

Trust

Alaska Mental Health Trust Authority

REQUEST FOR PROPOSALS PUBLIC RELATIONS AND MARKETING

RFP 23-003M

ISSUED MAY 26, 2026

ISSUED BY:

DEPARTMENT OF REVENUE
ALASKA MENTAL HEALTH TRUST AUTHORITY

PRIMARY CONTACT:

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PROCUREMENT OFFICER
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907.269.6039

OFFERORS ARE NOT REQUIRED TO RETURN THIS FORM.

IMPORTANT NOTICE: IF YOU RECEIVED THIS SOLICITATION FROM THE STATE OF ALASKA'S "ONLINE PUBLIC NOTICE" WEB SITE, 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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SECTION 1. INTRODUCTION & INSTRUCTIONS

SEC. 1.01 PURPOSE OF THE RFP

The Alaska Mental Health Trust Authority (the Trust), is soliciting proposals for a communications contractor to enhance public understanding of the Trust and Trust Land Office through strategic, integrated public relations and marketing efforts. The contractor will support brand advancement, develop and deploy comprehensive communications strategies across paid, earned, and social media, and provide creative production of key

materials. This work includes proactive media engagement, public relations, risk communication, community relations, and strategies to reduce stigma and increase awareness of the Trust's mission and impact.

SEC. 1.02 BUDGET

The Trust estimates a budget of \$535,000 for each year of this project completion of this project. Proposals priced at more than \$535,000 will be considered non-responsive.

Payment for the contract is subject to funds already appropriated and identified.

SEC. 1.03 DEADLINE FOR RECEIPT OF PROPOSALS

Proposals must be received no later than 1:30 P.M. prevailing Alaska Time on Wednesday, June 17, 2026. Late proposals or amendments will be disqualified and not opened or accepted for evaluation.

SEC. 1.04 PRIOR EXPERIENCE

In order for offers to be considered responsive offerors must meet these minimum prior experience requirements:

- Within the last five years the firm has had at least three other contracts similar to the proposed Scope of Work with a dollar value of a minimum of \$50,000 per year of the contract and for entities that may operate in same or similar space as the Trust, i.e.; federal, state, or local government or quasi-agencies; financial endowments, pension funds, trusts, or sovereign wealth funds; behavioral health providers, philanthropic institutions; or land or resource management.
- All project team members must have at least one year of paid experience in their field of expertise.

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

PROCUREMENT OFFICER: Valette Keller – PHONE 907-269-6039

SEC. 1.07 RETURN INSTRUCTIONS

Offerors must submit one copy of their proposal through one of the following methods. The Trust recommends sending a proposal enough ahead of time to ensure the proposal is delivered by the deadline for receipt of proposals. Faxed or oral proposals will not be accepted.

It is the offeror's responsibility to contact the issuing agency at 907-269-7960 to confirm that the proposal has been received. The Trust is not responsible for unreadable, corrupt, or missing attachments.

Method 1: Submission by mail or courier

The proposal must be submitted as a hard copy in a sealed package. The cost proposal included with the package must be sealed separately from the rest of the proposal and must be clearly identified. The package must include a USB thumb drive with a digital copy of their proposal in PDF format. The digital cost proposal included with the package must be a separate document from the rest of the proposal and must be clearly identified.

The sealed proposal package(s) must be addressed as follows:

Alaska Mental Health Trust Authority
Attention: Valette Keller
RFP 27-003M Public Relations and Marketing

3745 Community Park Loop Suite 200
Anchorage, AK 99508

Method 2: Submission by email

The proposal must be submitted as a digital copy in PDF format to deborah.delong@alaska.gov. The email must contain the RFP number in the subject line. The technical proposal and cost proposal must be saved as separate PDF documents and emailed as separate, clearly labeled attachments, such as "Vendor A – Technical Proposal.pdf" and "Vendor A – Cost Proposal.pdf". You must not email (including CC and BCC) the proposal to any State employee or email address other than instructed above.

Please note that email transmission is not instantaneous, and the maximum size of a single email (including all text and attachments) that can be received by the Trust is 20mb (megabytes).

Method 3: Submission by Alaska ZendTo

Offerors must submit one digital copy of their proposal in PDF format to deborah.delong@alaska.gov via Alaska ZendTo, <https://drop.state.ak.us>. The cost proposal included with the package must be a separate document from the rest of the proposal and must be clearly identified. The technical proposal and cost proposal must be submitted as separate, clearly labeled PDF documents. Offerors must include the RFP number and title in the ZendTo note. You must not include any State employee or email address in the ZendTo form other than instructed above.

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 Trust’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, it 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 State of Alaska Online Public Notice website.

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 Trust’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 Time.

ACTIVITY	TIME	DATE
Issue Date / RFP Released		5/26/26
Pre-Proposal Conference	2:00 P.M.	6/5/26
Deadline for Receipt of Proposals / Proposal Due Date	1:30 P.M.	6/17/26
Proposal Evaluations Complete		6/24/26
Notice of Intent to Award		6/25/26
Contract Issued		7/6/26

This RFP does not, by itself, obligate the Trust. The Trust's obligation will commence when the contract is approved by the Trust. Upon written notice to the contractor, the Trust may set a different starting date for the contract. The Trust 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 Trust.

SEC. 1.12 PRE-PROPOSAL CONFERENCE

A pre-proposal conference will be held at 2:00 P.M., Alaska Time, on June 5, via Zoom. The purpose of the conference is to discuss the work to be performed with the prospective offerors and allow them to ask questions concerning the RFP. Questions and answers will be transcribed and sent to prospective offerors as soon as possible after the meeting.

Offerors needing accommodation should contact the procurement officer prior to the date set for the pre-proposal conference so that reasonable accommodation can be made. Participants may dial into the meeting using the following link:

<https://us02web.zoom.us/jc/85876356101>

Meeting ID: 858 7635 6101

Passcode: Trust

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

The Alaska Mental Health Trust Authority (Trust) is a state corporation that administers the Alaska Mental Health Trust, a perpetual trust, to improve the lives of beneficiaries. The Trust operates much like a private foundation, using its resources to ensure that Alaska has a comprehensive integrated mental health program. While the Trust is a state agency, it is completely self-funded and uses no state general fund dollars.

The trust was created by congress before statehood. The state breached its trust duty by mismanaging the land. The settlement of the resulting mental health trust land lawsuit in 1994 created a Trust Authority consisting of seven trustees. The trust was reconstituted with \$200 million and approximately one million acres of land. The Trust Authority contracts with the Alaska Permanent Fund Corporation to manage the cash assets and the Trust Land Office to manage the land and other non-cash assets.

The Alaska Mental Health Trust Authority and the Trust Land Office work together to improve the lives of Trust beneficiaries by strengthening Alaska's system of care, prudently managing Trust assets, and driving lasting, positive change across the state.

Trust beneficiaries include Alaskans who experience:

- Mental illness;
- Intellectual and development disabilities;
- Substance use disorders;
- Alzheimer's disease or related dementia; or
- Traumatic brain injury.

In December 2025 the Trust adopted a new Strategic Framework, affirming our shared commitment to advance efforts to improve lives of Trust beneficiaries.

The Plan's four **Strategic Priorities** strengthen Alaska's full continuum of care, guiding the Trust's investments and moving Alaskans toward a future of well-being:

1. Prevention & Early Intervention
2. Crisis Response
3. Treatment & Recovery
4. Ongoing Support and Wellbeing

The Trust's mission is fulfilled through three fundamental **Core Commitments** that maximize our impact:

- Make data-informed investments
- Foster transformative partnerships
- Steward natural resources for impact

The Trust grants around \$25M a year to beneficiary-serving organizations including state and local governments, Tribal organizations, nonprofits, service providers, and other agencies to help fund initiatives and projects that support beneficiaries. In addition to its role as a grant maker, the Trust is also a leader in implementing system-wide improvements to the continuum of behavioral health care in Alaska. The Trust also engages in educating the public and policy makers around issues pertinent to beneficiaries, including stigma related to beneficiary conditions (see attached research).

The Trust Land Office (TLO) is responsible for managing the land and other natural resources owned by the Alaska Mental Health Trust Authority, with a statutory requirement to maximize revenue generation. The TLO generates revenue by leasing and sales of land; real estate development; timber sales; mineral exploration and production; coal, oil and gas exploration and development; sand, gravel, and rock sales; and mitigation marketing.

Regulations provide that Trust lands are managed solely in the best interest of the Trust and its beneficiaries and among other things, require that the TLO:

- Protect and enhance the long-term productivity of Trust land
- Protect the corpus
- Maximize long-term revenue from Trust land
- Encourage a diversity of revenue-producing uses of Trust land
- Manage Trust land prudently, efficiently and with accountability to the Trust and its beneficiaries

The Trust's 7-member board of trustees is charged with overseeing the management of Trust assets as well as the spending Trust income to improve the lives of Trust beneficiaries. Trustees are appointed by the Governor.

Given that the Trust has limited communication staff, our team relies heavily on contractor resources to assist in the planning and implementation of services related to this contract.

SECTION 3. SCOPE OF WORK & CONTRACT INFORMATION

SEC. 3.01 SCOPE OF WORK

The Trust is seeking a communications contractor with demonstrated expertise and skills in public relations practices, which understands and seeks to advance the Trust's mission and work. The contractor will require skills to comprehend and augment strategic communications plans, and suggest and deploy relevant tactical communications for audiences using a combination of strategies including paid, earned, and social media.

