PLEASE SIGN AND RETURN THIS AMENDMENT PAGE WITH YOUR PROPOSAL TO THE ISSUING OFFICE AT:

Department of Environmental Conservation
Division of Administrative Services
Attn: Chris Hunt
RFP 2016-1800-3159 - Addendum #1
410 Willoughby Ave. Suite # 303
Juneau, AK 99811-1800

RFP 2016-1800-3159 – Addendum # 1 **DATE ADDENDUM ISSUED: June 3, 2015**

RFP TITLE: RFP 2016-1800-3159 Air Quality Public Relations & Education

SEALED PROPOSAL DUE DATE AND TIME: June 12, 2015, at 3:00 p.m. Alaska Time

The purpose of Addendum # [1] is to:

- Provide the call in phone number and pin for the pre-proposal conference.
- Provide answers to questions received.

Call in phone number and pin number for the pre-proposal conference
Call in phone number: 1-800-315-6338
Pin Number: 75791#

Answers to Question Received

1) Question
What is the difference between RFP# 2016-1800-3159 and RFP# 2016-1800-2910?

Answer:
Increase in total funding of the contract from $800,000 to $1,200,000. The new RFP also incorporates the responses to questions received from the first RFP. Specifically language was added regarding the experience requirements to the project manager and updating the cost proposal sheet for clarity.

2) Question:
In past years, how many ads do you expect (respectively) to have produced for TV, Radio, Print and social media? Do you expect that number to be the same for the coming year?

Answer:
DEC has had 9 or so years of contracting TV, Radio, Print and more recently social media. Each year has been different depending on need and issues. Here is what has been produced over this 9 year period approximately:

- Dust – 2 radio ads, 2 TV, 1 activity book, 3 pamphlets
- Open burn – 1 pamphlet, one radio ad
- PM2.5 – 11 TV or vignettes, 2 radio, 7 brochures, 3 posters – many open house signs, logos
- Woodstoves – 4 brochures, 4 TV ads
- Diesel fuel – 1 brochure
- I/M (discontinued program) several TV and radio ads
- Ethanol program (discontinued program) several information items

We cannot anticipate how many new ads will be commissioned in any future year. We have had years where no new media was produced and then years that were very heavy. Last fiscal year, due to special 1-time funds, virtually all the PM2.5 material was created, whereas, this fiscal year, only one new vignette was created.

3) Question:
Will work samples be shared?

Answer:
All material submitted to DEC as part of a proposal becomes public information after a notice of intent to award is issued. Only items that are requested confidential and meet the statutory definitions of confidentiality may be kept confidential.

4) Question:
Is the only work sample expected to be submitted in a separate, sealed envelope that of the A/V editor? Does that example need to be in any specific format?

Answer:
Yes, on page 13 of the RFP, 'Editor-Audio/Video' – therefore the editor referenced is the audio/video editor. The format of the example should be either in DVD or CD that can be easily viewed or listened to on a computer.

5) Question:
Can all other work examples be presented within the context of the proposal, or will you need original copies?

Answer:
All other work examples may be included within the context of the proposal, they do not need to be original copies. For example, one example of graphic art work is required. A photo copy is acceptable.

6) Question:
If work sample content is allowed within the printed proposal, does the unprotected Microsoft Word document need to match visually? Or can the Word document be a text-only version of the printed proposals?"

Answer:
Please expand your question and provide an example of what you are referring to. The question being asked is unclear and additional information is needed before a replay may be drafted.

7) Question:
What has the total statewide media buy been for the last 3 years?

Answer:
Variable; in the past the average was approximately $90,000 per year. However, last year, only, it was slightly higher at about $120,000.

8) Question:
Do you need transcripts for an MA in Marketing?

Answer:
Transcripts are only required to demonstrate that a Masters in Business Administration or a Business degree has the appropriate emphasis in Marketing. Proof of a degree in Marketing (Communication, Journalism, or Public Relations/Advertising) is sufficient, and transcripts are not required.

9) Question:
How many public surveys do you anticipate and in what areas?

Answer:
At least one survey is conducted annually in Fairbanks. Additional surveys could be conducted as needed anywhere in the state. For the annual survey in Fairbanks, the questions are already developed and any modifications will be done by another contractor. Results of the survey are also analyzed by another contractor. DEC will have final approval on any entity that conducts the actual survey.

_____ _____

Name Date