

Trust

Alaska Mental Health Trust Authority

REQUEST FOR PROPOSALS PUBLIC RELATIONS & MARKETING

RFP 23-002M

ISSUED MAY 12, 2022

ISSUED BY:

DEPARTMENT OF REVENUE
ALASKA MENTAL HEALTH TRUST AUTHORITY

PRIMARY CONTACT:

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907.269.6039

OFFERORS ARE NOT REQUIRED TO RETURN THIS FORM.

IMPORTANT NOTICE: IF YOU RECEIVED THIS SOLICITATION FROM THE STATE OF ALASKA'S "ONLINE PUBLIC NOTICE" WEB SITE, YOU MUST REGISTER WITH THE PROCUREMENT OFFICER LISTED IN THIS DOCUMENT TO RECEIVE NOTIFICATION OF SUBSEQUENT AMENDMENTS. FAILURE TO CONTACT THE PROCUREMENT OFFICER MAY RESULT IN THE REJECTION OF YOUR OFFER.

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SECTION 1. INTRODUCTION & INSTRUCTIONS

SEC. 1.01 PURPOSE OF THE RFP

The Alaska Mental Health Trust Authority (the Trust), is soliciting proposals to develop and implement various public relations and marketing communication strategies.

SEC. 1.02 BUDGET

The Trust estimates an annual budget of \$535,000 for each year of this project. Payment for the contract is subject to funds already appropriated and identified.

SEC. 1.03 DEADLINE FOR RECEIPT OF PROPOSALS

Proposals must be received no later than 1:30 P.M. prevailing Alaska Time on June 1, 2022. Late proposals or amendments will be disqualified and not opened or accepted for evaluation.

SEC. 1.04 PRIOR EXPERIENCE

For offers to be considered responsive, offerors must demonstrate they meet the following prior experience requirements:

- Within the last five years the firm has had at least three other contracts similar to the proposed Scope of Work with a dollar value of a minimum of \$50,000 per year of the contract and for entities that may operate in same or similar space as the Trust, i.e.; federal, state, or local government or quasi-agencies; financial endowments, pension funds, trusts, or sovereign wealth funds; behavioral health providers, philanthropic institutions; or land or resource management.
- All project team members must have at least one year of paid experience in their field of expertise.

An offeror's failure to meet these minimum prior experience requirements will cause their proposal to be considered non-responsive and rejected.

SEC. 1.05 REQUIRED REVIEW

Offerors should carefully review this solicitation for defects and questionable or objectionable material. Comments concerning defects and questionable or objectionable material should be made in writing and received by the procurement officer at least ten days before the deadline for receipt of proposals. This will allow time for the issuance of any necessary amendments. It will also help prevent the opening of a defective proposal and exposure of offeror's proposals upon which award could not be made.

SEC. 1.06 QUESTIONS PRIOR TO DEADLINE FOR RECEIPT OF PROPOSALS

All questions must be in writing and directed to the procurement officer. The interested party must confirm telephone conversations in writing.

Two types of questions generally arise. One may be answered by directing the questioner to a specific section of the RFP. These questions may be answered over the telephone. Other questions may be more complex and may require a written amendment to the RFP. The procurement officer will make that decision.

SEC. 1.07 RETURN INSTRUCTIONS

Offerors must submit one copy of their proposal through one of the following methods. The Trust recommends sending a proposal enough ahead of time to ensure the proposal is delivered by the deadline for receipt of proposals. Faxed or oral proposals will not be accepted.

It is the offeror's responsibility to contact the issuing agency at 907-269-7960 to confirm that the proposal has been received. The Trust is not responsible for unreadable, corrupt, or missing attachments.

Method 1: Submission by mail or courier

The proposal must be submitted as a hard copy in a sealed package. The cost proposal included with the package must be sealed separately from the rest of the proposal and must be clearly identified. The package must include a USB thumb drive with a digital copy of their proposal in PDF format. The digital cost proposal included with the package must be a separate document from the rest of the proposal and must be clearly identified

The sealed proposal package(s) must be addressed as follows:

Alaska Mental Health Trust Authority
Attention: Valette Keller
Request for Proposal (RFP) Number: 23-002M

RFP Title: Public Relations & Marketing

3745 Community Park Loop Suite 200
Anchorage, AK 99508

Method 2: Submission by email

The proposal must be submitted as a digital copy in PDF format to deborah.delong@alaska.gov. The email must contain the RFP number in the subject line. The technical proposal and cost proposal must be saved as separate PDF documents and emailed as separate, clearly labeled attachments, such as “Vendor A – Technical Proposal.pdf” and “Vendor A – Cost Proposal.pdf”. You must not email (including CC and BCC) the proposal to any State employee or email address other than instructed above.

Please note that email transmission is not instantaneous, and the maximum size of a single email (including all text and attachments) that can be received by the Trust is 20mb (megabytes).

Method 3: Submission by Alaska ZendTo

Offerors must submit one digital copy of their proposal in PDF format to deborah.delong@alaska.gov via Alaska ZendTo, <https://drop.state.ak.us>. The cost proposal included with the package must be a separate document from the rest of the proposal and must be clearly identified. The technical proposal and cost proposal must be submitted as separate, clearly labeled PDF documents. Offerors must include the RFP number and title in the ZendTo note. You must not include any State employee or email address in the ZendTo form other than instructed above.

SEC. 1.08 ASSISTANCE TO OFFERORS WITH A DISABILITY

Offerors with a disability may receive accommodation regarding the means of communicating this RFP or participating in the procurement process. For more information, contact the procurement officer no later than ten days prior to the deadline for receipt of proposals.

SEC. 1.09 AMENDMENTS TO PROPOSALS

Amendments to or withdrawals of proposals will only be allowed if acceptable requests are received prior to the deadline that is set for receipt of proposals. No amendments or withdrawals will be accepted after the deadline unless they are in response to the Trust’s request in accordance with 2 AAC 12.290.

SEC. 1.10 AMENDMENTS TO THE RFP

If an amendment is issued before the deadline for receipt of proposals, it will be provided to all who were notified of the RFP and to those who have registered with the procurement officer after receiving the RFP from the State of Alaska Online Public Notice website.

After receipt of proposals, if there is a need for any substantial clarification or material change in the RFP, an amendment will be issued. The amendment will incorporate the clarification or change, and a new date and time established for new or amended proposals. Evaluations may be adjusted as a result of receiving new or amended proposals.

SEC. 1.11 RFP SCHEDULE

The RFP schedule set out herein represents the Trust's best estimate of the schedule that will be followed. If a component of this schedule, such as the deadline for receipt of proposals, is delayed, the rest of the schedule may be shifted accordingly. All times are Alaska Time.

ACTIVITY	TIME	DATE
Issue Date / RFP Released		5/12/22
Pre-Proposal Conference	9:00 A.M.	5/19/22
Deadline for Receipt of Proposals / Proposal Due Date	1:30 P.M.	6/1/22
Proposal Evaluations Complete		6/8/22
Notice of Intent to Award		6/9/22
Contract Issued		6/20/22

This RFP does not, by itself, obligate the Trust. The Trust's obligation will commence when the contract is approved by the Trust. Upon written notice to the contractor, the Trust may set a different starting date for the contract. The Trust will not be responsible for any work done by the contractor, even work done in good faith, if it occurs prior to the contract start date set by the Trust.

SEC. 1.12 PRE-PROPOSAL CONFERENCE

A pre-proposal conference will be held at 9:00 A.M., Alaska Time, on May 19, 2022, via Zoom. The purpose of the conference is to discuss the work to be performed with the prospective offerors and allow them to ask questions concerning the RFP. Questions and answers will be transcribed and sent to prospective offerors as soon as possible after the meeting.

Offerors needing accommodation should contact the procurement officer prior to the date set for the pre-proposal conference so that reasonable accommodation can be made. Participants may join the meeting using the following information:

<https://us02web.zoom.us/j/89179743637?pwd=VThnME5CUUVyYHdTVXNCOVVmMm54dz09>

Meeting ID: 891 7974 3637

Passcode: Trust

Or join by phone: 1-669-900-6833

Meeting ID: 891 7974 3637

Passcode: 592757

SEC. 1.13 ALTERNATE PROPOSALS

Offerors may only submit one proposal for evaluation. In accordance with 2 AAC 12.830 alternate proposals (proposals that offer something different than what is asked for) will be rejected.

SEC. 1.14 NEWS RELEASES

News releases related to this RFP will not be made without prior approval of the project director.

SECTION 2. BACKGROUND INFORMATION

SEC. 2.01 BACKGROUND INFORMATION

The Alaska Mental Health Trust Authority (Trust) is a state corporation that administers the Alaska Mental Health Trust, a perpetual trust, to improve the lives of beneficiaries. The Trust operates much like a private foundation, using its resources to ensure that Alaska has a comprehensive integrated mental health program. While the Trust is a state agency, it is completely self-funded, and uses no state general fund dollars.

The trust was created by congress before statehood. The state breached its trust duty by mismanaging the land. The settlement of the resulting mental health trust land lawsuit in 1994 created a Trust Authority consisting of seven trustees. The trust was reconstituted with \$200 million and approximately one million acres of land. The Trust Authority contracts with the Alaska Permanent Fund Corporation to manage the cash assets and the Trust Land Office in to manage the land and other non-cash assets.

Today it is the duty of the Trust to provide leadership in the advocacy, planning, implementing, and funding of services and programs for Trust beneficiaries.

Trust beneficiaries include Alaskans who experience:

- Mental illness;
- Intellectual and development disabilities;
- Substance use disorders;
- Alzheimer’s disease or related dementia; or
- Traumatic brain injury.

The Trust also works in prevention and early intervention services for individuals at risk of becoming beneficiaries. The Trust considers prevention of these conditions, where possible, to be part of its mandate.

The Trust grants around \$25M a year to beneficiary-serving organizations including state and local governments, Tribal organizations, nonprofits, service providers, and other agencies to help fund initiatives and projects that support beneficiaries. In addition to its role as a grant maker, the Trust is also a leader in implementing system-wide improvements to the continuum of behavioral health care in Alaska. The Trust also has a strong advocacy role around issues pertinent to beneficiaries.

It is a goal of the Trust that beneficiaries have access to quality care and services as close to home as possible, and in the least restrictive setting. Trust priority areas include beneficiary employment, disability justice, housing and home and community-based services, mental health and addiction interventions, workforce development, and early childhood intervention and prevention.

The Trust Land Office is responsible for managing the land and other natural resources owned by the Alaska Mental Health Trust Authority, with a statutory requirement to maximize revenue generation. The TLO generates revenue by leasing and sales of land; real estate development; timber sales; mineral exploration and production; coal, oil and gas exploration and development; sand, gravel, and rock sales; and mitigation marketing.

Regulations provide that Trust lands are managed solely in the best interest of the Trust and its beneficiaries and among other things, require that the TLO:

- Protect and enhance the long-term productivity of Trust land
- Protect the corpus
- Maximize long-term revenue from Trust land
- Encourage a diversity of revenue-producing uses of Trust land
- Manage Trust land prudently, efficiently and with accountability to the Trust and its beneficiaries

The Trust's 7-member board of trustees is charged with overseeing the management of Trust assets as well as the spending Trust income to improve the lives of Trust beneficiaries. Trustees are appointed by the Governor and must be confirmed by the legislature.

