



Department of Health and Social Services
Finance and Management Services
Grants and Contracts Support Team
333 Willoughby Ave., Room 760
Juneau, Alaska 99801

RFP #0619-096
Media Buying for DHSS Campaigns

Amendment #1

Amendment Issue Date: 01/08/2019

IMPORTANT NOTE TO OFFERORS: Only the following items referenced in this amendment are to be changed. All other sections of the RFP remain the same. A copy of the amendment is available on the State's Vendor Self Service website.

UPDATED RFP SCHEDULE:

- Issue RFP **DECEMBER 18, 2018**,
- Deadline for Questions: 3pm prevailing Alaskan Time, December 27th, 2018,
- Deadline for Receipt of Proposals: 4 pm prevailing Alaskan Time, **January 25th, 2018**,
- Proposal Evaluation Committee complete evaluation by **JANUARY 30, 2018**,
- State of Alaska issues Notice of Intent to Award a Contract **JANUARY 31, 2018**,
- Contract Starts **February 11th, 2018**.

RESPONSES TO QUESTIONS SUBMITTED BY INTERESTED PARTIES:

- 1. Per the directions in the cost proposal in Attachment 2, offerors are to submit a total cost for each year, regardless of the various positions or labor categories that may actually perform the work, and without knowing what campaigns are funded and how much media is expected to be placed. Is this total annual cost intended to be inclusive of labor for planning and meetings and the actual media that will be purchased?
- A1. Yes. The cost does not include the development or creation of said media.
- 2. If so, how are offeror's expected to submit costs without knowing how much media they will be purchasing?
- A2. Updated cost proposal attached addressing question.
- 3. Is the maximum contract award of \$500,000 an annual figure or for the entire life of the contract?
- A3. \$500,000.00 is for the entire life of the contract.
- 4. Per the directions in the cost proposal in Attachment 5, we are not to alter the form in any way, however, in Section 4.07 we are asked to provide itemized costs for all direct and indirect costs including hours at various rates, direct expenses, payroll, supplies, overhead assigned, percentage of time allocated to

the contract and profit. How will that information be identified in the total annual cost requested in Attachment 5.

- A4. Updated cost proposal attached addressing question.
- 5. Per Section 1.07 in the return instruction, the cost proposal is to be separate from the proposal in a sealed envelope or PDF separate from the proposal, however, cost information is requested in Section 4.06, including an itemized cost and number of hours for each individual proposed. Will cost be evaluated in Experience and Qualifications as well as in the Cost Proposal?
- A5: Updated Section 4.06 below:

SE. 4.06 EXPERIENCE AND QUALIFICATIONS

Offerors must provide an organizational chart specific to the personnel assigned to accomplish the work called for in this RFP; illustrate the lines of authority; designate the individual responsible and accountable for the completion of each component and deliverable of the RFP.

Offerors must provide a narrative description of the organization of the project team and a personnel roster that identifies each person who will actually work on the contract and provide the following information about each person listed:

- title,
- resume,
- location(s) where work will be performed,

Offerors must provide reference names and phone numbers for similar projects the offeror's firm has completed.

- 6. In Section 4.06, an itemized cost and number of estimated hours for each individual is requested. With no specific budget to respond to, how would you like us to base our estimated hours required for the work? Can the Department of Health and Social Services provide a rough order of magnitude for the total contract budget.
- A6. Addressed in A5.
- 7. In Sections 4.03, 4.04 and 4.05, we are asked to define how we will meet the state's project schedule, but there is no project schedule noted in the RFP, other than the request to provide an estimated media placement calendar within 21 days of campaign start.
- A7. Base project schedule off of 2018's Broadcast Media campaigns, outlined on cost proposal.
- 8. Is it acceptable to receive media commissions on commissionable media placed under this contract?
- A8. Yes, the contractor will be allowed to accept standard commission from media channels that pay commission for placement.
- 9. Is it acceptable to receive mark-up or commissions on non-commissionable media purchased and placed under this contract?
- A9. No. The contractor is expected to purchase and place media with non-commissionable sources (Facebook and other social media channels, as possible examples) aiming toward the achievement of campaign goals. When placing non-commissionable media for this contract, the contractor will be paid an hourly rate for managing that placement. The contractor must let us know on the RFP's cost proposal what that hourly rate will be for the lifetime of this contract. This hourly rate will only apply to managing the placement of non-commissionable media. It will not be paid to manage placement of commissionable media