The contractor will also work on improving the understanding of the role of the Trust and the Trust Land Office, and advancing the Trust brand among identified stakeholders and the general public through a combination of innovative and integrated communication efforts.

Offerors must demonstrate a commitment to thoughtful strategy, planning, execution, and evaluation of results.

Activities could include:

Strategic Communications Planning

- Develop a comprehensive, Trust-wide communications strategy aligned with the Trust’s mission, statutory responsibilities, strategic priorities, and beneficiary needs.
- Advise on messaging strategies surrounding key initiatives, grantmaking, and stakeholder/public engagement.
- Establish performance metrics for communications and outreach efforts

Public Relations & Media Support

- Support press releases, media advisories, op-eds, fact sheets, and talking points.
- Develop and maintain media lists relevant to statewide and regional Alaska outlets.
- Provide media training, including interview preparation and message discipline.
- Offer rapid response support for emerging issues or crisis communications.

Marketing & Public Awareness Campaigns

- Plan and implement statewide and regional campaigns to increase awareness of Trust priorities, the use of Trust lands, beneficiary needs, funded initiatives, and system improvements.
- Develop creative concepts, messaging, and visuals for campaigns (digital, print, radio, TV, social, etc.).
- Provide regular reports on campaign performance, reach, audience engagement, and ROI.

Digital Communications & Content Development

- Audit the Trust’s digital presence and recommend improvements to reach key audiences.
- Support content development for:
 - Website updates and user experience improvements
 - Social media strategy and content calendars
 - Email newsletters and stakeholder updates
 - Video storytelling, animations, or explainer modules
- Provide analytics reporting and recommendations to increase engagement.

Stakeholder, Partner, and Beneficiary Engagement Communications

- Create materials to support communication with grantees, state agencies, Tribal partners, providers, beneficiary groups, and other partners.
- Provide facilitation or communication tools for listening sessions or community engagement efforts.

Creative Design & Production Services

- Develop high-quality design products including reports, one-pagers, infographics, “explainer” visuals, presentations, and event materials.
- Support design of annual reports, and other organization and/or beneficiary-related publications.
- Produce templates and brand-consistent tools Trust staff can use.

The above descriptions are not intended to be all-inclusive, and alternative ideas are encouraged during the contract.

SEC. 3.02 CONTRACT TERM AND WORK SCHEDULE

The length of the contract will be from the date of award, approximately July 1, 2026, for approximately 1 year until June 30, 2027. This contract will have three (3) 1-year renewal options, to be exercised at the Trust’s sole discretion.

Unless otherwise provided in this RFP, the Trust and the successful offeror/contractor agree: (1) that 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

To accomplish the primary functions of the proposed contract, the contractor will work closely with the Trust's chief communications officer to develop a comprehensive communications plan and to perform activities or functions including but not limited to:

- Paid media planning and buying
- Creative development of all marketing and communication materials
- Use of analytics to assess/develop communication materials
- Strategy and planning
- Social media
- Web/digital
- Copywriting
- Earned media strategy, implementation, and measurement/evaluation
- Event planning/community meetings
- Stakeholder engagement

All work performed and materials produced under this contract belong to the Trust.

SEC. 3.04 CONTRACT TYPE

This contract is a time and materials contract.

SEC. 3.05 PROPOSED PAYMENT PROCEDURES

The Trust 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. 3.06 PROMPT PAYMENT FOR TRUST PURCHASES

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

SEC. 3.07 CONTRACT PAYMENT

No payment will be made until the contract is approved by the Trust. Under no conditions will the Trust be liable for the payment of any interest charges associated with the cost of the contract. The Trust 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.

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

SEC. 3.08 CONTRACT PRICE ADJUSTMENTS

The contractor may request price adjustments of hourly rates, in writing, 30 days prior to the contract renewal date at a rate of no more than 10% over the life of the contract, to include all renewal options. Price adjustments must be approved by the project director and will be based on project need, scope, and quality of service per role.

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. No retroactive contract price adjustments will be allowed.

SEC. 3.09 LOCATION OF WORK

The location the work is to be performed, completed and is at the contractor's own workspace. The Trust will not provide workspace for the contractor.

By signature on 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 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 Trust to reject the proposal as non-responsive or cancel the contract.

SEC. 3.10 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 Trust to consider their proposal non-responsive and reject it.

Subcontractor experience shall be considered in determining whether the offeror meets the requirements set forth in SEC. 1.04 PRIOR EXPERIENCE.

If a proposal with subcontractors is selected, the Trust may require a signed written statement from each subcontractor that clearly verifies the subcontractor is committed to provide the good or services required by the contract.

The substitution of one subcontractor for another may be made only at the discretion and prior written approval of the project director or procurement officer.

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

SEC. 3.11 JOINT VENTURES

Joint ventures will not be allowed.

SEC. 3.12 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 or procurement officer. Changes that are not approved by the Trust may be grounds for the Trust to terminate the contract.

SEC. 3.13 INSPECTION & MODIFICATION - REIMBURSEMENT FOR UNACCEPTABLE DELIVERABLES

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

SEC. 3.14 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 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 Trust approvals necessary for the amendment and issued a written contract amendment, approved by the Trust.

SEC. 3.15 NONDISCLOSURE AND CONFIDENTIALITY

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

Confidential information, as used herein, means any data, files, software, information or materials (whether prepared by the Trust 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 Trust 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 Trust with written notice of the requested disclosure (to the extent such notice to the Trust is permitted by applicable law) and giving the Trust opportunity to review the request. If the contractor receives no objection from the Trust, 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 Trust within a reasonable time after the contractor's receipt of notice of the requested disclosure and, upon request of the Trust, shall seek to obtain legal protection from the release of the confidential information.

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

SEC. 3.16 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. 3.17 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 Trust 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.

SEC. 3.18 TERMINATION FOR DEFAULT

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 Trust may, by providing written notice to the contractor, terminate the contractor's right to proceed with part or all of the remaining work.

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

SECTION 4. PROPOSAL FORMAT AND CONTENT

SEC. 4.01 RFP SUBMITTAL FORMS

This RFP contains Submittal Forms, which must be completed by the offeror and submitted as their proposal. Electronic copies of the forms are posted along with this RFP. Offerors shall not re-create these forms, create their own forms, or edit the format structure of the forms unless permitted to do so.

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.

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

SEC. 4.02 SPECIAL FORMATTING REQUIREMENTS

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

Documents and Text: All attachment documents must be written in the English language, be single sided, and be single spaced with a minimum font size of 10. Pictures or graphics may be used if the offeror feels it is necessary to communicate their information, however, be aware of the page limit requirements.

Page Limits: Some Submittal Forms listed below have maximum page limit requirements. Offerors must not exceed the maximum page limits. Note, 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).

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

Any Submittal Form that is being evaluated and does not follow these instructions may receive a ‘1’ score for the evaluated Submittal Form, or the entire response may be deemed non-responsive and rejected. Failure to submit any of the Submittal Forms will result in the proposal being deemed non-responsive and rejected.

SEC. 4.03 OFFEROR INFORMATION AND 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 Trust 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 offeror’s firm along with the offeror’s Tax ID.
- b) Information on the person the Trust 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 AND QUALIFICATIONS (SUBMITTAL FORM B)

Offerors must provide a description of their firm's structure, size, and capabilities in terms of personnel and equipment.

Offerors must provide detail on the personnel assigned to accomplish the work called for in this RFP; illustrate the lines of authority; 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.

Offerors must include resumes for each person working on the contract as attachments to the submittal forms.

SPECIAL NOTE: The offeror shall not disclose their costs in this Submittal Form.

In addition to the submittal form, offerors must include the following work samples as part of their proposal. The following narrative information must be included for each sample: brief description, date of project completion, key personnel, main target audience, budget range, and results. Samples must be in a common file format; links to prior work samples hosted elsewhere will not be accepted.

- annual report (1 sample)
- collateral (2 samples, not to exceed 3 pages each)
- social media posts and graphics (3 samples)
- video (1 sample under 3 minutes, and 1 sample under 1 minute)
- writing sample (minimum of two, not to exceed 5 pages total)
- earned media (2 samples pertinent to human services and/or lands issues)

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.

SPECIAL NOTE: The offeror shall not disclose their costs in this Submittal Form.

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 Trust's project schedule.

SPECIAL NOTE: The offeror shall not disclose their costs in this Submittal Form. This Submittal Form shall be kept anonymous and must not contain any names that can be used to identify who the offeror is and cannot 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 Trust's project schedule.

SPECIAL NOTE: The offeror shall not disclose their costs in this Submittal Form.

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, 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. The costs identified on the cost proposal are the total amount of costs to be paid by the Trust. No additional charges shall be allowed.

