

February 1, 2024  
The Odigo Group  
207 Anthes Ave, Suite 101  
Langley, WA 98260  
(360) 320-0414  
[christine@theodigogroup.com](mailto:christine@theodigogroup.com)  
Contact: Christine Mulcahy

Re: Response Submission for Toll Division Educational Marketing and Advertising Services

Dear Decision Maker:

Enclosed please find the Proposal of Mulcahy Consulting, Inc. DBA The Odigo Group (Bidder) with respect to the above Competitive Solicitation. This Proposal includes SOQ Packet A and SOQ Packet B, as set forth in the Solicitation Document.

I am authorized to submit this Proposal on behalf of Bidder, to make representations on behalf of Bidder, and to commit Bidder contractually.

I have read the Solicitation Document and Sample Contract. In submitting this Proposal, Bidder accepts all terms and conditions stated in the Solicitation Document, including those set forth in the following amendments which Bidder has downloaded (please complete, indicating if no amendments were issued):

Amendment Number(s)

Date(s) Issued

\_\_\_\_\_  
No Amendments were issued with respect to this RFQ.

Bidder represents that it meets all minimum qualifications set forth in this Competitive Solicitation and is capable, willing, and able to perform the services described in the Competitive Solicitation within the time frames set forth for performance.

By my signature below, I certify that all statements and information provided in Bidder's Response are true and complete.

Sincerely,



Christine Mulcahy

Chief Executive Officer

The Odigo Group

**CONTRACTOR CERTIFICATION**  
**EXECUTIVE ORDER 18-03 – WORKERS’ RIGHTS**  
**WASHINGTON STATE GOODS & SERVICES CONTRACTS**

*Pursuant to the Washington State Governor’s Executive Order 18-03 (dated June 12, 2018), the Washington State Department of Transportaion is seeking to contract with qualified entities and business owners who certify that their employees are not, as a condition of employment, subject to mandatory individual arbitration clauses and class or collective action waivers.*

Solicitation Title: 2024 Toll Educational Marketing and Advertising Services

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

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

OR

**MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES.** This firm requires its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the certifications herein are true and correct and that I am authorized to make these certifications on behalf of the firm listed herein.

FIRM NAME: Mulcahy Consulting Inc, DBA The Odigo Group  
Name of Contractor/Bidder – Print full legal entity name of firm

By: Becky Wilson  
Signature of authorized person

Becky Wilson  
Print Name of person making certifications for firm

Title: Operations Manager  
Title of person signing certificate

Place: Langley, WA  
Print city and state where signed

Date: 11/30/2024

**CONTRACTOR CERTIFICATION**  
**EXECUTIVE ORDER 18-03 – WORKERS’ RIGHTS**  
**WASHINGTON STATE GOODS & SERVICES CONTRACTS**

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Solicitation Title: \_Toll Division Educational Marketing and Advertising Services\_\_\_\_\_

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

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**MANDATORY INDIVIDUAL ARBITRATION CLAUSES AND CLASS OR COLLECTIVE ACTION WAIVERS FOR EMPLOYEES.** This firm requires its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the certifications herein are true and correct and that I am authorized to make these certifications on behalf of the firm listed herein.

FIRM NAME: Glyph Language Services  
Name of Contractor/Bidder – Print full legal entity name of firm

By:   
Signature of authorized person

Viktoriya Reed  
Print Name of person making certifications for firm

Title: CEO  
Title of person signing certificate

Place: Post Falls, Idaho  
Print city and state where signed

Date: 1/29/2024

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

*Prior to awarding a contract, agencies are required to determine that a bidder is a 'responsible bidder.' See RCW 39.26.160(2) & (4). Pursuant to legislative enactment in 2017, the responsible bidder criteria include a contractor certification that the contractor has not willfully violated Washington's wage laws. See Chap. 258, 2017 Laws (enacting SSB 5301).*

Solicitation or Agreement Title: 2024 Toll Educational Marketing and Advertising Services

Solicitation Posting Date or Agreement Start Date: February 1, 2024

I hereby certify, under penalty of perjury under the laws of the State of Washington, that the below certification is true and correct and that I am authorized to make the following certification on behalf of the firm listed herein.

