

**Alabama Council on Developmental Disabilities (ACDD)
100 North Union Street, Suite 498
Montgomery, AL 36130-1410**

September 28, 2018

RFP #ACDD 092018-01 HCBS
Awareness Campaign for Center for Medicaid Services
Home & Community-Based Settings (HCBS) Rule

Dear Vendor:

The Alabama Council on Developmental Disabilities (ACDD) is seeking proposals from marketing, advertising and/or public relations individuals and/or agencies to develop a statewide campaign in Alabama to raise awareness and offer information on the Center for Medicaid Services Home and Community Based Settings Rule. Proposals will be accepted until **Friday, October 19, 2018 at 12:00 pm.**

The submission of a proposal does not guarantee the award of a contract. Any contract resulting from the proposal is not effective until it has received all required governmental approvals and signatures. In addition, the selected vendor shall not begin performing work under this contract until notified to do so by the departmental contracting agent.

When submitting a proposal, please read the entire request for proposal document and return your proposal in the requested format. All proposals should be submitted in ink or typed and contain an original signature. Submissions should be delivered to:

ADMH - Alabama Council on Developmental Disabilities (ACDD)
RSA Union Building
100 North Union Street, Suite 498
Montgomery, AL 3630-1410

MAILING NOTE: Proposals may be sent via Regular US Postal Service (USPS) Mail, Express/Overnight USPS Mail, commercial delivery service such as FedEx or UPS, or hand delivered by the closing date and time. Emailed or faxed responses are not accepted. Also, please note: All US Postal mail, including express/overnight mail that is dispatched to any State agency is processed thru the State mail facility before it is forwarded to the appropriate State agency, thus delaying its arrival to the department. By using the USPS, you assume the risk of delay that may result in your proposal being received late and therefore being determined to be untimely. Postmarks of the date mailed are insufficient; the proposal must actually be received at the listed office by the date and time specified regardless of the delivery service used. All proposals received after the deadline will be deemed untimely and will not be reviewed.

Sincerely,
Myra Jones-Banks
Executive Director

Organization: ADMH - Alabama Council on Developmental Disabilities

RFP Closing Date: **Friday, October 19, 2018 at 12:00 pm.**
Emailed or faxed responses are not accepted.

RFP Contact Info: Sophia Wright-Whitted
ADMH – Alabama Council on Developmental Disabilities
RSA Union Building
100 North Union Street, Suite 498
Montgomery, AL 36104
Telephone Number (334) 242-3972
Email: sophia.dixon@mh.alabama.gov

ADDITIONAL INFORMATION

1. Who **may** respond to this RFP? Advertising or public relations company within the state of Alabama, with more than 10 years' experience in design and branding.
2. Who **may not** respond to this RFP? DMH Certified and/or Contracted Prevention Providers, Employees of DMH, and current state employees.
3. In order to do business in the State of Alabama all businesses domestic and foreign must be registered with the Alabama Secretary of State Office.
*Domestic means within the State of Alabama. **Foreign means out-of-state.
4. If contracted with the State of Alabama, all vendors must:
*Enroll in E-Verify System thru Homeland Security.
*Register with STAARS Vendor Self Service at <https://procurement.staars.alabama.gov/webapp/PRDVSS1X1/AltSelfService>
5. The ADMH- ACDD reserves the right to reject any and all proposals if RFP instructions are not adhered to, such as: received after deadline (see mailing note), requested # of submissions not received.

Request for Proposal (RFP)

The Alabama Council on Developmental Disabilities is seeking proposals from marketing, advertising and/or public relations individuals and/or agencies to develop messaging and materials for a statewide campaign in Alabama to raise awareness and offer information on the Center for Medicaid Services Home and Community Based Settings Rule.

I. INTRODUCTION

The Alabama Council on Developmental Disabilities desires to contract with an experienced advertising or public relations agency develop messaging and materials for a statewide campaign to raise awareness and offer information on the Center for Medicaid Services Home and Community Based Settings Rule. Up to **\$25,000.00** may be available through the Alabama Council on Developmental Disabilities (ACDD) to fund a statewide campaign.

