. The written Notice of Potential Claim shall set forth the reasons for which the Contractor believes additional compensation or extension of time is due, the nature of the cost involved, and insofar as possible, the amount of the potential claim. Contractor shall keep full and complete daily records of the work performed, labor and material used, and all costs and additional time claimed to be additional.

c. Detailed Claim:

The Contractor shall not be entitled to claim any such additional compensation, or extension of time, unless within thirty (30) days of the accomplishment of the portion of the work from which the claim arose, and before final payment by the County, the Contractor has given the County a detailed written statement of each element of cost or other compensation requested and of all elements of additional time required, and copies of any supporting documents evidencing the amount or the extension of time claimed to be due.

d. Arbitration:

Other than claims for injunctive relief, temporary restraining order, or other provisional remedy to preserve the status quo or prevent irreparable harm, brought by a party hereto (which may be brought either in court or pursuant to this arbitration provision), and consistent with the provisions hereinabove, any claim, dispute or controversy between the parties under, arising out of, or related to this Contract or otherwise, including issues of specific performance, shall be determined by arbitration in Bellingham, Washington, under the applicable American Arbitration Association (AAA) rules in effect on the date hereof, as modified by this Agreement. There shall be one arbitrator selected by the parties within ten (10) days of the arbitration demand, or if not, by the AAA or any other group having similar credentials. Any issue about whether a claim is covered by this Contract shall be determined by the arbitrator. The arbitrator shall apply substantive law and may award injunctive relief, equitable relief (including specific performance), or any other remedy available from a judge but shall not have the power to award punitive damages. Each Party shall pay all their own costs, attorney fees and expenses

of arbitration and the parties shall share equally in the Arbitrator's fees and costs. The decision of the arbitrator shall be final and binding and an order confirming the award or judgment upon the award may be entered in any court having jurisdiction. The parties agree that the decision of the arbitrator shall be the sole and exclusive remedy between them regarding any dispute presented or pled before the arbitrator. At the request of either party made not later than forty-five (45) days after the arbitration demand, the parties agree to submit the dispute to nonbinding mediation, which shall not delay the arbitration hearing date; provided, that either party may decline to mediate and proceed with arbitration.

Any arbitration proceeding commenced to enforce or interpret this Contract shall be brought within six years after the initial occurrence giving rise to the claim, dispute, or issue for which arbitration is commenced, regardless of the date of discovery or whether the claim, dispute, or issue was continuing in nature. Claims, disputes, or issues arising more than six years prior to a written request or demand for arbitration issued under this Contract are not subject to arbitration.

- e. The parties may agree in writing signed by both parties that a claim or dispute may be brought in Whatcom County Superior Court rather than mediation or arbitration.

Unless otherwise specified herein, this Contract shall be governed by the laws of Whatcom County and the State of Washington.

43.1 Venue and Choice of Law:

In the event that any litigation should arise concerning the construction or interpretation of any of the terms of this Agreement, the venue of such action of litigation shall be in the courts of the State of Washington in and for the County of Whatcom. This Agreement shall be governed by the laws of the State of Washington.

44.1 Survival:

The provisions of paragraphs 11.1, 11.2, 11.3, 21.1, 22.1, 30.1, 31.1, 31.2, 32.1, 33.1, 34.2, 34.3, 36.1, 40.2, 41.2, 42.1, and 43.1, if utilized, shall survive, notwithstanding the termination or invalidity of this Agreement for any reason.

45.1 Entire Agreement:

This written Agreement, comprised of the writings signed or otherwise identified and attached hereto, represents the entire Agreement between the parties and supersedes any prior oral statements, discussions or understandings between the parties.

EXHIBIT "A"
(SCOPE OF WORK)

DH will support Whatcom County Health Department (WCHD) and Whatcom County Higher Educational Institutes [Western Washington University (WWU), Bellingham Technical College (BTC), Whatcom Community College (WCC)], and their regional youth and community partner organizations with the strategic implementation of the "COVID-19 IRL (In Real Life)" campaign, a social change marketing approach to prevent the spread of COVID-19 in Whatcom County, particularly among young adults ages 18 – 26.

Task 1 – Paid Media Buys

The paid media approach will be informed by the target audience's demographics and media-consumption habits and behaviors.

- The Contractor will rely heavily on advertising through social channels such as Instagram and Snapchat.
- Whatcom residents are heavy streaming entertainment users. They are 65% more likely to have watched a TV show – live broadcast in the last 30 days than the average American (Source: PrimeLingo Aug 2020). Over-The-Top (OTT) placements embed campaign advertisements during streaming programs and will comprise a large part of the media buy. Pre-roll placements embed campaign advertisements prior to video content across various online platforms and will also be used.
- Whatcom residents are also six times more likely to have consumed an energy drink in the last seven days when compared to the average American (Source: PrimeLingo Aug 2020). Through community partner outreach, the Contractor will gauge interest in allowing, at no cost, campaign materials to be placed within their organizations and businesses. If the placement of campaign materials is not feasible, the Contractor will purchase cooler or floor space for graphics in ten convenience stores/gas stations across Whatcom County.