**CERTIFICATION:**

This firm has **NOT** been determined by a final and binding citation and notice of assessment issued by the Washington Department of Labor and Industries or through a civil judgment entered by a court of limited or general jurisdiction to have willfully violated, as defined in [RCW 49.48.082](#), any provision of RCW chapters [49.46](#), [49.48](#), or [49.52](#) within three (3) years prior to the date of the above-stated date.

FIRM NAME: Mulcahy Consulting Inc, DBA The Odigo Group  
Name of Consultant/Contractor – Print full legal entity name of firm

By: *Becky Wilson*  
Signature of authorized person

Becky Wilson  
Print Name of person making certifications for firm

Title: Operations Manager  
Title of person signing certificate

Place: Langley, WA  
Print city and state where signed

Date: 01/23/2024

**Submittal Instructions:**

- If submitting a proposal in response to a solicitation, a signed Certification Document for the Prime and all Subs must also be included in your proposal Packet B (see advertisement for additional requirements).
- If requesting to add a Sub to an existing agreement, submit the signed Certification Document to: [ConsultantRates@wsdot.wa.gov](mailto:ConsultantRates@wsdot.wa.gov).

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

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Solicitation Posting Date or Agreement Start Date: February 1, 2024

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FIRM NAME: Glyph Language Services, Inc.  
Name of Consultant/Contractor – Print full legal entity name of firm

By:   
Signature of authorized person

Douglas Arbuthnot  
Print Name of person making certifications for firm

Title: Dir of HR and General Counsel  
Title of person signing certificate

Place: Boulder, CO  
Print city and state where signed

Date: January 24, 2024

**Submittal Instructions:**

- If submitting a proposal in response to a solicitation, a signed Certification Document for the Prime and all Subs must also be included in your proposal Packet B (see advertisement for additional requirements).
- If requesting to add a Sub to an existing agreement, submit the signed Certification Document to: [ConsultantRates@wsdot.wa.gov](mailto:ConsultantRates@wsdot.wa.gov).

# Washington State Department of Transportation

# Performance Evaluation Completed by Reference

Consultant Name:
Consultant's Project Manager:
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.)

Type of Work:

- Roadway Design  
  Plans Specs & Estimates  
  Transportation Study  
  Right-of-Way  
  Other

Contract Information: (Work must have been completed within the last 3 years or is currently being performed.)

<input type="checkbox"/> Prime  <input type="checkbox"/> Sub	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Start Date</td> </tr> <tr> <td style="height: 20px;"></td> </tr> </table>	Start Date		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">End Date</td> </tr> <tr> <td style="height: 20px;"></td> </tr> </table>	End Date		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Dollar Amount of Services</td> </tr> <tr> <td style="height: 20px;"></td> </tr> </table>	Dollar Amount of Services	
Start Date									
End Date									
Dollar Amount of Services									

Performance Evaluation	
Rating Criteria	Score
Please rate each criteria on a scale of 1 to 10. 1 being low and 10 being high.	1 - Low to 10 - High

1. Was the firm cooperative and responsive during any negotiations whether they were budget related or work element related?  
\_\_\_\_\_
2. Did the firm complete the project within the total budgeted amount?  
\_\_\_\_\_
3. Did the firm complete the project within the contract schedule(s)?  
\_\_\_\_\_
4. Did the firm meet all of your technical standards and quality expectations?  
\_\_\_\_\_
5. Was the firm's communication, both oral and written, clear and concise?  
\_\_\_\_\_
6. Was the firm's project management system effective?  
\_\_\_\_\_

**Total Score**

(Total the score by adding the scores for criterias 1 through 6.) \_\_\_\_\_

**Average Score**

(Average the score by dividing the total score by the total number of criteria that was rated.) \_\_\_\_\_

Evaluator Information:		
Firm/Company Name:		
Evaluator's Name:	Evaluator's Title:	
Firm/Company Address:		
Phone:	Fax:	Date:

