



Municipality of Anchorage

Emergency Operation Center

MEMORANDUM

Date: February 10, 2021 *RSN approved 2/10/2021*

To: Ron Hadden, Purchasing Officer *Andrew Preis (on behalf of PIO)*

From: Kale Casey, Public Information Officer, Emergency Operations Center *Andrew Preis 2/10/21*

Subject: Sole Source Purchase for Yuit Communications and the ENX Contact Tracing App Release

****Contract entered under Emergency Exigent Circumstances per the COVID-19 Public Health Emergency Declared by the U.S. Secretary for Health and Human Services on January 27, 2020****

The Municipality of Anchorage (MOA) has been working with partners at the Mayor's Office and University of Alaska Anchorage to build a strategic plan for supporting the implementation of a proposed statewide contact tracing application called Exposure Notification Express (ENX). ENX is a partnership with Apple and Google and has been used in states like Nevada and Colorado as a key tool to stopping the spread of COVID-19. Currently, there are no other applications with the same strategic and mission-critical partnerships, funding and technical expertise from companies like Google and Apple, or the multi-state usage and current track records of application adoption by the public.

Once the contract/application are approved, Alaskans, and specifically Anchorage residents, will be able to opt-in to receive COVID-19 exposure notifications on their mobile devices, informing them if they have been exposed to someone who has tested positive for the virus. The ENX application utilizes Bluetooth-based technology, developed by Apple and Google, present in a person's mobile device, to carry out the notification process. Once said notification is received by an individual, that person can take appropriate and timely actions in order to aid in slowing the spread of the COVID-19 virus. Research in other states using ENX reveal the highest adoption rate (number of downloads by citizens) occurs when the program is first announced in the state and is supported by a robust private sector marketing campaign.

Yuit Communications is in the unique position of having worked with Apple and Google from the very outset of the ENX program in 2020 while the entire ENX strategic development and market analysis were underway. Yuit is uniquely positioned in the Muni to implement effective marketing for the ENX roll out on extremely short notice. No other local public relations firm has this experience with approval for ENX pending on Jan 29th the Muni would be able to capitalize on Yuit's experience and capacity.

Yuit Communications will develop a comprehensive public engagement campaign to quickly build statewide awareness about Alaska's COVID Exposure Notification App and its critical importance in the overall fight against COVID. Alaskans will be encouraged to adopt the app as part of their COVID mitigation practices. While resources and templates for marketing materials are available, this campaign will require a tailored Alaskan theme and strategy to achieve effective levels of engagement within a diverse mix of target audiences. Yuit will develop the strategy, tactics, and initial campaign creative in a way that leverages existing COVID communications efforts by DHSS, MOA, and other organizations and coalitions.

Total dollar value: \$91,000

This PO will be charged to 231802-124317-530380