

STATE OF ALASKA RFP NUMBER 2520H012
AMENDMENT NUMBER ONE
AMENDMENT ISSUING OFFICE:



Department of Transportation & Public Facilities
Statewide Contracting & Procurement
P.O. Box 112500
(3132 Channel Drive, Room 310)
Juneau, Alaska 99811-2500

THIS IS NOT AN ORDER

DATE AMENDMENT ISSUED: December 16, 2019

RFP TITLE:

SPORTS AND SPECIAL EVENTS MARKETING SERVICE

DUE DATE: December 23, 2019 at 2:00pm prevailing Alaska Time

This is a mandatory return Amendment. *Your proposal may be considered non-responsive if this signed amendment is not received [in addition to your proposal] by the date and time proposals are due.*

State Signature

Signature:

A handwritten signature in blue ink that reads "Chris Hunt".

Date:

12-16-2019

Name:

Chris Hunt

Title:

Procurement Specialist IV

Vendor Signature

Business Name:

Date:

Printed Name:

Signature:

Title:

The following questions have been submitted by the vendor community in response to this RFP. The state has provided answers to each question below.

Question 1:

In Section 1.04, will the State consider less than 5 years' experience for advertising with the State Highway Safety Office?

Answer 1:

Yes, see Change One

Question 2:

Could you please define subcontractors?

Answer 2:

A different person or business performing services for the State other than the State Contractor.

Question 3:

Will the HSO provide prizes or will the contractor design and provide prizes to give away at the events?

Answer 3:

Any Promotional Items are the responsibility of the contractor.

Question 4:

Relating to the PAA'S will the contractor be responsible for creating and placing radio and/ or television ads for airing in the event market?

Answer 4:

Please see 1B deliverables in the RFP

Question 5:

The RFP states the contractor will secure exclusive rights on behalf of the AHSO for the fulfillment of campaign objectives. Are you seeking exclusive overall sponsorship of each event? Please describe exclusive rights.

Answer 5:

The winning vendor will be the only vendor that could negotiate on AHSO'S behalf. We don't want more than one vendor representing AHSO at events.

Question 6:

Is it possible to push the due date back a little bit?

Answer 6:

Not at this time.

Changes

In addition to the previous questions, the following changes are hereby incorporated:

Change One: Delete section 1.04 in its entirety and replace with the following:

SEC 1.04 PRIOR EXPERIENCE

In order for offers to be considered responsive, with the inclusion of resumes, proposals must demonstrate these minimum prior experience requirements are met:

- Demonstrated experience (minimum 3 years) working with advertising and marketing plans.

An offeror's failure to meet these minimum prior experience requirements may cause their proposal to be considered non-responsive and their proposal may be rejected.

Change Two: Delete section 5.04 in its entirety and replace with the following:

SEC 5.04 EXPERIENCE AND QUALIFICATIONS (30%)

Proposals will be evaluated against the questions set out below:

1) Questions regarding the personnel:

- a) Do the individuals assigned to the project have experience working with and marketing and, advertising for the State Highway Offices?
- b) To what degree does the offerer demonstrate experience working with NHTSA
- c) Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in the work the project requires
- d) What degree does the organizational chart meet the needs of this project?

Change Three: Delete Attachment #1 Proposal Evaluation Form in its entirety and replace with the revised Attachment #1 provided with this Amendment #1

Change Four: Delete section 3.08 in its entirety and replace with the following:

Subcontractors may be used to perform work under this contract. If an offeror intends to use subcontractors, the offeror must identify in the proposal the names of the subcontractors and the portions of the work the subcontractors will perform.

If a proposal with subcontractors is selected, the offeror must provide the following information concerning each prospective subcontractor within five working days from the date of the state's request:

- complete name of the subcontractor;
- complete address of the subcontractor;
- type of work the subcontractor will be performing;
- percentage of work the subcontractor will be providing;
- evidence that the subcontractor holds a valid Alaska business license; and
- a written statement, signed by each proposed subcontractor that clearly verifies that the subcontractor is committed to render the services required by the contract.

An offeror's failure to provide this information, within the time set, may cause the state to consider their proposal non-responsive and reject it. The substitution of one subcontractor for another may be made only at the discretion and prior written approval of the project director.

Note that if the subcontractor will not be performing work within Alaska, they will not be required to hold an Alaska business license.

STATE OF ALASKA-REQUEST FOR PROPOSALS
DEPARTMENT OF TRANSPORTATION AND PUBLIC FACILITIES
SPORTS AND SPECIAL EVENTS MARKETING SERVICE

RFP 2520H012
AMENDMENT # 1

Change Five: Delete Section 4.01 PROPOSAL FORMAT AND CONTENT in its entirety and replace with the revised Section 4.01 PROPOSAL FORMAT AND CONTENT provided with this Amendment #1

Change Six: Delete Attachment #6 RFP Submittal Checklist in its entirety and replace with the revised Attachment #6 provided with this Amendment #1

ATTACHMENT 1: PROPOSAL EVALUATION FORM

All proposals will be reviewed for responsiveness and then evaluated using the criteria set out herein.