- Distribution:  Original: Return to Consultant being evaluated; and  
 Copy: Fax to WSDOT at 360-705-6838 or email to [wsdotcso@wsdot.wa.gov](mailto:wsdotcso@wsdot.wa.gov)

**Washington State  
Department of Transportation**

**Performance Evaluation  
Completed by Reference**

Consultant Name: <b>The Odigo Group</b>
Consultant's Project Manager: <b>Kolby Heggenes</b>
Project Name to be Evaluated on: (Work must have been completed within the last 3 years or is currently being performed.) <b>Useless Bay Member Newsletters and Communication</b>

Type of Work:

Roadway Design  
  Plans Specs & Estimates  
  Transportation Study  
  Right-of-Way  
  Other

Contract Information: (Work must have been completed within the last 3 years or is currently being performed.)

	Start Date	End Date	Dollar Amount of Services
<input checked="" type="checkbox"/> Prime	02/01/22	01/31/23	71,000.00
<input type="checkbox"/> Sub			

Performance Evaluation	
Rating Criteria	Score
Please rate each criteria on a scale of 1 to 10. 1 being low and 10 being high.	1 - Low to 10 - High

1. Was the firm cooperative and responsive during any negotiations whether they were budget related or work element related?	10.00
2. Did the firm complete the project within the total budgeted amount?	10.00
3. Did the firm complete the project within the contract schedule(s)?	10.00
4. Did the firm meet all of your technical standards and quality expectations?	10.00
5. Was the firm's communication, both oral and written, clear and concise?	10.00
6. Was the firm's project management system effective?	10.00
<b>Total Score</b>	<b>60.00</b>
(Total the score by adding the scores for criterias 1 through 6.)	
<b>Average Score</b>	<b>10.00</b>
(Average the score by dividing the total score by the total number of criteria that was rated.)	

Evaluator Information:		
Firm/Company Name: <b>Useless Bay Golf and Country Club</b>		
Evaluator's Name: <b>Jason Youngsman</b>	Evaluator's Title: <b>General Manager</b>	
Firm/Company Address: <b>5725 Country Club Dr. Langley, WA 98260</b>		
Phone: <b>(360) 321-5960</b>	Fax:	Date: <b>02/01/24</b>

Distribution:  Original: Return to Consultant being evaluated; and  
 Copy: Fax to WSDOT at 360-705-6838 or email to [wsdotco@wsdot.wa.gov](mailto:wsdotco@wsdot.wa.gov)

**Washington State  
Department of Transportation**

**Performance Evaluation  
Completed by Reference**

Consultant Name: The Odigo Group

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Consultant's Project Manager: Krissy Hackworthy | Director of Digital Marketing

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Project Name to be Evaluated on: Pacific Landscapes Website Development (Work must have been completed within

the last 3 years or is currently being performed.) Type of Work:  
 Roadway Design    Plans Specs & Estimates    Transportation Study    Right-of-Way    Other

Contract Information: (Work must have been completed within the last 3 years or is currently being performed.)

<input checked="" type="checkbox"/> Prime <input type="checkbox"/> Sub	Start Date	End Date	Dollar Amount of Services
	12/06/2021	08/29/2022	\$14,800

Performance Evaluation	
Rating Criteria	Score
Please rate each criteria on a scale of 1 to 10. 1 being low and 10 being high.	1 - Low to 10 - High

1. Was the firm cooperative and responsive during any negotiations whether they were budget related or work element related? 10
  2. Did the firm complete the project within the total budgeted amount? 10
  3. Did the firm complete the project within the contract schedule(s)? 9
  4. Did the firm meet all of your technical standards and quality expectations? 10
  5. Was the firm's communication, both oral and written, clear and concise? 10
  6. Was the firm's project management system effective? 10
- Total Score** 59 0.00  
 (Total the score by adding the scores for criterias 1 through 6.)
- Average Score** 9.83 0.00  
 (Average the score by dividing the total score by the total number of criteria that was rated.)

