

## Amendment 1 Communications Support Services – RFP APFC-FY23-007

**Summary:** Pre-Proposal Conference RFP Questions and Responses and Update to Attachment E, Cost Proposal Form.

**Question 1:** Is there an incumbent agency performing the work now?

**Response:** Yes, we are currently contracted with MSI Communications. Previous to MSI, APFC was contracted with Walsh Sheppard.

**Question 2:** Regarding the strategic goals in the RFP background information, have those goals changed in the last two years? Can any other changes be expected?

**Response:** The goals have stayed the same, and work remains. We expect the strategic goals and objectives to continue evolving. As foundational levels of understanding about the Permanent Fund (structure, use) and the Corporation (role) are established, the goals, objectives and strategies supporting them will be more nuanced. One new area of focus will be a statewide campaign to celebrate the 50<sup>th</sup> Anniversary of the Permanent Fund (November of 2026).

**Question 3:** Regarding the use of the fund for government funding and balancing the budget, is there any recent polling on public opinion on that matter?

**Response:** APFC does not have current polling data.

**Question 4:** What counts as a subcontractor? If we hire independent 1099 workers, do we need to list each independent contractor we are working with?

**Response:** Independent or self-employed subcontractors must be identified per Sec. 3.12.

**Question 5:** The RFP says work should be performed externally from the office in Juneau. Does this mean we can perform this remotely and occasionally travel for work?

**Response:** Yes. APFC staff will manage the projects from our office located in Juneau, Alaska. The Offeror must provide their own workspace and may be required to travel to provide support. Section 3.11 also specifies that work shall be performed in the United States with a provision for a waiver request.

**Question 6:** Are we required to be licensed in Alaska in order to submit a proposal?

**Response:** No, you do not need an Alaska Business license to submit a proposal. However, a Business License will be necessary to enter into the contract with the successful Offeror.

**Question 7:** What is the percentage breakdown of reaching audiences in Alaska, the lower 48, and internationally?

**Response:** Most of our outreach, ~90%, will be within Alaska and targeted to in-state stakeholders. External outreach is associated with our worldwide investment partners, global peer funds, and peer organizations such as the International Forum of Sovereign Wealth Funds (IFSWF). Media inquiries are weighted heavier to the national financial press for the investment management work of the Corporation. In-State media focuses on a variety of topics including performance, portfolio management, Board meeting topics, and the Fund's financials.

**Question 8:** Is the 40% cost in Section 6.15 just an example?

**Response:** Sec. 6.15 Examples: Converting Cost to Points and applying preferences. Yes, the 40% point allotment referenced in this section is an example only. This RFP will be evaluated with cost weighted at 20% of the overall score.

**Question 9:** Are you expecting costs for other aspects of the RFP, such as media training, annual strategy session, etc., or are you seeking our rates for this work?

**Response:** We are seeking the hourly rates for the positions covered in Attachment E, Cost/Fee Proposal Form. We do anticipate the need for media training and strategy sessions as outlined in the Scope of Services. To the degree that staffing and contractual resources beyond those outlined in the Cost/Fee Proposal Form and identified in the subcontractor disclosures are warranted, those will be identified and accounted for within the contract as part of the project work order and approval process.

**Question 10:** When editing is mentioned in the cost proposal, do you mean video editing or copy editing?

**Response:** It is acknowledged that editing has a broad range of applications. For the purposes of completing the Cost/Fee Proposal Form “editing” should be considered “copywriting editing.”  
**Please see “Clarifications” below.**

**Question 11a:** For the cost proposal, can we add other team members to this list?

**Response:** Per the Cost/Fee Proposal Form, other rates can be listed on a separate rate schedule for consideration. **Please see “Clarifications” below.**

**Question 11b:** How will those additional team members be evaluated?

**Response:** Only the positions and rates listed on the Cost/Fee Proposal Form will be factored into the Cost Evaluation to provide a level playing field for that section. During the contract term, additional categories may be utilized at the discretion of the Project Director. **Please see “Clarifications” below.**

**Question 12:** It is observed that the placement of “*Offeror will support APFC to achieve earned media, demonstrated positive relations with local and state media are important.*” is perhaps more aptly suited to another category.

**Response:** Further consideration has been given to the difference between “media buying” and “media training/relations.” **Please see “Amended Sections” below.**

**Question 13:** It says the contract’s initial term is two years, with an option for two additional renewals. Would that make it a four-year contract or a six-year contract?

**Response:** At the discretion of APFC, each renewal option is for an additional two years, for a six-year contract in total.

**Question 14:** Will a line be added for video editing separate from copywriting editing?

**Response:** Upon further consideration and to ensure a standardized cost/fee proposal calculation for all offerors, there will not be an additional category added to the Cost/Fee Proposal Form for the purposes of calculations. **Please see “Clarifications” below.**

**Question 15:** On the cost proposal, some of the requested scope of work doesn’t necessarily align with the titles and roles shared in Attachment E. For example, crisis communication support, media training, etc. How would you like those costed out?

**Response:** Costing those out is not necessary at this time. Rather, we want to ensure that the resource is available. Costs will be accounted for within the work order and approval process.

## **Amended Sections:**

### **Section 3 – Scope of Work and Contract Information**

The “Media Buying” category in the Scope of Work under Section 3.01 on page 11 of the RFP is amended to:

#### **Media Buying:**

Periodically, media buys will be placed by Offeror in coordination with strategic goals. Offeror should present reasonable recommendations for placements consistent with communications framework and/or business objectives.

The “Media Training” category in the Scope of Work under Section 3.01 on page 12 of the RFP is amended to:

#### **Media Training/Relations**

Offeror is expected, no less than annually, to provide training for corporate leadership in best and new practices in media coverage. Offeror will support APFC to achieve earned media; demonstrated positive relations with local and state media are important.

## **Clarifications:**

### **Attachment E - Cost/Fee Proposal Form**

1. The “Editing” position is to be considered a copywriting editing position for the purposes of completing the Cost/Fee Proposal Form.
  - a. The cost calculation will be based solely on the positions listed in the table provided in the original Attachment E Cost/Fee Proposal Form.
2. It is acknowledged that “video editing” is a specific position, and Offerors may add a separate rate schedule for APFC consideration.
3. The Cost/Fee Proposal Form allows the Offeror to provide a separate rate schedule for rates not listed in the table.
  - a. Should an Offeror choose to list additional rates/positions, those will be incorporated into the contract for the initial term. However, they will not be included in the cost calculation for this RFP.
4. To ensure a standardized and fair calculation for the cost portion of the RFP, only the positions and rates listed on the Cost/Fee Proposal Form table will be factored into the Cost Evaluation.