



ALASKA RAILROAD CORPORATION
327 West Ship Creek Ave.
Anchorage, AK 99501
PHONE: 907-265-8747
MOBILE: 907-885-1747
EMAIL: says@akrr.com

October 14, 2026

Addendum 1

Request for Proposals # 26-35-214988 – Advertising and Marketing Services

This addendum is issued to provide additional clarification and answer questions.

Questions & Answers

1. Section B requires Offerors to currently provide equivalent services to at least five public or quasi-public agencies and/or private firms “of similar size to the ARRC (including assets).” Could ARRC clarify how size will be evaluated, and whether experience with municipal government programs and multi-location private companies would satisfy this requirement?

Section B is hereby clarified to provide that comparability will be evaluated based on the nature and scope of the services performed, including complexity, level of effort, and approximate spend, rather than solely on the organizational size or assets of the client. Experience with municipal government programs and multi-location private companies may qualify if the services are comparable to those required under this RFP.

2. For Section B, please clarify how ARRC will determine “services generally equivalent” and “similar size to the ARRC (including assets).” Would a current engagement providing a combination of digital advertising, creative production, strategic marketing and analytics qualify, or must each of the five clients receive the full range of services? What measures will ARRC accept to establish comparable organizational size?

ARRC will evaluate references based on the overall comparability of the services performed, including scope, complexity, level of effort, and relevant industry experience. References are not required to reflect an identical range of services. However, the Offeror should demonstrate experience providing services comparable to the scope of this solicitation.

3. For media placements, will ARRC pay media vendors directly or provide approved media funds in advance of placement, or does ARRC expect the Contractor to pay vendors and invoice for reimbursement?

ARRC expects the Contractor to manage approved media placements and pay the applicable media vendors, then invoice ARRC for reimbursement in accordance with the contract's invoicing requirements. All media placements and related expenditures must receive ARRC approval before commitment.

4. What annual planning budget or range is anticipated for this contract, broken out between agency professional fees, paid media, and production?

ARRC will not provide budget information for this solicitation. Offerors shall develop their proposals based on the requirements of the RFP and the estimated hours provided in the Fee Schedule, which are intended to provide a common basis for evaluation.

5. What has ARRC historically spent annually on paid media, and does ARRC anticipate a similar media budget during the initial two-year term?

ARRC will not provide historical spending or anticipated budget information. Offerors shall develop their proposed fees using the estimated hours in the Fee Schedule and the requirements stated in the RFP.

6. Could ARRC provide actual spending for the last two completed fiscal years using the breakdown from question 3?

Refer to Question 5.

7. What major projects and recurring deliverables are expected in the first year, and how will responsibilities be divided between this Contractor and ARRC's internal team, and other agencies?

As stated in the RFP, recurring deliverables include, but are not limited to, summer and winter brochures, menus, posters, the onboard magazine, maps, profile sheets, and other marketing materials. Specific first-year projects and the division of responsibilities among the Contractor, ARRC's internal team, and any other agencies will be determined based on project needs and coordinated throughout the contract term.

8. What aspects of the current agency relationship would ARRC like to preserve, and where are improvements desired? Is this solicitation primarily driven by the current contract's expiration, changes in scope, or other organizational needs?

This solicitation is primarily driven by the contract's expiration.

9. Of the estimated annual hours included in the Fee Schedule — 50 Executive Management, 450 Account Supervision, 700 Account Management, 250 Digital and 250 Creative — are these estimates based on historical utilization. If so, do they represent the approximate level and mix of services ARRC expects under the new contract? Or are they used to review a Cost Proposal on a level playing field?

The estimated hours on the Fee Schedule are provided to allow proposals to be evaluated equitably.

10. Who holds the current advertising services contract, and what were annual task order spend and number of task orders?

MSI currently holds the advertising services contract. Historical spending and task order activity information will not be provided.

11. Will paid media placement costs be billed as pass-through direct costs, and is any commission or markup allowed beyond hourly rates?

Paid media placement costs will be billed as pass-through direct costs. No markups will be allowed on ARRC billings. Contractors may retain commissions resulting from media placements in accordance with Section H.8 of the RFP. Contractors may not charge labor time for making media placements, and all applicable discounts must be passed on to ARRC.

12. Does ARRC expect in-person attendance in Anchorage for routine task orders, or only for finalist presentations?

ARRC prefers in-person attendance for routine task orders. However, it is not a requirement.

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

says@akrr.com

907.265.8747 office

907.885.1747 mobile

physical: 327 W. Ship Creek Ave, Anchorage, AK 99501

