

STATE OF ALASKA REQUEST FOR PROPOSALS (RFP)



AIR QUALITY’S PUBLIC AWARENESS CAMPAIGN

RFP 18-707-25

ISSUED AUGUST 23, 2024

The State of Alaska, Department of Environmental Conservation (DEC), Division of Air Quality is seeking proposals from qualified contractors for an air quality public education campaign to address various air quality concerns specific to Alaska. The Division of Air Quality seeks assistance developing statewide public awareness campaigns, including advertisements and educational components of pre-developed air quality campaigns.

ISSUED BY:

Department of Environmental Conservation,
Division of Air Quality

PRIMARY CONTACT:

Bryant Trujillo
Procurement Specialist III
decdasprocurement@alaska.gov
+1 (907) 269-7929

OFFERORS ARE NOT REQUIRED TO RETURN THIS FORM

IMPORTANT NOTICE: If you received this solicitation from the state of Alaska’s “Online Public Notice” website, 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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INTRODUCTION & INSTRUCTIONS

SEC. 1.01 PURPOSE OF THE RFP

The State of Alaska, Department of Environmental Conservation (DEC), Division of Air Quality is seeking proposals from qualified contractors for an air quality public education campaign to address various air quality concerns specific to Alaska. The Division of Air Quality seeks assistance developing statewide public awareness campaigns, including advertisements and educational components of pre-developed air quality campaigns.

Deadline for receipt of proposals: No later than 1:00 p.m. prevailing Alaska Daylight Time (AKDT) on September 13, 2024, as indicated by email time stamp. Late proposals will not be considered.

The length of the contract: From the date of award, approximately the week of September 29, 2024, until completion on June 30, 2025, with four (4) one-year renewal options to be executed at the State's discretion.

SEC. 1.02 BUDGET

The Division estimates a budget of \$265,000.00 for the first year and an additional \$265,000.00 for each renewal option, if executed.

Approval or continuation of a contract resulting from this RFP is contingent upon legislative appropriation.

SEC. 1.03 DEADLINE FOR RECEIPT OF PROPOSALS

Proposals must be received no later than 1:00 p.m. prevailing Alaska Daylight Time (AKDT) on September 13, 2024, as indicated by email timestamp. Late proposals will not be considered.

SEC. 1.04 PRIOR EXPERIENCE

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

- **PROJECT MANAGER:** A minimum of five (5) years of experience and a Bachelor's degree in one of the following areas: Marketing, Communications, Journalism, English, or Public Relations/Advertising. The Project Manager is the primary contact between the firm and DEC's project manager, who organizes and manages the account. Other titles for this position could include account manager, account executive, etc. This person is also expected to participate in account and product development work. Any management personnel who may spend less than 20% of the total staff time on the project would not be considered the project manager under this definition. If another title best describes the intent of this position, an offeror may substitute with a different title so long as the position is clearly defined. This role involves working closely with account and product development teams.
 - Note: Due to the broad nature of a Master's in Business Administration, or Business degrees in general, these degrees are not eligible, except for a Master's in Business

Administration with an emphasis in Marketing. Transcripts must be submitted to support this emphasis, with more than three (3) classes in Marketing in a degree program.

- **MEDIA BUYER:** A minimum of five (5) years of experience as a media buyer. For the purposes of this RFP, a media buyer is defined as the person responsible for negotiating and purchasing advertisements or time slots for advertisement placement in various mediums.
- **GRAPHIC ARTIST:** A minimum of five (5) years of experience as a graphic artist. For this RFP, a graphic artist is defined as the person responsible for designing the graphics for various mediums.
- **AUDIO/VIDEO EDITOR:** A minimum of five (5) years of experience as an audio/video editor. If a firm has more than one audio/video editor, identify the more expensive person in the cost proposal. List all the programs, equipment, etc., that the editor(s) are proficient in.

Understanding Alaska's media market and air quality issues is preferable but not required. Therefore, proposals in the experience section are encouraged to outline the firm's understanding of Alaska's various media markets and highlight understanding or knowledge of air quality issues.

An offeror's failure to meet these minimum prior experience requirements may 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 the offeror's proposals upon which an 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.

- Bryant Trujillo, Procurement Specialist III
Department of Environmental Conservation
Division of Administrative Services
555 Cordova Street
Anchorage, Alaska 99501
Email: decdasprocurement@alaska.gov

SEC. 1.07 RETURN INSTRUCTIONS

Do not hand deliver or use U.S. mail or any delivery service to return your technical and cost proposals.

Oral proposals or faxed proposals are not acceptable. Please send proposal package(s) via email. The technical proposal and cost proposal must be saved as separate PDF documents and emailed to **DECDA\$PROCUREMENT@ALASKA.GOV** as separate, clearly labeled attachments, such as “Vendor A – Technical Proposal.pdf” and “Vendor A – Cost Proposal.pdf.” The email must contain the RFP number in the subject line.

The maximum size of a single email, including all text and attachments, the state can receive is 20 megabytes. If the email containing the proposal exceeds this size, the proposal must be sent in multiple emails that are each less than 20 megabytes, and each email must comply with the requirements described above.

Please note that email transmission is not instantaneous. Similar to sending a hard copy proposal, if you are emailing your proposal, the state recommends sending it enough ahead of time to ensure the email is delivered by the deadline for receipt of proposals.