Given that the Trust has limited communication staff, our team relies heavily on contractor resources to assist in the planning, and implementation of services related to this contract.

The Trust's communications goals include:

- Reduce stigma related to Trust beneficiaries and their conditions.
- Increase awareness of issues critical to beneficiaries (the Trust as catalyst for change).
- Increase understanding and positively impact perceptions of the Trust, the Trust's mission and TLO activities.

SECTION 3. SCOPE OF WORK & CONTRACT INFORMATION

SEC. 3.01 SCOPE OF WORK

The Trust is seeking a communications contractor with demonstrated expertise and skills in public relations practices, which understands and seeks to advance the Trust's mission and work, and with skills to comprehend and augment strategic communications plans, and suggest and deploy relevant tactical communications for audiences using a combination of strategies including paid, earned, and social media.

The contractor will work on improving the understanding of the role of the Trust and the Trust Land Office, and advancing the Trust brand among identified stakeholders and the general public through a combination of innovative and integrated communication efforts.

Offerors must demonstrate a commitment to thoughtful strategy, planning, execution, and evaluation of results.

Marketing/creative

- Overall communications planning and strategy development.

- Creative development: design and production of marketing materials e.g., annual report, collateral, video, displays, digital, radio, tv, print and social.
- Social media presence and engagement – the Trust and Trust Land Office currently maintain three Facebook accounts and one Instagram account.
- Media planning and placement: development of an integrated media plan, buying and reconciliations to ensure media purchased was delivered.
- Risk communications management: research, monitoring and analysis of public opinion, media coverage, and assistance in developing strategies to address any relevant issues.

Public relations

- Statewide earned media: proactive engagement, assistance in writing and production of fact sheets, news releases, press kits, opinion pieces, feature stories and editorial board meetings.
- Community relations: support in developing, scheduling, and preparing engagement at variety of events – both in-person and virtual.
- Social media presence and engagement.
- Risk communications management: research, monitoring and analysis of public opinion, media coverage, and assistance in developing strategies to address relevant issues.
- Train senior management in best and new practices in media.
- Develop and implement strategies to:
 - continue the Trust’s communications work to address the stigma experienced by Trust beneficiaries (recent research attached).
 - increase awareness of the connection between resource development activities on Trust lands and support for Trust beneficiaries/Trust impacts.
 - Improve the public and policy makers understanding of the unique role of the Trust and Trust land office.

The above descriptions are not intended to be all-inclusive, and alternative ideas are encouraged during the contract.

SEC. 3.02 CONTRACT TERM AND WORK SCHEDULE

The length of the contract will be from July 1, 2022 for 1 year until June 30, 2023. This contract will have three (3) 1-year renewal options, to be exercised at the Trust’s sole discretion.

Unless otherwise provided in this RFP, the Trust and the successful offeror/contractor agree: (1) that any extension of the contract excluding any exercised renewal options, will be considered as a month-to-month extension, and all other terms and conditions shall remain in full force and effect and (2) the procurement officer will provide notice to the contractor of the intent to cancel such month-to-month extension at least 30 days before the desired date of cancellation. A month-to-month extension may only be executed by the procurement officer via a written contract amendment.

SEC. 3.03 DELIVERABLES

To accomplish the primary functions of the proposed contract, the contractor will work closely with the Trust’s chief communications officer to develop a comprehensive communications plan and to perform activities or functions including but not limited to:

- Paid media planning and buying
- Creative development of all marketing materials
- Strategy and planning
- Social media
- Web/digital
- Copywriting
- Earned media strategy, implementation, and measurement/evaluation
- Event planning/community meetings
- Stakeholder engagement

All work performed and materials produced under this contract belongs to the Trust.

SEC. 3.04 CONTRACT TYPE

This contract is a time and materials contract.

SEC. 3.05 PROPOSED PAYMENT PROCEDURES

The Trust will make payments based on a negotiated payment schedule. Each billing must consist of an invoice and progress report. No payment will be made until the progress report and invoice has been approved by the project director.

SEC. 3.06 PROMPT PAYMENT FOR TRUST PURCHASES

The Trust is eligible to receive a 5% discount for all invoices paid within 15 business days from the date of receipt of the commodities or services and/or a correct invoice, whichever is later. The discount shall be taken on the full invoice amount. The Trust shall consider payment being made as either the date a printed warrant is issued or the date an electronic funds transfer (EFT) is initiated.

SEC. 3.07 CONTRACT PAYMENT

No payment will be made until the contract is approved by the Trust. Under no conditions will the Trust be liable for the payment of any interest charges associated with the cost of the contract. The Trust is not responsible for and will not pay local, state, or federal taxes. All costs associated with the contract must be stated in U.S. currency.

Any single contract payment of \$1 million or higher must be accepted by the contractor via Electronic Funds Transfer (EFT).

SEC. 3.08 LOCATION OF WORK

The location(s) the work is to be performed, completed and managed is at the contractor's own workspace. The Trust will not provide workspace for the contractor.

By signature on their proposal, the offeror certifies that all services provided under this contract by the contractor and all subcontractors shall be performed in the United States.

If the offeror cannot certify that all work will be performed in the United States, the offeror must contact the procurement officer in writing to request a waiver at least 10 days prior to the deadline for receipt of proposals.

The request must include a detailed description of the portion of work that will be performed outside the United States, where, by whom, and the reason the waiver is necessary.

Failure to comply with these requirements may cause the Trust to reject the proposal as non-responsive or cancel the contract.

SEC. 3.09 SUBCONTRACTORS

Subcontractors may be used to perform work under this contract. If an offeror intends to use subcontractors, the offeror must complete the Submittal Form identified in Section 4.02 of this RFP.

An offeror's failure to provide this information with their proposal may cause the Trust to consider their proposal non-responsive and reject it.

Subcontractor experience shall be considered in determining whether the offeror meets the requirements set forth in SEC. 1.04 PRIOR EXPERIENCE.

If a proposal with subcontractors is selected, the Trust may require a signed written statement from each subcontractor that clearly verifies the subcontractor is committed to provide the good or services required by the contract.

The substitution of one subcontractor for another may be made only at the discretion and prior written approval of the project director or procurement officer.

Note that if the subcontractor will not be performing work within Alaska, they will not be required to hold an Alaska business license.

SEC. 3.10 JOINT VENTURES

Joint ventures will not be allowed.

SEC. 3.11 RIGHT TO INSPECT PLACE OF BUSINESS

At reasonable times, the Trust may inspect those areas of the contractor's place of business that are related to the performance of a contract. If the Trust makes such an inspection, the contractor must provide reasonable assistance.

SEC. 3.12 CONTRACT PERSONNEL

Any change of the project team members or subcontractors named in the proposal must be approved, in advance and in writing, by the project director or procurement officer. Changes that are not approved by the Trust may be grounds for the Trust to terminate the contract.

SEC. 3.13 INSPECTION & MODIFICATION - REIMBURSEMENT FOR UNACCEPTABLE DELIVERABLES

The contractor is responsible for the completion of all work set out in the contract. All work is subject to inspection, evaluation, and approval by the project director. The Trust may employ all reasonable means to ensure that the work is progressing and being performed in compliance with the contract. The project director or procurement officer may instruct the contractor to make corrections or modifications if needed in order to accomplish the contract's intent. The contractor will not unreasonably withhold such changes.

Substantial failure of the contractor to perform the contract may cause the Trust to terminate the contract. In this event, the Trust may require the contractor to reimburse monies paid (based on the identified portion of unacceptable work received) and may seek associated damages.

SEC. 3.14 CONTRACT CHANGES - UNANTICIPATED AMENDMENTS

During the course of this contract, the contractor may be required to perform additional work. That work will be within the general scope of the initial contract. When additional work is required, the project director will provide the contractor a written description of the additional work and request the contractor to submit a firm time schedule for accomplishing the additional work and a firm price for the additional work. Cost and pricing data must be provided to justify the cost of such amendments per AS 36.30.400.

The contractor will not commence additional work until the procurement officer has secured any required Trust approvals necessary for the amendment and issued a written contract amendment, approved by the Trust.

SEC. 3.15 NONDISCLOSURE AND CONFIDENTIALITY

Contractor agrees that all confidential information shall be used only for purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow dissemination of confidential information except as provided for in this section. The contractor shall hold as confidential and will use reasonable care (including both facility physical security and electronic security) to prevent unauthorized access by, storage, disclosure, publication, dissemination to and/or use by third parties of, the confidential information. "Reasonable care" means compliance by the contractor with all applicable federal and state law, including the Social Security Act and HIPAA. The contractor must promptly notify the Trust in writing if it becomes aware of any storage, disclosure, loss, unauthorized access to or use of the confidential information.

Confidential information, as used herein, means any data, files, software, information or materials (whether prepared by the Trust or its agents or advisors) in oral, electronic, tangible or intangible form and however stored, compiled or memorialized that is classified confidential as defined by State of Alaska classification and categorization guidelines provided by the Trust to the contractor or a contractor agent or otherwise made available to the contractor or a contractor agent in connection with this contract, or acquired, obtained or learned by the contractor or a contractor agent in the performance of this contract. Examples of confidential information include, but are not limited to: technology infrastructure, architecture, financial data, trade secrets, equipment specifications, user lists, passwords, research data, and technology data (infrastructure, architecture, operating systems, security tools, IP addresses, etc).

If confidential information is requested to be disclosed by the contractor pursuant to a request received by a third party and such disclosure of the confidential information is required under applicable state or federal law, regulation, governmental or regulatory authority, the contractor may disclose the confidential information after providing the Trust with written notice of the requested disclosure (to the extent such notice to the Trust is permitted by applicable law) and giving the Trust opportunity to review the request. If the contractor receives no objection from the Trust, it may release the confidential information within 30 days. Notice of the requested disclosure of confidential information by the contractor must be provided to the Trust within a reasonable time after the contractor's receipt of notice of the requested disclosure and, upon request of the Trust, shall seek to obtain legal protection from the release of the confidential information.

The following information shall not be considered confidential information: information previously known to be public information when received from the other party; information freely available to the general public;

information which now is or hereafter becomes publicly known by other than a breach of confidentiality hereof; or information which is disclosed by a party pursuant to subpoena or other legal process and which as a result becomes lawfully obtainable by the general public.

SEC. 3.16 INDEMNIFICATION

The contractor shall indemnify, hold harmless, and defend the contracting agency from and against any claim of, or liability for error, omission or negligent act of the contractor under this agreement. The contractor shall not be required to indemnify the contracting agency for a claim of, or liability for, the independent negligence of the contracting agency. If there is a claim of, or liability for, the joint negligent error or omission of the contractor and the independent negligence of the contracting agency, the indemnification and hold harmless obligation shall be apportioned on a comparative fault basis. "Contractor" and "contracting agency", as used within this and the following article, include the employees, agents and other contractors who are directly responsible, respectively, to each. The term "independent negligence" is negligence other than in the contracting agency's selection, administration, monitoring, or controlling of the contractor and in approving or accepting the contractor's work.

SEC. 3.17 INSURANCE REQUIREMENTS

Without limiting contractor's indemnification, it is agreed that contractor shall purchase at its own expense and maintain in force at all times during the performance of services under this agreement the following policies of insurance. Where specific limits are shown, it is understood that they shall be the minimum acceptable limits. If the contractor's policy contains higher limits, the Trust shall be entitled to coverage to the extent of such higher limits.