Offeror Name: _____
Evaluator Name: _____
Date of Review: _____
RFP Number: 2520H012 _____

EVALUATION CRITERIA AND SCORING

THE TOTAL NUMBER OF POINTS USED TO SCORE THIS PROPOSAL IS 100

5.01 Understanding of the Project— 5 Points

Proposals will be evaluated against the questions set out below.

- 1) How well has the offeror demonstrated a thorough understanding of the purpose and scope of the project?

NOTES:

- 2) How well has the offeror identified pertinent issues and potential problems related to the project?

NOTES:

- 3) To what degree has the offeror demonstrated an understanding of the deliverables the state expects it to provide?

NOTES:

- 4) Has the offeror demonstrated an understanding of the state's time schedule and can meet it?

NOTES:

EVALUATOR'S POINT TOTAL FOR 5.01: _____

5.02 Methodology Used for the Project— 15 Points

Proposals will be evaluated against the questions set out below.

- 1) How comprehensive is the methodology and does it depict a logical approach to fulfilling the requirements of the RFP?

NOTES:

- 2) How well does the methodology match and achieve the objectives set out in the RFP?

NOTES:

- 3) How well does the methodology interface with the time schedule in the proposal?

NOTES:

EVALUATOR'S POINT TOTAL FOR 5.02: _____

5.03 Management Plan for the Project - 10 Points

Proposals will be evaluated against the questions set out below.

- 1) How well does the management plan support all of the project requirements and logically lead to the deliverables required in the RFP?

NOTES:

- 2) How well is accountability completely and clearly defined?

NOTES:

- 3) Is the organization of the project team clear?

NOTES:

- 4) How well does the management plan illustrate the lines of authority and communication?

NOTES:

- 5) To what extent does the offeror already have the hardware, software, equipment, and licenses necessary to perform the contract?

NOTES:

- 6) Does it appear that offeror can meet the schedule set out in the RFP?

NOTES:

7) Has the contractor gone beyond the minimum tasks necessary to meet the objectives of the RFP?

NOTES:

8) To what degree is the proposal practical and feasible?

NOTES:

9) To what extent has the offeror identified potential problems?

NOTES:

EVALUATOR'S POINT TOTAL FOR 5.03: _____

5.04 Experience and Qualifications— 30 Points

Proposals will be evaluated against the questions set out below.

1) Questions regarding the personnel:

- a) Do the individuals assigned to the project have experience working with and marketing and, advertising for the state highway offices?

NOTES:

- b) To what degree does the offerer demonstrate experience working with NHTSA?

NOTES:

- c) Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in the work the project requires

NOTES:

- d) What degree does the organizational chart meet the needs of this project?

NOTES:

2) Questions regarding the firm.

- a) Has the firm demonstrated experience in completing similar projects on time and within budget?

NOTES:

- b) How successful is the general history of the firm regarding timely and successful completion of projects?

NOTES:

c) Has the firm provided letters of reference from previous clients?

NOTES:

EVALUATOR'S POINT TOTAL FOR 5.04: _____

EVALUATOR'S COMBINED POINT TOTAL FOR ALL EVALUATED SECTIONS: _____

5.05 Contract Cost — 40 Points

Converting Cost to Points

The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out in SECTION 6.11.

SEC. 4.01 PROPOSAL FORMAT AND CONTENT

The state discourages overly lengthy and costly proposals, however, in order for the state to evaluate proposals fairly and completely, offerors must follow the format set out in this RFP and provide all information requested.

The following instructions describe the format of how the offeror's proposals should be assembled, and the order in which the proposal is to be submitted. These instructions are provided to ensure a complete submission of the information necessary for an equitable analysis and evaluation of proposals submitted in response to this RFP. Each offeror must provide every component listed below, in the order shown, using the format described for each component. A proposal may be rejected if it is incomplete or conditional in nature.

There may be **additional requirements** beyond those provided on this Section. **Offerors are solely responsible** for thoroughly reviewing the RFP to make sure that they have met all the requirements and have provided all necessary information.

The RFP response will contain three (3) sections: (1) Proposal Transmittal with Checklist, (2) Technical Component, and (3) Cost Proposal.

