PLEASE SIGN AND RETURN THIS AMENDMENT PAGE WITH YOUR PROPOSAL TO THE ISSUING OFFICE AT:

Department of Environmental Conservation
Division of Administrative Services
Attn: Chris Hunt
RFP 2016-1800-2910- Addendum #1
410 Willoughby Ave. Suite # 303
Juneau, AK 99811-1800

RFP 2016-1800-2910 – Addendum # 1 **DATE ADDENDUM ISSUED: April 3, 2015**

RFP TITLE: RFP 2016-1800-2910 Air Quality Public Relations & Education

SEALED PROPOSAL DUE DATE AND TIME: April 21, 2015, at 3:00 p.m. Alaska Time

The purpose of Addendum # [1] is to provide answers to questions received.

Answers to Question Received

1) Question
In the proposal it asks us to include costs for travel in the cost proposal but there is not a section for this cost. Where would you like us to include this information? It is included on page 6 of the RFP and states: "The contractor should include in their price proposal: transportation, lodging and per diem costs sufficient to pay for 1 staff member to make 1 trip to Fairbanks and 1 trip to the Mat-Su Valley.

Answer:
Cost Proposals should use the table illustrated in Attachment 4 of the RFP. Costs within the table are used specifically for scoring. On the same page, below the table, all additional costs should be identified, including "transportation, lodging and per diem costs sufficient to pay for 1 staff member to make 1 trip to Fairbanks and 1 trip to the Mat-Su Valley", as well as any additional staff and their costs. Any discounts, special rates, or benefits to the department should also be listed here as well as in the discussion on the management plan for the project. Any items related to cost or benefits may and should be discussed within the Management Plan for the Project except those cost identified within the cost proposal table.

2) Question:
Do we need to include rates for other positions not requested in the cost proposal or will that all be negotiated after the award of the contract?

Answer:
Additional rates may be included below the cost proposal table in Attachment 4. All costs must be identified and finalized prior to contract issuance.

3) Question:
What is the duration of the contract?

Answer:
As indicated in Section 3.01 of the RFP, the contract's initial term is 3 years, with possible 2 one year extensions. As mentioned in Section 1.04, the estimated budget is $800,000 over the life of the contract. Should DEC expend the $800,000 within the first three years, the 2 one year extensions will not be utilized. In other words, the contract could be for as long as 5 years, however once the expected budget is reached, the contract will end.

4) Question:
Who is the incumbent for this contract?

Answer:
Currently the department has a PR contract that ends June 30, 2015. Northwest Strategies is the contractor. There is no incumbent for this contract. The contract will be awarded based on the proposals submitted and their evaluation as identified in the RFP.

5) Question:
In section six, Proposal Format and Content, there is a request for work sample in a separate binder. Can you please clarify details and any further information on submitting this (quantity, format, etc.)

Answer:
As indicated in Section 6.01, "the State discourages overly lengthy and costly proposals" and "please keep the proposals to the point. Excessively large proposals will not be score higher than lean proposals." A work sample, within the context of this RFP, is what a proposer feels best represents their work in relation to what the RFP requires and what may best demonstrate their abilities. Details regarding the work sample is left up to the individual proposer. Offerors must submit 1 original and 3 copies of its written proposal. The work sample (item #8) in Section 6.01, should be considered a part of the proposal, therefore, in terms of quantity there needs to be 4 submitted in whatever format is relevant to the sample.

6) Question:
The cost proposal leaves room for 4 members of the staff. We consider a copywriter to be essential staff. How would we account for that person in the job and in the cost proposal?

Answer:
The cost proposal identifies 4 members for determining the points awarded based on cost. All staff and their costs will need to be identified prior to contract issuance. Please see the answer to Question 1 on where to add additional staff and their costs.

7) Question:
On page 5 in section 1.04 it states that the budget of $800,000 must cover the duration of the contract, to include any and all renewals. On page 17 in section 3.01 it states that the original RFP is for 3 years with the option to renew for an additional two years. Is the $800,000 allocated for the original 3 years or for the total of 5 (including the renewal)?