Certificates of Insurance must be furnished to the procurement officer prior to beginning work and must provide for a notice of cancellation, non-renewal, or material change of conditions in accordance with policy provisions. Failure to furnish satisfactory evidence of insurance or lapse of the policy is a material breach of this contract and shall be grounds for termination of the contractor's services. All insurance policies shall comply with and be issued by insurers licensed to transact the business of insurance under AS 21.

Workers' Compensation Insurance: The contractor shall provide and maintain, for all employees engaged in work under this contract, coverage as required by AS 23.30.045, and; where applicable, any other statutory obligations including but not limited to Federal U.S.L. & H. and Jones Act requirements. The policy must waive subrogation against the State.

Commercial General Liability Insurance: covering all business premises and operations used by the Contractor in the performance of services under this agreement with minimum coverage limits of \$300,000 combined single limit per claim.

Commercial Automobile Liability Insurance: covering all vehicles used by the contractor in the performance of services under this agreement with minimum coverage limits of \$300,000 combined single limit per claim.

SEC. 3.18 TERMINATION FOR DEFAULT

If the project director or procurement officer determines that the contractor has refused to perform the work or has failed to perform the work with such diligence as to ensure its timely and accurate completion, the Trust may, by providing written notice to the contractor, terminate the contractor's right to proceed with part or all of the remaining work.

This clause does not restrict the Trust's termination rights under the contract provisions of Appendix A, attached in SECTION 7. ATTACHMENTS.

SECTION 4. PROPOSAL FORMAT AND CONTENT

SEC. 4.01 RFP SUBMITTAL FORMS

This RFP contains Submittal Forms, which must be completed by the offeror and submitted as their proposal. Electronic copies of the forms are posted along with this RFP. Offerors shall not re-create these forms, create their own forms, or edit the format structure of the forms unless permitted to do so.

Unless otherwise specified in this RFP, the Submittal Forms shall be the offeror's entire proposal. Do not include any marketing information in the proposal.

Any proposal that does not follow these requirements may be deemed non-responsive and rejected.

SEC. 4.02 SPECIAL FORMATTING REQUIREMENTS

The offeror must ensure that their proposal meets all special formatting requirements identified in this section.

Documents and Text: All attachment documents must be written in the English language, be single sided, and be single spaced with a minimum font size of 10. Pictures or graphics may be used if the offeror feels it is necessary to communicate their information, however, be aware of the page limit requirements.

Anonymity: Some Submittal Forms listed below must not contain any names that can be used to identify who the offeror is (such as company names, offeror name, company letterhead, personnel names, ~~project names~~, subconsultant names, manufacturer or supplier names, or product names).

Page Limits: Some Submittal Forms listed below have maximum page limit requirements. Offerors must not exceed the maximum page limits. Note, the page limit applies to the front side of a page only (for example, '1 Page' implies that the offeror can only provide a response on one side of a piece of paper).

Submittal Form	Anonymous Document	Maximum Page Limits
Submittal Form A – Offeror Information and Certifications	NO	
Submittal Form B – Experience and Qualifications	YES	5
Submittal Form C – Understanding of the Project	YES	5
Submittal Form D – Methodology Used for the Project	YES	5
Submittal Form E – Management Plan for the Project	YES	5
Submittal Form F – Subcontractors	NO	
Submittal Form G – Cost Proposal	NO	

Any Submittal Form that is being evaluated and does not follow these instructions may receive a '1' score for the evaluated Submittal Form, or the entire response may be deemed non-responsive and rejected. Failure to submit any of the Submittal Forms will result in the proposal being deemed non-responsive and rejected.

SEC. 4.03 OFFEROR INFORMATION AND CERTIFICATIONS (SUBMITTAL FORM A)

The offeror must complete and submit this Submittal Form. The form must be signed by an individual authorized to bind the offeror to the provisions of the RFP.

By signature on the form, the offeror certifies they comply with the following:

- a) the laws of the State of Alaska;
- b) the applicable portion of the Federal Civil Rights Act of 1964;
- c) the Equal Employment Opportunity Act and the regulations issued thereunder by the federal government;
- d) the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government;
- e) all terms and conditions set out in this RFP;
- f) a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury; and
- g) that the offers will remain open and valid for at least 90 days.

If any offeror fails to comply with [a] through [g] of this paragraph, the Trust reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

The Submittal Form also requests the following information:

- a) The complete name and address of offeror's firm along with the offeror's Tax ID.
- b) Information on the person the Trust should contact regarding the proposal.
- c) Names of critical team members/personnel.
- d) Addenda acknowledgement.
- e) Conflict of interest statement.
- f) Federal requirements.
- g) Alaska preference qualifications.

An offeror's failure to address/respond/include these items may cause the proposal to be determined to be non-responsive and the proposal may be rejected.

SEC. 4.04 EXPERIENCE AND QUALIFICATIONS (SUBMITTAL FORM B)

Offerors must provide a description of their firm's structure, size, and capabilities in terms of personnel and equipment. If Offeror intends to subcontract or use vendors, identify which services these might be, the vendors who likely will be used, and provide references to support the quality and reliability of the vendor(s) work.

Offerors must provide detail on the personnel assigned to accomplish the work called for in this RFP; describe their individual experience and qualifications; illustrate the lines of authority; designate the individual responsible and accountable for the completion of each component and deliverable of the RFP.

Offerors must provide a narrative description of the organization of the project team, and a personnel roster that identifies each person who will work on the contract along with their titles and location(s) where work will be performed.

Offerors must also provide narrative descriptions, reference names and phone numbers for at least three (3) similar projects the offeror's firm has completed.

SPECIAL NOTE: The offeror shall not disclose their costs in this Submittal Form. This Submittal Form shall be kept anonymous and must not contain any names that can be used to identify who the offeror is and cannot exceed the page limit (as described in Section 4.02).

In addition to the submittal form, offerors must include the following work samples as part of their proposal. The following must be included for each sample: brief description, date of project completion, key personnel, main target audience, budget range, and results. Work samples must not include the offeror's name and contact information. Samples must be in a common file format; links to prior work samples hosted elsewhere will not be accepted.

- annual report (1 sample)
- collateral (2 samples, not to exceed 3 pages each)
- social media posts and graphics (3 samples)
- video (1 sample under 3 minutes, and 1 sample under 1 minute)
- writing sample (minimum of two, not to exceed 5 pages total)
- earned media (1 sample of a social issue, and 1 sample of a land/resource development issue)

SEC. 4.05 UNDERSTANDING OF THE PROJECT (SUBMITTAL FORM C)

Offerors must provide comprehensive narrative statements that illustrate their understanding of the requirements of the project and the project schedule.

SPECIAL NOTE: The offeror shall not disclose their costs in this Submittal Form. This Submittal Form shall be kept anonymous and must not contain any names that can be used to identify who the offeror is and cannot exceed the page limit (as described in Section 4.02).

SEC. 4.06 METHODOLOGY USED FOR THE PROJECT (SUBMITTAL FORM D)

Offerors must provide comprehensive narrative statements that set out the methodology they intend to employ and illustrate how the methodology will serve to accomplish the work and meet the Trust's project schedule.

SPECIAL NOTE: The offeror shall not disclose their costs in this Submittal Form. This Submittal Form shall be kept anonymous and must not contain any names that can be used to identify who the offeror is and cannot exceed the page limit (as described in Section 4.02).

SEC. 4.07 MANAGEMENT PLAN FOR THE PROJECT (SUBMITTAL FORM E)

Offerors must provide comprehensive narrative statements that set out the management plan they intend to follow and illustrate how the plan will serve to accomplish the work and meet the Trust's project schedule.

Offerors must also provide three value-added ideas or opportunities along with a brief description of why the idea adds value to the Trust.

SPECIAL NOTE: The offeror shall not disclose their costs in this Submittal Form. This Submittal Form shall be kept anonymous and must not contain any names that can be used to identify who the offeror is and cannot exceed the page limit (as described in Section 4.02).

SEC. 4.08 SUBCONTRACTORS (SUBMITTAL FORM F)

If using subcontractors, the offeror must complete and submit this Submittal Form.

SEC. 4.09 COST PROPOSAL (SUBMITTAL FORM G)

Offerors must complete and submit this Submittal Form. Proposed costs must include all direct and indirect costs associated with the performance of the contract, including, but not limited to: total number of hours at various hourly rates, direct expenses, payroll, supplies, overhead assigned to each person working on the project, percentage of each person's time devoted to the project, and profit. The costs identified on the cost proposal are the total amount of costs to be paid by the Trust. No additional charges shall be allowed.

SECTION 5. EVALUATION CRITERIA AND CONTRACTOR SELECTION

SEC. 5.01 SUMMARY OF EVALUATION PROCESS

The Trust will use the following steps to evaluate and prioritize proposals:

- 1) Proposals will be assessed for overall responsiveness. Proposals deemed non-responsive will be eliminated from further consideration.
- 2) A proposal evaluation committee (PEC), made up of at least three state employees or public officials, will evaluate specific parts of the responsive proposals.
- 3) The Submittal Forms, from each responsive proposal, will be sent to the PEC. No cost information will be shared or provided to the PEC.
- 4) The PEC will independently evaluate and score the documents based on the degree to which they meet the stated evaluation criteria.
- 5) After independent scoring, the PEC will have a meeting, chaired by the procurement officer, where the PEC may have a group discussion prior to finalizing their scores.
- 6) The evaluators will submit their final individual scores to the procurement officer, who will then compile the scores and calculate awarded points as set out in Section 5.03.
- 7) The procurement officer will calculate scores for cost proposals as set out in Section 5.08 and add those scores to the awarded points along with factoring in any Alaska preferences.
- 8) The procurement officer may ask for best and final offers from offerors susceptible for award and revise the cost scores accordingly.
- 9) The Trust will then conduct any necessary negotiations with the highest scoring offeror and award a contract if the negotiations are successful.

SEC. 5.02 EVALUATION CRITERIA

Proposals will be evaluated based on their overall value to Trust, considering both cost and non-cost factors as described below. Note: An evaluation may not be based on discrimination due to the race, religion, color, national origin, sex, age, marital status, pregnancy, parenthood, disability, or political affiliation of the offeror.

Overall Criteria	Weight
Responsiveness	Pass/Fail

Qualifications Criteria	Weight
Experience and Qualifications (Submittal Form B)	20
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
Total	50

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

Preference Criteria	Weight
Alaska Offeror Preference (if applicable)	10
Total	10

TOTAL EVALUATION POINTS AVAILABLE: 100

SEC. 5.03 SCORING METHOD AND CALCULATION

The PEC will evaluate responses against the questions set out in Sections 5.04 through 5.07 and assign a single score for each section. Offerors' responses for each section will be rated comparatively against one another with each PEC member assigning a score of 1, 5, or 10 (with 10 representing the highest score, 5 representing the average score, and 1 representing the lowest score). Responses that are similar or lack dominant information to differentiate the offerors from each other will receive the same score. Therefore, it is the offeror's responsibility to provide dominant information and differentiate themselves from their competitors.