It is the offeror's responsibility to contact the issuing agency via email at **DECDA\$PROCUREMENT@ALASKA.GOV** to confirm that the proposal has been received. The state is not responsible for unreadable, corrupt, or missing attachments.

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 state'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, the amendment will be posted on the State of Alaska Online Public Notice (OPN) website. The link to the posting of the amendment 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 OPN.

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 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 Daylight Time (AKDT).

ACTIVITY	TIME	DATE
Issue Date / RFP Released		August 23, 2024
Pre-Proposal Teleconference (non-mandatory)	10:00 a.m.	September 3, 2024
Deadline For Receipt of Proposals / Proposal Due Date	1:00 p.m.	September 13, 2024
Proposal Evaluations Complete		Approximately the week of September 15, 2024
Notice of Intent to Award		Approximately the week of September 15, 2024
Contract Issued		Approximately the week of September 29, 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 Environmental Conservation 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.

SEC. 1.12 PRE-PROPOSAL TELECONFERENCE

A non-mandatory pre-proposal teleconference will be held at 10:00 a.m., Alaska Daylight Time (AKDT), on September 3, 2024. The teleconference aims to discuss the work to be performed with the prospective offerors and allow them to ask questions concerning the RFP. All questions raised during the meeting must be submitted in writing to the Procurement Officer and will be posted along with the answers on Alaska’s “Online Public Notice” website as an Amendment to the RFP as soon as possible after the meeting.

It is the offeror’s responsibility to contact the issuing agency via email at **DECDA\$PROCUREMENT@ALASKA.GOV** to register as an interested party and receive details regarding the pre-proposal teleconference.

Offerors with a disability needing accommodation should contact the procurement officer prior to the date set for the pre-proposal conference so that reasonable accommodation can be made.

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

Fairbanks, rural Alaska, and the Matanuska-Susitna (Mat-Su) Valley are experiencing particulate matter air pollution from various sources, including road dust, windblown dust, wood smoke, and motor vehicles. Coarse particulate matter (PM 10) is a concern for many rural communities and the Mat-Su Valley, while fine particulate matter (PM 2.5) is a concern in some rural areas as well as in Juneau, Fairbanks, and the Mat-Su Valley. Public outreach and education are essential strategies for addressing these problems.

Education activities will provide information to explain the importance of health standards and different measures to help reduce effects. The monitored levels of PM 2.5 in the Butte area of the Mat-Su Valley have had excursions above the level of the 24-hour PM 2.5 air quality standard. Continuing to assist the community with education and outreach will be essential to help the community proactively address this emerging air pollution problem. Continuing assistance to rural Alaska, Juneau, and the Fairbanks North Star Borough are critical to improving and maintaining air quality across the state. In Fairbanks, it is vital to ensure effective implementation of the measures that will be adopted as part of their PM 2.5 attainment strategy in the future.

The most recent public relations (PR) contract concluded on June 30, 2024. The new contract resulting from this RFP will commence approximately the week of September 29, 2024. Most of the education efforts are funded by the Department of Transportation and Public Facilities (DOT&PF) from the Statewide Air Quality Education Program; it is also likely some federal grant funds will be used to fund this contract over time.

SECTION 3. SCOPE OF WORK & CONTRACT INFORMATION

SEC. 3.01 SCOPE OF WORK

The Division of Air Quality is soliciting proposals for a professional services contract. The contract will primarily focus on the development of outreach materials and the placement of advertisements. The professional services being sought are for a public relations firm to assist in crafting television advertisements, radio advertisements, and print materials, as well as providing a means for the Division to purchase airtime to play previously developed advertisements. This contract will support continuing the “Burn Wise Alaska” education effort statewide. The contract will create public awareness materials, assist in determining the best approach to inform the public, design graphic art, negotiate media buys, and help with surveys. This contract will be a part of a public education project funded via Alaska’s Department of Transportation and Public Facilities (DOT&PF).

SEC. 3.02 CONTRACT TERM & WORK SCHEDULE

The length of the contract will be from the date of award, approximately the week of September 29, 2024, through June 30, 2025, with four (4) one-year renewal options to be executed at the State’s discretion.

Unless otherwise provided in this RFP, the State and the successful offeror/contractor agree that

1. 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

The contractor will be required to provide the following deliverables:

Deliverables are identified through the tasks outlined in this section. The contract resulting from this RFP and renewal options will include several different outreach campaigns. However, many of the tasks required for the campaigns will be similar. For this reason, this section lays out the general tasks and then provides the project-related background for identified projects. The general tasks described in this section will be modified to fit the needs of each specific outreach project. Not all tasks will be necessary for all projects.

DEC shall have full rights and possession of all raw and finished advertising materials and work products. Copies of all raw footage and finished materials/advertisements, including print, video, and audio, shall be forwarded in digital or high-quality print format to DEC for use at their discretion. All advertising materials provided to DEC shall be replicable copies. DEC shall have the right to allow other agencies such as, but not limited to, Municipality of Anchorage (MOA), Fairbanks North

Star Borough (FNSB), Mat-Su Borough, City of Juneau, or the Environmental Protection Agency (EPA) use of advertising materials in future campaigns.