SECTION 5. EVALUATION CRITERIA AND CONTRACTOR SELECTION

SEC. 5.01 SUMMARY OF EVALUATION PROCESS

The Trust 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 specific parts of the 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 Trust 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 Trust, 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)	20
Understanding of the Project	(Submittal Form C)	5
Methodology Used for the Project	(Submittal Form D)	10
Management Plan for the Project	(Submittal Form E)	15
Total		50

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

Preference Criteria		Weight
Alaska Offeror Preference (if applicable)		100
Total		100

TOTAL EVALUATION POINTS AVAILABLE: 100

SEC. 5.03 SCORING METHOD AND CALCULATION

The PEC will evaluate responses against the questions set out in Sections 5.04 through 5.07 and assign a single score for each section. Offerors’ responses for each section will be rated comparatively against one another with each PEC member assigning a score of 1, 5, or 10 (with 10 representing the highest score, 5 representing the average score, and 1 representing the lowest score). Responses that are similar or lack dominant information to differentiate the offerors from each other will receive the same score. Therefore, it is the offeror’s responsibility to provide dominant information and differentiate themselves from their competitors.

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

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

Example (Max Points for the 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
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Offeror 1 was awarded 75 points:

Offeror Total Score (30)
_____ x Max Points (100) = Points Awarded (75)
Highest Total Score Possible (40)

Offeror 2 was awarded 50 points:

Offeror Total Score (20)
_____ x Max Points (100) = Points Awarded (50)
Highest Total Score Possible (40)

Offeror 3 was awarded 100 points:

Offeror Total Score (40)
_____ x Max Points (100) = Points Awarded (100)
Highest Total Score Possible (40)

SEC. 5.04 EXPERIENCE AND 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 (if used):*

- 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) Has the firm provided references from previous clients?
- d) Are the work samples provided well created and clearly communicate the message intended?
- e) 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 Trust expects it to provide?
- 4) Has the offeror demonstrated an understanding of the Trust'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)

Overall, 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 = 400):

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 1,000 points to cost. This means that the lowest cost will receive the maximum number of points.

Offeror #1 receives 400 points.

The reason they receive that amount is because the lowest cost proposal, in this case \$40,000, receives the maximum number of points allocated to cost, 400 points.

Offeror #2 receives 374.3 points.

$\$40,000 \text{ lowest cost} \times 400 \text{ maximum points for cost} = 16,000,000 \div \$42,750 \text{ cost of Offeror \#2's proposal} = 374.3$

Offeror #3 receives 336.8 points.

$\$40,000 \text{ lowest cost} \times 400 \text{ maximum points for cost} = 16,000,000 \div \$47,500 \text{ cost of Offeror \#3's proposal} = 336.8$

SEC. 5.09 APPLICATION OF PREFERENCES

Certain preferences apply to all Trust 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:

<http://doa.alaska.gov/dgs/pdf/pref1.pdf>

- 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' 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 Trust to disallow the preference.**

SEC. 5.10 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 Trust to disallow the preference.

SEC. 5.11 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 Trust to disallow the preference.

SEC. 5.12 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:

1000 Total Points Available in RFP x 10% Alaska Offeror preference = 100 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	830 points	No Preference	0 points
Offeror #2	740 points	Alaska Offeror Preference	100 points
Offeror #3	800 points	Alaska Offeror Preference	100 points

Step 3

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

Offeror #1	830 points
Offeror #2	840 points (740 points + 100 points)
Offeror #3	900 points (800 points + 100 points)

Offeror #3 is the

SEC. 5.13 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 list the names of all offerors and identify the offeror selected for award.

SECTION 6. GENERAL PROCESS AND 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 AND 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** 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 STANDARD CONTRACT PROVISIONS

The contractor will be required to sign the Trust's Standard Agreement Form . 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 Trust 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. 6.04 QUALIFIED OFFERORS

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

- 1) Add value in 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. 6.05 PROPOSAL AS PART OF THE CONTRACT

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

SEC. 6.06 ADDITIONAL TERMS AND CONDITIONS

The Trust 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. 6.07 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. 6.08 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 Trust. If an offeror does so, the procurement officer may determine the proposal to be a non-responsive counter-offer 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 Trust reserves the right to refrain from making an award if it determines that to be in its best interest. **A proposal from a debarred or suspended offeror shall be rejected.**

SEC. 6.09 TRUST NOT RESPONSIBLE FOR PREPARATION COSTS

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

SEC. 6.10 DISCLOSURE OF PROPOSAL CONTENTS

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

Trade secrets and other proprietary data contained in proposals may be held confidential if the offeror requests, in writing, that the contracting officer does so, and if the contracting officer agrees, in writing, to do so. The offeror's request must be included with the proposal, must clearly identify the information they wish to be held confidential, and include a statement that sets out the reasons for confidentiality. Unless the contracting officer agrees in writing to hold the requested information confidential, that information will also become public after the Notice of Intent to Award is issued.

SEC. 6.11 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. 6.12 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 Trust 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. 6.13 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. 6.14 SUPPLEMENTAL TERMS AND CONDITIONS

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

SEC. 6.15 SOLICITATION ADVERTISING

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

SEC. 6.16 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. 6.17 DISCUSSIONS WITH OFFERORS

The Trust 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. 6.18 CONTRACT NEGOTIATION

After 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 which would not have an effect on the ranking of proposals. If the highest-ranked offeror fails to provide necessary information for negotiations in a timely manner, or fails to negotiate in good faith, the Trust may terminate negotiations and negotiate with the offeror of the next highest-ranked proposal. If contract negotiations are commenced, they may be held via Zoom.

SEC. 6.19 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 Trust, after a good faith effort, simply cannot come to terms,

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

SEC. 6.20 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 contact 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.
- **Trust's Ability to Make Changes:** The Trust 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.

SEC. 6.21 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."

SECTION 7. ATTACHMENTS

SEC. 7.01 ATTACHMENTS

Attachments:

- 1) Standard Agreement Form - Appendix A
- 2) 2025 Public Opinion Survey executive summary
- 3) Submittal Forms A-G

STANDARD AGREEMENT FORM

1. Agency Contract Number	2. DOA Tracking Number	3. Financial Coding	4. Agency Assigned Encumbrance Number
5. Vendor Number		6. Alaska Business License Number	

This contract is between the State of Alaska,

7. Department of **Revenue, Alaska Mental Health Trust Authority** Division of **Alaska Mental Health Trust Authority** hereafter the State, and

8. Contractor hereafter the Contractor

Mailing Address Street or P.O. Box City State Zip + 4 Telephone

9.

ARTICLE 1. Appendices: Appendices referred to in this contract and attached to it are considered part of it.

ARTICLE 2. Performance of Service

2.1 Appendix A (General Provisions), Articles 1 through 14, governs the performance of services under this contract.

2.2 Appendix B sets forth the liability and insurance provisions of this contract.

2.3 Appendix C sets forth the services to be performed by the contractor.

2.4 Appendix D sets forth the Compensation plan for this contract..

2.5 Appendix E includes the Request for Proposals, all associated amendments, and the contractor's response.

ARTICLE 3. Period of Performance: The period of performance for this contract begins _____, and ends _____.

ARTICLE 4. Considerations:

4.1 In full consideration of the contractor's performance under this contract, the State shall pay the contractor a sum not to exceed _____ in accordance with the provisions of Appendix D.

4.2 When billing to the State, the contractor shall refer to the Authority Number or the Agency Contract Number and send the billing to:

10. Department of **Revenue** Division of: **Alaska Mental Health Trust Authority**

Mailing Address **3745 Community Park Loop Ste 200, Anchorage AK 99508** Attention: **Valette Keller**

11. CONTRACTOR		13. CERTIFICATION: I certify that the facts herein and on supporting documents are correct, that this voucher constitutes a legal charge against funds and appropriations cited, that sufficient funds are encumbered to this obligation, or that there is a sufficient balance in the appropriation to cover this obligation. I am aware that to knowingly make or allow false entries or alterations on a public record, or knowingly destroy, mutilate, suppress, conceal, remove or otherwise impair the variety, legibility or availability of a public record constitutes tampering with public records punishable under AS 11.56.815 - 820. Other disciplinary action may be taken up to and including dismissal.	
Name of Firm			
Signature of Authorized Representative	Date		
Typed or Printed Name of Authorized Representative			
Title	Employer ID No. (EIN) or SSN		
12. CONTRACTING AGENCY		Signature of Head of Contracting Agency or designee:	Date
Department/Division	Date	Typed or Printed Name Katie Baldwin-Johnson Title Chief Operating Officer	
Signature of Project Director			
Typed or Printed Name of Project Director			
Title			

**APPENDIX A
GENERAL CONDITIONS**

1. Inspections and Reports:

The department may inspect, in the manner and at reasonable times it considers appropriate, all of the contractor's facilities and activities under this contract. The contractor shall make progress and other reports in the manner and at the times the department reasonably requires.

2. Suitable Materials, Etc.:

Unless otherwise specified, all materials, supplies or equipment offered by the contractor shall be new, unused, and of the latest edition, version, model, or crop and of recent manufacture.

3. Disputes:

If the contractor has a claim arising in connection with the contract 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

4. Default:

In case of default by the contractor, for any reason whatsoever, the State of Alaska may procure the goods or services from another source and hold the contractor responsible for any resulting excess cost and may seek other remedies under law or equity.

5. No Assignment or Delegation:

The contractor may not assign or delegate this contract, or any part of it, or any right to any of the money to be paid under it, except with the written consent of the Procurement Officer.

6. No Additional Work or Material:

No claim for additional supplies or services, not specifically provided in this contract, performed, or furnished by the contractor, will be allowed, nor may the contractor do any work or furnish any material not covered by the contract unless the work or material is ordered in writing by the Procurement Officer.

