

STATE OF ALASKA
DEPARTMENT OF TRANSPORTATION AND PUBLIC FACILITIES
TED STEVENS ANCHORAGE INTERNATIONAL AIRPORT

Addendum No. 1

Issue Date: December 11, 2025

**REQUEST FOR PROPOSAL ELECTRONIC/STATIC DISPLAY ADVERTISING CONCESSION
ADA-32628**

RESPONSE TO QUESTIONS AND COMMENTS DUE BY DECEMBER 8, 2025

The following is provided by the State of Alaska, Department of Transportation & Public Facilities, Ted Stevens Anchorage International Airport in response to questions received relating to the Electronic/Static Display Advertising Concession ADA-32628 Request for Proposal (RFP) document.

No statement provided in these questions/comments shall be deemed a modification in any way of the RFP. The only addition to, or modification of any part of the RFP must be included in an amendment.

QUESTION #1: Is there a scoring or weighted evaluation system for this RFP?

STATE RESPONSE: Please refer to the RFP, Terms of Request, Item VII. Proposal Evaluation for specific criteria and related weights.

QUESTION #2: Is the airport looking for any specific improvements or capabilities that the current vendor has not been able to deliver?

STATE RESPONSE: The improvements and capabilities the airport is seeking are outlined in the RFP and Sample Concession Agreement. We encourage your participation in the Pre-Proposal Conference and Tour on Tuesday, December 16th at 1:00 p.m., where additional context and opportunities for clarification may be provided.

QUESTION #3: Are there any performance metrics or service levels that ANC wants elevated in the next contract cycle?

STATE RESPONSE: The performance metrics or service levels the airport is seeking are outlined in the RFP and Sample Concession Agreement. We encourage your participation in the Pre-Proposal Conference and Tour on Tuesday, December 16th at 1:00 p.m., where additional context and opportunities for clarification may be provided.

QUESTION #4: Does the airport expect major changes in assigned locations or advertising inventory over the next few years?

STATE RESPONSE: Potential terminal improvements, such as the TSA checkpoint and Concourse B bump outs, have been identified in our short to mid-term planning projections, but no construction projects are currently planned or scheduled. Should any future project impact advertising locations or inventory, the airport will inform and coordinate with the concessionaire throughout the process.

QUESTION #5: Are there expectations around integration with broader airport branding or passenger-experience initiatives?

STATE RESPONSE: The expectations around integration with broader airport branding or passenger-experience initiatives the airport is seeking are outlined in the RFP and Sample Concession Agreement. We encourage your participation in the Pre-Proposal Conference and Tour on Tuesday, December 16th at 1:00 p.m., where additional context and opportunities for clarification may be provided.

QUESTION #6: Can addendum-type content be included within the 7 pages allowed for each section without counting against the total page count (requiring evaluators to flip back and forth between sections and referenced addenda)? Or must addenda be separate?

STATE RESPONSE: The State will accept addendum documents within the Specific Criteria responses.

QUESTION #7: Can we assume that photos, graphics, and section headers do not count toward the page total and that only written narrative is included?

STATE RESPONSE: Yes. Additional photos, graphics, and section headers will not count against the 7 page limit.