**Evaluator Information:**

Firm/Company Name: PACIFIC LANDSCAPES OF WHIDBEY INC

Evaluator's Name: GARTEA HEGGENOS   Evaluator's Title: OWNER / PRESIDENT

Firm/Company Address: 3705 SCRIVEN LANE CAMBLEY WA 98260

Phone: 206 391-9509   Fax:   Date: 1/30/24



# Consultant Information Form

Firm Name:		FYE Date:	Number of Employees:
Address:			
City:	State:	Zip Code:	County:
Phone:	Fax:	Company Web Site:	
Remit to Address:			
City:	State:	Zip Code:	County:
Phone:		Fax:	
Statewide Vendor Number (SWV) for Remit to Address:		Federal Tax ID Number or Social Security Number:	
Unified Business Identifier Number (UBI):		Date Universal Numbering System (DUNS) Number:	
Year Firm Established:	UDBE/SBE/MSVWBE Certification Number::	NAICS Code & Code Name:	
Proposed Project Manager:		Email:	
Financial Contact:		Email:	

Firm Type:

- Sole Proprietor  
  Partnership  
  C – Corp.  
  Limited Partnership  
  Subchapter S Corp.  
  Limited Liability Company

Annual Gross Receipt:

- \$0 to \$1 Million  
  \$1 Million to \$5 Million  
  \$5 Million to \$10 Million  
  \$10 Million to \$15 Million  
  Over \$15 Million

**Note:**

**Firm Name:** Please *do not* use: dba’s – doing business as; combination names when two firms are working together, unless the combination name is the formation of a legally registered new company such as a joint venture; derivatives of your legal name; acronyms; etc. The firm name shown must be your firm’s legal name.

**Federal Tax ID Number:** Your Federal Tax ID number must be that number registered to your legal firm name. If you do not have a Federal Tax ID number, please use your social security number.

**Unified Business Identifier (UBI) Number:** Your firm will be **REQUIRED** to acquire a UBI Number prior to execution of an agreement and/or being approved as a Sub-consultant to an existing agreement. This is a Washington State Business license and can be acquired by contacting the Washington State Department of Revenue web site at [www.dor.wa.gov](http://www.dor.wa.gov)

**Statewide Vendor (SWV) Number:** The Statewide Vendor (SWV) Number is **REQUIRED** for vendors to receive payments. If your firm doesn’t already have an SWV number, your firm will be required to acquire a SWV number prior to execution of an agreement. For additional information, please visit the Office of Financial Management (OFM) at <https://www.ofm.wa.gov/it-systems/accounting-systems/statewide-vendorpayee-services>

**FYE Date:** Your firm’s fiscal year end date.

**UDBE/SBE/MSVWBE Certification:** If your firm is certified as a UDBE/SBE/MSVWBE enter your firm's certification number. Federal Certifications: Underutilized Disadvantaged Business Enterprise (UDBE), Small Business Enterprise (SBE). State Certifications: Minority, Small, Veteran, Women Business Enterprise. For additional information go to the Washington State Office of Minority & Women's Business Enterprises web site at [www.omwbe.wa.gov](http://www.omwbe.wa.gov)

**It is critical that your firm name is your legal firm name and that it is the same name assigned to your Federal Tax ID number and is the same name utilized for your SWV number.**