7. Independent Contractor:

The contractor and any agents and employees of the contractor act in an independent capacity and are not officers or employees or agents of the State in the performance of this contract.

8. Payment of Taxes:

As a condition of performance of this contract, the contractor shall pay all federal, State, and local taxes incurred by the contractor and shall require their payment by any subcontractor or any other persons in the performance of this contract. Satisfactory performance of this paragraph is a condition precedent to payment by the State under this contract.

9. Compliance:

In the performance of this contract, the contractor must comply with all applicable federal, state, and borough regulations, codes, and laws, and be liable for all required insurance, licenses, permits and bonds.

10. Conflicting Provisions:

Unless specifically amended and approved by the Department of Law, the terms of this contract supersede any provisions the contractor may seek to add. The contractor may not add additional or different terms to this contract; AS 45.02.207(b)(1). The contractor specifically acknowledges and agrees that, among other things, provisions in any documents it sees to append hereto that purport to (1) waive the State of Alaska's sovereign immunity, (2) impose indemnification obligations on the State of Alaska, or (3) seek to limit liability of the contractor for acts of contractor negligence, are expressly superseded by this contract and are void.

11. Officials Not to Benefit:

Contractor must comply with all applicable federal or State laws regulating ethical conduct of public officers and employees.

12. Contract Prices:

Contract prices for commodities must be in U.S. funds and include applicable federal duty, brokerage fees, packaging, and transportation cost to the FOB point so that upon transfer of title the commodity can be utilized without further cost. Prices for services must be in U.S. funds and include applicable federal duty, brokerage fee, packaging, and transportation cost so that the services can be provided without further cost.

13. Contract Funding:

Contractors are advised that funds are available for the initial purchase and/or the first term of the contract. Payment and performance obligations for succeeding purchases and/or additional terms of the contract are subject to the availability and appropriation of funds.

14. Force Majeure:

The parties to this contract are not liable for the consequences of any failure to perform, or default in performing, any of their obligations under this Agreement, 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 Agreement, 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.

15. Contract Extension:

Unless otherwise provided, the State and the contractor agree: (1) that any holding over 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) to provide written notice to the other party of the intent to cancel such month-to-month extension at least thirty (30) days before the desired date of cancellation.

16. Severability:

If any provision of the contract 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.

17. Continuing Obligation of Contractor:

Notwithstanding the expiration date of this contract, the contractor is obligated to fulfill its responsibilities until warranty, guarantee, maintenance, and parts availability requirements have completely expired.

18. Termination.

- a. The Procurement Officer, by written notice, may terminate this contract, in whole or in part, when it is in the best interest of the State. In the absence of breach of contract by the contractor, the State is liable only for payment in accordance with the payment provisions of this contract for services rendered before the effective date of termination.
- 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.

19. Governing Law; Forum Selection

This contract is governed by the laws of the State of Alaska. To the extent not otherwise governed by Article 3 of this Appendix, any claim concerning this contract shall be brought only in the Superior Court of the State of Alaska and not elsewhere.



ALASKA SURVEY RESEARCH PRESENTS THE

2025 STIGMA SURVEY

REPORT

PREPARED FOR THE ALASKA MENTAL HEALTH TRUST AUTHORITY

SURVEY DETAILS

FIELDING DATES: July 21 - July 28, 2025

SAMPLE SIZE: 1,511 Alaska adults (18+)

MARGIN OF ERROR: $\pm 2.5\%$ at 95% confidence level

WEIGHTING: Data was weighted to Alaska population proportions by zipcode, age, race, gender, education level, and political party affiliation

FIELDING METHODOLOGY: Text-to-online

ANALYSIS: SPSS

RESEARCH DIRECTOR: Ivan Moore

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EXECUTIVE SUMMARY

Introduction

This is the third statewide survey conducted for the Alaska Mental Health Trust Authority on the topic of stigma. The first survey was conducted in 2021, with subsequent surveys in two year intervals following: 2023, and 2025. It is the fourth survey done by Alaska Survey Research (formerly Ivan Moore Research) for AMHTA since 2014. Data from all 4 surveys are being compiled in this executive summary, so that AMHTA may find value in overall trends from almost 10 years of survey research.

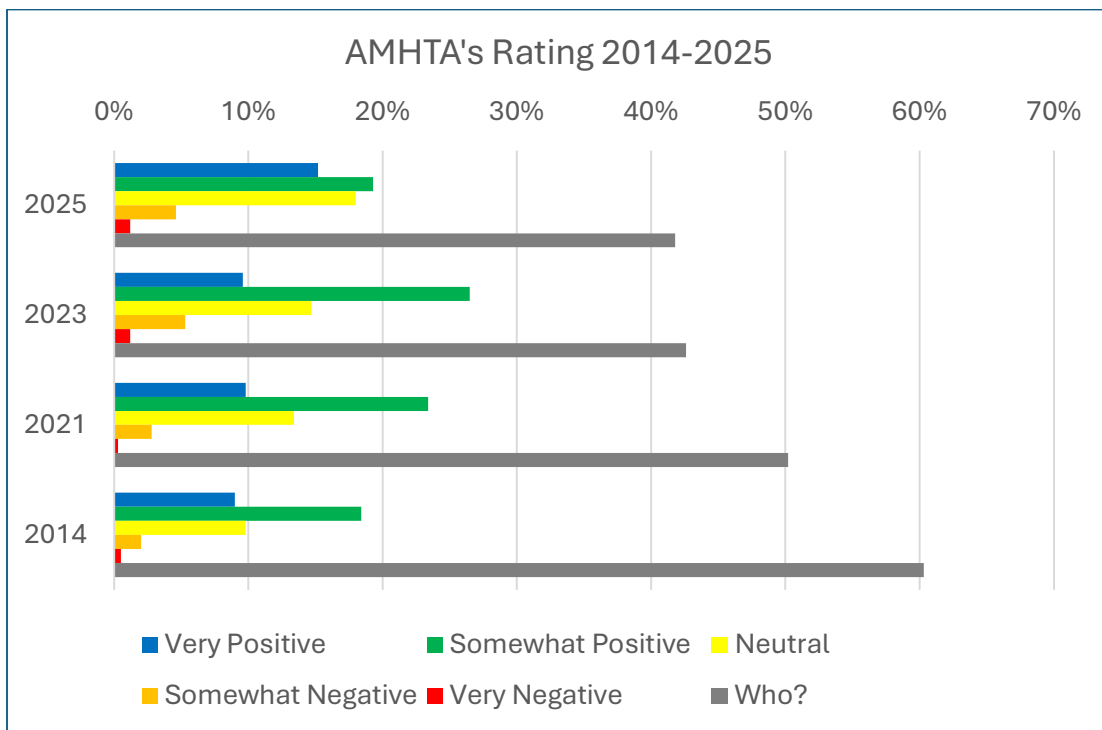
The principal purpose of this survey is to evaluate the degree of stigma that exists in the Alaska population towards people who are beneficiaries of the Trust. Stigma can manifest in a number of different ways and towards people with different conditions. We measure the extent each is held in the Alaska population and we seek also to identify demographic groups where the stigma is elevated. We will focus on comparisons of the most recent survey data – 2023 and 2025 – for the findings that follow.

AMHTA’s Rating

Q: Have you ever heard of an organization called the Alaska Mental Health Trust Authority?

Q: Are your feelings toward the Alaska Mental Health Trust Authority very positive, somewhat positive, somewhat negative, or very negative?

	Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative	Who?
2025	15.2%	19.3%	18.0%	4.6%	1.2%	41.8%
2023	9.6%	26.5%	14.7%	5.3%	1.2%	42.6%
2021	9.8%	23.4%	13.4%	2.8%	0.3%	50.2%
2014	9.0%	18.4%	9.8%	2.0%	0.5%	60.3%



The word is getting out about Alaska Mental Health Trust Authority! The “Never Heard” percent is down from just over 60% in 2014 to 41.8% now. Compared to 2023, the “Very Positive” rating has increased 5.6 points, from 9.6% to 15.2%. The overall positive rating, combining both “Very Positive” and “Somewhat Positive”, has decreased by 1.6 points since 2023, from 36.1% in 2023 to 34.5% in 2025. However, the overall negative rating is down as well, 0.7 points from 2023 to 2025. Overall, the positive to negative ratio has increased from 2023 to 2025 – nice work!

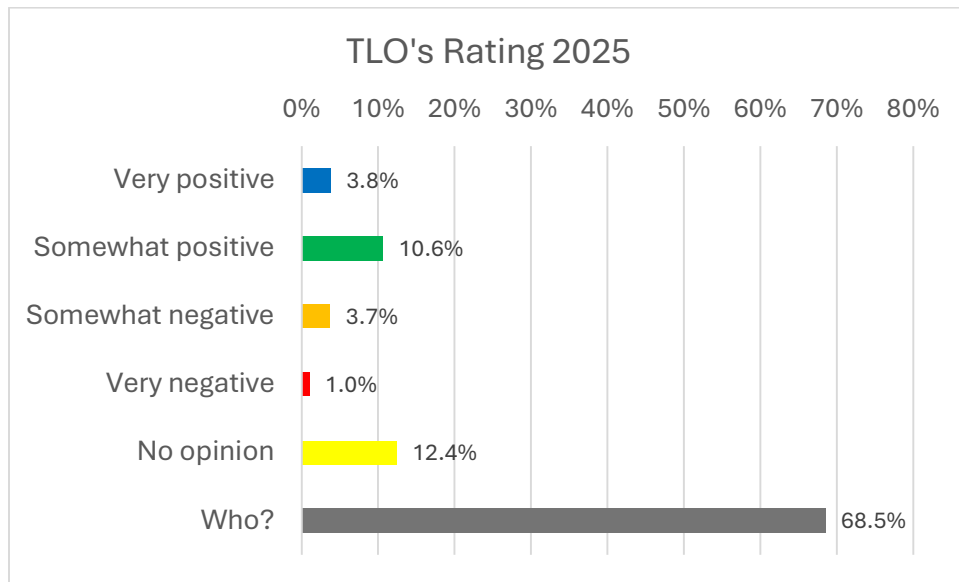
Trust Land Office's Rating

Respondents were asked about their awareness and feelings towards the Trust Land Office.

