

**STATE OF ALASKA RFP NUMBER 2521H005
AMENDMENT NUMBER FOUR**

AMENDMENT ISSUING OFFICE:



Department of Transportation & Public Facilities
Statewide Contracting & Procurement
P.O. Box 112500
(3132 Channel Drive, Room 310)
Juneau, Alaska 99811-2500

THIS IS NOT AN ORDER

DATE AMENDMENT ISSUED: August 17, 2020

**RFP TITLE:
AHSO COMMUNICATION PLAN**

RFP DUE DATE: August 25, 2020 at 2:00PM.

This is a mandatory return amendment. *Your proposal may be considered non-responsive if this signed amendment is not received (in addition to your proposal) by the date and time proposals are due.*

Vendor Signature: _____ Date: _____

Printed Name: _____

Offerors Name: _____

The purpose of this amendment is to answer the following questions from the vendor community;

Question 1:

In Section 4.06, the RFP bullet number four requests we “itemize the total cost and the number of estimated hours for each individual named above. Elsewhere in the document, it specifically states that no cost information can be included in the Section A and B of the technical document. How should we proceed?

Answer 1:

In Section 4.06 bullet number four has been removed and now reads;
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 identify the contract manager and provide evidence showing they meet the requirements in Section 1.04. under Personnel.**

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,

Question 2:

How much paid media did AHSO place on average in the past few years?

Answer 2:

On our website <http://dot.alaska.gov/stwdplng/hwysafety/pubs.shtml> - Click on *FFY2018 Alaska Highway Safety Annual Report*. Here we have our Annual Report that shows the Media Annual Report.

Question 3:

If it is determined that a new TV spot was needed, would the cost of that production be covered under a separate WO or included in our NTE task budget?

Answer 3:

The cost of production would be included in NTE budget for the contract and NOT the media buys.

Question 4:

On average, about how many new TV or collateral materials were created during any given year of managing the contract?

Answer 4:

An average of 3 radio, 4 TV and maybe 3 new digital campaigns and this ALL falls under the agency NTP not to be included in the set Media buy budgets.

Thank you,

Signature: 

Date: 8/17/2020

Name: Paul DiCarlo

Title: Procurement Specialist II