

STATE OF ALASKA

Department of Public Safety
Division of Administrative Services



Communication Strategy Services

RFP 2021-1200-4704

Amendment Two

November 24, 2020

**This amendment is being issued to answer questions submitted by potential vendors and make corrections.
The deadline is not changed.**

Questions submitted by potential offerors and answers from the state:

Question 1: Of the noted deliverables, are there any in particular CDVSA intends to prioritize?

Answer: We are hoping to either join in existing focus group work or conduct focus group work to support or expand messaging in underserved communities.

Question 2: Is there any up-to-date research on CDVSA issues across Alaska that the Counsel can share to better help us be responsive to the RFP?

Answer: Please see the following links:
[The Alaska Justice Information Center - Profile](#)
[Fiscal Year 2019 Annual Report](#)
[CDVSA 2019 Alaska Dashboard](#)
[Felony Level Sex Offenses 2018 Crime in Alaska Supplemental Report](#)
Please see the attached two reports: Primary Prevention Programming Example and Evaluation Reporting Example (attached separately).

Question 3: Can you please provide a few of the current campaign or other creative samples CDVSA has used over the current contract?

Answer: Examples of current campaign or creative should be available on the CDVSA FACEBOOK page, as well as attached PSA Examples 1 & 2.

Changes to the RFP:

Change 1: The Submittal Form numbering is amended by the following table. This amended table supersedes all Submittal Form numbering referenced in this RFP. Updated Submittal Forms are included as part of this amendment and must be used in offerors' responses. Failure to use these forms may cause an offeror's proposal to be deemed non-responsive and rejected.

Qualifications Criteria		Weight
Presentations and Interviews		10
Experience and Qualifications	(Submittal Form B)	10
Understanding of the Project	(Submittal Form C)	5
Methodology Used for the Project	(Submittal Form D)	10
Management Plan for the Project	(Submittal Form E)	15
Subcontractors	(Submittal Form F)	Included with Submittal Form B Weight
Total		50

Cost Criteria		Weight
Cost Proposal	(Submittal Form G)	40
Total		40

Important Note to Offerors: You must sign and return this page of the amendment document with your proposal. Failure to do so may result in the rejection of your proposal. Only the RFP terms and conditions referenced in this amendment are being changed. All other terms and conditions of the RFP remain the same.



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COMPANY SUBMITTING PROPOSAL

AUTHORIZED SIGNATURE

DATE

HOW DO YOU KNOW IF YOUR RELATIONSHIP IS HEALTHY?

- IT HAS BOUNDARIES

- IT'S CONSENSUAL

- IT'S A PARTNERSHIP



HEALTHY ME HEALTHY WE

THROUGH HEALTHY RELATIONSHIPS,
YOU CAN HELP PUT AN END
TO TEEN DATING VIOLENCE.

HOW DO YOU KNOW IF YOUR RELATIONSHIP IS HEALTHY?

IT'S CONSENSUAL

PRESSURE FREE

MUTUAL

ENTHUSIASTIC

IMPORTANT



HEALTHY ME HEALTHY WE

THROUGH HEALTHY RELATIONSHIPS,
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HOW DO YOU KNOW IF YOUR RELATIONSHIP IS HEALTHY?



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HOW DO YOU KNOW IF YOUR RELATIONSHIP IS HEALTHY?



THROUGH HEALTHY RELATIONSHIPS,
YOU CAN HELP PUT AN END
TO TEEN DATING VIOLENCE.



HEALTHY ME HEALTHY WE

I SUPPORT TEEN DATING VIOLENCE
AWARENESS & PREVENTION MONTH

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CDVSA

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**MORE THAN 21,000
WOMEN IN ALASKA
EXPERIENCE DOMESTIC
VIOLENCE, SEXUAL VIOLENCE,
OR BOTH EACH YEAR.***