Q: Have you ever heard of an organization called the Trust Land Office?

Q: (IF YES...) Are your feelings toward the Trust Land Office very positive, somewhat positive, somewhat negative, or very negative?

Incorporated together, these questions elicit the following result:



In 2017, a survey commissioned by AMHTA and conducted by Craciun Research asked similar questions about the Trust Land Office. The results in that survey showed 17% of Alaskans with positive views of the TLO, 4% with negative views and 78% as "DK/Unsure". Whether we are able to make valid comparisons between our current results and previous ones, depends on the extent to which methodology, fielding method and question wording (among other things) are similar and comparable. Much of this is unknown. However, despite the difference in all these things the results are in the same ballpark, and certainly suggest that awareness and attitudes towards the Trust Land Office are not much changed since 2017.

Sources of AMHT info

Q: In the last 3 months, do you recall seeing, hearing or reading references to the Alaska Mental Health Trust Authority from any source?

When we factor in the “Never heard responses” so that we’re looking at an apples-to-apples, full sample response to this question, we see the following 2021-2025 comparison:

	2021	2023	2025
Yes	19.7%	26.3%	18.1%
No	30.1%	31.1%	40.2%
Never heard of AMHTA (de facto no)	50.2%	42.6%	41.8%

Communications impact is down from 2023 to 2025 by 8.2 points, with the percent of people recalling seeing, hearing or reading references to AMHTA down from 26.3% to 18.1%.

This year, we made wholesale changes to the list of sources respondents may have gotten AMHT info from, so comparisons are hard to make. We see decreases in most categories below, consistent with the decrease in the table above.

	2023	2025
An ad on the internet or social media	12.9%	9.8%
News stories on radio, TV, or in your local newspaper	14.8%	9.1%
News stories anywhere online	9.9%	6.8%
An ad on regular broadcast or cable TV channels	7.7%	5.8%
Through work	6.6%	5.5%
Anything else on the internet (AMHT website, Google search, email etc.)	6.7%	5.4%
At a community event	3.9%	5.3%
From friends and family	6.6%	5.2%
An ad on streaming TV (like Hulu)	4.5%	5.0%
On a poster or handout	3.5%	4.7%

Our six beneficiaries

Some changes to the survey from 2023 to 2025:

- 1) We collected a total sample size of 1,500+, vs. 1,300+ in 2023.
- 2) We edited the recovery clause for the drug misuse beneficiary. We removed the phrasing “has not used for 7 months” to better align with the recovery clauses for other beneficiary groups.
- 3) We added a 13th statement to gauge the perception of self-stigma.

It is also important to note that significant changes in fielding methodology occurred from 2021 to 2023. More details on these changes can be found in the 2023 executive summary, but it is important that these changes are kept in mind when comparing 2021 data to 2023 and 2025.

Beneficiaries of the Alaska Mental Health Trust experience a variety of stigmas in their everyday lives. The goal of this survey, as in 2021 and 2023, was to evaluate and measure how commonly these stigmas are expressed in the general population, for each of the six beneficiary types.

We used largely the same descriptions of our six individuals this year, in the content of the following question:

Q: OK, we're now going to describe a total of six individuals to you, one at a time. Please read the description of each person, and then answer the questions about them afterwards.

Each description has three phases:

- 1) The individual and the issue they have
- 2) The effect it has on their daily lives, and
- 3) A statement about what they are doing to address or manage their condition

Two split samples were again conducted in 2025, varying how paragraphs appeared:

- Equivalent male and female paragraphs were crafted for each beneficiary group subject, with male and female descriptions occurring with 50-50 probability.
- Also on a 50-50 probability, a “recovery clause” was either included or not included, describing what each subject was doing to address or manage their condition. These clauses are included in parentheses in the paragraphs below.

Alcohol Misuse

Individual 1 is Anne. Anne is dependent on alcohol. She’s tried to stop drinking but hasn’t been able to on her own. Her friends have noticed that she often appears tired and maybe hung-over when they see her and notice also that she’s become more unreliable and withdrawn from her

regular activities. (Anne has seen her doctor about options and has recently started attending a support group.)

Drug Misuse

Individual 2 is Patty. Patty started with prescription painkillers following a knee surgery, but it developed into a dependency for opioids. Her opioid usage severely impacted her relationships with family and friends, and it has taken a toll on her physical health. (Patty is now on medication to help her with her dependency, and is undergoing counseling.*)

*This recover clause has been changed since 2023 to better represent a beneficiary actively working on recovery. The previous clause included the statement “she has not used in 7 month”, signaling a higher level of recovery than represented in the rest of the beneficiaries.

Traumatic Brain Injury

Individual 3 is Maggie. A few years ago, Maggie was in a bad car accident and suffered a traumatic brain injury. Today, she has trouble concentrating and sometimes can’t remember things. When she wants to say something, sometimes it doesn’t come out right. (She is now undergoing rehabilitation treatment with a physical and speech therapist and is regaining some of the abilities she used to have.)

Mental Illness

Individual 4 is Paula. Paula experiences bipolar disorder. Her condition causes episodes of extreme mood swings several times a year. During a depressive episode, Paula may have difficulty managing her day-to-day activities, and experiences fatigue and loss of energy. During a manic episode, she is very upbeat and talkative, but easily distracted. (Paula manages her condition with medication and counseling.)

Developmental Disability

Individual 5 is Bridget. Bridget experiences Autism spectrum disorder. While her autism is quite moderate, she does have a tendency to engage in repetitive behaviors, can be rigid about sticking to routines and schedules, and has difficulty engaging in conversation and reading social cues. (Bridget goes to a weekly group meeting with other people with autism, and works with a specialist who is helping her with her speech and communication.)

Alzheimer’s Disease

Individual 6 is Emma. Emma has been diagnosed with Alzheimer’s disease. She often has a hard time coming up with the right word or name when speaking and has begun to frequently misplace objects in her home. She has also begun to get easily frustrated or angry in situations that would

never have upset her before. (Emma is currently on medication to slow the progression of her Alzheimer's and help manage her behavioral symptoms.)

The Stigma Statements

After the reading of each paragraph, thirteen agree-disagree statements were read to respondents concerning the individual who had just been described.

The statements were:

[SUBJECT] would (*wouldn't*) be likely to worry about what people would think if she disclosed her condition

[SUBJECT] would (*wouldn't*) be likely to have trouble maintaining employment

I would (*wouldn't*) feel uncomfortable if [SUBJECT] sat next to me on an airplane

[SUBJECT] would (*wouldn't*) be likely to act in unpredictable ways

[SUBJECT] would be likely (*unlikely*) to pose a danger to herself or others

[SUBJECT] would (*wouldn't*) be likely to experience discrimination in her community

If I was a landlord, I would (*wouldn't*) feel comfortable renting an apartment to [SUBJECT]

I would find it easy (*hard*) to have a conversation with [SUBJECT]

I would (*wouldn't*) be comfortable if my parent or child had a friendship with [SUBJECT]

I would (*wouldn't*) trust [SUBJECT] to be responsible for something valuable of mine

I would (*wouldn't*) be comfortable employing someone like [SUBJECT]

I could (*couldn't*) imagine myself being friends with [SUBJECT]

Concern about what people thought would probably (*probably wouldn't*) impact [SUBJECT] in seeking help for her condition **

** The final statement of the thirteen is new in 2025.

A third split sample was used for these statements, where each statement was "reversed" 50% of the time by substituting the word in parentheses. For example, 50% of the time, the first statement was asked reading "would be likely to worry", the other 50% of the time "wouldn't be likely to worry" was used. This was done to remove any bias associated with whether statements were worded in a way that asserts the existence of stigma, or in a way that asserts its non-existence.

IMPORTANT: Doing this wording reversal naturally flips the result for half the sample. A statement that has overwhelming agreement when read positively, would likely have overwhelming disagreement when read negatively. The aggregating of the two halves only makes sense if we reverse one of them. We chose to "flip" the result for the negative statement (using the italicized words) so it essentially becomes positive. Combining the results then makes sense and reflects the

result for the positive wording, but one that removes bias associated with how the statement is worded.

The Results

To simplify the comparison between stigma statements and beneficiary groups, we will present the results in two different metrics: the percent of respondents who agree vs disagree with the stigma statement, and the mean value of the stigma statement overall. To calculate the mean, we assigned values to each answer selection: strongly agree – 4, mildly agree – 3, neutral/not sure – 2, mildly disagree – 1, strongly disagree – 0. Thus, the mean is analogous to an agreement GPA that ranges from 0.0 (100% strongly disagree) up to 4.0 (100% strongly agree).