Proposal Transmittal <<< SECTION A >>>

The following summary provides the required content and sequential order in which proposals are to be presented. For easier identification of RFP requirements and documentation, ADOT&PF recommends that all proposals are assembled as indicated in this section. An offeror's failure to include these items in their proposal may cause their proposal to be determined non-responsive and the proposal may be rejected. At the discretion of the offeror, other items not identified may be supplied with the proposal if the offeror feels that the additional information is pertinent to their proposal response. This list is not all inclusive.

1. Required proposal copies: Offerors must submit **Four (4)** hard copies (one original & three copies) of their proposal, in writing and **TWO (2)** CDs or thumb drives containing an electronic copy of the entire proposal. **One (1)** CD or thumb drive will contain the transmittal information and the technical proposal. **One (1)** CD or thumb drive will contain the cost proposal. The proposal response should be addressed to the procurement officer in a sealed package. The cost proposal included with the package must be sealed separately from the rest of the proposal and must be clearly identified. Emailed, faxed or oral proposals **will not be accepted**.

2. Proposal Submittal Letter: Include a transmittal letter containing the complete name (as it appears on the business license) and mailing address of the firm, telephone number, and email address of the contact person for the proposal.

The following information **MUST** be addressed in the letter or as an attachment within the transmittal section.

- ☐ Authorized signature (Section 1.08 (a))
- ☐ Offeror's Certification A-H (Section 1. 08 (b))
- ☐ Vendor Tax ID proof OR Vendor Tax ID number (Section 1. 08 (c))
- ☐ Conflict of Interest Disclosure (Section 1. 08 (d))
- ☐ Federal Requirements (Section 1. 08 (e))
- ☐ Subcontractors (Section 3.08)
- ☐ Review Insurance Requirements (Section 3.16)
- ☐ Valid Alaska Business License Proof (Section 6.02)

- ☐ Review & Agree to Standard Contract Provisions (Section 7.01)
- ☐ Disclosure of Proposal Contents <if applicable> Section 7.08
 - **NOTE:** Offeror's shall not include a disclaimer on all of the proposal pages. If the offeror's proposal includes trade secrets, confidential and other proprietary information, this information must be individually identified and shall include the reason(s) for confidentiality.
 - The Procurement officer will make the determination in writing if the information is to be maintained confidential. Following the Notice of Intent to Award, proposals become public information. Procurement records must include information to support the selection of contractor(s), typically this includes cost, qualifications, and other key components of a proposal.
- ☐ Standard Agreement Form: The Standard Agreement Form must be signed and be included in the Proposal Transmittal Section. (Section 7.01) (Attachment #3).
- ☐ RFP Submittal Checklist: The checklist is an integral part of the RFP, it must be signed and be included in the Proposal Transmittal Section (Attachment #6).
- ☐ RFP Amendments: All amendments issued for this RFP that require acknowledgement must be signed and included with the proposal [enclose only required signed amendments].

Proposal [Technical Component] <<< SECTION B>>>

- ☐ Title Page
- ☐ Table of Contents
- ☐ Prior Experience Evidence (Section 1.04)
- ☐ Understanding of the Project (Section 4.03)
- ☐ Methodology and Management Plan for the Project (Section 4.04)
- ☐ Experience and Qualifications (Section 4.05)

Overall Technical Proposal Contents: The technical proposal must include the information outlined in Section 1.04 Prior Experience, Section 4.03 Understanding of the Project, Section 4.04 Methodology used for the Project, Section 4.05 Management Plan for the Project, and Section 4.06 Experience and Qualifications of this RFP. All proposals will be evaluated against Section 5 of this RFP. At a minimum, the following sections must be addressed within the Technical Proposal. No cost information may be included in the technical proposal.

- Section 1.04 – Prior Experience / Resumes
- Section 4.03 – Understanding of the Project
- Section 4.04 – Methodology used for the Project
- Section 4.05 – Management Plan for the Project
- Section 4.06 – Experience and Qualifications

COST PROPOSAL <<< SECTION C>>>

1. **Title Page:** Title page must include the name of the Company/Firm submitting the proposal, RFP Title, RFP number, Proposal Due Date, and must be labeled as Cost Proposal.
2. **Cost Proposal Contents:** The Cost Proposal included with the package must be sealed separately from the rest of the proposal and must be clearly identified, and submitted based on the instructions provided in Section 1.07, and Section 4.01 of this RFP.

ATTACHMENT 6:

RFP SUBMITTAL CHECKLIST

This checklist is an integral part of this RFP and the related proposal, and is provided to assist both the offeror and the State in identifying the requirements within the proposal. There may be **additional requirements** beyond those provided on this checklist. **Offerors are solely responsible** for thoroughly reviewing the RFP to make sure that they have met all the requirements and have provided all necessary information. The checklist **MUST** be included with the proposal. Signature on the checklist indicates that you have read the requirements stipulated by this RFP, and that the required information is submitted with your proposal. Signature of a binding officer of the proposing firm must sign the checklist. This signature will serve as the official signature of the proposal.