After the PEC has scored each section, the scores for each section will be totaled and the following formula will be used to calculate the amount of points awarded for that section:

$$\frac{\text{Offeror Total Score}}{\text{Highest Total Score Possible}} \times \text{Max Points} = \text{Points Awarded}$$

Example (Max Points for the Section = 100):

	PEC Member 1 Score	PEC Member 2 Score	PEC Member 3 Score	PEC Member 4 Score	Combined Total Score	Points Awarded
Offeror 1	10	5	5	10	30	75
Offeror 2	5	5	5	5	20	50
Offeror 3	10	10	10	10	40	100

Offeror 1 was awarded 75 points:

Offeror Total Score (30)

_____ x Max Points (100) = Points Awarded (75)
Highest Total Score Possible (40)

Offeror 2 was awarded 50 points:

Offeror Total Score (20)
_____ x Max Points (100) = Points Awarded (50)
Highest Total Score Possible (40)

Offeror 3 was awarded 100 points:

Offeror Total Score (40)
_____ x Max Points (100) = Points Awarded (100)
Highest Total Score Possible (40)

SEC. 5.04 EXPERIENCE AND QUALIFICATIONS

This portion of the offeror's proposal will be evaluated against the following questions:

1) Questions regarding the personnel:

- a) Do the individuals assigned to the project have experience on similar projects?
- b) Do the individuals assigned demonstrate backgrounds that would be desirable for those engaged in the work the project requires?
- c) How extensive is the applicable education and experience of the personnel designated to work on the project?

2) Questions regarding the firm and subcontractor (if used):

- a) How well has the firm demonstrated experience in completing similar projects on time and within budget?
- b) How successful is the general history of the firm regarding timely and successful completion of projects?
- c) Has the firm provided references from previous clients?
- d) If a subcontractor will perform work on the contract, how well do they measure up to the evaluation used for the offeror?

SEC. 5.05 UNDERSTANDING OF THE PROJECT

This portion of the offeror's proposal will be evaluated against the following questions:

- 1) How well has the offeror demonstrated a thorough understanding of the purpose and scope of the project?
- 2) How well has the offeror identified pertinent issues and potential problems related to the project?
- 3) To what degree has the offeror demonstrated an understanding of the deliverables the Trust expects it to provide?

- 4) Has the offeror demonstrated an understanding of the Trust's time schedule and can meet it?

SEC. 5.06 METHODOLOGY USED FOR THE PROJECT

This portion of the offeror's proposal will be evaluated against the following questions:

- 1) How comprehensive is the methodology and does it depict a logical approach to fulfilling the requirements of the RFP?
- 2) How well does the methodology match and achieve the objectives set out in the RFP?
- 3) Does the methodology interface with the time schedule in the RFP?

SEC. 5.07 MANAGEMENT PLAN FOR THE PROJECT

This portion of the offeror's proposal will be evaluated against the following questions:

- 1) How well does the management plan support all of the project requirements and logically lead to the deliverables required in the RFP?
- 2) How well is accountability completely and clearly defined?
- 3) Is the organization of the project team clear?
- 4) How well does the management plan illustrate the lines of authority and communication?
- 5) To what extent does the offeror already have the hardware, software, equipment, and licenses necessary to perform the contract?
- 6) Does it appear that the offeror can meet the schedule set out in the RFP?
- 7) Does the value-add list demonstrate their understanding of the Trust and its needs and a creative approach?
- 8) Has the offeror gone beyond the minimum tasks necessary to meet the objectives of the RFP?
- 9) To what degree is the proposal practical and feasible?
- 10) To what extent has the offeror identified potential problems?

SEC. 5.08 CONTRACT COST (COST PROPOSAL)

Overall, a minimum of 40% of the total evaluation points will be assigned to cost. After the procurement officer applies any applicable preferences, the offeror with the lowest total cost will receive the maximum number of points allocated to cost per 2 AAC 12.260(c). The point allocations for cost on the other proposals will be determined using the following formula:

$$[(\text{Price of Lowest Cost Proposal}) \times (\text{Maximum Points for Cost})] \div (\text{Cost of Each Higher Priced Proposal})$$

Example (Max Points for Contract Cost = 400):

Step 1

List all proposal prices, adjusted where appropriate by the application of applicable preferences claimed by the offeror.

Offeror #1	\$40,000
Offeror #2	\$42,750
Offeror #3	\$47,500

Step 2

In this example, the RFP allotted 40% of the available 1,000 points to cost. This means that the lowest cost will receive the maximum number of points.

Offeror #1 receives 400 points.

The reason they receive that amount is because the lowest cost proposal, in this case \$40,000, receives the maximum number of points allocated to cost, 400 points.

Offeror #2 receives 374.3 points.

$\$40,000 \text{ lowest cost} \times 400 \text{ maximum points for cost} = 16,000,000 \div \$42,750 \text{ cost of Offeror \#2's proposal} = 374.3$

Offeror #3 receives 336.8 points.

$\$40,000 \text{ lowest cost} \times 400 \text{ maximum points for cost} = 16,000,000 \div \$47,500 \text{ cost of Offeror \#3's proposal} = 336.8$

SEC. 5.09 APPLICATION OF PREFERENCES

Certain preferences apply to all Trust contracts, regardless of their dollar value. The Alaska Bidder, Alaska Veteran, and Alaska Offeror preferences are the most common preferences involved in the RFP process. Additional preferences that may apply to this procurement are listed below. Guides that contain excerpts from the relevant statutes and codes, explain when the preferences apply and provide examples of how to calculate the preferences are available at the following website:

<http://doa.alaska.gov/dgs/pdf/pref1.pdf>

- Alaska Products Preference - AS 36.30.332
- Recycled Products Preference - AS 36.30.337
- Local Agriculture and Fisheries Products Preference - AS 36.15.050
- Employment Program Preference - AS 36.30.321(b)
- Alaskans with Disabilities Preference - AS 36.30.321(d)
- Alaska Veteran's Preference - AS 36.30.321(f)

The Division of Vocational Rehabilitation in the Department of Labor and Workforce Development keeps a list of qualified employment programs and individuals who qualify as persons with a disability. As evidence of a business' or an individual's right to the Employment Program or Alaskans with Disabilities preferences, the Division of Vocational Rehabilitation will issue a certification letter. To take advantage of these preferences, a business or individual must be on the appropriate Division of Vocational Rehabilitation list prior to the time designated for receipt of proposals. Offerors must attach a copy of their certification letter to the proposal. **An offeror's failure to provide this certification letter with their proposal will cause the Trust to disallow the preference.**

SEC. 5.10 ALASKA BIDDER PREFERENCE

An Alaska Bidder Preference of 5% will be applied to the price in the proposal. The preference will be given to an offeror who:

- 1) holds a current Alaska business license prior to the deadline for receipt of proposals;
- 2) submits a proposal for goods or services under the name appearing on the offeror's current Alaska business license;
- 3) has maintained a place of business within the state staffed by the offeror, or an employee of the offeror, for a period of six months immediately preceding the date of the proposal;
- 4) is incorporated or qualified to do business under the laws of the state, is a sole proprietorship and the proprietor is a resident of the state, is a limited liability company (LLC) organized under AS 10.50 and all members are residents of the state, or is a partnership under AS 32.06 or AS 32.11 and all partners are residents of the state; and
- 5) if a joint venture, is composed entirely of ventures that qualify under (1)-(4) of this subsection.

Alaska Bidder Preference Certification Form

In order to receive the Alaska Bidder Preference, the proposal must include the Alaska Bidder Preference Certification Form attached to this RFP. An offeror does not need to complete the Alaska Veteran Preference questions on the form if not claiming the Alaska Veteran Preference. An offeror's failure to provide this completed form with their proposal will cause the Trust to disallow the preference.

SEC. 5.11 ALASKA VETERAN PREFERENCE

An Alaska Veteran Preference of 5%, not to exceed \$5,000, will be applied to the price in the proposal. The preference will be given to an offeror who qualifies under AS 36.30.990(2) as an Alaska bidder and is a:

- A. sole proprietorship owned by an Alaska veteran;
- B. partnership under AS 32.06 or AS 32.11 if a majority of the partners are Alaska veterans;
- C. limited liability company organized under AS 10.50 if a majority of the members are Alaska veterans; or
- D. corporation that is wholly owned by individuals, and a majority of the individuals are Alaska veterans.

In accordance with AS 36.30.321(i), the bidder must also add value by actually performing, controlling, managing, and supervising the services provided, or for supplies, the bidder must have sold supplies of the general nature solicited to other state agencies, other government, or the general public.

Alaska Veteran Preference Certification

In order to receive the Alaska Veteran Preference, the proposal must include the Alaska Bidder Preference Certification Form attached to this RFP. An offeror's failure to provide this completed form with their proposal will cause the Trust to disallow the preference.

SEC. 5.12 ALASKA OFFEROR PREFERENCE

Per 2 AAC 12.260, if an offeror qualifies for the Alaska Bidder Preference, the offeror will receive an Alaska Offeror Preference. The preference will be 10% of the total available points, which will be added to the offeror's overall evaluation score.

Example:

Step 1

Determine the number of points available to qualifying offerors under this preference:

1000 Total Points Available in RFP x 10% Alaska Offeror preference = 100 Points for the preference

Step 2

Determine which offerors qualify as Alaska bidders and thus, are eligible for the Alaska Offeror preference. For the purpose of this example, presume that all proposals have been completely evaluated based on the evaluation criteria in the RFP. The scores at this point are:

Offeror #1	830 points	No Preference	0 points
Offeror #2	740 points	Alaska Offeror Preference	100 points
Offeror #3	800 points	Alaska Offeror Preference	100 points

Step 3

Add the applicable Alaska Offeror preference amounts to the offerors' scores:

Offeror #1	830 points
Offeror #2	840 points (740 points + 100 points)
Offeror #3	900 points (800 points + 100 points)

Offeror #3 is the

SEC. 5.13 OFFEROR NOTIFICATION OF SELECTION

After the completion of contract negotiation, the procurement officer will issue a written Notice of Intent to Award and send copies of that notice to all offerors who submitted proposals. The notice will list the names of all offerors and identify the offeror selected for award.

SECTION 6. GENERAL PROCESS AND LEGAL INFORMATION

SEC. 6.01 INFORMAL DEBRIEFING

When the contract is completed, an informal debriefing may be performed at the discretion of the project director or procurement officer. If performed, the scope of the debriefing will be limited to the work performed by the contractor.

SEC. 6.02 ALASKA BUSINESS LICENSE AND OTHER REQUIRED LICENSES

Prior to the award of a contract, an offeror must hold a valid Alaska business license. However, in order to receive the Alaska Bidder Preference and other related preferences, such as the Alaska Veteran Preference and Alaska Offeror Preference, an offeror must hold a valid Alaska business license prior to the deadline for receipt of proposals. Offerors should contact the **Department of Commerce, Community and Economic Development, Division of Corporations, Business, and Professional Licensing** for information on these licenses. Acceptable evidence that the offeror possesses a valid Alaska business license may consist of any one of the following:

- copy of an Alaska business license;
- certification on the proposal that the offeror has a valid Alaska business license and has included the license number in the proposal;
- a canceled check for the Alaska business license fee;
- a copy of the Alaska business license application with a receipt stamp from the state's occupational licensing office; or
- a sworn and notarized statement that the offeror has applied and paid for the Alaska business license.

