

**STATE OF ALASKA RFP NUMBER 2018-1200-3838**  
**ADDENDUM NUMBER TWO**

***RETURN THIS ADDENDUM TO THE ISSUING OFFICE AT:***



**DEPARTMENT OF PUBLIC SAFETY  
ADMINISTRATIVE SERVICES  
PROCUREMENT/SUPPLY SECTION  
4805 Dr. Martin Luther King Jr, Ave  
Anchorage, AK 99507**



**THIS IS NOT AN ORDER**

**DATE ADDENDUM ISSUED: November 17, 2017**

**RFP TITLE: Communication Strategy Services**

**BID OPENING DATE IS CHANGED to: November 27, 2017, @ 4:30pm AKST**

The RFP for the above project are amended as follows (All other terms and conditions remain unchanged):

**I. Section 4.07 Presentation and Interviews:**

- a. Sec 4.07 Presentation and Interviews. Remove the paragraph and **REPLACE** with the following:

Present your project understanding and approach.

The presentations and interviews will be held on **December 7, 2017 using WEBEX**. Each presentation and interview will be sixty (60) minutes long, with a thirty (30) minute presentation and a thirty (30) minute interview. At most, only the proposed project manager and one (1) other key member of the project team will be allowed to attend and present the proposal. The members of the evaluation committee will ask questions at the end of the presentation. All proposers will be asked the same questions. Additional follow-up specific questions may be asked to clarify proposals.

**II. Questions and Answers:**

1Q: Can you tell me if the media buys themselves will be part of the \$150,000 budget? And can you elaborate on size of your annual report (# of pages)?

1A: The media buys and the cost of printing are not part of the \$150,000 contract amount. Cost of media buys will be invoiced directly from the company running the ads. Similarly, the actual cost of printing the annual report and other print materials—the contractor will do all the design work and selection/negotiating with printers and the bill for printing will be sent to CDVSA for payment separate from the contract.

The annual report has traditionally been 40-50 pages of mostly narrative. We want a whole new look and approach for our FY2017 report—no more than 10-15 pages, more stylistic and more graphics and data to “tell a story.” You can see copies of past annual reports on our website under Resources.

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2Q: Is the annual report expected to be a similar length to the 2016 publication?

2A: The annual report has traditionally been 40-50 pages of mostly narrative. We want a whole new look and approach for our FY2017 report—no more than 10-15 pages, more stylistic and more graphics and data to “tell a story.” You can see copies of past annual reports on our website under Resources.

3Q: Page 9; Section 3.01 and 3.03: Media Planning Services: Would the State please provide additional detail regarding the order of magnitude for the media budget. Additional details regarding the scale of the media buy will inform the level of effort required for media planning services and related professional fees.

3A: Media buys for CDVSA revolve mostly around 3 different months: October, Domestic Violence Awareness Month; February, Teen Dating Violence Awareness Month; and April, Sexual Assault Awareness and Education Month. Our annual media buy budget is around \$120,000 –approximately \$40-50,000 in October, \$20-30,000 in February, and \$40-50,000 in April. These are estimates and we may add additional dollars into our February buy in SFY19. CDVSA has a number of TV PSAs developed at this time and may want to discuss the possibility of developing a few new items in years 2-3.

4Q: Page 9; Section 3.01; Article 1.b-f: Would the State please provide additional detail regarding the number or anticipated infographic, poster designs, posters and brochures to be created. For example, is the State seeking one brochure design or multiple? This information will support contractors anticipated labor hours associated with each task.

4A: For the SFY18 (current year) we are requesting a few items be developed for February’s Teen Dating Awareness Month; this event is fairly new and we have not created many items for educating people about this issue. With the passage of the Alaska Safe Children’s Act (and Bree’s Law), we have been asked to begin developing some educational materials. For this first year we anticipate 1-design and maybe 2-3 different mediums (1 poster, 1 brochure and 1 radio ad). Also, we are open to different approaches after we have a contractor in place and they provide us with ideas and options.

In terms of what we want in the out years 2 and 3, we do not have a specific plan and want to work in collaboration with our contractor to help us brainstorm ideas and approaches to maximizing multi-strategy communications approaches, recognizing that social media may be more impactful for reaching youth than traditional media approaches. But, we always want to have some materials in hard copy that can be handed out for classrooms, health fairs, health care offices and other types of venues.

5Q: Page 9; Section 3.01; Article 3 & Article 5: Would the State please provide additional detail regarding the anticipated number of T.V. and radio spots requested.

5A: Please see the response to question #3 – the number of TV and radio spots is determined more by what we are able to purchase with the budget we have available. We are looking to maximize our budget by getting as much media exposure as possible with the stated annual budget for purchased spots, and blending with leveraged spots and free spots. We anticipate the contractor helping to guide CDVSA and working to maximize our limited media funds.

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6Q: Section 3.01 and Section 3.03: Our firm understands that the State has identified specific deliverables for the base contract period (7 months from award). Can the State please provide an additional details regarding the volume of new materials identified in section 3.01 to be addressed in Option Years 1 and Option Year 2.

6A: As indicated in the responses above, CDVSA sees this communications contract as a partnership between our subject matter expertise and the communications expertise of the contractor. A specific “volume “ of materials is not as important as strategically thinking through what messages we want to relay and how best to do that. Specific ideas for new materials and information will be jointly developed and decided between CDVSA and the selected contractor. And, due to our limited budget for specific media/communications development we will be looking to develop materials and types of materials/approaches that can best enhance and take full advantage of a multi-media approach that is both effective and efficient.

7Q: Attachment 5: Please clarify the language:

Cost proposals must **include an itemized list** of all direct and indirect costs associated with the performance of the contract, budget development, monthly billing, including, but not limited to, **total number of hours**, direct expenses, payroll, supplies, overhead assigned to each person working on the project, percentage of each person's time devoted to the project, and profit”

Question: Is the language in this document requiring that offerors must provide a supplementary, **itemized list** of all direct and indirect costs, including a breakdown of labor hours?

7A: No. Please include all the above itemized list in the cost proposals.

8Q: Vendor understands the critical timing of this procurement and intends to submit its bid by the State’s deadline, however given the nature of these questions and the impact to all offerors price proposals, would the State consider extending the deadline to November 22nd?

8A: The Proposal due Date is changed to November 27, 2017 @ 4:30 pm AKST.

**Bidders must acknowledge receipt of this addendum, prior to the hour and date set for the bid opening by one of the following methods:**

Via email, or hand delivered, or U.S. mail or any delivery service to the above address.

Signature: On File  
Christine Mash  
DPS Procurement Lead  
Phone: (907) 269-6635  
Email: [christine.mash@alaska.gov](mailto:christine.mash@alaska.gov)