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May 26, 2021

Addendum Number 1
Request for Proposal 21-05-208859
ARRC Public Relations Services Addendum 1 Attachment 1

This addendum is being issued to provide information as follows:

1. Proposal Due date is extended to 3:00 pm, June 2, 2021.

Questions/Answers:

2. **Q:** Can you clarify the reasoning for annual estimated hours being allocated as they are in the cost schedule? Especially for an RFP placing such a heavy weight on cost (40%), we want to ensure we are providing an accurate representation of how budget would be allocated. For example, this delineates account supervision (agency owner) would spend nearly double the amount of time account management (day to day manager) would spend, and this is not how our agency would manage this or any other account. Is it acceptable to amend the cost schedule with estimated annual hours that we propose each job function might actually spend on the account?

A:

Remove Section H Award and Evaluation Criteria and Section I Cost Schedule, and replace with Attachment 1. Estimated hours are for evaluation purposes only and may not reflect actual hours any function may perform. Changes by the Offeror to the Cost schedule are not permitted. Any changes to the Cost schedule may deem your proposal non-responsive.

3. **Q:** General: Will ARRC disclose who the incumbent firm is that previously provided the RFP's listed deliverables, and what circumstances led to the RFP being listed as up for bid?

A:

Spawn Ideas, Inc. has the current contract. This contract is a term services contract. Services are resolicited after the term of the contract, with any extensions have expired.

4. **Q:** Page 6: Can we get some clarification on what a "charged graphic" is? (listed in the final bullet point under "Other Related Services")

A:

“Charged graphics” is a design term that refers to visuals with a strong affective, emotional appeal. Our expectation is that any graphics produced on behalf of the ARRC should be relevant and compelling to customers or other stakeholders.

5. **Q:** Page 14: To confirm the page limit: is it correct that the technical proposal is limited to 15 pages, and resumes are limited to 10 separate pages (for 25 pages total, not counting the cover letter and required attachments)?

A:

That is correct, total of all pages shall not exceed 25 pages (excluding cover letter and required attachments); 15 pages for the technical proposal and 10 pages for resumes.

6. **Q:** Page 14, second to last bullet: The requirement language seems strange, given the project's described deliverables, "Information for these individuals should include three projects for which they acted in an audit capacity, performing tasks and functions comparable to those outlined in the Scope of Services." What is meant by an 'audit capacity,' or was this language mistakenly included?

A:

Reference Page 14, second to the last bullet, remove and replace with the following:

- Resumes and work experience of the key personnel to be assigned to the work effort. Information about these individuals should include three projects for which they performed tasks and functions comparable to those outlined in the Scope of Services.

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

SECTION H – AWARD AND EVALUATION CRITERIA

Award Criteria	Weight
1 Experience and Qualifications of the firm.	20 points
2 Personnel	25 points
3 Performance	30 points
4 Cost	25 points
<u>Total points (based on award criteria):</u>	<u>100 points</u>
5 Presentation (if used as identified below)	50 points
<u>Maximum total points with Presentations:</u>	<u>150 points</u>

Evaluation Criteria:

Proposals should be concise and address each evaluation criteria listed below as it pertains to the scope of services and include **Other Information Required** as stated above.

1. Experience and Qualifications of the Firm

- a. Provide a brief summary with general information on your organization's history and its experience as it applies to this RFP, including the year it was founded, the number of years your firm has been providing requested services, and your experience with governmental entities or organizations in the transportation or travel industries or accounts similar to the Alaska Railroad.
- b. Describe your ownership structure, including parent, affiliated or subsidiary company, and business partners.
- c. Explain any significant shifts in your organization within the last three years, such as ownership or restructuring. Describe any significant changes anticipated in the future.
- d. Identify the number of clients that started using your company's services in the past three years. Identify any clients that stopped using your company's services in the past three years. Explain why.
- e. Identify if your firm uses the services of a subcontractor. If so, provide details on whom and describe which portions or services.
- f. Identify the location of the office from which management of the project would be accomplished, as well as any other offices anticipated to be involved.
- g. List any national accreditations for your firm.

2. Proposed Key Personnel

- a. Provide an organizational chart showing all key personnel, identifying their area of expertise, and their roles and relationships and how they will interact with ARRC personnel and among themselves.
- b. Identify and describe the pertinent experience of the proposed Account Executive (AE) and other personnel who would be involved in servicing the account in any way. Include resumes of all key personnel who will be involved in the performance of this contract and give the rationale for their involvement.

3. Performance

- a. Provide evidence of relevant experience in producing Public Relation programs and materials such as annual reports, corporate image campaigns, media kits, news releases, research and analytics, and promotional tools including print advertisements, web/online advertisements, and broadcast commercials.
- b. Provide a current client list (within the last 12 months). Provide a past client list (last three years). Describe the average length of client/firm relationships and working rapport.
- c. Describe a successful campaign and explain how you measured and qualified the success.