Let’s review the results for each of our six beneficiaries, along with comparisons to 2021 and 2023 data.

Alcohol Misuse

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	71%-21%	76%-18%	73%-23%	2.82	2.96	2.81	-0.15
Anne/Alan would be likely to have trouble maintaining employment	74%-21%	76%-20%	75%-21%	2.80	2.87	2.81	-0.06
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	28%-65%	37%-58%	41%-53%	1.43	1.64	1.77	+0.13
Anne/Alan would be likely to act in unpredictable ways	66%-26%	72%-22%	72%-22%	2.60	2.72	2.72	+0
Anne/Alan would be likely to pose a danger to herself/himself or others	63%-26%	68%-26%	67%-26%	2.53	2.62	2.59	-0.03
I could imagine being friends with Anne/Alan	N/A	64%-29%	61%-32%	N/A	2.49	2.41	-0.08
Anne/Alan would be likely to experience discrimination in her/his community	64%-29%	68%-26%	67%-26%	2.50	2.65	2.62	-0.03
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	38%-55%	38%-54%	32%-61%	1.71	1.75	1.56	-0.19
I would find it easy to have a conversation with Anne/Alan	73%-21%	65%-30%	65%-28%	2.77	2.51	2.54	+0.03
I would be comfortable if my parent or child had a friendship with Anne/Alan	47%-45%	44%-49%	45%-48%	1.97	1.92	1.94	+0.02

I would trust Anne/Alan to be responsible for something valuable of mine	25%-68%	18%-76%	21%-74%	1.30	1.07	1.11	+0.04
I would be comfortable employing someone like Anne/Alan	34%-58%	29%-65%	32%-62%	1.60	1.44	1.54	+0.1
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	68%-27%	N/A	N/A	2.66	N/A

The green highlighted items represent statements that lean no-stigma, whereas the orange highlighted items represent statements that lean towards stigma. Negative change in the mean for no-stigma statements, as well as positive shifts in the mean for stigma-present statements, represent movement *towards* stigma-based opinions. Thus, the **red** items in the rightmost column indicate shifts in the mean results that have moved towards stigma-based opinions since 2023.

In this set, 3 of the 12 statements show shifts of this sort for alcohol. The average negative shift for these individuals is 0.13 – overall moving towards stigma-based attitudes.

Let’s look to see if we have similar patterns for our other five beneficiary groups and see if we see similar trends.

Drug Misuse

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	71%-18%	79%-15%	76%-20%	2.88	3.06	2.95	-0.11
Anne/Alan would be likely to have trouble maintaining employment	60%-30%	63%-31%	67%-29%	2.50	2.51	2.60	+0.09
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	23%-69%	32%-61%	35%-57%	1.27	1.53	1.62	+0.09
Anne/Alan would be likely to act in unpredictable ways	60%-30%	60%-34%	65%-28%	2.47	2.40	2.55	+0.15
Anne/Alan would be likely to pose a danger to herself/himself or others	54%-37%	55%-39%	60%-34%	2.25	2.24	2.40	+0.16
I could imagine being friends with Anne/Alan	N/A	63%-28%	57%-35%	N/A	2.49	2.34	-0.15
Anne/Alan would be likely to experience discrimination in her/his community	70%-23%	76%-20%	74%-21%	2.74	2.88	2.82	-0.06
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	41%-50%	41%-52%	31%-61%	1.85	1.78	1.54	-0.24
I would find it easy to have a conversation with Anne/Alan	73%-20%	72%-21%	68%-25%	2.82	2.76	2.66	-0.1
I would be comfortable if my parent or child had a friendship with Anne/Alan	50%-43%	44%-49%	43%-51%	2.06	1.93	1.85	-0.08
I would trust Anne/Alan to be responsible for something valuable of mine	25%-65%	24%-71%	18%-77%	1.26	1.18	1.03	-0.15
I would be comfortable employing someone like Anne/Alan	47%-44%	44%-51%	37%-57%	1.95	1.87	1.66	-0.21
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	67%-28%	N/A	N/A	2.63	N/A

Much more frequency in the shift here – 10 of the 12 have moved towards stigma. Average negative shift is 0.14.

Brain Injury

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	65%-26%	65%-28%	62%-31%	2.61	2.56	2.42	-0.14
Anne/Alan would be likely to have trouble maintaining employment	60%-28%	64%-30%	62%-32%	2.42	2.46	2.42	-0.04
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	16%-81%	26%-69%	26%-69%	0.82	1.26	1.24	-0.02
Anne/Alan would be likely to act in unpredictable ways	50%-34%	49%-41%	47%-44%	2.16	2.06	1.98	-0.08
Anne/Alan would be likely to pose a danger to herself/himself or others	26%-61%	28%-65%	26%-66%	1.43	1.40	1.33	-0.07
I could imagine being friends with Anne/Alan	N/A	87%-7%	87%-7%	N/A	3.26	3.27	+0.01
Anne/Alan would be likely to experience discrimination in her/his community	62%-31%	65%-28%	61%-32%	2.41	2.49	2.39	-0.1
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	78%-16%	71%-20%	70%-22%	3.01	2.82	2.77	-0.05
I would find it easy to have a conversation with Anne/Alan	81%-15%	71%-23%	70%-24%	3.11	2.74	2.70	-0.04
I would be comfortable if my parent or child had a friendship with Anne/Alan	85%-9%	80%-13%	79%-14%	3.26	3.11	3.09	-0.02
I would trust Anne/Alan to be responsible for something valuable of mine	53%-35%	49%-43%	50%-42%	2.26	2.10	2.13	+0.03
I would be comfortable employing someone like Anne/Alan	73%-17%	68%-24%	66%-25%	2.86	2.64	2.58	-0.06
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	54%-39%	N/A	N/A	2.20	N/A

Much less magnitude in the shifts here. While 4 of the 12 shifts are towards stigma, the average negative shift has dropped to 0.04.

Mental Illness

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	70%-22%	78%-16%	71%-23%	2.82	2.98	2.75	-0.23
Anne/Alan would be likely to have trouble maintaining employment	59%-34%	64%-30%	64%-31%	2.34	2.46	2.45	-0.01
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	21%-74%	33%-60%	30%-64%	1.08	1.57	1.48	-0.09
Anne/Alan would be likely to act in unpredictable ways	69%-19%	76%-19%	77%-19%	2.72	2.82	2.84	+0.02
Anne/Alan would be likely to pose a danger to herself/himself or others	47%-42%	50%-42%	52%-39%	2.03	2.10	2.18	+0.08
I could imagine being friends with Anne/Alan	N/A	75%-18%	72%-20%	N/A	2.85	2.75	-0.1
Anne/Alan would be likely to experience discrimination in her/his community	66%-25%	71%-23%	66%-27%	2.60	2.68	2.57	-0.11
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	70%-22%	62%-30%	58%-34%	2.74	2.49	2.34	-0.15
I would find it easy to have a conversation with Anne/Alan	82%-12%	72%-21%	71%-22%	3.14	2.77	2.77	+0
I would be comfortable if my parent or child had a friendship with Anne/Alan	76%-18%	64%-28%	68%-26%	2.88	2.57	2.61	+0.04
I would trust Anne/Alan to be responsible for something valuable of mine	52%-38%	48%-44%	42%-50%	2.18	2.01	1.88	-0.13
I would be comfortable employing someone like Anne/Alan	66%-25%	56%-37%	54%-38%	2.60	2.28	2.22	-0.06
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	65%-27%	N/A	N/A	2.57	N/A

Here, 6 of the 12 shifts are towards stigma. Average negative shift – 0.09.

Developmental Disability

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	58%-27%	64%-28%	54%-37%	2.44	2.51	2.26	-0.25
Anne/Alan would be likely to have trouble maintaining employment	48%-39%	49%-45%	49%-45%	2.13	2.04	2.04	+0
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	21%-76%	27%-69%	28%-67%	1.02	1.28	1.30	+0.02
Anne/Alan would be likely to act in unpredictable ways	51%-35%	45%-48%	47%-46%	2.18	1.92	1.94	+0.02
Anne/Alan would be likely to pose a danger to herself/himself or others	22%-66%	21%-73%	18%-75%	1.26	1.13	1.07	-0.06
I could imagine being friends with Anne/Alan	N/A	84%-11%	85%-9%	N/A	3.14	3.22	+0.08
Anne/Alan would be likely to experience discrimination in her/his community	70%-25%	73%-22%	66%-29%	2.62	2.71	2.51	-0.2
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	79%-14%	78%-16%	76%-17%	3.06	3.00	2.98	-0.02
I would find it easy to have a conversation with Anne/Alan	72%-23%	69%-25%	68%-26%	2.80	2.66	2.66	+0
I would be comfortable if my parent or child had a friendship with Anne/Alan	83%-13%	83%-12%	84%-11%	3.27	3.20	3.23	+0.03
I would trust Anne/Alan to be responsible for something valuable of mine	59%-31%	67%-25%	67%-26%	2.44	2.65	2.64	-0.01
I would be comfortable employing someone like Anne/Alan	76%-14%	76%-18%	79%-16%	3.02	2.88	2.97	+0.09
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	53%-37%	N/A	N/A	2.17	N/A

Smaller magnitude in the shifts for this series. 4 of 12 move negative, with an average negative shift of just 0.02.