**AVS-2015*



Alaska's Council on
Domestic Violence
& Sexual Assault

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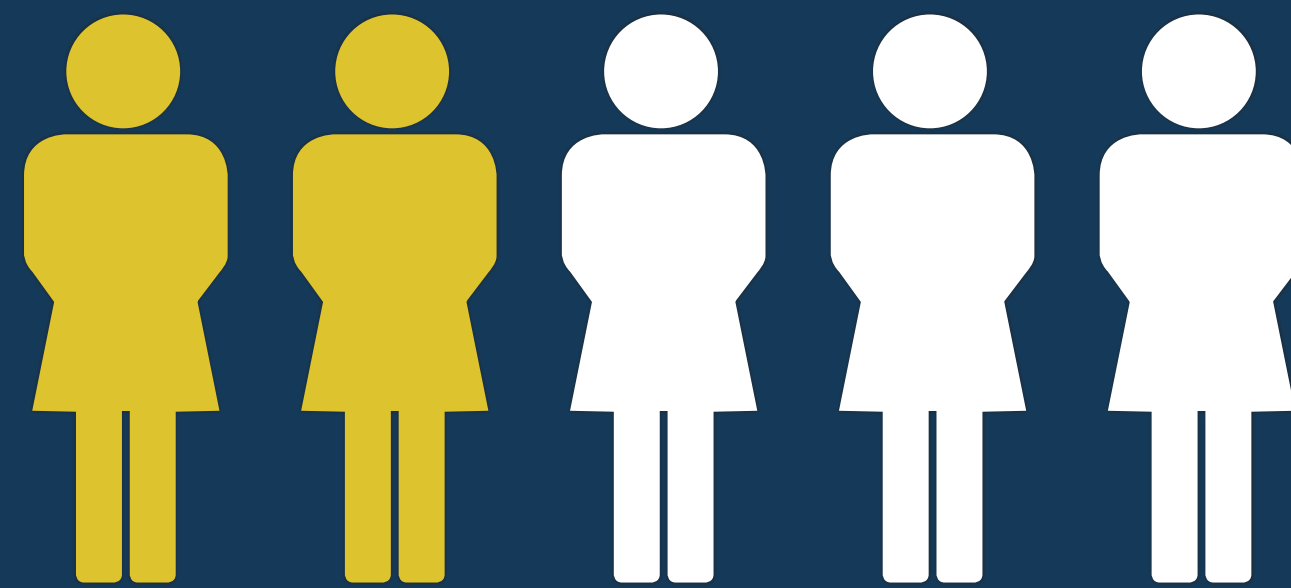
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**NEARLY 2 IN 5 WOMEN REPORT
HAVING EXPERIENCED SEVERE
PHYSICAL VIOLENCE FROM
AN INTIMATE PARTNER
IN THEIR LIFETIME.***

**AVS-2015*



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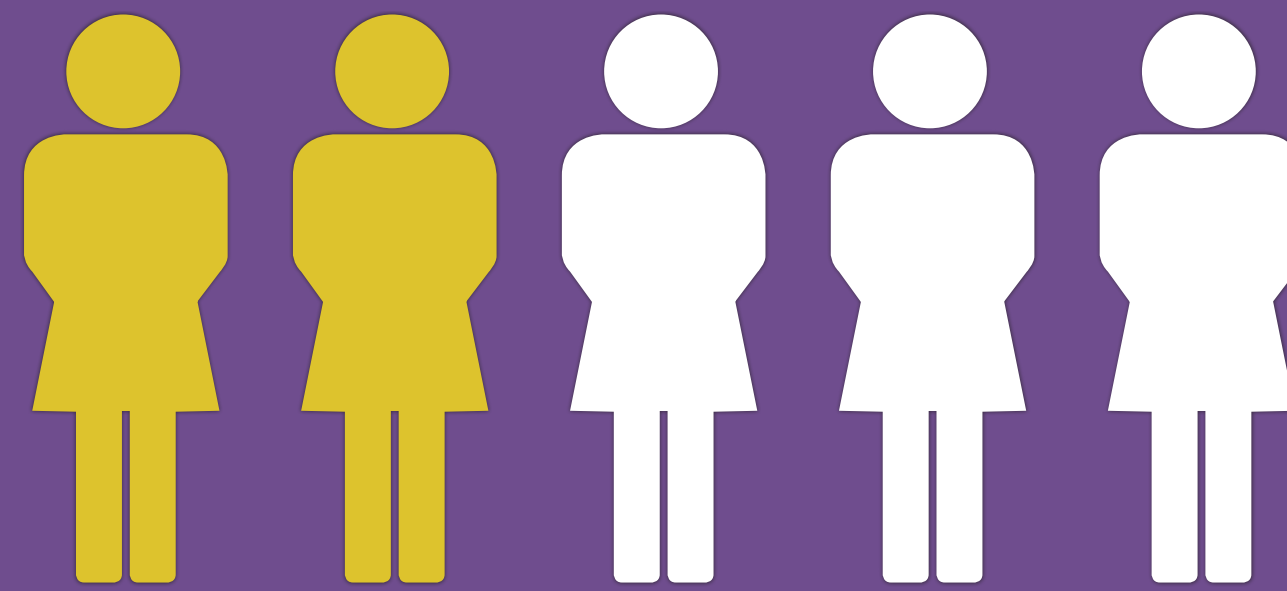


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IN ALASKA, NEARLY 40%
OF MEN REPORT
HAVING BEEN HURT BY
AN INTIMATE PARTNER
IN THEIR LIFETIME.*

**BRFSS-2017*



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Domestic Violence
& Sexual Assault

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**BRFSS-2017*



Alaska's Council on
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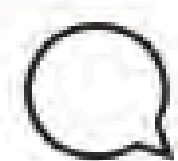
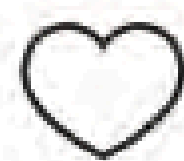
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IT'S TIME TO
**STAND UP
ALASKA!**



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CDVSA Together we can create safer, stronger communities. Be a part of the solution.

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CDVSA More than 81M women and men have experienced psychological aggression by an intimate partner (CDC, 2010).

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IT'S TIME TO
**TAKE
A STAND
ALASKA!**



[Learn More](#) >



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