- d. Describe any additional services that your firm offers, include any features that set your firm apart from the competition.

4. Cost Proposal

The cost proposal must be submitted in a separate envelope labeled “Cost Proposal”.

- a. Submit a completed **SECTION I – COST SCHEDULE** as provided in this solicitation.

The estimated hours of the Cost Proposal, as submitted, is for evaluation purposes only. Hourly rates, as proposed by Offeror, will be firm for the initial two-year term of the contract.

Provide a proposed total hourly Billing Rate (i.e. inclusive of Direct Cost of Direct Labor, all Indirect Costs, and Fee) only for each of the job **FUNCTIONS** listed. Note: Some of these functions may be performed by one or more employees of the Offeror or Subcontractors; consequently, an individual might be billed under the contract at different rates appropriate to the functions performed. ***Only the maximum rate paid to any individual for each listed job function*** - regardless of employer (Offeror or Subcontractor) - ***must be provided and will be considered for this response***. Rates for lower paid individuals or for other job functions, if any, will be addressed during contract negotiations.

5. Presentations (Optional)

ARRC may elect, at its sole option, to conduct presentations.

In this event, all costs associated with the preparation of interviews, such as transportation costs, lodging, etc., will be the responsibility of the contractor.

Presentation

If used, ARRC will provide a scenario to the selected firms to provide a communication response.

Upon completion of the presentations, the evaluation committee will review and score the material presented, add the additional scores to the first four criteria and determine a new ranking order for the firms invited to give presentations. Negotiations will be conducted with the highest ranked firm until a contract is awarded. If an agreement cannot be reached on contract terms, negotiations will be terminated and the next highest ranked firm will be contacted for negotiation. ARRC will release the name of the successful firm(s) upon award of the contract.

The committee will evaluate the oral presentations in accordance with the following criteria.

	<u>Weight</u>
1. Extent firm’s approach to the campaign is creative, innovative and persuasive.	20 points
2. Firm’s campaign objectives, strategies and rationale are appropriate, thorough and well-conceived.	10 points
3. Extent firm demonstrates that its media selection, weight level and timing rationale are appropriate to the proposed strategy.	10 points
4. Overall capability of firm to develop and implement a successful campaign and measure campaign results.	10 point

SECTION I – COST SCHEDULE

An Offeror’s failure to provide the information requested in this appendix will be cause for rejection of the offer on the basis of non-responsiveness. All costs shall be in accordance with the information provided in Section A, Scope of Work. Contract rates shall be based on rates provided in this appendix; therefore, all rates shall be offered best and final.

Job Function	Employee Name	Annual Estimated Hours	Rate (Hourly)	Annual Cost (Est. Hours x Rate)
Executive Management/CEO		100	\$	\$
Account Supervision		700	\$	\$
Account Management		450	\$	\$
Copy/Graphics Direction/Development		250	\$	\$
Web Management		100	\$	\$
For evaluation purposes only			Total Annual Cost	\$

Duties of Functions:

Executive Management/CEO – Executive Management/CEO of agency ultimately responsible for successful execution of contract.

Account Supervision –Management responsible for strategic planning, supervision, directions and evaluation of campaign plans and projects.

Account Management: Primary contact person responsible for day-to-day project coordination.

Copy/Graphics Direction/Development: Responsible for day-to-day creative coordination including development and design.

Web Management: Responsible for online experience optimization; including web layout, online content generation, research and analytics.

Note: The estimated hours listed are for evaluations purposes only and are not intended to indicate the exact amount of hours used under this contract. The contract issued resulting from this RFP will be a non-guaranteed term contract.

Any contract awarded by ARRC pursuant to this RFP will include the following terms applicable to costs: (1) no mark-ups will be allowed on any ARRC billings; (2) contractor may keep commissions resulting from media placements; (3) contractor may not charge time for making media placements; and (4) agency discounts, if any, must be passed through to ARRC.

Cost:

The Cost will be evaluated as follows: For each Staff Category the Annual Estimated hours will be multiplied by the proposed rate to get annual cost per Staff category. The Annual Cost per Staff Category will be added to get the Total Annual Cost.

For evaluation purposes, the proposed cost of an Offeror who qualifies for the Alaska Bidders Preference under ARRC Procurement Rule 1200.9 shall be reduced by 5%.

Application of Alaska Bidders Preference: The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined using the following formula:

[(Price of Lowest Cost Proposal) x (Maximum Points for Cost)] ÷ (Cost of Each Higher Priced Proposal]

Travel only on approval by ARRC. Rates will be negotiated by individual project.

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