Alzheimer's

	2021 Agree- Disagree	2023 Agree- Disagree	2025 Agree- Disagree	2021 Mean	2023 Mean	2025 Mean	2023- 2025 Change
Anne/Alan would be likely to worry about what people would think if she/he disclosed her/his condition	59%-29%	63%-30%	63%-31%	2.49	2.52	2.48	-0.04
Anne/Alan would be likely to have trouble maintaining employment	77%-15%	77%-20%	79%-18%	2.93	2.94	2.96	+0.02
I would feel uncomfortable if Anne/Alan sat next to me on an airplane	19%-79%	28%-64%	31%-64%	1.00	1.39	1.40	+0.01
Anne/Alan would be likely to act in unpredictable ways	74%-20%	77%-18%	79%-18%	2.85	2.87	2.90	+0.03
Anne/Alan would be likely to pose a danger to herself/himself or others	59%-31%	63%-30%	63%-33%	2.37	2.42	2.39	-0.03
I could imagine being friends with Anne/Alan	N/A	79%-13%	79%-14%	N/A	3.02	2.99	-0.03
Anne/Alan would be likely to experience discrimination in her/his community	56%-35%	61%-32%	57%-37%	2.27	2.44	2.27	-0.17
If I was a landlord, I would feel comfortable renting an apartment to Anne/Alan	52%-39%	46%-46%	43%-50%	2.16	2.01	1.89	-0.12
I would find it easy to have a conversation with Anne/Alan	66%-26%	58%-36%	55%-40%	2.68	2.37	2.29	-0.08
I would be comfortable if my parent or child had a friendship with Anne/Alan	78%-16%	77%-16%	75%-18%	3.07	2.97	2.88	-0.09
I would trust Anne/Alan to be responsible for something valuable of mine	21%-74%	17%-76%	16%-80%	1.16	1.07	0.98	-0.09
I would be comfortable employing someone like Anne/Alan	39%-50%	31%-60%	35%-58%	1.81	1.57	1.60	+0.03
Concern about what people thought would probably impact Anne/Alan in seeking help for her/his condition	N/A	N/A	55-38%	N/A	N/A	2.24	N/A

More frequency, and slightly higher magnitude than the last. Here, 8 of 12 move negative, with an average negative shift of 0.06.

Results summary

Results for each of the thirteen statements for each of the six beneficiary conditions can be reviewed in the questionnaire and frequency section between Pages 2 and 40. The easiest way to review them all in a single table is to consider the means of the agree-disagree results.

	Alcohol Misuse	Drug Misuse	Brain Injury	Mental Illness	Developmental Disability	Alzheimer's
Would be likely to worry about what people would think if she/he disclosed her/his condition	2.81	2.95	2.42	2.75	2.26	2.48
Would be likely to have trouble maintaining employment	2.81	2.60	2.42	2.45	2.04	2.96
I would feel uncomfortable if she/he sat next to me on an airplane	1.77	1.62	1.24	1.48	1.30	1.40
Would be likely to act in unpredictable ways	2.72	2.55	1.98	2.84	1.94	2.90
Would be likely to pose a danger to herself/himself or others	2.59	2.40	1.33	2.18	1.07	2.39
I could imagine being friends with her/him	2.41	2.34	3.27	2.75	3.22	2.99
Would be likely to experience discrimination in her/his community	2.62	2.82	2.39	2.57	2.51	2.27
If I was a landlord, I would feel comfortable renting an apartment to her/him	1.56	1.54	2.77	2.34	2.98	1.89
I would find it easy to have a conversation with her/him	2.54	2.66	2.70	2.77	2.66	2.29
I would be comfortable if my parent or child had a friendship with her/him	1.94	1.85	3.09	2.61	3.23	2.88
I would trust her/him to be responsible for something valuable of mine	1.11	1.03	2.13	1.88	2.64	0.98
I would be comfortable employing someone like her/him	1.54	1.66	2.58	2.22	2.97	1.60
Concern about what people thought would probably impact her/him in seeking help for her/his condition	2.66	2.63	2.20	2.57	2.17	2.24

We changed the color-coding a bit from the last two years to ensure clarity between the stigma-present and stigma-absent statements. This year, the **blue** items represent the lowest stigma results out of the 6 beneficiaries for each given statement. The **red** items are the highest stigma. For example, for being “likely to have trouble maintaining employment” (a stigma-present statement), Alzheimer’s received the highest agreement and thus the highest stigma, and

developmental disability the lowest. Whereas, “I could imagine being friends with” (a stigma-absent statement), brain injury received the highest agreement, and therefore the *lowest* stigma, and drug misuse received the lowest agreement, representing the highest level of stigma of the 6 beneficiaries.

Doing a side-by-side comparison of the highest and lowest stigma results from 2021 and 2023, we see very consistent results.

In 2023, alcohol and drug misuse were both tied for high stigma in regards to “being friends with him/her.” In 2025, we see drug misuse taking the lead for high stigma in response to this statement. This statement was new in 2023, so we have no comparison with 2021.

In results consistent with 2023, we see that Alzheimer’s came in with the highest levels of reported stigma regarding “would be likely to act in unpredictable ways,” while developmental disability comes in with the lowest levels of stigma regarding this statement. This is, however, a change from 2021, where we see the lowest levels of stigma towards individuals experiencing brain injury.

This year, the highest level of stigma around “comfort renting an apartment” and “comfort of parent/child friendship” have both moved to drug misuse from alcohol, a change from both 2021 and 2023.

Regarding “trust him/her to be responsible for something valuable of mine,” the 2025 results have moved back to being consistent with the 2021 results – respondents report the highest levels of stigma towards individuals experiencing Alzheimer's, and the lowest levels of stigma towards individuals experiencing developmental disability. These results were still true in 2023, with the exception that alcohol misuse was tied with developmental disability for lower stigma results.

Stigma Scores

The following is a repeat of analysis we conducted in 2023 and 2021.

The following eight statements are deemed to be “overt” stigma statements:

- [SUBJECT] would (*wouldn't*) be likely to have trouble maintaining employment
- I would (*wouldn't*) feel uncomfortable if [SUBJECT] sat next to me on an airplane
- [SUBJECT] would (*wouldn't*) be likely to act in unpredictable ways
- [SUBJECT] would be likely (*unlikely*) to pose a danger to herself or others
- If I was a landlord, I would (*wouldn't*) feel comfortable renting an apartment to [SUBJECT]
- I would (*wouldn't*) be comfortable if my parent or child had a friendship with [SUBJECT]
- I would (*wouldn't*) trust [SUBJECT] to be responsible for something valuable of mine
- I would (*wouldn't*) be comfortable employing someone like [SUBJECT]

For each of the first four statements, we assign a value of 2 “stigma points” for a strongly agree and 1 stigma point for a mildly agree. For the last four (positively worded) statements, we give 2 stigma points for a strongly disagree and 1 point for a mildly disagree. We then sum the points over 8 statements to give a score out of 16.

We also recode the values in this stigma score variable into Low stigma (0-2 points), Medium stigma (3-7 points) and High stigma (8+ points).

2025	Alcohol	Drugs	Brain Injury	Mental Illness	Developmental Disability	Alzheimer's
Stigma Score (0-16)	6.99	6.74	3.36	4.89	2.75	6.49
% High Stigma (8+)	42%	38%	6%	18%	4%	37%
% Medium Stigma (3-7)	47%	47%	51%	58%	41%	51%
% Low Stigma (0-2)	11%	15%	43%	24%	54%	11%

Variations in Stigma Scores by Demographics

The following results were derived via analysis of the stigma score mean among the demographic groups that are included in the crosstab section. The variations listed below are each significant, where significance is gauged using the F-statistic, a statistic used to ascertain whether the means of two populations are significantly different. Significance is indicated when the probability value associated with the calculation is <0.05 (standard 95% confidence). When a variation is not listed, for example by party affiliation for stigma towards people experiencing alcohol misuse, the reader may assume that a significant difference by party affiliation does not exist.

It is recommended that, in order to deepen understanding of the results, the reader study the appropriate page of the crosstabs that lists these results.

Age of Respondent

- By age, older people tend to exhibit more stigma, younger people less. We significant differences in the stigma scores reported between older and younger respondents towards people experiencing brain injury and developmental disability.

Brain Injury – aged 55+ (3.70) vs overall mean (3.36)

Brain Injury – aged 18-34 (2.84) vs overall mean (3.36)

Developmental Disability – aged 45+ (3.15) vs overall mean (2.75)

Developmental Disability – aged 18-34 (2.17) vs overall mean (2.75)

Gender of Respondent

- Respondents who identify as male indicate lesser levels of stigma towards people experiencing alcohol misuse.

Alcohol – male (6.73) vs overall mean (6.99)

- Respondents who identify as a gender other than male or female report lesser levels of stigma towards people, based on brain injury and mental illness.

Brain Injury – other gender (2.50) vs overall mean (3.36)

Mental Illness – other gender (2.94) vs overall mean (4.89)

Ethnicity of Respondent

- Significantly higher stigma scores from Alaska Native/American Indian respondents towards people with brain injury and developmental disability, keeping consistent with results we saw in 2023.

Brain Injury – AK Native/Am. Indian (3.72) vs overall mean (3.36)

Developmental Disability – AK Native/Am. Indian (3.12) vs overall mean (2.75)

- Respondents who identify as Asian indicate lesser levels of stigma towards people, based on drug misuse, brain injury, and developmental disability.