Task 1 Deliverables – Paid advertisements which align with the campaign strategy.

Task 2 – Community Partner Coordination/Management

To maximize credibility of the campaign, its reach and ability to reach people with time-and-place messaging, the Contractor will activate the support of regional youth and community partners. The Contractor will engage, support and empower partners with messages and resources from the campaign. The Contractor will seek to partner with organizations including, but not limited to:

1. High Schools and Higher Educational Institutes
2. Administration
3. Student Government Associations
4. Youth/Student Clubs and Groups
5. Local businesses that youth frequent
6. Large employers of regional youth

Task 2 Deliverables – A partner database that serves as a comprehensive, centralized database of all active and prospective partners in the region to track progress and details of partnership outreach and relationship development. The database will be used for identifying, vetting and planning outreach to prospective partners and community-based organizations. The database will track the organization's and/or individual's name, contact person, known communication channels, and a notes column to confirm the organization has shared campaign messaging.

Contractor will track audience reach and size associated with each partner. Contractor will provide County Contract Administrator with a monthly containing the partner database.

Task 3 – Community Partner Toolkits

Using the partner database, the Contractor will begin outreach to share the campaign with partners. Outreach will be conducted via email and follow up over the phone to student leaders, business owners, and others who will share campaign materials. The Contractor will provide partners with a link to the online partner toolkit to share materials through their owned media channels (storefront properties, social media, websites, etc.).

Task 3 Deliverables – The Contractor will produce and deploy campaign materials in partner toolkits. Multiple deployments will keep messaging fresh and up to date as information and messaging changes throughout the campaign period. Toolkit components may include, but are not limited to:

1. Instructional letter
2. Environmental signage POP
3. Window clings for drive-thrus and store fronts
4. Refrigerator clings for gas stations
5. Table tents and counter displays
6. Door hangers
7. Flyers
8. Posters
9. Handouts/Cards to include in takeouts/deliveries

Task 4 – Social Media Management and Microsite Development

The contractor will equip partners and partner organizations with a regular flow of new content specific to Whatcom County which conveys positive news, feature stories, statistics, and anecdotes about how positive behaviors are leading to better public health outcomes and economic resilience for the region. The contractor will create a robust content plan and calendar of posts to share across the partner network to bring the campaign messages to life and relate them back to the core calls to action and positive social-norming effect behind the campaign.

Task 4 Deliverables:

1. **COVID-19 IRL Campaign Social Media Channel** – The Contractor will establish a dedicated Instagram channel for the campaign to serve as a hub for content created for county-side audiences. The campaign will serve as a voice that is not authoritative and will feel more organic and natural to youth audiences. The Contractor will provide the County Contract Administrator with a link to the Instagram channel.
2. **Strategic Content Plan** – The Contractor will develop a plan that provides a strategic framework to guide and dictate the content shared, detailing the content themes shared through the campaign account and that partners can leverage and share through their own channels. The plan will detail ways in which content can be best written and shared, and the platforms by which the content will reach the greatest number of people. Contractor will provide the County Contract Administrator with the final plan.
3. **Campaign Landing Page** – The contractor will build a campaign landing page, separate from Whatcom County's websites, for hosting the digital toolkit for community partners, capturing digital ad traffic and

serving as an overall hub of information for the campaign. Contractor will provide the County Contract Administrator with a link to the campaign landing page.

Task 5 – Creative Production

- A. **Campaign Ambassadors/Youth Micro Influencers** – The Contractor will identify and establish a network of individual youth, a core group of “micro influencers” who will be tasked with organically sharing campaign messages and modeling positive behaviors. These individuals will create their own content and share it to their peers. The Contractor will provide coordinated direction on topics, information, key talking points, and examples of a script, but will leave the content creation up to the individuals to relay through their own TikTok and/or Instagram accounts.
- B. **Media Pitching and Editorials** – The Contractor will amplify campaign messages and efforts through local publications and outlets. The Contractor will coordinate interview opportunities with interviewees and prepare talking points, as needed. As campaign topics and messages are established, the Contractor will provide a more defined plan on when and where media pitches and outreach will occur.

Task 5 Deliverables:

- 1. Contractor will provide a narrative description of content created by Campaign Ambassadors/Youth Micro Influencers, including documented links to published content.
- 2. Contractor will provide the media pitching and editorial plan indicating when and where media pitches and outreach occur.

Task 6 – Video Production/Animation

The Contractor will produce assets and collateral through the campaign to account for changing COVID-19 needs.