Since DEC is accountable for project monies provided by federal grants, the contractor must track expenses for each outreach project ultimately assigned through this contract. Funding for this project comes from multiple sources, so the contractor must be organized and provide timely billing and tracking for the account. All costs shall be tracked according to an individual project. Due to the similar nature of some of the individual projects, some tasks may overlap. When this occurs, the project director shall work with the contractor to identify the resources allocated to each project for tracking purposes.

PUBLIC AND MEDIA RELATIONS CAMPAIGN DEVELOPMENT

The contractor shall work closely with DEC to advise, plan, and develop effective multifaceted public awareness campaigns designed to deliver messages to target audiences, generally Alaska's residents, for specific air quality outreach projects. Campaigns may be developed to serve as a statewide outreach effort, but most will be directed to specific communities. DEC will direct the contractor on the specific subject(s) or project(s) that require a full, multifaceted public awareness campaign(s).

The campaigns developed shall generally address the following issues:

- the message(s) to be delivered and the targeted audiences for a particular outreach campaign;
- the best methods of information distribution (radio, printed materials, television, internet, social media, etc.) for specific projects and objectives;
- the suggested timing and frequency of the message delivery, including a schedule that details how multiple messages, delivery modes, and advertisements will be cycled to maximize the media campaign's effectiveness;
- more specific recommendations for placing radio and print advertisements, including radio buy times and stations, the time and format of print advertisements, recommended development of brochures, etc., to best deliver the desired message; and
- the suggested media to maximize the cost-effectiveness of this delivery, including both paid and free placement of public awareness information.

The Division can provide information on current public information activities, press relations, and publications. As the contractor begins to work on specific campaigns, this information can be reviewed so that the contractor can determine how effectively DEC has been communicating with the public. This could assist the contractor in assessing new opportunities, suggesting new directions, and working with DEC to develop a more effective communications effort.

To assess the effectiveness of the public outreach and education campaigns, DEC may require a before and after survey to be conducted. Because the contractor shall perform work for the contract on an "as-needed basis," the DEC project director will assign and negotiate with the contractor projects to be accomplished for this deliverable. Work will not commence on the

development of a campaign until the DEC project director notifies the contractor to proceed. The project director must also sign off on the final campaigns on a project-by-project basis before implementing a campaign.

OUTREACH CAMPAIGN IMPLEMENTATION

The contractor shall work closely with DEC to implement effective multifaceted public awareness campaigns designed to effectively deliver messages to target audiences, generally the public, for specific air quality outreach projects. Campaigns may be developed to serve a statewide outreach effort, but most will be directed to specific communities, such as Anchorage, Fairbanks, Juneau, and the Mat-Su Valley.

DEC values the ability to distribute accurate information promptly. The contractor shall assist DEC in maintaining a working relationship with statewide media, establishing and maintaining a social media presence, and producing a variety of press releases and information to distribute for specific projects and objectives. Developing productive methods of generating media coverage and responding immediately to issues will be vital to many projects to be completed under this contract.

The contractor must conduct the following type of work during the implementation of outreach campaigns under this contract:

- a. DEVELOP OUTREACH MATERIALS: The contractor shall provide consultation and develop outreach materials such as print advertisements, radio advertisements, television advertisements, posters, brochures, flash advertisements, or other appropriate media or social media, which must comply with state printing and posting policies, to promote public awareness of DEC programs. The development of print materials may require the skills of a graphic artist. The materials to be developed may include information booklets/pamphlets on DEC programs and information sheets suitable for use by a wide variety of audiences.

The outreach materials developed must meet the individual needs of each project and/or campaign identified by DEC. If a project has a multi-community focus, a “one-size-fits-all” approach may not be possible. The Division will assist in all facilitation between communities and in making the materials as uniform as possible; however, it is anticipated that there will be differences between the approaches taken, particularly between Anchorage and Fairbanks. The contractor will also need to work with the Division to ensure that the work under this contract is harmonized with current outreach projects and public awareness campaigns. Care should be taken to reduce overlap and promote increased effectiveness with local outreach efforts.

When needed, the contractor shall provide graphic design and artwork. Design or artwork developed under this contract is the property of the State of Alaska. All materials developed, such as artwork, handouts, brochures, etc., will be made electronically available to the department in a form usable by the department and must comply with state policies. The

contractor may not use or reproduce any materials developed for the department for another client unless written approval by the department is received.

- b. **NEGOTIATE AND PLACE MEDIA BUYS:** The contractor shall negotiate and handle all media buys for ad placement on radio and television. To reduce costs, the contractor shall use economies of scale for negotiations in ad placement. The department will coordinate with the contractor to place advertisements in newspapers and other non-digital media.
- c. **SURVEYS:** DEC may require surveys. Some surveys may evaluate effectiveness before and after a campaign's implementation or periodic surveys to track trends. Surveys may be conducted by telephone, mail, or the Internet. The format of the survey will be determined before survey initiation. The contractor should be prepared to work with other DEC contractors or departments as needed to fulfill survey needs.
- d. **FOCUS GROUPS:** DEC may require focus groups to help determine the acceptability of a concept within a local community.
- e. **SOCIAL MEDIA:** Social media is becoming an integral part of communications. The contractor shall support DEC's social media needs through assistance with social media such as Facebook, Twitter, and other social media outlets as they become popular. Staying up to date with the most recent developments in social media trends will be crucial. Types of support may include but are not limited to developing initial accounts, providing graphics, developing posting topic schedules, assisting with boosting pages, recommending approaches, monitoring sites, etc.