Drugs – Asian (5.04) vs overall mean (6.74)

Brain Injury – Asian (1.83) vs overall mean (3.36)

Developmental Disability – Asian (1.37) vs overall mean (2.75)

- Respondents who identify as Pacific Islander/Native Hawaiian indicate lesser levels of stigma towards people experiencing drug misuse, but indicate greater levels of stigma towards people experiencing brain injury or developmental disability.

Drugs – Pacific Islander/Native Hawaiian (5.05) vs overall mean (6.74)

Brain Injury – Pacific Islander/Native Hawaiian (4.47) vs overall mean (3.36)

Developmental Disability – Pacific Islander/Native Hawaiian (3.94) vs overall mean (2.75)

Areas of Alaska

- Anchorage and Fairbanks respondents indicated lesser levels of stigma towards people, based on drug misuse, brain injury, mental illness and developmental disability.

Drugs – Anchorage (6.41) vs overall mean (6.74)

Brain Injury – Fairbanks (2.99) vs overall mean (3.36)

Mental Illness – Fairbanks (4.45) vs overall mean (4.89)

Developmental Disability – Anchorage (2.51) vs overall mean (2.75)

- Rural respondents indicated greater levels of stigma towards individuals a developmental disability.

Developmental Disability – progressive (3.53) vs overall mean (2.75)

Household Income

- By annual household income, attitudes towards developmental disability are better among respondents with higher incomes, keeping pace with results we saw in 2023.

Developmental Disability – \$0-\$50k (2.98) vs overall mean (2.75)

Developmental Disability – \$50k-\$100k (2.58) vs overall mean (2.75)

Education Level of Respondent

- Again, in what is probably a related result, stigma towards people with developmental disability is lower among respondents with higher levels of education.

Developmental Disability – college educated (2.48) vs overall mean (2.75)

- However, respondents who report some college experience indicate greater levels of stigma towards individuals with Alzheimer's.

Alzheimer's – some college (6.77) vs overall mean (6.49)

- Respondents who report a high school education or less indicate lesser levels of stigma towards people, based on mental illness and Alzheimer's.

Mental Illness – high school or less (4.56) vs overall mean (4.89)

Alzheimer's – high school or less (6.02) vs overall mean (6.49)

Political Ideology

- Respondents who identify as progressive indicate lesser levels of stigma towards all beneficiary groups.

Alcohol – progressive (6.47) vs overall mean (6.99)

Drugs – progressive (5.94) vs overall mean (6.74)

Brain Injury – progressive (2.98) vs overall mean (3.36)

Mental Illness – progressive (4.02) vs overall mean (4.89)

Developmental Disability – progressive (2.01) vs overall mean (2.75)

Alzheimer's – progressive (5.93) vs overall mean (6.49)

- Respondents who identify as conservative indicate greater levels of stigma towards people, based on brain injury, mental illness, and developmental disability.

Brain Injury – conservative (3.81) vs overall mean (3.36)

Mental Illness – conservative (5.19) vs overall mean (4.89)

Developmental Disability – conservative (3.25) vs overall mean (2.75)

Variation by Subject Gender

One of the advantages of online surveying is the ease with which we can split-sample question variations. In this survey, respondents have a 50% probability of seeing a paragraph describing a male beneficiary, and a 50% chance of female. This technique allows us to essentially cancel out any gender-based bias in our overall results, but also look and see where stigma attitudes vary based on the gender of the subject. Let's take a look at a few numbers that pop out from the crosstabs:

Alcohol

- In a change from 2023, respondents are more likely to agree that they'd feel comfortable renting an apartment to a male individual with alcohol addiction, rather than a female.

Agree: I would feel comfortable renting an apartment to them – female (35.6%) vs male (29.0%)

Drugs

- Respondents are more likely to agree that a male experience drug misuse would pose a danger to themselves than a female.

Agree: Would pose a danger to self or others – male (63.8%) vs female (55.2%)

Brain Injury

- Respondents are more likely to agree that a female with a brain injury would be more likely to experience discrimination than a male.

Agree: Would be likely to experience discrimination in their community – female (64.2%) vs male (58.3%)

Mental Illness

- Attitudes towards mental illness different significantly when it comes to the beneficiary's gender. However, the arrow of stigma points in different directions.

Agree: Would be concerned if condition was disclosed – male (74.2%) vs female (67.7%)

Agree: Would find it easy to have a conversation with this individual – male (74.5%) vs female (67.9%)

Developmental disability

- Similar to what we see in the responses towards brain injury, respondents are more likely to agree that a female experiencing developmental disability would face more discrimination than their male counterparts.

Agree: Would be likely to experience discrimination in their community – female (69.0%) vs male (62.3%)

Alzheimer's

- Respondents are more likely to agree that a male individual with Alzheimer's would pose a danger to themselves or others.

Agree: Would pose a danger to self or others – male (66.1%) vs female (59.8%)

- However, respondents are more likely to feel comfortable renting an apartment to a male individual with Alzheimer's.

Agree: Would feel comfortable renting an apartment to them – male (46.1%) vs female (41.0%)

- On the other side, respondents are more comfortable with their loved ones having a friendship with a female individual with Alzheimer's.

Agree: Would be comfortable if parent or child had a friendship – female (77.4%) vs female (72.4%)

Variation by Recovery Clause

Another split sample varied paragraphs according to whether a “recovery clause” was included in the paragraph or not. The inclusion of a recovery clause resulted in significantly lower overall stigma towards people with alcohol addiction and drug addiction, but made little difference towards people with developmental disability.

Alcohol

- CLAUSE: ____ has seen his/her doctor about options and has recently started attending a support group.
- Overall stigma much lower with the recovery clause included. Stigma attitudes for all 8 of the stigma statements listed below are improved.

Stigma score – With recovery clause (6.48) vs Without recovery clause (7.55)

Significant statement variations (8 of 8):

Would be likely to have trouble maintaining employment
Would feel uncomfortable if they sat next to me on an airplane
Would be likely to act in unpredictable ways
Would be likely to pose a danger to herself or others
I would feel comfortable renting an apartment to them
I would be comfortable if my parent or child had a friendship with them
I would trust them to be responsible for something valuable of mine
I would be comfortable employing someone like them

Drugs

- CLAUSE: ____ is now on medication to help him/her with his/her dependency, and is undergoing counseling.
- Overall stigma lower with the recovery clause included by a larger magnitude. Attitudes for all 8 of the stigma statements listed below are improved.

Stigma score – With recovery clause (5.20) vs Without recovery clause (8.28)

Significant statement variations (8 of 8):

Would be likely to have trouble maintaining employment
Would feel uncomfortable if they sat next to me on an airplane
Would be likely to act in unpredictable ways
Would be likely to pose a danger to herself or others
I would feel comfortable renting an apartment to them
I would be comfortable if my parent or child had a friendship with them
I would trust them to be responsible for something valuable of mine
I would be comfortable employing someone like them

Brain Injury

- CLAUSE: He/she is now undergoing rehabilitation treatment with a physical and speech therapist and is regaining some of the abilities he/she used to have.
- Overall stigma somewhat lower with the recovery clause included. Attitudes for 6 of the 8 stigma statements are improved.

Stigma score – With recovery clause (3.16) vs Without recovery clause (3.57)

Significant statement variations (6 of 8):

Would be likely to have trouble maintaining employment
Would feel uncomfortable if they sat next to me on an airplane
Would be likely to pose a danger to herself or others
I would be comfortable if my parent or child had a friendship with them
I would trust them to be responsible for something valuable of mine
I would be comfortable employing someone like them

Mental Illness

- CLAUSE: ____ manages his/her condition with medication and counseling.
- Somewhat lower stigma with the recovery clause included. Attitudes for only 3 of the 8 stigma statements are improved.

Stigma score – With recovery clause (4.74) vs Without recovery clause (5.03)

Significant statement variations (3 of 8):

Would be likely to have trouble maintaining employment
Would be likely to act in unpredictable ways
I would feel comfortable renting an apartment to them

Developmental Disability

- CLAUSE: ____ goes to a weekly group meeting with other people with autism, and works with a specialist who is helping him/her with his/her speech and communication.
- Inclusion of the recover statement did not result in significant differences in the overall stigma score. However, attitudes for 4 of the 8 stigma statements listed below are improved.

Stigma score – With recovery clause (2.74) vs Without recovery clause (2.76)

Significant statement variations (4 of 8):

Would feel uncomfortable if they sat next to me on an airplane
Would be likely to pose a danger to herself or others
I would trust them to be responsible for something valuable of mine
I would be comfortable employing someone like them

Alzheimer's

- CLAUSE: ____ is currently on medication to slow the progression of his/her Alzheimer's and help manage his/her behavioral symptoms.
- Overall stigma lower with the recovery clause included. Attitudes for 6 of the 8 stigma statements are improved.

Stigma score – With recovery clause (6.30) vs Without recovery clause (6.66)

Significant statement variations (6 of 8):

Would feel uncomfortable if they sat next to me on an airplane
Would be likely to act in unpredictable ways
Would be likely to pose a danger to herself or others
I would feel comfortable renting an apartment to them
I would be comfortable if my parent or child had a friendship with them
I would be comfortable employing someone like them