Task 6 Deliverables – The Contractor will produce video spots and collateral pieces with altered, stylized stock photography and animation, the month before they are scheduled to be deployed.

Reporting Requirements

Contractor will submit progress reports, along with invoices, to the County on a monthly basis. Progress reports will outline the work that has been completed to meet the deliverables described above. In addition, a representative from the Whatcom County Health Department will sign off electronically to verify that each deliverable is complete.

EXHIBIT "B"
(COMPENSATION)

I. Budget and Source of Funding: Funding for this contract may not exceed \$200,000. Funds under this contract are made available and are subject to Section 601(a) of the Social Security Act, as amended by section 5001 of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act) and Title V and VI of the CARES Act. This project was supported by a grant awarded by the US Department of the Treasury. Grant funds are administered by the Washington State Department of Health Emergency Preparedness & Response COVID-19 Local CARES Grant (CFDA 21.019).

| Item/Task (T) # | Documents Required Each Invoice | Estimated Hours | Total Budget* |
|--|---|-----------------|------------------|
| Paid Media Buys – T1 | Paid invoices or receipts | N/A | \$75,000 |
| Community Partner Toolkit Printing – T3 | | N/A | \$20,000 |
| Community Partner Coordination/Management – T2 | GL Detail; approved progress reports and verification of deliverables completed, as indicated in Exhibit A – Reporting Requirements | 235 | \$40,000 |
| Social Media Management and Microsite Development – T4 | | 66 | \$15,000 |
| Creative Production – T5 | | 88 | \$15,000 |
| Video Production/Animation – T6 | | 285 | \$20,000 |
| Account/Project Management | GL Detail | 88 | \$15,000 |
| TOTAL | | | \$200,000 |

Changes to the line item budget that exceed 10% of the line item amount, must be approved in writing by the County.

| Project Staff | Billing Rate/Hour | Project Staff | Billing Rate/Hour |
|-------------------------------|-------------------|--|-------------------|
| Partner | \$225 | Media Buy Coordination | \$150 |
| Vice President | \$200 | Account Executive/Senior Designer | \$150 |
| Account Director/Art Director | \$170 | Account Coordinator/Designer | \$135 |
| Copywriter | \$170 | Crisis Rate – <i>Work performed under this rate must be approved in writing by the County via email, before commencement</i> | \$300 |
| Media Strategy | \$170 | | |

*Included in the proposed costs above are the following agency fees, where applicable:

Contractor will include a Technology Fee of 8% to all hourly rates (excluding hard costs and other fees) to offset internal and administrative expenses to develop final work product (i.e. subscriptions to media buying and audience intelligence software like PrimeLingo, earned media monitoring software like Cision, Adobe Cloud applications, photo subscriptions, maintaining mobile communication for 24/7 client service, overnight delivery fees, etc).

Contractor will apply a fee when the agency purchases advertising or promotional media on behalf of the client. The fee may be in the form of a (1) Digital Media Management Fee, which is calculated at 20% of gross media buy budget (~25% of net media buy) for digital media (social media, display advertising, SEM advertising, pre-roll or digital video advertising, digital radio advertising, OTT media [HULU, ROKU, etc.] and other digital advertising tactics); or a (2) Traditional Media Management Fee, which is calculated as 15% of gross media buy budget (~17.65% of net media buy) for traditional advertising (newsprint, static billboards, out-of-home displays, AM/FM radio advertising, direct mail and other traditional advertising tactics.)

Contractor will apply a fee of 15% when the agency purchases hard costs and goods on behalf of the client. These hard costs or goods may include rentals, software or subscriptions, swag or promotional items, video or photo production costs, campaign-partner fees, etc. The fee is calculated as 15% of the gross hard cost budget (~17.65% of net hard cost buy).

II. Invoicing

1. The Contractor shall submit itemized invoices on a monthly basis in a format approved by the County. Monthly invoices must be submitted by the 15th of the month following the month of service. Invoices submitted for payment must include the items identified in the table above.
2. The Contractor shall submit invoices to (*include contract/PO #*) HL-BusinessOffice@co.whatcom.wa.us.
3. Payment by the County will be considered timely if it is made within 30 days of the receipt and acceptance of billing information from Contractor. The County may withhold payment of an invoice if the Contractor submits it more than 30 days after the expiration of this contract.
4. Invoices must include the following statement, with an authorized signature and date:

I certify that the materials have been furnished, the services rendered, or the labor performed as described on this invoice.

5. Duplication of Billed Costs or Payments for Service: The Contractor shall not bill the County for services performed or provided under this contract, and the County shall not pay the Contractor, if the Contractor has been or will be paid by any other source, including grants, for those costs used to perform or provide the services in this contract. The Contractor is responsible for any audit exceptions or disallowed amounts paid as a result of this contract.