SPECIFIC PUBLIC OUTREACH PROJECTS

The air program has identified specific outreach projects for which some level of contractual assistance or outreach material development will be needed. These projects are:

- a. Fairbanks PM 2.5 education campaign and control measure support;
- b. Rural Dust education campaign;
- c. Burn Wise Alaska campaign; and
- d. General Air Quality issues.

Background information on each project follows, along with any known tasks that would likely be assigned under the contract. Once a contractor has been selected and additional consultation has occurred, more tasks could be assigned to complete these projects.

Fairbanks PM 2.5 Education Campaign and Control Measure Support

Due to changes in the federal health-based air quality standards for PM_{2.5}, Fairbanks has been designated non-attainment. Efforts are underway to help Fairbanks attain air quality standards. Initial efforts for public education have been started. The springtime Split, Stack, Store & Save campaign is an example of work started under a previous contract (<http://www.aqfairbanks.com/>). The Fairbanks North Star Borough's air quality program has initiated an educational campaign. Under this contract, efforts will focus on State-specific issues within the Fairbanks nonattainment area. Items include the wintertime open burning and dry wood requirements, opacity levels, and

state requirements for wood stoves, wood sellers, real estate, coal-fired devices, and other measures that may be introduced in the community. Under previous contracts, at least four television advertisements have been created. The feel, look, and slogan(s) developed will be continued as appropriate. Additional development could entail radio, informational pamphlets, and information sheets with slightly different focuses depending on the time of year. Depending on the outcome of programs that will be proposed for public comment with the release of the Serious State Implementation Plan and future updates, education, and programmatic outreach will likely need to be developed.

Rural Dust Education Campaign

Rural dust problems seem to be exacerbated by vehicle traffic. In recent years, the Division has worked to develop television and radio advertisements related to reducing speeds on dirt roads to reduce particulates. Under this contract, work will continue to enhance the overall campaign and place those media items that have been, and will be, developed. The feel, look, and slogan(s) developed for this campaign will continue. Additional development could entail radio advertisements, informational pamphlets, and information sheets. Previously produced brochures, radio, and television advertisements may be found under the “Public Outreach” section at the following link: http://www.dec.alaska.gov/air/anpms/comm/rural_pm10.htm

Burn Wise Alaska Campaign

Burn Wise Alaska is a statewide educational campaign. Wood burning is a common source of home heating throughout the state. The wood smoke produced can cause communities to have problems meeting the PM_{2.5} health standard. The State has developed pamphlets and television advertisements pertaining to wood burning under a previous contract. Under this contract, work will continue supporting and enhancing the overall campaign and placing those media items that have been, and will be, developed. The feel, look, and slogan(s) developed for this campaign will be continued. Additional development could entail radio, informational pamphlets, and information sheets. Otherwise, the main Burn Wise Alaska webpage may be found at: <https://dec.alaska.gov/air/burnwise/>.

General Air Quality Issues

The Department has an ongoing need to be responsive to air quality issues in Alaska. This task item is to provide flexibility to address air quality issues as they arise. The air program wants the ability to deliver messages to assist citizens as needed.

For this project, the contractor shall assist with developing materials to educate the public on air quality. These materials may include information booklets/pamphlets, web page design or content, radio spots, television advertisements, social media, and/or information sheets suitable for use by various audiences.

SEC. 3.04 TASK I – COMPREHENSIVE OUTREACH CAMPAIGN FOR REGIONAL AIR QUALITY IMPROVEMENT

Note: The information in this section must be used to complete the Cost Proposal (Submittal Form G) spreadsheet.

Please submit a contract cost to address the scenario below using the Cost Proposal (Submittal Form G) spreadsheet. The disclosed prices will determine the “Per Unit” rates for the specified personnel, equipment, and expenses on the subsequent contract resulting from this solicitation. The objectives and success metrics of each campaign will be discussed and agreed upon prior to the commencement of work.

A regional air quality issue impacts residents’ health and quality of life in a select region. Improving air quality in the area can be achieved through behavioral modifications among residents. However, it is important to note that these proposed changes may be controversial to specific demographics.

The offeror shall design an outreach campaign targeting residents of this region. This campaign will include television advertisements, online and social media placements, radio spots, and direct mailers, which may consist of postcards directly mailed to approximately 20,000 residents.

The campaign is expected to be completed within two (2) months, with approximately one (1) month allocated to the planning and design phases of the initiative. The cost proposal should include the cost of media buys, equipment, expenses, and hourly rates for the project manager, media buyer, graphic artist, audio/video editor, and other essential program staff. The contractor shall include in their price proposal transportation, lodging, and per diem costs sufficient to pay for one (1) staff member to make one (1) trip to Fairbanks and one (1) trip to the Mat-Su Valley, assume lodging for one (1) night.