II. BACKGROUND

The HCBS Setting Requirements final rule CMS–2249–F; CMS–2296–F was released January 10, 2014, by the Centers for Medicare and Medicaid Services (CMS). This rule will give states more flexibility on how they are able to use federal Medicaid funds to pay for home and community-based services (HCBS) to meet the needs of Medicaid enrollees, particularly the elderly and disabled.

The rule is meant to ensure that Medicaid's home and community-based services programs in residential and non-residential settings provide full access to the benefits of community living and offer services in the most integrated settings.

The Alabama Council on Developmental Disabilities has a mission to support independence, advocacy, productivity, and inclusion for Alabamians with developmental disabilities.

ACDD is dedicated to the vision that all Alabamians, regardless of disability, will live, learn, work, and play in inclusive communities. The campaign seeks to educate and promote via a statewide media campaign to raise awareness and offer information on the Center for Medicaid Services Home and Community Based Rule.

III. TARGET POPULATION

Efforts will support the statewide goals and objectives of the Education and Advocacy Workgroup related to the Center for Medicaid Services Home and Community Based Settings Rule, to include Alabama specific information.

Through implementation of this campaign, the Alabama Council on Developmental Disabilities (ACDD), is striving to accomplish the following goals:

1. To educate and promote awareness and offer information on the Center for Medicaid Services Home and Community Based Rule;

2. Showcase a wide range of digital and print campaign messages and materials disseminated throughout the State of Alabama about the rule and its possible changes/effects on the individuals served by development disability providers and partners.
3. Improve knowledge of the rule at the state and community levels.

IV. GOALS

The contractor is expected to possess the following qualifications:

- Must have the ability to do research, create messaging and design and produce print and digital materials
- Must be able to produce financial invoices and data records

The contractor will provide the following services:

- Hold focus groups with related stakeholders to collate information and attitudes on the rule for message creation
- Create messaging and materials to promote the HCBS Setting rule for the Alabama Department of Mental Health (ADMH) and The Alabama Council on Developmental Disabilities (ACDD), accessible for all populations to include but not limited to the individuals with disabilities, Spanish speaking. Materials may include: fact sheets, flyers, digital and print graphics, videos.
- Buy and place social media advertising

V. CONTRACTUAL LIMITATIONS

Any and all contracts resulting from this RFP shall be annual, expiring with the end of the state fiscal year, September 30. All contracts shall be subject to availability of funds and continuation of this project. Completion of work is required within 90 days of contract signing. Should the funding or service requirements relative to this project be altered, contracts will be amended, accordingly.

VI. VENDOR ELIGIBILITY

Applicants must meet the following eligibility criteria in order to submit a proposal in response to this RFP:

1. State of Alabama vendor requirements;
2. A minimum of 10 years' experience in marketing, advertising and/or public relations;
3. Experience in agency and/or business campaigns;
4. Knowledge of various marketing concepts and strategies;

5. Ability to illustrate cultural competence and sensitivity as it relates to diverse populations with experience in creating materials for accessibility and various languages;
6. Knowledge and application of media ethics;
7. Familiarity with obtaining appropriate media permissions/releases; and
8. Enthusiasm and demonstrated interest in the project;

VII. PROPOSAL REQUIREMENTS

The Alabama Council on Developmental Disabilities is seeking proposals from marketing, advertising and/or public relations individuals and/or agencies to develop a statewide campaign in Alabama to raise awareness and offer information on the Center for Medicaid Services Home and Community Based Settings Rule.

The proposal shall be developed following the outline below. Each section, A-D, in the Statement of Work must be addressed, and appendices provided where indicated.

The information provided under each heading explains the intent of the section and/or describes the minimum information you are required to provide. Although minimum requirements must be addressed, it is the responsibility of the applicant to insure that each response thoroughly describes the strategies, and approaches, or provides other relevant information to insure that the topic of the section is fully and distinctly addressed.

Information in **Bold Type** in each section provides the evaluation criteria for review and scoring of the application. The proposal should be single-spaced, using a standard 12-point font (Times New Roman is preferred) with 1-inch margins, and should **not exceed the page requirements listed below. Appendices are not included in the page restrictions.**

STATEMENT OF WORK

A. Cover Page

Applicants should provide a cover page that includes:

- The name of the entity or individual;
- Contact person;
- Address, phone number, fax number, and email of contact person; and
- Date of submission.

