



**Department of Environmental Conservation
Division of Air Quality**

**Request for Proposals (RFP)
RFP # 190000060**

Addendum One

Air Quality Public Relations & Education

Date of Issue: April 30, 2019

The RFP Package is hereby clarified or changed as follows:

1. Submittal deadline has not been changed.
2. Questions and Answers

The questions and answers, begin on page 2. This Addendum is hereby made part of the RFP and is a total of three pages.

All other terms and conditions for this RFP remain unchanged.

Issued by: Christine Mash
Procurement Officer
(907) 269-0291

Questions and Answers

Question 1: Can the single original and three copies of the proposal be submitted as a PDF as opposed to an unprotected Microsoft Word Document? The Word Document Format limits some creative ability, and makes the inclusion of certain required creative sample elements more challenging.

Answer 1: Yes.

Question 2: Who or which agency/company/organization currently holds the current public relations contract for the project associated with this RFP?

Answer 2: MSI Solutions.

Question 3: Can the single electronic copy of the proposal be submitted on a flash drive as opposed to a CD/DVD?

Answer 3: No. Per State policy we do not accept flash drive.

Question 4: Has DEC ever conducted any benchmarking surveys to determine where the public stands on the issues contained in the proposal and to determine how well certain messages and mediums of communication resonate with the public? If so could you please provide them?

Answer 4: DEC's Air Quality Division has conducted some surveys in the past, mostly tied to emission inventory efforts. However, some of the surveys do contain public education questions. Surveys that Air Quality has conducted in the past may be found at this website: <http://dec.alaska.gov/air/anpms/projects-reports/>

Question 5: Does the Department or Division have any developed benchmarks or mechanisms for success? That is to say: has the department determined how it what mechanisms will be measured to determine a successful campaign?

Answer 5: No, we currently have not developed benchmarks or mechanisms for determining success.

Question 6: How much opportunity will there be for new creative elements and messaging to be developed? The RFP frequently says, that, "the look and feel as well as slogans developed for this campaign will be continued," and we are curious as to how much openness the department has for new messaging and creative elements.

Answer 6: Over the life of the contract, it is highly likely that new creative elements and messaging will be needed. Every contract cycle, in the past, has ended up with new creative elements.

Question 7: Whether companies from Outside USA can apply for this? (like, from India or Canada)

Answer 7: Please refer to RFP#190000060, Section 3.08, Location of Work and Section 6.02 of Alaska Business License.

Question 8: Whether we need to come over there for meetings?

Answer 8: Please refer to RFP#190000060, Section 3.08, Location of Work

Question 9: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

Answer 9: Please refer to RFP#190000060, Section 3.08, Location of Work

Question 10: Can we submit the proposals via email?

Answer 10: No. Please refer to RFP#190000060, Section 1.07, Return Instructions.

Offerors must acknowledge receipt of this addendum prior to the submittal deadline.

The proposal documents require acknowledgment individually of all addenda to the drawings and/or specifications. This is a **mandatory requirement** and any proposal received without acknowledgment of receipt of addenda may be classified as not being a responsive proposal.

End of Addendum