

Request for Information



State of Alaska
Office of the Governor

Issue Date: August 3, 2021

INFORMATION INITIATIVE PERTAINING TO PCE/PFD CONSTITUTIONAL AMENDMENT

Introduction:

The Office of the Governor is seeking information from media agencies interested in contracting with the state for a public education and information campaign regarding, a proposed constitutional amendment pertaining to the permanent fund, the permanent fund dividend (PFD), and power cost equalization (PCE). The contract(s) with the agencies for advertising will include radio and internet within the state of Alaska. Total budget for this project is estimated not to exceed \$250,000. The contract(s) are exempt from the requirements of the Alaska State Procurement Code under AS 36.30.850(b)(34).

Background Information:

Upon review of a recent statewide poll, the Governor's proposed constitutional amendment restructuring the Permanent Fund, protecting the PFD and memorializing Power Cost Equalization, is unfamiliar to 67% of the responding public. To amend the constitution, the public must by majority vote, ratify the amendment during a statewide general election. Therefore, the data shows roughly 2/3 of the public is not sufficiently aware of what the administration proposes the legislature approve for the public's consideration.

Response Information:

Media agencies interested in providing the required services must submit a written RFI response to the Procurement Officer below. Response are limited to (2) 8.5"x11" letter size pages. Responses must also include the following information:

- The agency's experience and qualifications,
- Staff names and titles,
- Methodology used for advertising to reach the approximate 67% of Alaskans unfamiliar with the proposal
- The agency's proposed cost

NOTE: This RFI does not extend any rights to prospective firms or obligate the state to contract with any agency for the required services. If a contract is issued, the state, at its discretion, may issue multiple awards.

Procurement Officer contact information:

Interested parties must submit a written response by **Friday, August 6, at 12:00 p.m.**, Alaska Time. Responses may be E-mailed to the addresses listed below. Responses received after the deadline are unacceptable.

All questions must be submitted via email.

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