You are not required to hold a valid Alaska business license at the time proposals are opened if you possess one of the following licenses and are offering services or supplies under that specific line of business:

- fisheries business licenses issued by Alaska Department of Revenue or Alaska Department of Fish and Game,
- liquor licenses issued by Alaska Department of Revenue for alcohol sales only,
- insurance licenses issued by Alaska Department of Commerce, Community and Economic Development, Division of Insurance, or
- Mining licenses issued by Alaska Department of Revenue.

Prior the deadline for receipt of proposals, all offerors must hold any other necessary applicable professional licenses required by Alaska Statute.

SEC. 6.03 STANDARD CONTRACT PROVISIONS

The contractor will be required to sign the Trust's Standard Contract Form for Goods and Non-Professional Services (form SCF.DOC/Appendix A). This form is attached with the RFP for your review. The contractor must comply with the contract provisions set out in this attachment. No alteration of these provisions will be permitted without prior written approval from the Department of Law, and the Trust reserves the right to reject a proposal that is non-compliant or takes exception with the contract terms and conditions stated in the Agreement. Any requests to change language in this document (adjust, modify, add, delete, etc.), must be set out in the offeror's proposal in a separate document. Please include the following information with any change that you are proposing:

- 1) Identify the provision that the offeror takes exception with.
- 2) Identify why the provision is unjust, unreasonable, etc.
- 3) Identify exactly what suggested changes should be made.

SEC. 6.04 QUALIFIED OFFERORS

Per 2 AAC 12.875, unless provided for otherwise in the RFP, to qualify as an offeror for award of a contract issued under AS 36.30, the offeror must:

- 1) Add value in the contract by actually performing, controlling, managing, or supervising the services to be provided; or

- 2) Be in the business of selling and have actually sold on a regular basis the supplies that are the subject of the RFP.

If the offeror leases services or supplies or acts as a broker or agency in providing the services or supplies in order to meet these requirements, the procurement officer may not accept the offeror as a qualified offeror under AS 36.30.

SEC. 6.05 PROPOSAL AS PART OF THE CONTRACT

Part of all of this RFP and the successful proposal may be incorporated into the contract.

SEC. 6.06 ADDITIONAL TERMS AND CONDITIONS

The Trust reserves the right to add terms and conditions during contract negotiations. These terms and conditions will be within the scope of the RFP and will not affect the proposal evaluations.

SEC. 6.07 HUMAN TRAFFICKING

By signature on their proposal, the offeror certifies that the offeror is not established and headquartered or incorporated and headquartered in a country recognized as Tier 3 in the most recent United States Department of State's Trafficking in Persons Report.

The most recent United States Department of State's Trafficking in Persons Report can be found at the following website: <https://www.state.gov/trafficking-in-persons-report/>

Failure to comply with this requirement will cause the state to reject the proposal as non-responsive or cancel the contract.

SEC. 6.08 RIGHT OF REJECTION

Offerors must comply with all of the terms of the RFP, the State Procurement Code (AS 36.30), and all applicable local, state, and federal laws, codes, and regulations. The procurement

officer may reject any proposal that does not comply with all of the material and substantial terms, conditions, and performance requirements of the RFP.

Offerors may not qualify the proposal nor restrict the rights of the Trust. If an offeror does so, the procurement officer may determine the proposal to be a non-responsive counter-offer and the proposal may be rejected.

Minor informalities that:

- do not affect responsiveness;
- are merely a matter of form or format;
- do not change the relative standing or otherwise prejudice other offers;
- do not change the meaning or scope of the RFP;
- are trivial, negligible, or immaterial in nature;
- do not reflect a material change in the work; or
- do not constitute a substantial reservation against a requirement or provision;

may be waived by the procurement officer.

The Trust reserves the right to refrain from making an award if it determines that to be in its best interest. **A proposal from a debarred or suspended offeror shall be rejected.**

SEC. 6.09 TRUST NOT RESPONSIBLE FOR PREPARATION COSTS

The Trust will not pay any cost associated with the preparation, submittal, presentation, or evaluation of any proposal.

SEC. 6.10 DISCLOSURE OF PROPOSAL CONTENTS

All proposals and other material submitted become the property of the Trust and may be returned only at the Trust's option. AS 40.25.110 requires public records to be open to reasonable inspection. All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process and prior to the time a Notice of Intent to Award is issued. Thereafter, proposals will become public information.

Trade secrets and other proprietary data contained in proposals may be held confidential if the offeror requests, in writing, that the contracting officer does so, and if the contracting officer agrees, in writing, to do so. The offeror's request must be included with the proposal, must clearly identify the information they wish to be held confidential, and include a statement that sets out the reasons for confidentiality. Unless the contracting officer agrees in writing to hold the requested information confidential, that information will also become public after the Notice of Intent to Award is issued.

SEC. 6.11 ASSIGNMENT

Per 2 AAC 12.480, the contractor may not transfer or assign any portion of the contract without prior written approval from the procurement officer.

SEC. 6.12 DISPUTES

A contract resulting from this RFP is governed by the laws of the State of Alaska. If the contractor has a claim arising in connection with the agreement that it cannot resolve with the Trust by mutual agreement, it shall pursue the claim, if at all, in accordance with the provisions of AS 36.30.620 – AS 36.30.632. To the extent not otherwise governed by the preceding, the claim shall be brought only in the Superior Court of the State of Alaska and not elsewhere.

SEC. 6.13 SEVERABILITY

If any provision of the contract or agreement is declared by a court to be illegal or in conflict with any law, the validity of the remaining terms and provisions will not be affected; and, the rights and obligations of the parties will be construed and enforced as if the contract did not contain the particular provision held to be invalid.

SEC. 6.14 SUPPLEMENTAL TERMS AND CONDITIONS

Proposals must comply with Section 6.08 Right of Rejection. However, if the Trust fails to identify or detect supplemental terms or conditions that conflict with those contained in this RFP or that diminish the Trust's rights under any contract resulting from the RFP, the term(s) or condition(s) will be considered null and void. After award of contract:

If conflict arises between a supplemental term or condition included in the proposal and a term or condition of the RFP, the term or condition of the RFP will prevail; and

If the Trust's rights would be diminished as a result of application of a supplemental term or condition included in the proposal, the supplemental term or condition will be considered null and void.

SEC. 6.15 SOLICITATION ADVERTISING

Public notice has been provided in accordance with 2 AAC 12.220.

SEC. 6.16 SITE INSPECTION

The Trust may conduct on-site visits to evaluate the offeror's capacity to perform the contract. An offeror must agree, at risk of being found non-responsive and having its proposal rejected, to provide the Trust reasonable access to relevant portions of its work sites. Individuals designated by the procurement officer at the Trust's expense will make site inspection.

SEC. 6.17 CLARIFICATION OF OFFERS

In order to determine if a proposal is reasonably susceptible for award, communications by the procurement officer or the proposal evaluation committee (PEC) are permitted with an offeror to clarify uncertainties or eliminate confusion concerning the contents of a proposal. Clarifications may not result in a material or substantive change to the proposal. The evaluation by the procurement officer or the PEC may be adjusted as a result of a clarification under this section.

SEC. 6.18 DISCUSSIONS WITH OFFERORS

The Trust may conduct discussions with offerors in accordance with AS 36.30.240 and 2 AAC 12.290. The purpose of these discussions will be to ensure full understanding of the requirements of the RFP and proposal. Discussions will be limited to specific sections of the RFP or proposal identified by the procurement officer. Discussions will only be held with offerors who have submitted a proposal deemed reasonably susceptible for award by the procurement officer. Discussions, if held, will be after initial evaluation of proposals by the procurement officer or the PEC. If modifications are made as a result of these discussions they will be put in writing. Following discussions, the procurement officer may set a time for best and final proposal submissions from those offerors with whom discussions were held. Proposals may be reevaluated after receipt of best and final proposal submissions.

If an offeror does not submit a best and final proposal or a notice of withdrawal, the offeror's immediate previous proposal is considered the offeror's best and final proposal.

Offerors with a disability needing accommodation should contact the procurement officer prior to the date set for discussions so that reasonable accommodation can be made. Any oral modification of a proposal must be reduced to writing by the offeror.

SEC. 6.19 CONTRACT NEGOTIATION

After final evaluation, the procurement officer may negotiate with the offeror of the highest-ranked proposal. Negotiations, if held, shall be within the scope of the request for proposals and limited to those items which would not have an effect on the ranking of proposals. If the highest-ranked offeror fails to provide necessary information for negotiations in a timely manner, or fails to negotiate in good faith, the Trust may terminate negotiations and negotiate with the offeror of the next highest-ranked proposal. If contract negotiations are commenced, they may be held via Zoom.

SEC. 6.20 FAILURE TO NEGOTIATE

If the selected offeror

- fails to provide the information required to begin negotiations in a timely manner; or
- fails to negotiate in good faith; or
- indicates they cannot perform the contract within the budgeted funds available for the project; or
- if the offeror and the Trust, after a good faith effort, simply cannot come to terms,

the Trust may terminate negotiations with the offeror initially selected and commence negotiations with the next highest ranked offeror.

SEC. 6.21 FEDERALLY IMPOSED TARIFFS

Changes in price (increase or decrease) resulting directly from a new or updated federal tariff, excise tax, or duty, imposed after contract award may be adjusted during the contract period or before delivery into the United States via contract amendment.

- **Notification of Changes:** The contractor must promptly notify the procurement officer in writing of any new, increased, or decreased federal excise tax or duty that may result in either an increase or decrease in the contract price and shall take appropriate action as directed by the procurement officer.
- **After-imposed or Increased Taxes and Duties:** Any federal excise tax or duty for goods or services covered by this contract that was exempted or excluded on the contract award date but later imposed on the contractor during the contract period, as the result of legislative, judicial, or administrative action may result in a price increase provided:
 - a) The tax or duty takes effect after the contract award date and isn't otherwise addressed by the contract;
 - b) The contractor warrants, in writing, that no amount of the newly imposed federal excise tax or duty or rate increase was included in the contract price, as a contingency or otherwise.
- **After-relieved or Decreased Taxes and Duties:** The contract price shall be decreased by the amount of any decrease in federal excise tax or duty for goods or services under the contract, except social security or other employment taxes, that the contractor is required to pay or bear, or does not obtain a refund of, through the contractor's fault, negligence, or failure to follow instructions of the procurement officer.
- **Trust's Ability to Make Changes:** The Trust reserves the right to request verification of federal excise tax or duty amounts on goods or services covered by this contract and increase or decrease the contract price accordingly.
- **Price Change Threshold:** No adjustment shall be made in the contract price under this clause unless the amount of the adjustment exceeds \$250.

SEC. 6.22 PROTEST

AS 36.30.560 provides that an interested party may protest the content of the RFP.

An interested party is defined in 2 AAC 12.990(a) (7) as "an actual or prospective bidder or offeror whose economic interest might be affected substantially and directly by the issuance of a contract solicitation, the award of a contract, or the failure to award a contract."

If an interested party wishes to protest the content of a solicitation, the protest must be received, in writing, by the procurement officer at least ten days prior to the deadline for receipt of proposals.

AS 36.30.560 also provides that an interested party may protest the award of a contract or the proposed award of a contract.

If an offeror wishes to protest the award of a contract or the proposed award of a contract, the protest must be received, in writing, by the procurement officer within ten days after the date the Notice of Intent to Award the contract is issued.