- **Labor:** The Cost Proposal (Submittal Form G) spreadsheet lists the four (4) required staff. Supply personnel’s hourly rate and quantity of hours necessary to complete *Task I – Comprehensive Outreach Campaign for Regional Air Quality Improvement*. If additional staff is used to complete this request, list each position alongside the applicable hourly rate and quantity of hours in the lines provided below the prepopulated list of four (4) required staff.
- **Equipment:** List the equipment that may be purchased to complete *Task I – Comprehensive Outreach Campaign for Regional Air Quality Improvement*. If no equipment is needed, leave this section of the Cost Proposal (Submittal Form G) spreadsheet blank or mark it as “not applicable.”
- **Expenses:** Provide the applicable rates for the required items and/or services; if necessary, include any supplementary expenses in the additional cells below in the Cost Proposal (Submittal Form G) spreadsheet.
- **Fixed Fee:** List the firm’s fixed fee, if applicable. The fixed fee should be represented as a percentage of all services rendered, including the labor, equipment, and other applicable expenses.

DEC may conduct multiple campaigns in various regions throughout Alaska within a calendar year, some of which may be carried out concurrently.

The deliverables for this task may include, but are not limited to:

- the message(s) to be delivered and the targeted audiences for a particular outreach campaign;
- the best methods of information distribution, which may include radio, printed materials, television, internet, social media, etc. for specific projects and objectives;
- the optimal timing and frequency of the message delivery, including a schedule that details how multiple messages, delivery modes, and advertisements will be cycled to maximize the media campaign's effectiveness;
- specific rationale for the contractor's placement of radio and print advertisements, including radio buy times and stations within the target area(s), the time and format of print advertisements, recommended development of brochures, etc., to best deliver the desired message;
- the suggested media to maximize the cost-effectiveness of this delivery, including both paid and free placement of public awareness information;
- surveys to evaluate effectiveness before and after the campaign's implementation, which may be conducted via telephone, mail, or the Internet; and
- focus groups to help determine the acceptability of the campaign within targeted communities.

The campaign topics may include, but are not limited to:

- Fairbanks PM 2.5 education campaign and control measure support;
- Rural Dust education campaign;
- Burn Wise Alaska campaign; and
- General Air Quality issues.

SEC. 3.05 CONTRACT TYPE

The contract resulting from this solicitation will be a Cost-Plus-Fixed-Fee (CPFF) contract.

SEC. 3.06 PROPOSED PAYMENT PROCEDURES

The state 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. 3.07 PROMPT PAYMENT FOR STATE PURCHASES

The state is eligible to receive a 5% discount on 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 applied to the full invoice amount. The state shall consider payment to be made on either the date a printed warrant is issued or the date an electronic funds transfer (EFT) is initiated.

SEC. 3.08 CONTRACT PAYMENT

No payment will be made until the contract is approved by the Commissioner of the Department of Environmental Conservation or the Commissioner's designee. Under no conditions will the state be liable for the payment of any interest charges associated with the cost of the contract. The state 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.

Payment for agreements under \$500,000 for the undisputed purchase of goods or services provided to a state agency will be made within 30 days of the receipt of a proper billing or the delivery of the goods or services to the location(s) specified in the agreement, whichever is later. A late payment is subject to 1.5% interest per month on the unpaid balance. Interest will not be paid if there is a dispute or if there is an agreement that establishes a lower interest rate or precludes the charging of interest.

Any single contract payment of \$1,000,000 or higher must be accepted by the contractor via Electronic Funds Transfer (EFT).

SEC. 3.09 CONTRACT PRICE ADJUSTMENTS

Consumer Price Index (CPI): Contract prices will remain firm through June 30, 2025.

The Contractor or State may request price adjustments no sooner than 12 months from the Contract execution date and no more than once per contract year. Contractors must submit a request to the State at least 30 days prior to the end of the current term. All Requests must be in writing and must be received 30 days prior to the Contract renewal date.

- a. If the Contractor or State fails to request a CPI price adjustment 30 days prior to the Contract renewal date, the adjustment will be effective 30 days after the State or Contractor receives their written request.
- b. Price adjustments will be made in accordance with the percentage change in the U.S. Department of Labor, Bureau of Labor and Statistics, Consumer Price Index (CPI-U) for All Urban Consumers, All Items, Urban Alaska.
- c. The price adjustment rate will be determined by comparing the percentage difference between the CPI in effect for the base year reported HALF1 (January through June 2023) (depending on the timing, it may be HALF2 for July-December) and each HALF1 (or HALF2) thereafter. The percentage difference between those two CPI issues will be the price adjustment rate. No retroactive contract price adjustments will be allowed. All price adjustments must be approved by the Procurement Officer prior to the implementation of the adjusted pricing. Approval shall be in the form of a Contract Amendment issued by the Procurement Officer.
- d. Approval for all price increases is dependent upon full compliance with the terms of the Contract, including reporting requirements.

SEC. 3.10 LOCATION OF WORK

The location(s) where the work is to be performed, completed, and managed is the contractor's primary place of business. Specific tasks may require travel within Alaska, typically to Juneau, Anchorage, Fairbanks, and the Matanuska-Susitna (Mat-Su) Valley.

The state will not provide workspace for the contractor. The contractor must provide its own workspace.

The contractor shall include in their price proposal transportation, lodging, and per diem costs sufficient to pay for one (1) staff member to make one (1) trip to Fairbanks and one (1) trip to the Mat-Su Valley. Travel to other locations is unlikely to be required.

By signing 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 ten (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 state to reject the proposal as non-responsive or cancel the contract.

SEC. 3.11 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 state to consider their proposal non-responsive and reject it.

