

Request for Information



State of Alaska
Division of Elections

Date Issued: December 13, 2021

Response Deadline: December 31 at 5:00 PM (AKST)

PRE-PRESS ASSEMBLY OF THE OFFICIAL ELECTION PAMPHLETS

Introduction:

The Division of Elections (DOE) is seeking information from media publishing agencies or print marketing design firms interested in contracting with the state to do pre-press assemble and design the official election pamphlets for the 2022 Primary and General Election.

Background Information:

Before each state Primary and General election, the DOE must publish and mail at least one election pamphlet to each household identified from the official registration list.

For a primary election, a Ballot Measure Pamphlet (BMP) is only required if a ballot measure will appear on the primary election ballot. If there is no ballot measure on the Primary ballot, then the BMP will not be produced.

For a general election, the Official Election Pamphlet (OEP) is published containing candidate submissions, sample ballots, maps of the voting districts, absentee voting information, all information relevant to ballot propositions, political party statements, and any additional information on procedures deemed necessary. There are four (4) unique English pamphlets published with each one being specific to the four election regions in the state and one (1) English/Tagalog/Spanish translated pamphlet sent to select areas. The regional district allocations may shift after redistricting, but that is yet to be determined. The 5 pamphlets (4 English + 1 translated) range in size from 150 – 300 pages and varies by the four distinct regions. The pamphlets are mailed to approximately 377,000 households. Average publication numbers are:

<i>Pamphlet/Book</i>	<i>Households</i>	<i>OEP Pages</i>	<i>BMP Pages</i>
<i>I</i>	<i>90615</i>	<i>155</i>	<i>38</i>
<i>II</i>	<i>185635</i>	<i>210</i>	<i>38</i>
<i>III</i>	<i>68340</i>	<i>158</i>	<i>38</i>
<i>IV</i>	<i>30615</i>	<i>150</i>	<i>38</i>
<i>Translated</i>	<i>2115</i>	<i>300</i>	<i>114</i>

The DOE usually contracts with a commercial printer to do the print productions and distribution while working in partnership with two in-house DOE employees. The DOE is interested in shifting editing and design of the data (candidate submissions, editing and assembly of pamphlet information) from in-house staff to an external agency. Following the guides and deadlines set in AS 15.58.010 – 15.58.080 and 6 AAC 25.690 – 25.710, the DOE is seeking an agency to receive, proof and edit candidate submissions for layout

in each pamphlet. The agency will format all candidate submissions for the pamphlets in conjunction with the a commercial printer (if it is a separate agency). The estimated number of candidate submissions varies from 150 – 170. The final number of candidate submissions certified for the OEP is less as they drop out or do not advance to the General election. The candidate proofing stage involves potentially multiple rounds of communication and edits with the candidates prior to the final layout.

Final PDF layout of the individual candidate submissions must also be formatted for posting on the DOE website by statutory deadlines prior to each election. It is a requirement to post all final PDF layouts of candidate statements on the DOE website by statutory deadlines prior to each election.

The DOE will provide the static/common page information along with Tagalog and Spanish translated content to the agency. The DOE will have final approval of the format, design, content, continuity, and general appearance of the final product.

View examples of past pamphlets on the DOE website:

<https://www.elections.alaska.gov/Core/publications.php>

Optional Audio Recordings – The DOE is also required to produce audio recordings of all content in the regional pamphlets. The audio is posted along with the PDF of the candidate’s statement on the DOE website. The DOE is seeking options for production of text to audio translation if this option is available through the media agencies.

Budget:

The DOE estimates a budget of \$60,000 for design of the election guides. The budget covers costs for candidate communication/submission editing, proofing, and layout design. The final layout will be provided to a commercial printer selected by the DOE for printing, binding, mailing, delivery and distribution.

Response Information:

Agencies interest in providing the required services must submit a written RFI response to the Procurement Officer below. Responses are limited to (4) 8.5” x 11” letter size pages. Responses must include the following basic information.

- The agency’s experience and qualifications.
- Staff names and titles.
- Methodology for assembling an informational pamphlet.
- The agency’s proposed costs for the various elements: candidate submission editing & pre-press assembly; audio translation.
- A statement confirming the project is reasonable within the estimated budget provided. Or if not, why not?
- A summary of any concerns regarding the project as described.

NOTE: This RFI does not extend any rights to prospective vendors or obligate the state to conduct a solicitation or purchase any goods or services. Nor will the State be financially responsible for any costs associated with the preparation of any response for the requested information. This RFI is issued for the sole purpose of obtaining information as described in this notice. However, the information obtained from this request may be used to prepare a purchase, contract, or solicitation in the future.

Procurement Officer contact information:

Interested parties must submit a written response by **December 31, 2021, at 5:00 p.m. AKST**. Responses may be sent by U.S. mail or E-mail to the addresses listed below.

All questions must be directed to the person listed below writing via email.

Office of the Governor
Dottie Whitehead
240 Main Street, Suite 301
Juneau, AK 99801
Dottie.whitehead@alaska.gov