Pre-Proposal Activities:

- ☐ Register with Procurement Officer
- ☐ Request Disability Assistance (if needed) at least 10 days prior to proposal deadline (Section 1.09)
- ☐ Submit Written Questions in writing to Procurement Officer (Section 1.06)

Proposal Transmittal (Section A)

- ☐ **Required proposal copies:** Offerors must submit **Four (4)** hard copies (one original & three copies) of their proposal, in writing and **TWO (2)** CDs or thumb drives containing an electronic copy of the entire proposal. **One (1)** CD or thumb drive will contain the transmittal information and the technical proposal. **One (1)** CD or thumb drive will contain the cost proposal. The proposal response should be addressed to the procurement officer in a sealed package. The cost proposal included with the package must be sealed separately from the rest of the proposal and must be clearly identified. Emailed, faxed or oral proposals **will not be accepted**. (Section 1.07, and Section 4.01)
- ☐ Proposal Submittal Letter (Section 4.01) (see minimum information below for requirements)
 - ☐ Authorized signature (Section 1.08 (a))
 - ☐ Offeror's Certification A-H (Section 1. 08 (b))
 - ☐ Vendor Tax ID proof OR Vendor Tax ID number (Section 1. 08 (c))
 - ☐ Conflict of Interest Disclosure (Section 1. 08 (d))
 - ☐ Federal Requirements (Section 1. 08 (e))
 - ☐ Subcontractors (Section 3.08)
 - ☐ Review Insurance Requirements (Section 3.16)
 - ☐ Valid Alaska Business License Proof (Section 6.02)
 - ☐ Review & Agree to Standard Contract Provisions (Section 7.01)
 - ☐ Disclosure of Proposal Contents <if applicable> Section 7.08
 - **NOTE:** Offeror's shall **not** include a disclaimer on all of the proposal pages. If the offeror's proposal includes trade secrets, confidential and other proprietary information, this information must be **individually** identified and shall include the reason(s) for confidentiality.
 - The Procurement officer will make the determination in writing if the information is to be maintained confidential. Following the Notice of Intent to Award, proposals become public information. Procurement records must include information to support the selection of contractor(s), typically this includes cost, qualifications, and other key components of a proposal.
- ☐ Standard Agreement Form: The Standard Agreement Form must be signed and be included in the Proposal Transmittal Section. (Section 7.01) (Attachment #3).

Sports and Special Event Marketing Services – Federally Funded **Amendment #1 Change Six Attachment #6**

- ☐ RFP Submittal Checklist: The checklist is an integral part of the RFP, it must be signed and be included in the Proposal Transmittal Section (Attachment #6).
- ☐ RFP Amendments: All amendments issued for this RFP that require acknowledgement must be signed and included with the proposal [enclose only required signed amendments].

Proposal Technical Component (Section B)

Overall Technical Proposal –

The technical proposal must include the information outlined in Section 1.04 Prior Experience, Section 4.03 Understanding of the Project, Section 4.04 Methodology used for the Project, Section 4.05 Management Plan for the Project, and Section 4.06 Experience and Qualifications of this RFP. All proposals will be evaluated against Section 5 of this RFP. At a minimum, the following sections must be addressed within the Technical Proposal. No cost information may be included in the technical proposal.

- Section 1.04 – Prior Experience / Resumes
- Section 4.03 – Understanding of the Project
- Section 4.04 – Methodology used for the Project
- Section 4.05 – Management Plan for the Project
- Section 4.06 – Experience and Qualifications

- ☐ Title Page
- ☐ Table of Contents
- ☐ Prior Experience Evidence (Section 1.04)
- ☐ Understanding of the Project (Section 4.03)
- ☐ Methodology and Management Plan for the Project (Section 4.04)
- ☐ Experience and Qualifications (Section 4.05)

Cost Proposal (Section C)

Cost Proposal Contents: The Cost Proposal included with the package must be sealed separately from the rest of the proposal and must be clearly identified, and submitted based on the instructions provided in Section 1.07, and Section 4.01 of this RFP.

- ☐ **Title Page:** Title page must include the name of the Company/Firm submitting the proposal, RFP Title, RFP number, Proposal Due Date, and must be labeled as Cost Proposal.
- ☐ Cost Proposal, (Attachment 2) **(Separate envelope addressed to the Procurement Officer)** (Section 1.07, Section 4.01 and Section 4.06)

RFP# 2520H012

Title: Sports and Special Event Marketing Services – Federally Funded

Proposal Due Date: December 23, 2019, at 2:00 pm Alaska Time

Company Name

Printed Name of Binding Official

Signature of Binding Official / Date