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June 18, 2021

Addendum Number 1
Request for Proposal 21-06-208855
ARRC Advertising Services

This addendum is being issued to provide information as follows:

Questions/Answers:

1. **Q:** What is the anticipated annual budget for projects under this RFP?

A:

Prior to the pandemic, the annual budget was set at roughly \$1.2 million; the 2021 budget dropped to \$950k as a response to the economic impacts of the pandemic.

2. **Q:** Does this contract include public relations (PR) services given Evaluation Criteria 3.a., despite the separate PR contract?

A:

This contract may include supplementary assistance with PR materials, in tandem with the PR contractor.

3. **Q:** Are presentations required for this RFP? And if so, how long after the submittal date are they to take place?

A:

Refer to Section G, Selection Process, Presentations. Presentations may be held at the discretion of the ARRC.

4. **Q:** Are creative samples to be considered part of the overall page count?

A:

Creative samples are not required for this solicitation. If you choose to submit additional documents, they would be considered part of the page count.

5. **Q:** Can creative samples be provided via an external website or additional attachments?

A:

Please refer to the question 4 above.

6. **Q:** Do you have a local preference or are you open to a Canadian agency to work with you, as we have with other clients across North America?

A:

Agencies based outside of Alaska are welcome to apply, but should note that the preference to working with an Alaska-based agency is reflected in weighted points.

7. **Q:** We do not currently provide similar services to 5 public agencies, but have over the years, is that sufficient if we showcase the same?

A:

Client examples do not need to be public agencies; however, we do require five separate examples of clients.

8. **Q:** As all courier companies have removed all delivery guarantees, could we request an electronic only submission?

A:

Refer to page 1 of 3 of the RFP. Original copies must be mailed, but not received by the due date.

a. Offerors who prefer to use an electronic submittal, a Dropbox link will be provided via request, and the original copy will need to be mailed to the address provided above by the due date. The Dropbox submittal date/time will be used for the official receipt;

9. **Q:** We understand that within Section 1 - Cost Schedule we are to provide for the names, rates and annual cost per the hours indicated for illustrative purposes and not modify the table beyond that. Is this correct?

A:

That is correct.

10. **Q:** Could you let us know what the annual spend has been on both agency fees and media buys for work of this nature in the past or what your current budget is?

A:

The 2021 budget included \$595k for media buys and \$355k for agency fees.

11. **Q:** We understand that any Alaska based certifications for our enterprise would only be required during contract negotiations and not at this time. Is this correct?

A:

This is correct – an Alaska business license is necessary to secure the contract, but not necessary to submit a bid.

12. **Q:** Could we request an extension to the submission deadline?

A:

Not at this time.

All other dates, terms, and conditions remain unchanged.

Acknowledge receipt of this and all addenda in your firm's Service Bid Form (Form 395-0132).

Sincerely,

Michele Hope

Michele Hope
Contract Administrator
Alaska Railroad Corporation