A protester must have submitted a proposal in order to have sufficient standing to protest the proposed award of a contract. Protests must include the following information:

- the name, address, and telephone number of the protester;
- the signature of the protester or the protester's representative;
- identification of the contracting agency and the solicitation or contract at issue;
- a detailed statement of the legal and factual grounds of the protest including copies of relevant documents; and the form of relief requested.

Protests filed by telex or telegram are not acceptable because they do not contain a signature. Fax copies containing a signature are acceptable.

The procurement officer will issue a written response to the protest. The response will set out the procurement officer's decision and contain the basis of the decision within the statutory time limit in AS 36.30.580. A copy of the decision will be furnished to the protester by certified mail, fax or another method that provides evidence of receipt.

All offerors will be notified of any protest. The review of protests, decisions of the procurement officer, appeals, and hearings, will be conducted in accordance with the State Procurement Code (AS 36.30), Article 8 "Legal and Contractual Remedies."

SECTION 7. ATTACHMENTS

SEC. 7.01 ATTACHMENTS

Attachments:

- 1) Standard Agreement Form - Appendix A
- 2) 2021 Public Opinion Survey executive summary

STANDARD AGREEMENT FORM

1. Agency Contract Number	2. DOA Tracking Number	3. Financial Coding	4. Agency Assigned Encumbrance Number
5. Vendor Number		6. Alaska Business License Number	
This contract is between the State of Alaska,			
7. Department of		Division of	
Revenue, Alaska Mental Health Trust Authority		hereafter the State, and	
8. Contractor		hereafter the Contractor	
Mailing Address	Street or P.O. Box	City	State Zip + 4 Telephone
<p>9.</p> <p>ARTICLE 1. Appendices: Appendices referred to in this contract and attached to it are considered part of it.</p> <p>ARTICLE 2. Performance of Service</p> <p>2.1 Appendix A (General Provisions), Articles 1 through 14, governs the performance of services under this contract.</p> <p>2.2 Appendix B sets forth the liability and insurance provisions of this contract.</p> <p>2.3 Appendix C sets forth the services to be performed by the contractor.</p> <p>2.4 Appendix D sets forth the Compensation plan for this contract..</p> <p>2.5 Appendix E includes the Request for Proposals, all associated amendments, and the contractor's response.</p> <p>ARTICLE 3. Period of Performance: The period of performance for this contract begins _____, and ends _____.</p> <p>ARTICLE 4. Considerations:</p> <p>4.1 In full consideration of the contractor's performance under this contract, the State shall pay the contractor a sum not to exceed _____ in accordance with the provisions of Appendix D.</p> <p>4.2 When billing the State, the contractor shall refer to the Authority Number or the Agency Contract Number and send the billing to:</p>			
10. Department of		Division of:	
Revenue		Alaska Mental Health Trust Authority	
Mailing Address		Attention:	
3745 Community Park Loop Ste 200, Anchorage AK 99508		Valette Keller	
<p>11. CONTRACTOR</p> <p>Name of Firm</p> <p>Signature of Authorized Representative</p> <p>Date</p> <p>Typed or Printed Name of Authorized Representative</p> <p>Title</p> <p>Employer ID No. (EIN) or SSN</p>		<p>13. CERTIFICATION: I certify that the facts herein and on supporting documents are correct, that this voucher constitutes a legal charge against funds and appropriations cited, that sufficient funds are encumbered to this obligation, or that there is a sufficient balance in the appropriation to cover this obligation. I am aware that to knowingly make or allow false entries or alterations on a public record, or knowingly destroy, mutilate, suppress, conceal, remove or otherwise impair the variety, legibility or availability of a public record constitutes tampering with public records punishable under AS 11.56.815 - 820. Other disciplinary action may be taken up to and including dismissal.</p>	
<p>12. CONTRACTING AGENCY</p> <p>Department/Division</p> <p>Date</p> <p>Signature of Project Director</p> <p>Typed or Printed Name of Project Director</p> <p>Title</p>		<p>Signature of Head of Contracting Agency or designee:</p> <p>Date</p> <p>Typed or Printed Name</p> <p>Stephen Williams</p> <p>Title</p> <p>Chief Executive Officer</p>	

02-093 (07/28/05)

NOTICE: This contract has no effect until signed by the head of contracting agency or designee.

APPENDIX A
GENERAL PROVISIONS

Article 1. Definitions.

- 1.1 In this contract and appendices, "Project Director" or "Agency Head" or "Procurement Officer" means the person who signs this contract on behalf of the Requesting Agency and includes a successor or authorized representative.
- 1.2 "State Contracting Agency" means the department for which this contract is to be performed and for which the Commissioner or Authorized Designee acted in signing this contract.

Article 2. Inspection and Reports.

- 2.1 The department may inspect, in the manner and at reasonable times it considers appropriate, all the contractor's facilities and activities under this contract.
- 2.2 The contractor shall make progress and other reports in the manner and at the times the department reasonably requires.

Article 3. Disputes.

- 3.1 Any dispute concerning a question of fact arising under this contract which is not disposed of by mutual agreement shall be decided in accordance with AS 36.30.620-632.

Article 4. Equal Employment Opportunity.

- 4.1 The contractor may not discriminate against any employee or applicant for employment because of race, religion, color, national origin, or because of age, physical handicap, sex, marital status, changes in marital status, pregnancy or parenthood when the reasonable demands of the position(s) do not require distinction on the basis of age, physical handicap, sex, marital status, changes in marital status, pregnancy, or parenthood. The contractor shall take affirmative action to insure that the applicants are considered for employment and that employees are treated during employment without unlawful regard to their race, color, religion, national origin, ancestry, physical handicap, age, sex, marital status, changes in marital status, pregnancy or parenthood. This action must include, but need not be limited to, the following: employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training including apprenticeship. The contractor shall post in conspicuous places, available to employees and applicants for employment, notices setting out the provisions of this paragraph.
- 4.2 The contractor shall state, in all solicitations or advertisements for employees to work on State of Alaska contract jobs, that it is an equal opportunity employer and that all qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, age, physical handicap, sex, marital status, changes in marital status, pregnancy or parenthood.
- 4.3 The contractor shall send to each labor union or representative of workers with which the contractor has a collective bargaining agreement or other contract or understanding a notice advising the labor union or workers' compensation representative of the contractor's commitments under this article and post copies of the notice in conspicuous places available to all employees and applicants for employment.
- 4.4 The contractor shall include the provisions of this article in every contract, and shall require the inclusion of these provisions in every contract entered into by any of its subcontractors, so that those provisions will be binding upon each subcontractor. For the purpose of including those provisions in any contract or subcontract, as required by this contract, "contractor" and "subcontractor" may be changed to reflect appropriately the name or designation of the parties of the contract or subcontract.
- 4.5 The contractor shall cooperate fully with State efforts which seek to deal with the problem of unlawful discrimination, and with all other State efforts to guarantee fair employment practices under this contract, and promptly comply with all requests and directions from the State Commission for Human Rights or any of its officers or agents relating to prevention of discriminatory employment practices.
- 4.6 Full cooperation in paragraph 4.5 includes, but is not limited to, being a witness in any proceeding involving questions of unlawful discrimination if that is requested by any official or agency of the State of Alaska; permitting employees of the contractor to be witnesses or complainants in any proceeding involving questions of unlawful discrimination, if that is requested by any official or agency of the State of Alaska; participating in meetings; submitting periodic reports on the equal employment aspects of present and future employment; assisting inspection of the contractor's facilities; and promptly complying with all State directives considered essential by any office or agency of the State of Alaska to insure compliance with all federal and State laws, regulations, and policies pertaining to the prevention of discriminatory employment practices.
- 4.7 Failure to perform under this article constitutes a material breach of the contract.

Article 5. Termination

The Project Director, by written notice, may terminate this contract, in whole or in part, when it is in the best interest of the State. The State is liable only for payment in accordance with the payment provision of this contract for services rendered before the effective date of termination.

Article 6. No Assignment or Delegation.

The contractor may not assign or delegate this contract, or any part of it, or any right to any of the money to be paid under it, except with the written consent of the Project Director and the Agency Head.

Article 7. No Additional Work or Material.

No claim for additional services, not specifically provided in this contract, performed or furnished by the contractor, will be allowed, nor may the contractor do any work or furnish any material not covered by the contract unless the work or material is ordered in writing by the Project Director and approved by the Agency Head.

Article 8. Independent Contractor.

The contractor and any agents and employees of the contractor act in an independent capacity and are not officers or employees or agents of the State in the performance of this contract.

Article 9. Payment of Taxes.

As a condition of performance of this contract, the contractor shall pay all federal, State, and local taxes incurred by the contractor and shall require their payment by any Subcontractor or any other persons in the performance of this contract. Satisfactory performance of this paragraph is a condition precedent to payment by the State under this contract.

Article 10. Ownership of Documents.

All designs, drawing, specifications, notes, artwork, and other work developed in the performance of this agreement are produced for hire and remain the sole property of the State of Alaska and may be used by the State for any other purpose without additional compensation to the contractor. The contractor agrees not to assert any rights and not to establish any claim under the design patent or copyright laws. The contractor, for a period of three years after final payment under this contract, agrees to furnish and provide access to all retained materials at the request of the Project Director. Unless otherwise directed by the Project Director, the contractor may retain copies of all the materials.

Article 11. Governing Law.

This contract is governed by the laws of the State of Alaska. All actions concerning this contract shall be brought in the Superior Court of the State of Alaska.

Article 12. Conflicting Provisions.

Unless specifically amended and approved by the department of Law the General Provisions of this contract supersede any provisions in other appendices.

Article 13. Officials Not to Benefit.

Contractor must comply with all applicable federal or State laws regulating ethical conduct of public officers and employees.

Article 14. Covenant Against Contingent Fees.

The contractor warrants that no person or agency has been employed or retained to solicit or secure this contract upon an agreement or understanding for a commission, percentage, contingent fee, or brokerage except employees or agencies maintained by the contractor for the purpose of securing business.

For the breach or violation of this warranty, the State may terminate this contract without liability or in its discretion deduct from the contract price or consideration the full amount of the commission, percentage, brokerage, or contingent fee.

EXECUTIVE SUMMARY

Introduction

This is the first statewide survey conducted for the Alaska Mental Health Trust Authority since 2016, and the first done by Alaska Survey Research (formerly Ivan Moore Research) since 2014.