# Consultant Information Form

Firm Name: <b>Glyph Language Services</b>		FYE Date: <b>12/31/2024</b>	Number of Employees: <b>10</b>
Address: <b>316 West Boone Ave., Suite 375</b>			
City: <b>Spokane</b>	State: <b>WA</b>	Zip Code: <b>99201</b>	County: <b>USA</b>
Phone: <b>509-638-7493</b>	Fax: <b>NA</b>	Company Web Site: <a href="https://www.glyphservices.com/">https://www.glyphservices.com/</a>	
Remit to Address: <b>316 West Boone Ave., Suite 375</b>			
City: <b>Spokane</b>	State: <b>WA</b>	Zip Code: <b>99201</b>	County: <b>USA</b>
Phone: <b>509-638-7493</b>		Fax: <b>NA</b>	
Statewide Vendor Number (SWV) for Remit to Address: <b>NA</b>		Federal Tax ID Number or Social Security Number: <b>73-1630914</b>	
Unified Business Identifier Number (UBI): <b>602181589</b>		Date Universal Numbering System (DUNS) Number: <b>167341648</b>	
Year Firm Established: <b>2002</b>	UDBE/SBE/MSVWBE Certification Number:: <b>NA</b>	NAICS Code & Code Name: <b>541930</b>	
Proposed Project Manager: <b>Viktoriya Reed</b>		Email: <b>viktoriya.reed@glyphservices.com</b>	
Financial Contact: <b>Teresa Robertson</b>		Email: <b>ar@glyphservices.com</b>	

**Firm Type:**

- Sole Proprietor  
  Partnership  
  C – Corp.  
 Limited Partnership  
 Subchapter S Corp.  
 Limited Liability Company

**Annual Gross Receipt:**

- \$0 to \$1 Million  
 \$1 Million to \$5 Million  
 \$5 Million to \$10 Million  
 \$10 Million to \$15 Million  
 Over \$15 Million

**Note:**

**Firm Name:** Please *do not* use: dba’s – doing business as; combination names when two firms are working together, unless the combination name is the formation of a legally registered new company such as a joint venture; derivatives of your legal name; acronyms; etc. The firm name shown must be your firm’s legal name.

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## Key Team Members Roles & Responsibilities

### Senior Project Manager

Oversees the planning, implementation, and completion of projects within government agencies. Works closely with stakeholders, including government officials, contractors, and vendors, to ensure that projects are completed on time, within budget, and meet the specified requirements. Project Managers in the government sector also play a critical role in managing risks, identifying potential issues, and developing contingency plans to mitigate any problems that may arise. Provides excellent communication skills to keep all parties informed of project progress and any issues that may arise. Learns and understands government regulations, policies, and procedures relevant to the project to ensure compliance.

### Marketing Strategist

Includes professional advice and guidance offered by experts with decades of experience in marketing to organizations seeking to grow awareness of your programs, solutions, and service offerings. Our marketing consultants work closely with you to identify your marketing challenges, goals, and target audience, and provide tailored recommendations and solutions that align with your unique needs and budget. These services may include market research, brand development, advertising, digital marketing, social media, events, and other related areas. Marketing consulting services aim to help you maximize your marketing effectiveness, increase your market share, and ultimately, drive growth and public awareness of your open government programs.

### Marketing Practitioner

Responsible for promoting government programs, initiatives, and services to the public through various forms of media. These services can include creating and implementing advertising campaigns that target specific demographics, designing and producing print and digital advertisements, coordinating media buys, broadcast media, and conducting market research to gauge the effectiveness of the advertising efforts. Additionally, advertising services may involve developing public relations strategies and creating content for social media platforms. The goal of these services is to increase awareness of government initiatives and services, promote public engagement, and build trust and credibility with the public.

### Digital Marketing Specialist

Responsible for the online marketing strategies to promote and communicate government initiatives, programs, and services to the public. These services utilize digital channels such as websites, social media, email marketing, and search engine optimization (SEO) to reach citizens and stakeholders effectively. Our web-based marketing services for government agencies aim to improve public engagement, increase transparency, and build trust in government by creating and delivering high-quality and relevant content to the public. These services may also include website design and development, content creation, digital analytics, and social media management to improve the overall digital presence of the government agency.

## Designer

Responsible for the creation of visual materials that promote and communicate government initiatives, programs, and services to the public. These services may include the design of logos, brand guidelines, brochures, posters, banners, infographics, and other visual materials that communicate complex information in an engaging and accessible way. The aim of graphic design services for government agencies is to improve the overall visual identity of the government agency, enhance its public image, educate the public, and increase public engagement with government initiatives. Additionally, these services may also include website design, social media graphics, and other digital design elements to create a cohesive and visually appealing online presence for the government agency.