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 - Amendment #1
410 Willoughby Ave. Suite # 303
Juneau, AK 99811-1800

RFP 2016-1800-3159 – Amendment # 1 **DATE AMENDMENT ISSUED: June 9, 2015**

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

SEALED PROPOSAL DUE DATE AND TIME: June 17, 2015, at 3:00 p.m. Alaska Time

The purpose of Amendment # [1] is to:

- Provide the transcript from the pre-proposal conference.
- Provide a revision to RFP Section 1.02 RFP Schedule, page 5 of the RFP.
- Provide a revision to the language in RFP Section 2.06 Prior experience for the Project Manager, page 12 of the RFP.
- Provide a revision to RFP Section 7. Evaluation Criteria and Contractor Selection Section 7.01 Evaluation Criteria, page 31 of the RFP.

Revision to RFP Section 1.02 RFP Schedule

RFP Section 1.02: RFP Schedule, RFP Page 5.

- Deadline for Receipt of Proposals changed from June 12, 2015 at 3:00 P.M. Alaska Time to June 17, 2015 at 3:00 P.M. Alaska Time
- State of Alaska issues Notice of Intent to Award a Contract changed from June 19, 2015 to June 29, 2015
- State of Alaska issues contract changed from June 29, 2015 to July 6, 2015
- Contract start changed from July 1, 2015 to July 10, 2015

Revision to the language in Section 2.06 Prior Experience

RFP Section 2.06 Prior Experience for the Project Manager, RFP Page 12.

Changed from:

- *Project Manager*

5-8 Years of experience and a Degree in one of the following areas: Marketing, Communications, Journalism or Public Relations/Advertising. [Note: due to the broad nature of a Masters in Business Administration, or Business degree these degrees are not eligible, except for a Masters in Business Administration with an emphasis in Marketing where the transcripts must be submitted and support the emphasis (more than 3 classes in marketing in degree program)].

The Project Manager (other titles could include: account manager, account executive, etc.)— is the main contact person between the firm and the DEC Project Director, who organizes and manages the account. This person is also expected to actually participate in work on the account and product development. Any management personnel that would normally spend less than 20% of the total staff time on the project would not be considered the project manager under this definition. If another title best describes the intent of this position, an offeror may substitute with a different title as long as position is clearly defined and expected to work significantly with the account and product development/

Provide one example of a product for an account for which the project manager was responsible (either radio

ad, TV ad, or social media ad) and a short description of the goal or target of the product. (For example, if a TV ad is submitted, describe what original outcome the TV ad was intended to produce)

Changed to: (all changes in red below)

- *Project Manager*
  5 to 8 years of experience and a Degree in one of the following disciplines: Marketing, Communication, Journalism, Public Relations, or Advertising. A Business Degree is an acceptable alternative if it included at least 4 marketing classes as demonstrated through transcripts.

  The Project Manager (other titles could include: account manager, account executive, etc.)— is the main contact person between the firm and the DEC Project Director, who organizes and manages the account. This person is also expected to actually participate in work on the account and product development. Any management personnel that would normally spend less than 20% of the total staff time on the project would not be considered the project manager under this definition. If another title best describes the intent of this position, an offeror may substitute with a different title as long as position is clearly defined and expected to work significantly with the account and product development/

  Provide one example of a product for an account for which the project manager was responsible (either radio ad, TV ad, or social media ad) and a short description of the goal or target of the product. (For example, if a TV ad is submitted, describe what original outcome the TV ad was intended to produce)

Revision to Section 7. Evaluation Criteria and Contractor Selection

RFP Section 7.01 Evaluation Criteria, RFP Page 31.

Changed from:

7.01 Evaluation Criteria

Evaluation Categories and Weights
The table below indicates the total number of points assigned to each area of the RFP proposal evaluation.

Evaluation Categories:	
Technical Proposal	60 Points
Cost Proposal (Total cost)	40 Points
TOTAL:	100 Points

The technical proposal will be evaluated based upon the following categories:
Management Plan for the Project 30 Points
Experience and Qualifications 30 Points

The cost proposal will be evaluated based upon the following:
Cost Proposal 40 Points

Technical Proposal Normalization
The scores for the technical proposal portion of the evaluation will be normalized as follows: The technical proposal with the highest overall total score will receive a score of 60. All other responsive technical proposals will be assigned a portion of the maximum score using the following formula:
60 X the overall technical score of the technical proposal being evaluated/ the overall technical score of the technical proposal with the highest overall technical score

Cost Proposal Normalization
The scores for the cost proposal portion of the evaluation will be normalized as follows: The offeror's cost proposal with the lowest Total Cost Proposal will receive 40 points. All other responsive cost proposals will be assigned a portion of the maximum score using the following formula:
The lowest Total Cost Proposal amount shall be multiplied by 40 then divided into the next lowest Total Cost Proposal to determine the points awarded. (Example: [Offeror 1: Total Cost Proposal of $6,000.00] [Offeror 2:

Total Cost Proposal of $6,800.00] [Offeror 1 receives 40 points] [Offeror 2: $6,000.00 X 40 / $6,800.00 points = 35.29 points])

Formula Used to Convert Cost to Points

$$\frac{\text{[(Price of Lowest Cost Proposal)} \quad \text{x 40]}}{\text{(Price of Next Lowest Cost Proposal)}} = \text{POINTS}$$

Changed to: (all changes in red below)
7.01 Evaluation Criteria

Evaluation Categories and Weights
The table below indicates the total number of points assigned to each area of the RFP proposal evaluation.

Evaluation Categories:	
Technical Proposal	40 Points
Cost Proposal (Total cost)	60 Points
TOTAL:	100 Points

The technical proposal will be evaluated based upon the following categories:
Management Plan for the Project 20 Points
Experience and Qualifications 20 Points

The cost proposal will be evaluated based upon the following:
Cost Proposal 60 Points

Technical Proposal Normalization
The scores for the technical proposal portion of the evaluation will be normalized as follows: The technical proposal with the highest overall total score will receive a score of 40. All other responsive technical proposals will be assigned a portion of the maximum score using the following formula:
40 X the overall technical score of the technical proposal being evaluated/ the overall technical score of the technical proposal with the highest overall technical score

Cost Proposal Normalization
The scores for the cost proposal portion of the evaluation will be normalized as follows: The offeror's cost proposal with the lowest Total Cost Proposal will receive 60 points. All other responsive cost proposals will be assigned a portion of the maximum score using the following formula:
The lowest Total Cost Proposal amount shall be multiplied by 60 then divided into the next lowest Total Cost Proposal to determine the points awarded. (Example: [Offeror 1: Total Cost Proposal of $6,000.00] [Offeror 2: Total Cost Proposal of $6,800.00] [Offeror 1 receives 60 points] [Offeror 2: $6,000.00 X 60 / $6,800.00 points = 52.94 points])

Formula Used to Convert Cost to Points

$$\frac{\text{[(Price of Lowest Cost Proposal)} \quad \text{x 60]}}{\text{(Price of Next Lowest Cost Proposal)}} = \text{POINTS}$$

Name _____ Date _____