

STATE OF ALASKA

Department of Military and Veterans Affairs
Division of Administrative Services



MANDATORY RETURN AMENDMENT

IRFP 2300000060, Branding Mascot

Amendment #1

December 21, 2022

This MANDATORY RETURN amendment is being issued to answer questions asked during the Pre-Proposal Conference held on December 19, 2022.

Important Note to Offerors: THIS IS A MANDATORY RETURN AMENDMENT. You must sign and return this page of the amendment document with your proposal.

If you have already submitted a proposal, you must sign and return this page of the amendment document to the procurement officer prior to the deadline set for receipt of proposals.

Offerors who have already submitted a proposal in response to this IRFP may submit a Revised proposal after reviewing this amendment at their discretion. If submitting a revised proposal it must be received by the procurement officer prior to the deadline set for receipt of proposals.

Failure to submit a signed copy of page 1 of this amendment prior to the deadline set for receipt of proposals may result in the rejection of your proposal. Only the IRFP terms and conditions referenced in this amendment are being changed. All other terms and conditions of the IRFP remain the same.

//Signed Copy on File//

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Procurement Specialist II

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COMPANY SUBMITTING PROPOSAL

AUTHORIZED SIGNATURE

DATE

Questions asked by potential offerors and answers from the state:

Question 1: Are you using anything currently to show what you guys do, like any sort of icon or?

Answer: No. All we currently have is our Division of Homeland Security and Emergency Management logo.

Question 2: So you're just looking for some kind of a personification of your branch?

Answer: Yes.

Question 3: My question is pertaining to the deliverables. On page 10 of the IRFP, in Section 3.03, one of the bullets near the bottom says "Develop web, print, and social media products with the branding mascot." I'm wondering what those deliverables are exactly? If we make a mascot and have our files, do you just want different iterations of it, of the image of the mascot, that can go into print, and web, and social media, or are you looking for specially designed graphics or other things collateral for that in conjunction with the creation of the mascot?

Answer: Our goal is for our mascot to have many images and different poses and styles that could be used in posts on social media, or on a flyer, or on our website, etc..

Question 4: So you just want different poses and versions of the mascot that you can apply in different situations and you can kind of play with these with all your collateral and web applications?

Answer: Yes.

Question 5: Can we talk about the deadline? A lot of businesses are closed between the week of Christmas and New Years and you guys have chosen the 28th. Is this a hard and set deadline for this?

Answer: Change the Deadline for Receipt of Proposals from 3:00 p.m. on December 28, 2022 to **2:00 p.m. on January 4, 2023.**

Question 6: When I was reading the Scope of Work on page 9, Section 3.01, it sounds like there is a lot of brand strategy as well. Am I reading that correctly? Are you wanting us to kind of make a marketing strategy, kind of like how we're going to present the mascot?

Answer: Section 3.01 describes how the mascot will be used by our division. We want to use it to help with identifying those risks and hazards. We already have the campaign, so the mascot has to fit within what we're already doing. Because we're not all rural and not all urban, the mascot has to be appropriate for the different demographics and understanding what disasters are within Alaska and has to be an appropriate branding for the Division of Homeland Security and Emergency Management.

Question 7: I have a question about the insurance requirements. Is that more like for the larger agencies that have employees?

Answer: The insurance requirements shown in the IRFP apply to all contracts regardless of the number of employees. We cannot waive or change these without approval from the Department of Administration, Division of Risk Management. Offerors should clearly state within their proposal any exceptions to the insurance requirements within Section 3.18 and shown on Appendix B2 of Attachment 2 to this IRFP.

Changes to the IRFP:

Change 1: Change the Deadline for Receipt of Proposals from 3:00 p.m. on December 28, 2022 to 2:00 p.m. on January 4, 2023.

Change 2: Change the website for the Office of Procurement and Property Management shown in Section 6.10, Application of Preferences within the IRFP to read: <https://oppm.doa.alaska.gov/media/15453/pref1.pdf>

Change 3: Add the Offeror's Checklist attached to this amendment to the IRFP. This checklist is being provided as a courtesy to assist potential offerors when preparing and submitting their proposal.

There are NO further changes to the IRFP at this time.

--END OF AMENDMENT 1--

Attachment 8

OFFEROR'S CHECKLIST

THE FOLLOWING ITEMS ARE REQUIRED TO BE COMPLETED AND RETURNED BY THE OFFEROR WITH THEIR PROPOSAL. THIS MAY NOT BE AN ALL-INCLUSIVE LIST. IT IS THE OFFEROR'S RESPONSIBILITY TO ENSURE ALL REQUIRED DOCUMENTS, INCLUDING ANY MANDATORY RETURN AMENDMENTS, ARE SUBMITTED AS SPECIFIED WITHIN THIS IRFP NO LATER THAN THE DEADLINE SET FOR RECEIPT OF PROPOSALS.

- ___ 1. Conflict of Interest Statement (reference Section 1.08(d) of this IRFP)
- ___ 2. Completed Cost Proposal (Attachment 1 to this IRFP)
- ___ 3. Completed Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions (Attachment 3 of this IRFP)
- ___ 4. Completed DHS&EM Certifications Regarding Lobbying; Debarment; Suspension and Other Responsibility Matters; and Drug-Free Workplace Requirements (Attachment 5 to this IRFP)
- ___ 5. Completed Alaska Bidder Reference Certification form (Attachment 6 to this IRFP ; reference Section 6.11 of this IRFP.)
- ___ 6. Copy of the Certification Letter from the Department of Labor and Workforce Development, Division of Vocational Rehabilitation, if claiming the Employment Program or Alaskans with Disabilities preference (reference Section 6.10 of this IRFP)
- ___ 7. Completed Mandatory Anti-Terrorism Training form (Attachment 7 to this IRFP)
- ___ 8. Mandatory Return Amendments to this IRFP, such as this one, if issued by DMVA/DAS.

This checklist is being provided as a courtesy to assist potential offerors when preparing and submitting their proposal. Failure to complete and submit the above items with your proposal may result in your offer being considered non-responsive and being rejected by the State.

--End of Attachment 8--