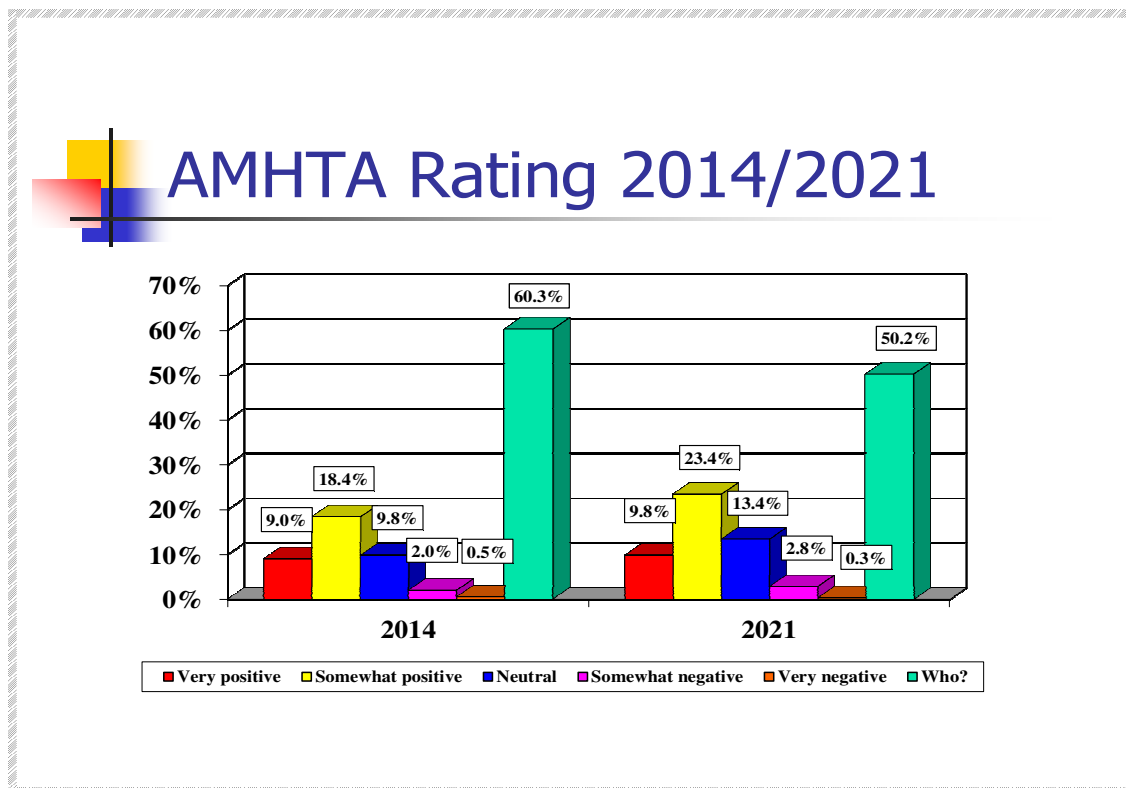
The principal purpose of this survey, beyond measuring some core measures specific to AMHTA, is to evaluate the degree of stigma that exists in the Alaska population towards people who are beneficiaries of the Trust. Stigma can manifest in a number of different ways and towards people with different conditions. We measure the extent each is held in the Alaska population and we seek also to identify demographic groups where the stigma is elevated.

AMHTA's Rating

Q: Have you ever heard of an organization called the Alaska Mental Health Trust Authority?

Q: Are your feelings toward the Alaska Mental Health Trust Authority very positive, somewhat positive, somewhat negative, or very negative?

Results for these two questions were combined, as follows:



This is not a particularly dramatic shift for a seven-year timespan, but in these situations we should be grateful for positive movement!

- ✓ Total positive (very + somewhat) up from 27.4% to 33.2%
- ✓ Who? Rating down from 60.3% to 50.2%

The negative rating has ticked up slightly, from 2.5% to 3.1% but this is not significant, and not outside the realm of the other shifts we see here.

Good result.

Stigma

Beneficiaries of the Alaska Mental Health Trust experience a variety of stigmas in the everyday lives. The goal of this survey was to evaluate and measure how prevalent these stigmas are in the general population, for each of the six beneficiary types.

To this end, we crafted descriptions of six individuals that were read to survey respondents, as follows:

Alcohol

Individual 1 is Anne. Anne is dependent on alcohol. She's tried to stop drinking but hasn't been able to on her own. Her friends have noticed that she often appears tired and maybe hung-over when they see her and notice also that she's become more unreliable and withdrawn from her regular activities. *(Anne has seen her doctor about options and has recently started attending a support group.)*

Drugs:

Individual 2 is Patty. Patty started with prescription painkillers following a knee surgery, but it developed into a dependency for opioids. Her opioid usage severely impacted her relationships with family and friends, and it has taken a toll on her physical health. *(Patty is now on medication to help her with her dependency, and is undergoing counseling. She has not used for 7 months.)*

Brain Injury:

Individual 3 is Maggie. A few years ago, Maggie was in a bad car accident and suffered a traumatic brain injury. Today, she has trouble concentrating and sometimes can't remember things. When she wants to say something, sometimes it doesn't come out right. *(She is now undergoing rehabilitation treatment with a physical and speech therapist and is regaining some of the abilities she used to have.)*

Mental Illness:

Individual 4 is Paula. Paula experiences bipolar disorder. Her condition causes episodes of extreme mood swings several times a year. During a depressive episode, Paula may have difficulty managing her day-to-day activities, and experiences fatigue and loss of energy. During a manic episode, she is very upbeat and talkative, but easily distracted. *(Paula manages her condition with medication and counseling.)*

Developmental disability:

Individual 5 is Bridget. Bridget experiences Autism spectrum disorder. While her autism is quite moderate, she does have a tendency to engage in repetitive behaviors, can be rigid about sticking to routines and schedules, and has difficulty engaging in conversation and reading social cues. *(Bridget goes to a weekly group meeting with other people with autism, and works with a specialist who is helping her with her speech and communication.)*

Alzheimer's:

Individual 6 is Emma. Emma has been diagnosed with Alzheimer's disease. She often has a hard time coming up with the right word or name when speaking and has begun to frequently misplace objects in her home. She has also begun to get easily frustrated or angry in situations that would never have upset her before. *(Emma is currently on medication to slow the progression of her Alzheimer's and help manage her behavioral symptoms.)*

Each description has three phases:

- 1) The individual and the issue they have
- 2) The effect it has on their daily lives, and
- 3) The recovery stage they are in

Two split samples were conducted during the reading of these paragraphs.

First, equivalent male paragraphs were crafted for Alan, Pete, Martin, Paul, Brian and Eric. Respondents were read male/female paras with 50-50 probability, the goal being to eliminate any gender bias from our data, and to allow us to evaluate whether there are significant differences in the ways male and female beneficiaries are viewed.

Second, again on a 50-50 probability, the recovery clause (italicized in each para above) was either read or not read. Here's the goal is to see the effect that reading the recovery clause has on the stigma that each paragraph elicits.

The crosstab section in this report includes breakdowns by these split samples, so we can see how respondents reacted to male vs female paras, and to the absence or otherwise of the recovery description. We will summarize significant findings from these tables later in this executive summary.

The Stigma Statements

After the reading of each paragraph, eleven agree-disagree statements were read to respondents concerning the individual who had just been described.

The statements were (arbitrarily using Anne as the subject):

Anne would (*wouldn't*) be likely to worry about what people would think if she disclosed her condition

Anne would (*wouldn't*) be likely to have trouble maintaining employment

I would (*wouldn't*) feel uncomfortable if Anne sat next to me on an airplane

Anne would (*wouldn't*) be likely to act in unpredictable ways

Anne would be likely (*unlikely*) to pose a danger to herself or others

Anne would (*wouldn't*) be likely to experience discrimination in her community

If I was a landlord, I would (*wouldn't*) feel comfortable renting an apartment to Anne

I would find it easy (*hard*) to have a conversation with Anne

I would (*wouldn't*) be comfortable if my parent or child had a friendship with Anne

I would (*wouldn't*) trust Anne to be responsible for something valuable of mine

I would (*wouldn't*) be comfortable employing someone like Anne

A third split sample was used for these statements, where each statement was “reversed” 50% of the time by substituting the word in parentheses. For example, 50% of the time, the first statement was asked reading “would be likely to worry”, the other 50% of the time “wouldn’t be likely to worry” was used. This was done to remove any bias associated with whether statements were worded in a way that asserts the existence of stigma, or in a way that asserts its non-existence.

IMPORTANT: Doing this naturally flips the result. As statement that has overwhelming agreement when read positively, would likely have overwhelming disagreement in read negatively. The aggregating of the two halves only makes sense if we reverse one of them. We chose to “flip” the result for the negative statement (using the italicized words) so it essentially becomes positive. Combining the results then makes sense and reflects the result for the positive wording, but one that removes bias associated with how the statement is worded.

For example (Frequencies Page 5), 70.5% agree, 21.1% disagree is the result for “Anne would be likely to worry about what people would think if she disclosed her condition”. It is the aggregate of the 50% worded positively, plus the flipped result for the negative statement.

Results

Results for each of the eleven statements for each of the six beneficiary conditions can be reviewed in the questionnaire and frequency section between Pages 5 and 25. The easiest way to review them all in a single table is to consider the mean results of the agree-disagree results.

The numeric values of the five points of the agree-disagree scale are as follows:

Strongly agree – 4
 Mildly agree – 3
 Neutral/Not sure – 2
 Mildly disagree – 1
 Strongly disagree – 0

Thus, the mean is analogous to an agreement GPA that ranges from 0 (100% strongly disagree) up to 4.0 (100% strongly agree).

Here are our 66 results, in mean form:

STATEMENT	Alcohol	Drugs	Brain Injury	Mental illness	Developmental disability	Alzheimer's
Likely to worry what other people would think if he/she disclosed his/her condition	2.82	2.88	2.62	2.82	2.44	2.49
Likely to have trouble maintaining employment	2.80	2.50	2.42	2.34	2.13	2.93
I would feel uncomfortable if he/she sat next to me on an airplane	1.43	1.27	0.83	1.08	1.02	1.00
Would be likely to act in unpredictable ways	2.61	2.47	2.16	2.73	2.18	2.85
Would be likely to pose a danger to him/herself or others	2.53	2.25	1.43	2.03	1.26	2.37
Would be likely to experience discrimination in his/her community	2.50	2.74	2.41	2.60	2.62	2.27
I would feel comfortable renting an apartment to him/her	1.71	1.85	3.01	2.74	3.06	2.16
I would find it easy to have a conversation with him/her	2.77	2.82	3.11	3.14	2.80	2.68
I would be comfortable if my parent or child had a relationship with him/her	1.97	2.06	3.26	2.88	3.28	3.07
I would trust him/her to be responsible for something valuable of mine	1.30	1.26	2.26	2.19	2.44	1.16
I would be comfortable employing someone like him/her	1.60	1.95	2.86	2.60	3.02	1.81

The bolded red results are the lowest stigma results, the bolded blue are the highest stigma. Note that sometimes these are high values, sometimes low. For example, for the last item “I would be comfortable employing him/her”, the highest mean value is the highest agreement which is the lowest stigma = 3.02 for developmental disability. Similarly, the lowest mean is the highest disagreement, which is the highest stigma = 1.60 for alcohol.

The yellow highlights represent the eight overt stigma-measuring statements. The other three, while they are important measures, don't reflect a respondent's stigma, but are more objective. The eight statements measure stigma related to employment, physical proximity, unpredictability, dangerousness, housing, relationships and trust.

Findings

- ◆ For six of the eight stigma statements, the lowest stigma is seen for developmental disability. DD is very close to best for the unpredictable statement also... the only one where it's a little off the best is for being sat next to on an airplane.
- ◆ Alcohol is the most stigmatized, with high stigma results for five of the eight statements, including all four of the "discomfort" variables. Respondents aren't comfortable sitting next to the, employing them, renting an apartment to them, or with a parent or child having a relationship with them.
- ◆ Alzheimer's takes the other three high stigma results, for having trouble maintaining employment, acting in unpredictable ways and trusting them with something valuable.
- ◆ It's notable that the results for drug abuse are not nearly as bad as for alcohol on several of these variables. They do get the "high stigma" result on two variables, but neither of them are the yellow, "subjective stigma" variables. Respondents perceive drug abuse as the likeliest to experience discrimination, and the ones who worry most about revealing their condition.