Subcontractor experience shall not be considered when determining whether the offeror meets the requirements set forth in **SEC. 1.04 PRIOR EXPERIENCE**.

If a proposal with subcontractors is selected, the offeror must provide the following information concerning each prospective subcontractor within five working days from the date of the state's request:

- complete name of the subcontractor;
- complete address of the subcontractor;
- type of work the subcontractor will be performing;
- percentage of work the subcontractor will be providing;
- evidence that the subcontractor holds a valid Alaska business license;

If a subcontractor on the list will be performing work within Alaska and does not have a valid Alaska business license at the close of the RFP, the Offeror may not use the subcontractor in the performance of the contract and shall replace the subcontractor with a subcontractor who had a valid Alaska business license at the close of the RFP.

- a written statement, signed by each proposed subcontractor, that clearly verifies that the subcontractor is committed to rendering the services required by the contract.

An offeror's failure to provide this information within the time set will cause the state to consider their proposal non-responsive and reject it. The substitution of one subcontractor for another that has already been approved may be made only at the discretion and prior written approval of the project director.

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

SEC. 3.12 JOINT VENTURES

Joint ventures will not be allowed.

SEC. 3.13 RIGHT TO INSPECT PLACE OF BUSINESS

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

SEC. 3.14 F.O.B. POINT

All goods purchased through this contract will be F.O.B. final destination. Unless specifically stated otherwise, all prices offered must include the delivery costs to any location within the State of Alaska.

SEC. 3.15 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 and the procurement officer. Changes that are not approved by the state may be grounds for the state to terminate the contract.

SEC. 3.16 INSPECTION & MODIFICATION - REIMBURSEMENT FOR UNACCEPTABLE DELIVERABLES

The contractor is responsible for completing all the work set out in the contract. All work is subject to inspection, evaluation, and approval by the project director. The state 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 state to terminate the contract. In this event, the state may require the contractor to reimburse monies paid (based on the identified portion of unacceptable work received) and may seek associated damages.

SEC. 3.17 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 with 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 state approvals necessary for the amendment and issued a written contract amendment approved by the Commissioner of the Department of Environmental Conservation or the Commissioner's designee.

SEC. 3.18 NONDISCLOSURE & CONFIDENTIALITY

The contractor agrees that all confidential information shall be used only for the purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow the dissemination of confidential information except as provided 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 confidential information. "Reasonable care" means compliance by the contractor with all applicable federal and state laws, including the Social Security Act and HIPAA. The contractor must promptly notify the state in writing if it becomes aware of any storage, disclosure, loss, unauthorized access to, or use of confidential information.

Confidential information, as used herein, means any data, files, software, information, or materials (whether prepared by the state 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 state 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 state with written notice of the

requested disclosure (to the extent such notice to the state is permitted by applicable law) and giving the state opportunity to review the request. If the contractor receives no objection from the state, 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 state within a reasonable time after the contractor's receipt of notice of the requested disclosure and, upon request of the state, shall seek to obtain legal protection from the release of the confidential information.

The following information shall not be considered confidential information: information is 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 a subpoena or other legal process and which as a result becomes lawfully obtainable by the general public.

SEC. 3.19 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. 3.20 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 state 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.

Professional Liability Insurance: covering all errors, omissions, or negligent acts in the performance of professional services under this agreement. Limits required per the following schedule:

Contract Amount	Minimum Required Limits
Under \$100,000.00	\$300,000.00 per Claim/Annual Aggregate
\$100,000.01 to \$499,999.99	\$500,000.00 per Claim/Annual Aggregate
\$500,000.00 to \$999,999.99	\$1,000,000.00 per Claim/Annual Aggregate
\$1,000,000.00 or over	Refer to Risk Management

SEC. 3.21 TERMINATION FOR DEFAULT

- a. 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 state may, by providing written notice to the contractor, terminate the contractor's right to proceed with part or all the remaining work.
- b. The Procurement Officer may also, by written notice, terminate this contract under Administrative Order 352 if the contractor supports or participates in a boycott of the State of Israel.

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

SECTION 4. PROPOSAL FORMAT & CONTENT

SEC. 4.01 RFP SUBMITTAL FORMS

This RFP contains Submittal Forms, which the offeror must complete and submit as part of their proposal. **Offerors must provide Submittal Form B, C, D, E, and F (if applicable) on their own documents, in PDF format, with company letterhead.**

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. The offeror shall not disclose their costs in Submittal Forms A, B, C, D, or E. Submission forms shall not exceed the page limit.

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

SEC. 4.02 SPECIAL FORMATTING REQUIREMENTS

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

Documents and Text: All attachment documents must be written in English, single-sided, and single-spaced with a minimum font size of ten (10). Pictures or graphics may be used if the offeror feels they are necessary to communicate their information; however, be aware of the page limits below.

Page Limits: Some Submittal Forms listed below have maximum page limit requirements. Offerors may present Submittal Forms B, C, D, E, and F (if applicable) on their own documents, in PDF format, with a company letterhead. Offerors must not exceed the maximum page limits. Note that 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). Any pages exceeding the maximum page limit will be discarded and will not be included in the evaluations. For example, if the maximum page limit is three (3) pages, but the Offeror submits five (5) pages for that submittal form, only pages one (1) through three (3) will be evaluated. The Procurement Officer would discard pages four (4) and five (5) before sending them to the proposal evaluation committee for evaluation. Resumes will not be included in the page count under Experience and Qualifications.

