



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

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

Addendum Two

Air Quality Public Relations & Education

Date of Issue: May 7, 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
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Questions and Answers

Question 1: Based on the deliverables outlined in the RFP, we may recommend a strategist and copywriter. Would you like us to include information about these roles as well?

Answer 1: Under Section 4.03, Management Plan for the Project, offerors may set out the management plan they intend to follow, this could include recommendations on types of staff.

Question 2: Are you looking to review a full resume for each role or may we provide a bio for each team member as it relates to the project(s)?

Answer 2: Resume's should show how the individual shall meet minimum qualifications, if necessary, otherwise, it is up to the offeror to define how broad or refined a resume shall be submitted.

Question 3: Is the creative strategy set or might that be a future opportunity beyond just a refresh to existing campaigns?

Answer 3: Over the life of the contract, it is likely that new creative elements and messaging will be needed. Every contract cycle, in the past, has ended up with new creative elements, this could include refreshing existing campaigns.

Question 4: What reporting platform do you use?

Answer 4: Assuming reporting platform question is regarding the monthly reports attached to invoices, pdf of a Word document. Otherwise, unsure of the question.

Question 5: Is all of the previous market research available and included within the scope budget?

Answer 5: All previous surveys conducted, with respect to Fairbanks, are posted on the Department of Environmental Conservation (DEC) website: <http://dec.alaska.gov/air/anpms/projects-reports/>. It is possible market research would be included within the proposed budget. However, sometimes the analysis of the results are completed under a separate contract.

Question 6: Does the initial \$300K include the media budget/buys?

Answer 6: Yes, the \$300K is all inclusive, media budget, buys, contract management, etc.

Question 7: Is the incumbent agency participating?

Answer 7: Offerors are confidential until the Notice of Intent to Award a Contract is issued.

Question 8: The education requirements for the Project Manager in this RFP, listed as a degree in marketing or related field, or business. Our PM has a Masters of Public Health, including two years of specialized social marketing training. The UAA MPH program focused extensively on issues faced in rural Alaska and environmental health and safety. Our PM has almost 15 years' experience in health/public health communications and education in Alaska. We feel this education and experience are fitting to the project, but want to confirm with you that an MPH + extensive experience will suffice.

Answer 8: Please refer RFP 190000060, Section 1.04, Prior Experience. It lays out the requirements for the Project Manager.

“Five to eight years of experience and a degree (A.A or B.A) 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 four classes or 12 credits in marketing as demonstrated through transcripts.”

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