

STATE OF ALASKA RFP 2015-0800-2913
AMENDMENT NUMBER 2

RETURN THIS AMENDMENT IN YOUR PROPOSAL TO:



Department of Commerce,
Community and Economic Development (DCCED)
Attention: Gina Chalcroft
State Office Building - Ninth Floor
333 Willoughby Avenue
P.O. Box 110803
Juneau, AK 99811-0803

THIS IS NOT AN ORDER


DATE AMENDMENT ISSUED: January 23, 2015

RFP TITLE: **Marketing and Communications Services**

AMENDMENT 2

THERE IS NO CHANGE TO THE RFP PROPOSAL RECEIPT DEADLINE: Proposals must be time and date stamped by the issuing office no later than 2:00 PM., Alaska Standard Time on Tuesday, February 13, 2015. An offeror's failure to submit its proposal prior to the deadline will cause the proposal to be disqualified. Late proposals or amendments will not be opened or accepted for evaluation.

IMPORTANT NOTE TO BIDDERS: In order for your proposal to be considered responsive, this amendment, in addition to your proposal and all other required documents, must be signed, dated, and included in your proposal. All other sections of the RFP remain the same.



Gina Chalcroft
Procurement Specialist
PHONE: (907) 465-2519
FAX: (907) 465-5441

NAME OF COMPANY

SIGNATURE

DATE

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The following is deleted in its entirety:

1.15 Subcontractors

~~Subcontractors will not be allowed.~~

And replaced with the following:

1.15 Subcontractors

Subcontractors will be allowed.

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:

- (a) complete name of the subcontractor;
- (b) complete address of the subcontractor;
- (c) type of work the subcontractor will be performing;
- (d) percentage of work the subcontractor will be providing;
- (e) evidence that the subcontractor holds a valid Alaska business license; and
- (f) 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.

The following is deleted in its entirety:

5.01 Scope of Work

The Work Order Process

~~2. Estimated time involvement of key individuals.~~

And replaced with the following:

2. Estimated time involvement of key individuals. This must clearly include any and all subcontractors proposed.

The following is deleted in its entirety:

6.03 Understanding of the Project/Management Plan

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~~Offerors must provide a brief narrative statement that describes the management plan they intend to execute for this project. Offerors must introduce the project team, provide an organizational chart specific to the personnel assigned to accomplish the work called for in this RFP; illustrate the lines of authority and designate the Project Manager responsible and accountable for the project and work order process.~~

And replaced with the following:

6.03 Understanding of the Project/Management Plan

Offerors must provide a brief narrative statement that describes the management plan they intend to execute for this project. Offerors must introduce the project team, provide an organizational chart (including sub-contractors if used) specific to the personnel assigned to accomplish the work called for in this RFP; illustrate the lines of authority and designate the Project Manager responsible and accountable for the project and work order process.

The following is deleted in its entirety:

~~**7.04 Experience and Qualifications of Personnel (100 Points)**~~

~~Proposals will be evaluated against the questions set out below:~~

- ~~[a] Do the individuals assigned to the project have experience on similar projects? (25 points)~~
- ~~[b] Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in the work the project requires? (25 points)~~
- ~~[c] How extensive is the applicable education and experience of the personnel designated to work on the project? (25 points)~~
- ~~[d] Are individuals available for the duration of the contract? (25 points)~~

And replaced with the following:

7.04 Experience and Qualifications of Personnel (100 Points)

Proposals will be evaluated against the questions set out below:

- [a] Do the individuals assigned to the project have experience on similar projects? (25 points)
- [b] Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in the work the project requires? (25 points)
- [c] How extensive is the applicable education and experience of the personnel designated to work on the project? (25 points)

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[d] Are individuals available for the duration of the contract? (25 points)

[e] If a subcontractor will perform work on the contract, how well do they measure up to the evaluation used for the offeror? [0 points]

The following questions have been asked and answered:

- Q.** Is it possible to get a copy of proposals from the prior contract, which if memory serves, was issued about 2-1/2 years ago and finished last year some time?
- A.** This is the first time DCCED has solicited for these services.
- Q.** Is it possible to get the proposal and cost proposal for the former winning bidder?
- A.** This is the first time DCCED has solicited for these services.
- Q.** May we have access to any traditional resource such as polling and focus group data, performed under the contract?
- A.** This is the first time DCCED has solicited for these services.

Revised Attachment 14 Proposal Responsiveness Checklist is attached.

REVISED Attachment 14
PROPOSAL RESPONSIVENESS CHECKLIST
Marketing and Communications Services
RFP #2015-0800-2913

The following information must be included in each proposal. Proposers who do not respond to each item as specified below will be considered "non-responsive" and the proposal will not be accepted for evaluation and possible award of contractual services.

This checklist may not be all inclusive of the items required to be submitted in the proposal. In case of a conflict between this checklist and the RFP, the requirements of the RFP will prevail.

(Proposers are encouraged to use this checklist in preparation of proposals).

Description	Checklist
Proposal received by 2:00PM, Friday, February 13, 2015 in the Procurement Office on the Ninth Floor, 333 Willoughby Avenue, Juneau, Alaska 99801. (see Section 1.01)	
Proposal includes One original and 3 Copies (4 total copies)	
Any amendments to the RFP	
Attachment 3 – Proposer Information and Assurance Form	
Attachment 4 – Certificate of Independent Price Determination	
Attachment 5 – RFP Cost Schedule	
Attachment 6 – Alaska Bidder Preference Affidavit	
Attachment 11 – Resource Sheet	
Proof of Alaska Business License & Other Required Licenses	
Prior Experience Requirements	
Subcontractor List	
Conflict of Interest and Restrictions	
Understanding of the Project/Management Plan	
Experience and Qualifications/Firm/Project	