Submittal Form	Maximum Page Limits
Submittal Form A – Offeror Information and Certifications	
Submittal Form B – Experience and Qualifications	5
Submittal Form C – Understanding of the Project	3
Submittal Form D – Methodology Used for the Project	4
Submittal Form E – Management Plan for the Project	3
Submittal Form F – Subcontractors	
Submittal Form G – Cost Proposal	

Any Submittal Form submitted as part of a proposal that is not compliant with the instructions above may be a basis for finding the proposal non-responsive and thus rejected.

SEC. 4.03 OFFEROR INFORMATION & 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 state 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 the offeror's firm, along with the offeror's Tax ID.
- b. Information on the person the state 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 & QUALIFICATIONS (SUBMITTAL FORM B)

Offerors must provide details on the personnel assigned to accomplish the work called for in this RFP, illustrate the lines of authority, and 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 actually work on the contract, along with their titles and location(s) where work will be performed.

Offerors must also provide reference names and phone numbers for similar projects the offeror's firm has completed.

The offeror shall not disclose their costs in this Submittal Form. Submission forms shall not exceed the page limit (as described in Section 4.02).

Offerors must attach resumes for personnel with names and titles who will be assigned to complete the project as a separate attachment to Submittal Form B.

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.

The offeror shall not disclose their costs in this Submittal Form. Submission forms shall not 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 state's project schedule.

The offeror shall not disclose their costs in this Submittal Form. Submission forms shall not 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 state's project schedule.

The offeror shall not disclose their costs in this Submittal Form. Submission forms shall not 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 as listed in SECTION 3.04 TASK I, 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. See **Section 3.04 TASK I** for additional details on completing this form.

Note: Staff members not used in TASK I, that may be used on future TASKS, shall be listed on a separate sheet attached to the cost proposal. List the hourly rates of these staff members and their occupation/title.

SECTION 5. EVALUATION CRITERIA & CONTRACTOR SELECTION

SEC. 5.01 SUMMARY OF EVALUATION PROCESS

The state 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 the Technical portion of all 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 state 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 the state, 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)	15
Understanding of the Project	(Submittal Form C)	10
Methodology Used for the Project	(Submittal Form D)	15
Management Plan for the Project	(Submittal Form E)	10
	Total	50

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

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

TOTAL EVALUATION POINTS AVAILABLE: 100

SEC. 5.03 SCORING METHOD & CALCULATION

Each Proposal Evaluation Committee (PEC) member will individually evaluate and score each responsive proposal using the criteria set out in Sections 5.04 through 5.07 and assign a single score of one (1) through ten (10), with ten (10) representing the highest score and 1 representing the lowest score. Using only whole numbers, PEC members should start with a score of five (5) on each section. The score may either increase or decrease depending on the offeror’s response to each question for that section. For example, if the Offeror provided responses over and above the evaluation questions in a section, they would receive a higher score. However, if the Offeror’s response fails to address all questions of a section or demonstrates some lack of understanding or competency as it relates to a question for that section, the Offeror would then receive a lower score.

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

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

Example (RFP may have multiple sections, Max Points for one 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:

$$\frac{\text{Offeror Total Score (30)}}{\text{Highest Total Score Possible (40)}} \times \text{Max Points (100)} = \text{Points Awarded (75)}$$

Offeror 2 was awarded 50 points:

$$\frac{\text{Offeror Total Score (20)}}{\text{Highest Total Score Possible (40)}} \times \text{Max Points (100)} = \text{Points Awarded (50)}$$

Offeror 3 was awarded 100 points:

$$\frac{\text{Offeror Total Score (40)}}{\text{Highest Total Score Possible (40)}} \times \text{Max Points (100)} = \text{Points Awarded (100)}$$

SEC. 5.04 EXPERIENCE & 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. Are resumes complete, and do they demonstrate backgrounds that would be desirable for individuals 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(s):

- 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. 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 state expects it to provide?
4. Has the offeror demonstrated an understanding of the state'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. Has the offeror gone beyond the minimum tasks necessary to meet the objectives of the RFP?
8. To what degree is the proposal practical and feasible?
9. To what extent has the offeror identified potential problems?

SEC. 5.08 CONTRACT COST (COST PROPOSAL)

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 = 40):

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 100 points to cost. This means that the lowest cost will receive the maximum number of points.

Offeror #1 receives 40 points.

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

Offeror #2 receives 37.4 points.

$\$40,000$ lowest cost \times 40 maximum points for cost = $16,000,000 \div \$42,750$ cost of Offeror #2’s proposal = 37.42

Offeror #3 receives 33.68 points.

$\$40,000$ lowest cost \times 40 maximum points for cost = $16,000,000 \div \$47,500$ cost of Offeror #3’s proposal = 33.68

SEC. 5.09 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:

100 Total Points Available in RFP \times 10% Alaska Offeror preference = 10 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	83 points	No Preference	0 points
Offeror #2	74 points	Alaska Offeror Preference	10 points
Offeror #3	80 points	Alaska Offeror Preference	10 points

Step 3

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

Offeror #1	83 points	
Offeror #2	84 points	(74 points + 10 points)
Offeror #3	90 points	(80 points + 10 points)

Offeror #3 is the highest-scoring offeror and would receive the award, provided their proposal is responsive and responsible.

