

# Trust

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## Alaska Mental Health Trust Authority

### PUBLIC RELATIONS & MARKETING

RFP 23-002M

#### Amendment #1

ISSUED MAY 20, 2022

**This amendment is being issued to answer questions from  
potential offerors and make changes to the RFP.**

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



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Procurement Officer  
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COMPANY SUBMITTING PROPOSAL

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AUTHORIZED SIGNATURE

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DATE

## **Questions submitted by potential offerors and answers from the Trust:**

**Question 1:** What types of value-add are you wanting in Section 4.04 Management Plan for the Project?

**Answer:** We expect new ideas to support Trust communications goals. Do not include any costs in this section. Please right size this section and be brief – see Change #2 below.

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**Question 2:** The Cost proposal asks for an hourly rate for all other roles. Should this be a blended rate?

**Answer:** This will be the hourly rate the contractor will invoice for all roles not listed.

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**Question 3:** Is there a page or wordcount limit for the brief descriptions of work samples?

**Answer:** There is no page or wordcount limit, but the descriptions should be brief.

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**Question 4:** How should we submit the description and other information for each work sample? Should it be its own Word document?

**Answer:** Work samples and the information about them required in Section 4.04 Experience and Qualifications on page 16 are in addition to the Submittal Form B. The descriptions and other information can be embedded into the work sample, provided as a separate Word document, or however makes most sense for your sample(s).

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**Question 5:** Can you provide any communication strategies currently underway?

**Answer:** We recommend you look at the Trust's various communication platforms such as the Trust website, Facebook, and YouTube for current strategies. Specific requests can be emailed to the Procurement Officer.

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**Question 6:** What percentage of the overall work will be for the Trust Land Office?

**Answer:** The Trust serves as the communications office for both the Trust Authority and the Trust Land Office. The division of work between the two offices can be variable, but we expect it to be around 70% Trust Authority and 30% Trust Land Office.

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### Changes to the RFP:

**Change 1:** In the Anonymity paragraph of Section 4.02 Special Formatting Requirements, page 14, delete the words “project names.”

**Change 2:** In Submittal Form E – Management Plan for the Project, include the following:

Value-Add table. Add additional rows if necessary.

Title of the idea/opportunity	A brief description of why the idea adds value to the client or service (what benefits or impacts the idea or opportunity will bring in the short/long term). Do not make any reference to the proposed cost.
Idea #1:	
Idea #2:	
Idea #3:	

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**Change 3:** In Submittal Form G – Cost Proposal, delete the content in cell A11.

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