



**ALASKA RAILROAD CORPORATION**  
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May 29, 2026

**Addendum 1**

**Request for Proposals # 26-19-214572 – Public Relations Services**

This addendum is issued to provide additional clarification and revise section G.2 – Evaluation Criteria and Weights.

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**Questions & Answers**

1. With consideration to section 4.3, “The proposed Account Executive (AE) and other key personnel shall be identified, and their pertinent experience and rationale for involvement in the project shall be described.” The “Account Executive” title is not listed on the Cost Proposal, can ARRC clarify which role this should be equated to?  
**For this contract, Account Executive should be equated to Account Supervision as that position is the lead on this contract and oversees strategic planning and direction.**

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**G.2 Evaluation Criteria and Weights (REVISED)**

Evaluation will be based solely on the criteria and weights identified in this section. The changes are highlighted in yellow.

<b>TECHNICAL PROPOSAL</b>	<b>WEIGHT</b>
1. Cover Letter (Introduction)	Pass/Fail
2. Company Qualifications	25%
3. Key Personnel	25%
4. Performance	20%
<b>COST PROPOSAL</b>	
5. Fee Schedule	30%
<b>TOTAL</b>	100%
<b>PRESENTATIONS (Optional)</b>	
6. Presentation (if used as identified below)	100%
<b>TOTAL</b>	100%

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All other terms and conditions remain unchanged. **Please acknowledge receipt of this and all addenda in your firm's Service Bid Form (Form 395-0129).**

Please direct all responses and/or questions concerning this solicitation directly to:

**Sazil Say**

*Contract Administration Specialist*

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