

STATE OF ALASKA RFP NUMBER 2022-0700-4945
AMENDMENT NUMBER 2



Department of Labor & Workforce Development
Division of Administrative Services, Procurement
1111 W. 8th Street, Suite 306
Juneau, AK 99801

THIS IS NOT AN ORDER

DATE AMENDMENT ISSUED: September 10, 2021

RFP TITLE: DETS Marketing Campaign

RFP OPENING DATE AND TIME: September 22, 2021 at 2:00 pm Alaska Time

This amendment is being issued to provide responses to questions received from prospective vendors.

- Q1 In Section 3.02 B, it states that television will be a part of this project. Given the cost of this form of advertising, is this required?
- A1 The items shown in this section of the RFP are examples of potential methods of advertising that may be utilized during this contract, and none of these are required elements.
- Q2 On the first page of Submittal Form A, it has a section for Critical Team Members. Should subcontractors be shown in this section or in Submittal G?
- A2 Subcontractors should be listed in Submittal G.
- Q3 In Section 1.02, it lists the budget for this project. Based on the work involved, this may not be sufficient.
- A3 The amount shown in Section 1.02 is an estimated budget for the entire length of this contract. Once the Work Plan has been finalized, there may be a need to adjust the work to be provided so as not to exceed the budget. This will be determined during the evaluation process.
- Q4 In the RFP, there are Submittal Forms included. Are these to be used in place of a vendor submittal package?
- A4 Yes, the State has established standard submittal forms for use with Requests for Proposals. These require more detailed responses in certain areas to provide standardized responses for projects.
- Q5 In the RFP, Submittal Forms B-E have one page with the evaluation criteria title and one page that allows data entry. Will the title page be counted towards the page limits shown in the RFP?
- A5 The page limits shown in the RFP are for the vendor supplied information only. The title page will not be counted against these limits.
- Q6 Are the "website and social media" sites indicated in Section 3.02 B (3)b existing or will they be created as part of this contract.
- A6 In the initial meetings between the successful contractor and the Project Manager, information on all existing websites and social media accounts will be provided. Any new accounts will be determined through the Work Plan as approved by the Project Manager.

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- Q7 The estimated hours shown on the bid items of the Cost Proposal may not match the work required to complete certain of the Deliverables. How will this discrepancy be dealt with?
- A7 The estimated hours shown on the Cost Proposal are for evaluation purposes only. The narrative submitted for the Technical Proposal sections should fully describe the work required to complete that portion of the Scope of Work. These amounts are not reconciled against each other.
- Q8 The information being submitted for this RFP seems to be more about the qualifications of prospective vendors versus any proposed marketing campaigns to meet the agencies needs.
- A8 Yes, because the Work Plan will determine the marketing campaign and what actual services will be required under this contract, the State has requested more information about the prospective vendors, their management, and their experience.
- Q9 In the Cost Proposal, there is only one line for each type of service to be provided for each of the Deliverables. How should we provide information on any other labor types that might be necessary to complete those Deliverables?
- A9 Please use your primary personnel who will complete that Work Classification to fill out the Cost Proposal. Additional personnel should be listed in the Additional Services section on the last page of the Cost Proposal.



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