Answer:
The $800,000 is the total estimate for the entire contract (3+1+1). As mentioned in the answer to Question 3, if the $800,000 is expended within 3 years, the 2 one year extensions will not be utilized.

8) Question:
On page 12 section 2.06 it states that the project manager position needs to have 5-8 years of experience and a marketing degree. Would additional years of experience specifically in marketing and a communications degree and public relations certification be considered?

Answer:
The project manager, as defined within the RFP, is the main person that will be handling the work with DEC. While years of experience in marking and communications is important, project management experience is different. The ability to handle multiple tasks, track budgets, stay on budget, meet deadlines, and effectively communicate, is crucial. Therefore, DEC is especially interested in well-established and experienced project managers.

However, DEC will accept the following types of degrees for the Project Manager, in addition to the experience requirement noted: Marketing, Communications, Journalism, or Public Relations/Advertising.

9) Question:
On page 29 section 6.05 does "fully burdened rate" need to include production costs for items like signage, media purchases, etc.

Answer:
If an additional cost is added to items such as production costs, media purchases, signage, it needs to be identified. For example, if signage is developed and ordered, there is an expected per hour cost for the creative development of the sign, there is also the expected cost of the sign, some firms add an additional mark up to the invoice from the printer when processing the invoice. This 'mark-up' percentage must be included and identified. If there are different rates for different types of costs, each individual rate must be identified.

Please include any 'mark-up' rate as an addition to the sum of the cost per hour for the four individuals on the Cost Proposal form. See example below where a flat rate markup/overhead rate is added to the cost per hour total.

Title & Experience	Name	Cost per Hour
Project Manager – minimum 5-8 years experience	John Smith	$50 per hour (example only)
Media Buyer – minimum 5 years experience	Jane Doe	$45 per hour (example only)
Graphic Artist – minimum 5 years experience	John Doe	$35 per hour (example only)
Editor-Audio/Video – minimum 5 years experience	Jane Smith	$75 per hour (example only)
		$ 205 per hour * 25% (markup/overhead rate)
	Cost Total	**$256.25**

Note: if more than one overhead rate is used, please identify all and use average markup/overhead rate within the table. DEC is aware that some markups may only be added to certain items and not all. In order to be consistent, and apply the overhead/markup rate evenly across all proposals, please use the method identified above. This application of the overhead/markup is only for purposes of scoring the cost proposal and is not expected to be used on future invoices.

10) Question:
On the attachment 4, we want to clarify that you are asking for a cost per hour for each staff person not a cost per hour and an estimated number of hours for each staff to do proposed projects.

Answer:
The cost on the form should just be cost per hour. This cost per hour will be used for the contract. Once the contract is awarded, each project will be discussed in advance and the budget determined based on the cost per hour fees identified in the RFP and the work needed.

11) Question:
Additionally we want to clarify it seems that the $800,000 is allocated to cover staff time including and transportation and lodging expenses. The RFP seems to indicate that there is additional budget for actual production costs. Will production be handled by other contractors or can the awardee of this project estimate and perform the services of production, for instance printing items designed like flyers, signage, etc.?

Answer:
No, the $800,000 covers all costs; staff time, transportation and lodging, and all production costs. It is expected that actual production costs could be handled by others but will be ordered, reviewed, invoiced, etc by the firm that is awarded this contract. For example, if awarded this contract and DEC needed a sign for one of its campaigns, it would work with the firm on design, and it would be up to the firm to finalize design, find lowest cost vendor to produce sign, order sign, and insure that sign is delivered to appropriate DEC office. Firm would insure all quality control. Firm would then collect invoices and provide copies of statements to DEC for reimbursement.

12) Question
Are you looking for local or national agencies?

Answer
The RFP does not differentiate between local or national agencies. However, local agencies are likely to be more familiar with the issues that this contract will be supporting and able to offer insights within their proposal that national agencies may not.

_____ _____
Name Date