A different way to quantify these results

Let's do this a different way. For each of the eight subjective stigma statements, let's give 1 "stigma point" for a "mildly agree" or "mildly disagree" response for the stigma position, and 2 points for a "strongly agree" or "strongly disagree" response.

For example, for the statement "I would feel uncomfortable if he/she sat next to me on an airplane", if a respondent mildly agrees, they get 1 point, if they strongly agree, they get 2 points. Add up the points for each of the eight statements and we get a Stigma Score for each respondent, for each condition. Perfect score – 0 points. Worst, most high stigma score – 16 points.

We will also recode the responses into Low stigma (0-2 points), Medium stigma (3-7 points) and High stigma (8+ points).

Here are the results:

Alcohol - Mean Stigma Score – 6.51

High stigma (8+) – 38%
Medium stigma (3-7) – 46%
Low stigma (0-2) – 16%

Drugs - Mean Stigma Score – 5.95

High stigma (8+) – 34%
Medium stigma (3-7) – 40%
Low stigma (0-2) – 26%

Brain Injury - Mean Stigma Score – 3.08

High stigma (8+) – 6%
Medium stigma (3-7) – 43%
Low stigma (0-2) – 51%

Mental illness - Mean Stigma Score – 4.06

High stigma (8+) – 13%
Medium stigma (3-7) – 52%
Low stigma (0-2) – 35%

Developmental disability - Mean Stigma Score – 2.84

High stigma (8+) – 5%
Medium stigma (3-7) – 43%
Low stigma (0-2) – 52%

Alzheimer's - Mean Stigma Score – 5.94

High stigma (8+) – 31%
Medium stigma (3-7) – 55%
Low stigma (0-2) – 14%

Alcohol - highest mean, and highest High Stigma %
Drugs – not far behind on both measures
Alzheimer's – also comparable to both
Developmental disability – minimal High Stigma, lowest mean
Brain Injury – very similar results
Mental illness – mean and High Stigma % sort of middling

Significant demographic differences

We can look at these mean Stigma Scores and look at demographics where the mean results show significant variance between demographic groups. Significance differences in the mean score is measured using the F-test.

By Political ideology

Couple of results here, showing elevated stigma scores among conservative respondents.

Drug

All respondents – 5.95

Conservative – 6.58

Progressive – 5.10

Developmental disability

All respondents – 2.83

Conservative – 3.24

Ethnicity of Respondent

We see higher levels of stigma among non-white respondents for brain injury, and the significance among the non-whites is highest among Alaska Native respondents.

Brain Injury

All respondents – 3.08

White – 2.85

Non-white – 3.75

Alaska Native – 4.11

Developmental disability

All respondents – 2.85

White – 2.60

Non-white – 3.36

By Areas of Alaska

This reflects the above result by ethnicity. We see significance in Rural Alaska too.

Brain Injury

Rural residents – 3.98

All respondents – 3.08

By gender

Alzheimer's

Gender shows a significant variance by gender. Female respondents, particularly married women, demonstrate significantly more subjective stigma on Alzheimer's than men do.

Men – 5.62

Women – 6.30 (Married women – 6.71)

All respondents – 5.94

Age of respondent

Fascinating results here, showing almost linear increase in stigma scores the older our respondents get.

Alcohol

All respondents – 6.50

18-34 – 5.86

35-44 – 6.26

45-54 – 6.63

55+ - 7.31

Mental Illness

All respondents – 4.05

18-34 – 3.22

35-44 – 3.94

45-54 – 4.45

55+ - 4.71

Developmental disability

All respondents – 2.81

18-34 – 2.25

35-44 – 2.52

45-54 – 2.86

55+ - 3.42

Education of Respondent

Results by education are strange. For brain injury, those with a high school education or less significant higher stigma, and for other results, low education respondents are elevated though not significantly. The significant results are for Bachelor's respondents, who show significant low stigma scores for the four variables below. However, the trend doesn't continue for Master's and above, in fact their stigma scores are quite high! This is not unheard of... we have done projects before that illustrate this same phenomenon, that behavior you see with increasing education discontinues with the highly educated.

Drug

All respondents – 5.95

Bachelor's degree – 5.03

Brain Injury

All respondents – 3.08

High school or less – 3.78

Bachelor's degree – 2.37

Mental illness

All respondents – 4.05

Bachelor's degree – 3.46

Developmental disability

All respondents – 2.85

Bachelor's degree – 2.12

Analysis of the Splits – Subject Gender

To recap, a 50-50 split was performed to determine the gender of the subject of each of the six paragraphs. Each respondents six paragraphs were randomized, so that they got a variety of genders for the individuals described.

There is a crosstab section on Pages 182-193 that breaks down the eleven statement results for each condition, dependent on whether the subject individual was male or female.

The following listing identifies the results that show significant differences. This statistical evaluation is performed on the agree-disagree mean between the two groups using the F-test.

Alcohol

Each of the significant results below can be viewed in crosstab form on Page 183.

Have trouble maintaining employment

Male – 2.93

Female – 2.69

The finding here is that when the subject of the alcohol paragraph is male, i.e. Alan, respondents were significantly more likely to agree that he would be likely to have trouble maintaining employment than if the subject is female.

Comfortable if parent or child had relationship

Male – 1.77

Female – 2.15

This is quite a strong relationship... respondents are more likely to be comfortable about a female having a relationship with their parent or child than a male.

There are three other results which fall outside the threshold of significance, but are close (not significant at 95%, but significant at 90%). Male subjects are more difficult to have conversations with, are more likely to experience discrimination, and respondents are less likely to be comfortable with them sitting next to them on an airplane.

Drugs

Have trouble maintaining employment

Male – 2.63

Female – 2.38

Similar result to alcohol.

Comfortable if parent or child had relationship

Male – 1.90

Female – 2.21

Again, similar to alcohol.

There is just one close result that falls just outside the 95% threshold, with men viewed as more likely to pose a danger to themselves or others.

Brain Injury

Uncomfortable sat next to me on airplane

Male – 0.95

Female – 0.68

Respondents are more likely to be uncomfortable with the male subject sitting next to them.

Pose a danger to self or others

Male – 1.54

Female – 1.29

Male more likely to pose a danger to themselves and others.

Mental illness

Likely to experience discrimination

Male – 2.47

Female – 2.73

Respondents think the female subject would be more likely to experience discrimination in her community.

Developmental Disability

Likely to act in unpredictable ways

Male – 2.29

Female – 2.05

Respondents think the male subject would be more likely to act unpredictably.

Alzheimer's

These are fascinating results. Whereas with alcohol and drugs, for example, men were viewed with more stigma than women, in this case it's Emma, our female Alzheimer's subject, who is viewed very much more negatively than Eric, her male counterpart.

Have trouble maintaining employment

Male – 2.79

Female – 3.07

This variable was significant for both alcohol and drugs. With Alzheimer's, it's the other way around, with the female viewed as having more trouble maintaining employment.

Likely to act in unpredictable ways

Male – 2.68

Female – 3.01

Again, it's the female is viewed as more likely to be unpredictable with Alzheimer's. Note above with developmental disability, it's the male.

Pose a danger to self or others

Male – 2.18

Female – 2.56

Ditto. This is very strong result, with respondents feeling the female Alzheimer's subject is more likely to pose a danger to themselves and others.

Trust to be responsible with valuables

Male – 1.35

Female – 0.98

Would be comfortable employing them

Male – 1.98

Female – 1.64

There's one additional result that falls just outside significance: Respondents feel that our female Alzheimer's subject would be more likely to worry what people would think if she disclosed her condition. Given the above results, she would probably be justified.

Analysis of the Splits – Recovery Clause

Similarly, for each of the six conditions, a 50-50 split was conducted determining whether the recovery clause was included in the reading of the paragraph. The following analysis identifies the statements which get significantly different response depending on whether the recovery clause was included or not. Again, the analysis is done using the F-test.

Alcohol

The clause reads *“Anne/Alan has seen her/his doctor about options and has recently started attending a support group”*.

Pose a danger to self or others

With clause – 2.41
Without clause – 2.67

Respondents are less likely to agree that our subjects pose a danger if the clause is included.

Would find it easy having a conversation with them

With clause – 2.91
Without clause – 2.60

Comfortable if parent or child had relationship

With clause – 2.12
Without clause – 1.78

Would be comfortable employing them

With clause – 1.71
Without clause – 1.47

Respondents are significantly more likely to agree that our alcohol subject would be easy to have a conversation with, and are more comfortable employing them and with a parent or child having a relationship with them.

Drugs

These results are extremely strong. Forget about 95% significance, these are 99.99+% significant. In statistics parlance, the null hypothesis essentially has zero probability. Nine of the statements are significant. In fact, it's interesting to note which two are not... whether they are likely to worry about what people would think if they disclosed their condition, and how likely they would be to experience discrimination in the community.

The recovery clause reads *"Patty/Pete is now on medication to help her/him with her/his dependency, and is undergoing counseling. She/He has not used for 7 months"*

Have trouble maintaining employment

With clause – 1.97

Without clause – 2.97

Uncomfortable sat next to me on airplane

With clause – 0.94

Without clause – 1.55

Likely to act in unpredictable ways

With clause – 2.00

Without clause – 2.88

Pose a danger to self or others

With clause – 1.92

Without clause – 2.54

Would feel comfortable renting to them

With clause – 2.30

Without clause – 1.45

Would find it easy having a conversation with them

With clause – 3.08

Without clause – 2.59

Comfortable if parent or child had relationship

With clause – 2.39

Without clause – 1.77

Trust to be responsible with valuables

With clause – 1.69

Without clause – 0.88

Would be comfortable employing them

With clause – 2.44

Without clause – 1.52

Brain Injury

The recovery clause here is *“She/He is now undergoing rehabilitation treatment with a physical and speech therapist and is regaining some of the abilities she/he used to have”*.

Trust to be responsible with valuables

With clause – 2.50

Without clause – 2.00

Additionally, posing a danger to themselves or others is borderline significant

Mental illness

The recovery clause here is *“Paula/Paul manages her/his condition with medication and counseling”*.

Despite the brevity of the statement, we see significances with four of the statements, plus one near miss.

Have trouble maintaining employment

With clause – 2.18

Without clause – 2.51

Likely to act in unpredictable ways

With clause – 2.57

Without clause – 2.88

Trust to be responsible with valuables

With clause – 2.39

Without clause – 1.98

Would be comfortable employing them

With clause – 2.74

Without clause – 2.45

Developmental Disability

Just one significant difference here, and it isn't hugely strong.

The recovery clause here is *“Bridget/Brian goes to a weekly group meeting with other people with autism, and works with a specialist who is helping her/him with her/his speech and communication*

Uncomfortable sat next to me on airplane

With clause – 1.14

Without clause – 0.87

Alzheimer's

Finally, Alzheimer's. Just one significance here too.

The recovery clause here is *“Emma/Eric is currently on medication to slow the progression of her/his Alzheimer's and help manage her/his behavioral symptoms”*

Likely to experience discrimination

With clause – 2.09

Without clause – 2.41

Without the recovery clause, respondents are more likely to think our Alzheimer's subject would experience discrimination.