

**DIVISION OF LEGISLATIVE AUDIT
RFP NUMBER 26-33-04
AMENDMENT NUMBER 2**



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: Thursday, March 26, 2026

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

A. The following questions were received from potential offerors.

1. *For the website deliverable, we are treating WCAG 2.1 Level AA compliance and the new brand identity as the two primary objectives. Is that the correct priority order, and are there any functional or UX improvements DLA considers equally important to those two?*

Response: A refresh of the website that make it ADA compliant and incorporates the new branding is the priority.

2. *Does DLA have a preference for how email templates are delivered — custom coded HTML templates, or a platform-based solution such as Mailchimp that provides built-in template management, list handling, and unsubscribe functionality?"*

Response: DLA prefers to use an HTML template that is Microsoft Outlook compliant. Additionally, DLA would like some sort of list handling/unsubscribe ability built into the website as a plug-in, instead of having to rely on an external entity such as Mail Chimp, Mailerlite, etc.

3. *Does DLA currently use an email platform such as Mailchimp, Constant Contact, or GovDelivery, or are announcements sent manually?*

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Response: DLA currently uses Mailerlite, but plans to move to a manual internal email via Microsoft Outlook. DLA would like to utilize a website plug-in that can handle the email lists and unsubscribe functionality, if possible.

4. *Are audit announcements intended as one-off transactional emails or part of a regular cadence (newsletter type)?*

Response: Audit announcements will be made approximately four times a year, as needed.

5. *Does DLA have an existing subscriber list, or would that need to be built in for collecting emails as part of this project?*

Response: DLA has two existing lists: One for press/announcements and one for recruitment.

6. *Who will be responsible for managing email announcements after handoff, and what is their general level of technical experience?*

Response: DLA's current Publications Specialist is managing all announcements via Mailerlite, as well as manual email announcements to the Alaska State Legislature. He is proficient in Adobe InDesign, Microsoft Word, and Microsoft Outlook. He has moderate technical experience.

7. *For ongoing email platform subscription costs — does DLA expect those to be included in the contractor's cost proposal, or will DLA manage those costs directly?*

Response: DLA plans to run all email platforms internally, so there should not be any additional costs, except possibly a plug-in-based subscription for which DLA will manage the cost.

8. *Does DLA have any existing brand guidelines, even informal ones such as preferred colors or fonts?*

Response: No.

9. *Are there specific colors, logos, or visual elements from the current website DLA wishes to carry forward into the new brand identity?*

Response: We like the general layout.

10. *Are there other Alaska state agency brands DLA would like to align with or intentionally differentiate from?*

Response: DLA's website should be aligned with LBAC's website.

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11. *Beyond the Legislative Auditor, are there other stakeholders involved in the brand approval process?*

Response: The LBAC website rebranding will need to be approved by the LBAC chair.

12. *What is the realistic turnaround time for brand approval once concepts are submitted to the Legislative Auditor?*

Response: Within a few days.

13. *How many rounds of revisions are typically expected before brand approval is granted?*

Response: During the last rebranding there were approximately 3 rounds.

14. *Does DLA have a preference for how analytics are delivered — a dashboard built into WordPress, Google Analytics, or another platform?*

Response: WordPress would be preferred.

15. *Who will be responsible for managing and updating the website after project completion — DLA staff or an ongoing contractor?*

Response: Primarily DLA staff.

16. *Are there any Alaska Legislative Branch IT or security requirements beyond WCAG 2.1 Level AA the contractor should be aware of?*

Response: No.

17. *Who currently adds new audit reports to the website, and approximately how long does that process take per report?*

Response: DLA publication specialist and Network Specialist. It takes approximately 30 minutes including internal communication.

18. *Are audit reports always finalized in InDesign before they are published to the website?*

Response: Yes, then printed/save-as to PDF.

19. *Does DLA have a preference between automated ongoing WCAG monitoring or periodic manual auditing following project completion?*

Response: Manual following publications.

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20. *Have there been any formal accessibility complaints or inquiries regarding the current DLA or LBAC websites?*

Response: No.

21. *How many DLA staff members will require training under this contract?*

Response: Up to three.

22. *What is the general technology comfort level of the staff who will be trained?*

Response: Publication specialist Low/Mod, IT staff is high.

23. *Does DLA prefer training delivered in person, remotely, or as recorded sessions for on-demand use?*

Response: In person or remotely preferred. Those trainings can be recorded for future use by DLA.

24. *Are the InDesign report files currently structured using defined paragraph styles, or is formatting generally applied manually?*

Response: Yes.

25. *Approximately how many existing InDesign reports will need to be converted to ADA-compliant format as part of the training scope?*

Response: Training will include a minimum of 20 hours. Several existing reports are expected to be used to “practice” converting InDesign reports to an ADA web-compliant format.

26. *Is the 20-hour training cap stated in the RFP a firm ceiling, or is it an estimate that could be adjusted based on scope?*

Response: The 20-hour training is a minimum cap.

27. *Will continuity of funding after June 30, 2026 be confirmed prior to contract signing, given the estimated project completion date of August 31, 2026?*

Response: No.

28. *Is DLA able to share a budget range to assist offerors in pricing their proposals competitively?*

Response: There is no budget set for this project.

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B. All other terms and conditions of RFP 26-33-04 as amended, 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