

STATE OF ALASKA

Department of Health
Division of Finance and Management Services



Healthy Alaskans Communications & Outreach Project

RFP 2024-1600-0092/1623-068

Amendment No. Three

November 29, 2023

This amendment is being issued to provide answers to inquiries and revise the deadline for receipt of proposals.

Important Note to Offerors: You must sign and return this page of the amendment document with your proposal. 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.

Anneliese Zlitni, Procurement Officer

Email: anneliese.zlitni@alaska.gov

COMPANY SUBMITTING PROPOSAL

AUTHORIZED SIGNATURE

DATE

Changes to the RFP:

Change 1: The following section is updated:

SEC. 1.03 DEADLINE FOR RECEIPT OF PROPOSALS

Proposals must be received by 2:30 p.m., prevailing Alaska time on Wednesday, January 3, 2024. Late proposals or amendments will be disqualified and not opened or accepted for evaluation.

Change 2: The following section is updated:

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 follow up with questions asked via telephone in written form directed to the procurement officer.

All questions must be received no later than 12:00 p.m. (AKST) on Monday, December 18, 2023.

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. All questions are requested in writing to: Procurement Officer: Anneliese Zlitni, anneliese.zlitni@alaska.gov.

Change 3: The following section is updated:

SEC. 1.12 RFP SCHEDULE

The RFP schedule set out herein represents the State'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 Standard Time.

ACTIVITY	TIME	DATE
RFP Released		10/20/2023
Question Deadline	12:00 p.m. AKST	12/18/2023
Proposal Due Date	2:30 p.m. AKST	1/3/2024
Proposal Evaluations Complete		1/17/2024
Notice of Intent to Award		1/24/2024
Contract Issued		1/31/2024

This RFP does not, by itself, obligate the State. The State's obligation will commence when the contract is approved by the Commissioner of the Department of Health or the Commissioner's designee. Upon written notice to the contractor, the State may set a different starting date for the contract. The State 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 State.

The following questions are here presented and answered:

Question 1. It appears that we need to choose one strategy or action to respond to, or do you need a full response for each HA2030 strategy or action?

Answer 1. Choose one strategy or action within the HA2030 plan. Reference RFP, Section 3.03, Deliverables, A: “From an HA2030 strategy or action chosen by the vendor to address, develop a work plan.”

Question 2. Do you anticipate choosing multiple vendors to execute work plans for each of the 30 HA2030 objectives?

Answer 2. We will be selecting one vendor, who will be working on at least one strategy or action.

Question 2a. If so, do you anticipate getting responses for each of the 30 objectives?

Answer 2a. N/A

Question 3. Are all social media/social marketing assets complete and available to use?

Answer 3. There are no social media/social marketing assets available to use; the vendor may create media/social marketing assets.

Question 3a. If complete/available, who produced them?

Answer 3a. N/A

Question 4. Who are you currently working with on these objectives?

Answer 4. Although the Healthy Alaskans teams do not maintain a comprehensive list of organizations, entities, and groups working on actions within the HA2030 plan, this work exists. However, there is room for more participation in HA2030, which this RFP aims to achieve.

Question 5. Why the prescriptive tactics outline in Section 3.03 Deliverables[?]

Answer 5. The list of tactics was included in the RFP to give responders an idea of potential projects.

Question 5a. Will you consider other options to achieve your HA2030 goals for awareness and engagement?

Answer 5a. The review team will consider other options not specifically identified in HA2030 to achieve your HA2030 goals for awareness and engagement and will use the same scoring and evaluation criteria as originally set out.

Question 6. Sec 3.01 Scope of Work suggests this is an awareness and engagement campaign for the HA2030 program strategies. Is there existing research that informs what the current awareness and engagement is for HA2030 and its strategies?

Answer 6. There is no current data that indicate the level of awareness and engagement for HA2030 and its strategies.

Question 7. A follow up to #6, the “performance” requirement in Sec 104 Prior Experience and the broad range of objectives suggest that this campaign may want to go beyond awareness to measurable change in one or more objectives[.] Which is your priority now: awareness of the HA2030 program toward engagement by individuals or partners – or strategies and tactics that achieve numerical change (reduced suicides, increased graduation rates, more insured Alaskans among those who have financial barriers to care, etc.)?

