



Request for Qualifications (RFQ)

Marketing and Communications Professional

Issued by: Columbia Pacific Economic Development District (ColPac)

Issue Date: February 25, 2026

Response Deadline: March 31, 2026

1. Introduction and Organizational Background

The Columbia Pacific Economic Development District (ColPac) invites qualified marketing and communications professionals or firms to submit qualifications to support implementation of its Transportation Options Program serving Clatsop, Columbia, Tillamook, and Western Washington Counties.

ColPac is the federally designated economic development district for northwest Oregon and works collaboratively with local governments, businesses, and regional partners to advance economic vitality, infrastructure investment, workforce development, and regional resilience.

ColPac manages the NW Oregon Transit Alliance who operates the NWConnector service. This is a regional network of public transit providers providing seamless services in Columbia, Clatsop, Tillamook, Benton, and Lincoln Counties. ColPac and the Alliance coordinate regional transit information, marketing, and strategic initiatives to improve awareness, access, and use of public transportation throughout northwest Oregon.

This project is funded through a grant agreement with the Oregon Department of Transportation (ODOT) to promote transportation options and reduce drive-alone trips through outreach, education, and marketing. These efforts align with ColPac's broader role in supporting regional transportation development through NWConnector and the Comprehensive Economic Development Strategy.

The selected contractor will play a key role in implementing coordinated marketing and communications strategies that support:

- Transportation options outreach
- Regional transit promotion

- Employer and commuter engagement
- Community awareness campaigns
- Integration with existing regional transportation and economic development branding

This is a qualifications-based selection. Cost proposals will be requested from the selected finalist.

2. Project Overview

This project supports outreach and marketing programs that encourage use of transportation options including:

- Public transit
- Vanpool and carpool
- Walking and biking
- Remote work and alternative commute strategies

The contractor will support communications and marketing for the region's Transportation Options Program and will coordinate messaging with ColPac's broader communications platforms, including NWConnector.

The contract term is anticipated to run through **September 30, 2027**.

3. Scope of Services

The contractor's responsibilities will include, but are not limited to, the following:

Promote Commute Options

Responsibilities may include:

- Develop and implement employer outreach campaigns
- Create and distribute outreach materials and communications
- Conduct outreach via email, meetings, digital campaigns, and events
- Promote transportation programs and tools, including ride matching platforms
- Support employer commute trip reduction efforts
- Maintain contact databases and outreach records
- Develop messaging targeted to employers and commuters
- Support transportation challenge and promotional campaigns

This work should align with and leverage existing regional messaging platforms, including NWConnector where appropriate.

4. Deliverables

Deliverables may include:

- Marketing and communications plans
- Outreach campaigns
- Digital and print marketing materials
- Email communications
- Social media content
- Employer outreach materials
- Performance tracking reports
- Campaign summaries

Final deliverables will be negotiated with the selected contractor.

5. Budget

ColPac anticipates allocating \$80,000 - \$100,000 to this project over the 18 month lifecycle. This budget will include labor, ad packages, and any travel required to meet with employers or destinations.

6. Minimum Qualifications:

The ideal contractor will demonstrate:

Required:

- Professional experience in marketing and communications
- Experience managing outreach or public awareness campaigns
- Strong writing and messaging skills
- Experience managing digital communications platforms
- Ability to manage multiple projects and deadlines

Preferred:

- Experience working with public agencies, nonprofits, or transportation programs
- Experience supporting transit or transportation programs
- Experience supporting regional branding initiatives
- Experience working in rural communities
- Familiarity with northwest Oregon or similar regions
- Experience coordinating multi-partner communications

- Experience leveraging earned/organic media
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6. Submission Requirements

Interested firms must submit a qualifications package not exceeding **four (4) pages total**.

Submissions must include:

A. Firm Overview

- Firm or consultant name and contact information
- Overview of firm or individual
- Key staff and roles

B. Relevant Experience

- Description of relevant marketing and communications experience
- Experience with outreach campaigns
- Experience with public sector, transportation, or regional branding projects
- Examples of relevant work

C. Project Approach and Capacity

- Description of approach to providing services
- Ability to support regional communications coordination
- Capacity and availability

D. References

- Contact information for 2–3 references
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7. Selection Criteria

Submissions will be evaluated using the following criteria:

Relevant marketing and communications experience

Experience with outreach campaigns and public engagement

Experience supporting transportation, transit, or regional branding programs

Quality of past work and demonstrated results

Demonstrated capacity and ability to meet project needs

Familiarity with region or similar communities

8. Selection Process

ColPac anticipates using the following selection process:

1. RFQ issued
2. Qualifications received & reviewed
3. Optional interviews with top-ranked firms
4. Selection of preferred contractor
5. Request for cost proposal
6. Scope and fee negotiation
7. Contract execution

ColPac reserves the right to:

- Reject any or all submissions
 - Request additional information
 - Conduct interviews
 - Negotiate final scope and cost
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9. Submission Instructions

Submit qualifications electronically to:

Sarah Lu Heath

Columbia Pacific Economic Development District

Email: SarahLu@NWOregon.org

Subject Line: Marketing and Communications RFQ

Submission Deadline: March 31, 2026

Late submissions may not be considered.

Questions may be submitted to the above. Responses may be shared with all interested parties.

11. Equal Opportunity

ColPac is an equal opportunity employer and encourages submissions from minority-owned, women-owned, veteran-owned, and emerging small businesses.