SECTION 6. GENERAL PROCESS & 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 & 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, PO Box 110806, Juneau, Alaska 99811-0806**, 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 SITE INSPECTION

The state 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 state reasonable access to relevant portions of its work sites. Individuals designated by the procurement officer at the state’s expense will make site inspection.

SEC. 6.04 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. 6.05 DISCUSSIONS WITH OFFERORS

The state 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. 6.06 EVALUATION OF PROPOSALS

The procurement officer, or an evaluation committee made up of at least three state employees or public officials, will evaluate proposals. The evaluation will be based solely on the evaluation factors set out in **SECTION 5. EVALUATION CRITERIA & CONTRACTOR SELECTION**.

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. 6.07 CONTRACT NEGOTIATION

After the 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 that would not affect the ranking of proposals. If the highest-ranked offeror

fails to provide necessary information for negotiations promptly or fails to negotiate in good faith, the state may terminate negotiations and negotiate with the offeror of the next highest-ranked proposal. Contract negotiations may be held via teleconference using Microsoft Teams if contract negotiations are commenced.

SEC. 6.08 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 state, after a good faith effort, simply cannot come to terms,

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

SEC. 6.09 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 set out the names of all offerors and identify the offeror selected for award.

SEC. 6.10 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."

SEC. 6.11 APPLICATION OF PREFERENCES

Certain preferences apply to all state 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: [Application of Preferences.](#)

- 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's 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 state to disallow the preference.**

SEC. 6.12 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 state to disallow the preference.

SEC. 6.13 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 state to disallow the preference.

SEC. 6.14 STANDARD CONTRACT PROVISIONS

The contractor will be required to sign the state's Standard Agreement Form for Professional Services Contracts (form SAF.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 state 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. 6.15 QUALIFIED OFFERORS

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

1. Add value to 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. 6.16 PROPOSAL AS PART OF THE CONTRACT

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

SEC. 6.17 ADDITIONAL TERMS & CONDITIONS

The state 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. 6.18 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. 6.19 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 state. If an offeror does so, the procurement officer may determine the proposal to be a non-responsive counteroffer 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 State reserves the right to refrain from making an award if it determines that it is not in the best interest of the State.

A proposal from a debarred or suspended offeror shall be rejected.

SEC. 6.20 STATE NOT RESPONSIBLE FOR PREPARATION COSTS

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

SEC. 6.21 DISCLOSURE OF PROPOSAL CONTENTS

All proposals and other material submitted become the property of the State of Alaska and may be returned only at the state'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.

The Office of Procurement and Property Management (OPPM), or their designee recognizes that some information an offeror submits might be confidential under the United States or the State of Alaska Constitution, a federal statute or regulation, or a State of Alaska statute: i.e., might be confidential business information (CBI). See, e.g., article 1, section 1 of the Alaska Constitution; AS 45.50.910 – 45.50.945 (the Alaska Uniform Trade Secrets Act); *DNR v. Arctic Slope Regional Corp.*, 834 P.2d 134, 137-39 (Alaska 1991). For OPPM or their designee to treat information an offeror submits with its proposal as CBI, the offeror must do the following when submitting their proposal: (1) mark the specific information it asserts is CBI; and (2) for each discrete set of such information, identify, in writing, each authority the offeror asserts make the information CBI. If the offeror does not do these things, the information will become public after the Notice of Intent to Award is issued. If the offeror does these things, OPPM or their designee will evaluate the offeror's assertion upon receiving a request for the information. If OPPM or their designee reject the assertion, they will, to the extent permitted by federal and State of Alaska law, undertake reasonable measures to give the offeror an opportunity to object to the disclosure of the information.

SEC. 6.22 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. 6.23 FORCE MAJEURE (IMPOSSIBILITY TO PERFORM)

The parties to a contract resulting from this RFP are not liable for the consequences of any failure to perform, or default in performing, any of its obligations under the contract if that failure or default is caused by any unforeseeable Force Majeure beyond the control of, and without the fault or negligence of, the respective party.

For the purposes of this RFP, Force Majeure will mean war (whether declared or not); revolution; invasion; insurrection; riot; civil commotion; sabotage; military or usurped power; lightning; explosion; fire; storm; drought; flood; earthquake; epidemic; quarantine; strikes; acts or restraints of governmental authorities affecting the project or directly or indirectly prohibiting or restricting the furnishing or use of materials or labor required; inability to secure materials, machinery, equipment or labor because of priority, allocation or other regulations of any governmental authorities.

SEC. 6.24 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 State 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. 6.25 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. 6.26 SUPPLEMENTAL TERMS & CONDITIONS

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

SEC. 6.27 SOLICITATION ADVERTISING

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

SEC. 6.28 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.
- **State's Ability to Make Changes:** The state 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.

SECTION 7. ATTACHMENTS

SEC. 7.01 ATTACHMENTS

Attachments:

1. Offeror Information & Certifications (Submittal Form A)
2. Cost Proposal (Submittal Form G)
3. Alaska Bidder Preference Certification Form
4. Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion
Lower-tier Covered Transactions Form
5. Certification Regarding Lobbying Form
6. System for Award Management (SAM) Helpful Information
7. Certification Regarding Drug-free Workplace Requirements Form