Answer 7. The intent of this RFP is for responders to focus on strategies and tactics that achieve numerical change that will move us closer to achieving the overall target for each HA2030 Health Objective. The priority is on increasing awareness of and engagement with HA2030 as a means to (ultimately) achieve improvements in the health objectives.

Question 8. If you hope to achieve metrics for all 30 objectives, are there separate budgets of \$200,000 for each over time? Or is this RFP's budget \$200,000 all in?

Answer 8. This project does not aim to achieve metrics for all 30 Health Objectives within the HA2030 plan. This RFP's budget is \$200,000. Reference RFP, Section 1.02, Budget, "Department of Health, Division of Public Health, estimates a budget in the range of \$200,000 for completion of this project. Proposals priced at more than \$200,000 will be considered non-responsive."

Question 9. What are some of the previously determined benchmarks for success of the campaigns?

Answer 9. There are no previously determined benchmarks for success of the campaigns.

Question 10. Is this a grant-funded program?

Answer 10. Healthy Alaskans 2030 is a joint initiative that is supported by the Alaska Native Tribal Health Consortium and the State of Alaska Department of Health. The project within this RFP is funded through a CDC Health Equity focused grant.

Question 11. We have extensive experience in areas like increasing graduation rates and suicide prevention – mainly in urban populations, with some rural. Will that experience be considered to meet Sec 1.04 Prior Experience or not?

Answer 11. Section 1.04 states, "Must have at least five (5) years' experience within the last ten (10) years working in Alaska and with rural Alaska communities."

Question 12. I am hoping for some clarification on how to read this RFP's described budget and desired outcomes. Initially, I thought that the \$200,000 budget was intended to be distributed between the 30 Healthy Alaskans objectives (\$6,667 per objective). However, after reading RFP section 3.03, it seemed more like the bidder was supposed to choose just one of the objectives and then build out a work plan/project in support of that (with a budget of \$200,000). Can you please tell me which interpretation is correct?

Answer 12. It is expected that proposers will choose one (1) of the HA2030 objectives' strategies and actions and additionally choose one (1) or more of the five (5) approaches with which to build a work plan/project in support of that.

Question 12a. Also, if it's the later interpretation (one HA objective = \$200k budget), would bidders be allowed to develop and submit multiple proposals, assuming these proposals were aimed at different HA objectives? For example, would my firm be allowed to submit three different proposals (for a collective \$600k budget), if each proposal was matched to a different HA objective? Say one is aimed at improving nutrition, one is for reducing incidence of domestic violence, and one is for preventing alcohol misuse.

Answer 12 a. Reference RFP, Section 1.02, Budget, "Department of Health, Division of Public Health, estimates a budget in the range of \$200,000 for completion of this project. Proposals priced at more than \$200,000 will be considered non-responsive" and RFP, Section 1.12, Alternate Proposals, "Offerors may only submit one proposal for evaluation."

Question 13. Can a project/work plan focus on more than one Healthy Alaskans objective? For example, a continuum of prenatal care (#4) to well-child checks (#7) and vaccinations (#10)?

Answer 13. Yes. We would encourage this, per section 3.03, Deliverables.

Question 14. Can a portion of the budget be used to support a person's salary to work on the objectives identified?

Answer 14. Yes. Reference Cost Proposal; salary outlay should be linked to the Cost Proposal itemization.

Question 15. Given the new procurement deadline, can I submit an updated proposal?

Answer 15. Yes, in accordance with Section 1.09 Amendments to Proposals.

Question 16. I have reviewed the RFP to best understand what the successful offeror would need to do when subcontracting. If I plan to utilize services on a one-time basis and not draft a contract, would that still be considered a subcontractor and all applicable rules apply? Or, does anyone supporting the work need to be listed?

Answer 16. Such utilization would still qualify as use of a subcontractor, in accordance with Section 3.08 Subcontractors, and all applicable rules would apply.

Question 17. SEC 3.03 Deliverables under A. states that the successful offeror shall develop a work plan from an HA2030 strategy or action chosen by the vendor to address. To clarify, this RFP is requesting that I select one or more strategies/actions to develop a work plan around, based on my qualifications and experience. Is that correct?

Answer 17. Yes, that is correct.

End of Amendment