

**DIVISION OF LEGISLATIVE AUDIT
RFP NUMBER 26-33-04
AMENDMENT NUMBER 1**



Division of Legislative Audit
Attn: JC Kestel
State Capitol, 120 4th Street, Room 3
Juneau, AK 99801-1182

RFP TITLE: RFP 26-33-04 – Marketing and Media Services

RFP CLOSING DATE & TIME: 2:00PM Alaska Time on April 7, 2026

DATE AMENDMENT ISSUED: Friday, March 20, 2026

The following changes/additions/clarifications are made to the RFP:

1. The following questions were received from potential offerors.

- i. *Will DLA provide an existing accessibility audit of the current websites, or is the contractor expected to conduct a full WCAG 2.1 Level AA audit as part of this scope?*

Response: DLA has conducted a WCAG AA scan of its website using siteimprove.com and its accessibility score is 85.4 (Legislative Audit) and 86.2 (Legislative Budget and Audit Committee). The contractor is expected to be able to demonstrate that website upgrades enable the website to comply with WCAG Version 2.1 Level AA requirements.

- ii. *Does DLA have any existing brand guidelines, style guides, logo files, or color palettes that should inform the new brand identity?*

Response: DLA does not have existing brand guidelines, style guides, or color palettes that will inform a new brand identity. DLA does have a logo file.

- iii. *What email platform or distribution system does DLA currently use to send press releases and audit announcements?*

Response: Currently, mailerlite is used for press releases, recruitment notifications, and audit announcements that are sent to non-state government email addresses. Internal Microsoft outlook is used to send notifications to government email addresses.

- iv. *The scope calls for up to 20 hours of training on ADA-compliant document conversion. Is training expected to be delivered in-person in Juneau, remotely, or is either acceptable?*

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Response: Either method is acceptable.

- v. *Approximately how many InDesign reports are currently posted to the DLA webpage and would need to be addressed during the conversion training?*

Response: Source documents are created with InDesign and are posted to the website as PDF documents. We intend to archive reports that were available via the website as of April 23, 2026 and will not be converting those documents. As a training tool, existing reports created with InDesign are expected to be used to “practice” converting InDesign reports to an ADA web-compliant format.

- vi. *Is there a not-to-exceed budget or a target budget range for this contract that offerors should be aware of when preparing cost proposals?*

Response: A budget has not been set for this project.

- vii. *The RFP requires at least three examples of prior work similar to the deliverables. Are these examples counted within the two-page limit for the Experience and Qualifications section, or should they be submitted as a separate attachment?*

Response: The examples may be attached as a separate document or as separate documents.

- viii. *Is there an overall page limit for the technical proposal?*

Response: There is no specific page limit. Please refer to section 6.01 of the RFP.

2. All other terms and conditions of RFP 26-33-04 will remain as written.

A signed copy of this amendment and any others issued, in addition to your proposal, must be received by the issuing office prior to the closing date and time for your proposal to be considered responsive.

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NAME OF COMPANY

AUTHORIZED SIGNATURE

TITLE

PRINTED NAME

DATE