Not to exceed 1 page.

Review Criteria: 5 Points

The applicant organization provides the listed requirements within the page limit specified.

B. Knowledge

Applicants must provide a narrative that includes:

- A summary description of your understanding of the media needs as it relates to the Center for Medicaid Services, Home and Community Based Settings Rule and intellectual and developmental disabilities;
- A description of ability to address the responsibilities and tasks of the campaign to include message creation and print/digital materials production;
- Examples of prior media work with agencies and/or businesses

Not to exceed 10 pages.

Review Criteria: 30 Points

The plan is clear, containing appropriate plans and procedures to meet responsibilities and deliverables. The listed requirements are included within the page limit specified.

C. Qualifications, Experience, Prior Work

Media team includes key personnel with:

- Experience in developing and launching campaigns;
- Experience in conducting surveillance to determine effectiveness of programming;
- Experience in collaborative initiatives;
- Inclusion of the names and contact information of three former clients as references (Provide contact information for at least current or former clients as references, designated separately as Appendix I); and
- Sample written product that summarizes plans, processes, and outcomes (Provide separately as Appendix II)

Not to exceed 5 pages. Review Criteria: 30 Points

The team qualifications are clearly demonstrated through a concise summary of current or previous work with experience in similar projects, addressing the requirements within the page limit specified.

D. Budget

Please provide a detailed, line item annual budget for this project.

- All expenditures shall be identified by individual line items (i.e. personnel, fringe benefits, travel, equipment, supplies, consultants/contracts, other, etc.);
- Budget includes minimum administrative overhead;
- A listing of all personnel, by position for this project, inclusive of level of effort, that will contribute in any way to the operation of this project, salaries, fringe benefits, and full-time equivalency status (Resumes for these personnel will be designated separately as Appendix III) or hourly rate;
- All proposed costs are justifiable; and

- A narrative budget justification for each line item. (The budget will be designated separately as Appendix IV.)

Review Criteria: 15 Points

The budget reflects realistic and justifiable cost for the provision of Evaluation services.

E. Plan for Creation, Production and past samples

- Please provide a plan for message creation, production of materials and past work samples

Review Criteria: 20 Points

The plan offers a timeline for work, examples of materials to be created and past work samples.

VIII. REVIEW CRITERIA

The ACDD reserves the right to request necessary amendments, reject any and all proposals received, or cancel this RFP according to the best interest of the ACDD.

The ACDD, also, reserves the right to waive any informality in this process, providing such is in the best interest of the ACDD. Where the ACDD may waive any informality, such waiver shall in no way modify the RFP requirements or excuse the applicant from full compliance with the contract.

All proposals, which satisfactorily meet the submission requirements specified in item “**IX**” below, will be evaluated based upon the criteria indicated in each section of the Statement of Work.

IX. SUBMISSION REQUIREMENTS

Proposals shall be submitted in the following written format:

TABLE OF CONTENTS:

Page numbers shall be listed for each of the major sections of the proposal, including all items listed under the Statement of Work, and for each Appendix.

STATEMENT OF WORK:

Each item listed in the RFP under the statement of work must be addressed.

LITERATURE CITATIONS:

Complete citations shall be provided for any literature referenced in your proposal.

APPENDICES:

Include each appendix listed in the guidelines for the Statement of Work.

Questions relative to this RFP must be received, by email, no later than October 12, 2018. Questions should be mailed to the above address or emailed to sophia.whitted@mh.alabama.gov.

In the event it becomes necessary to revise any portion of the RFP, ACDD will post these changes on its web site: www.mh.alabama.gov.

This announcement does not commit ACDD to award a contract or pay any costs incurred in the preparation of proposals. ACDD reserves the right to accept or reject, in whole or in part all proposals submitted, and/or to cancel this announcement. The contract award(s) shall be based upon the proposal(s) most advantageous to ACDD.

Proposal Content

Instructions must be followed or responses will not be graded.

Each proposal is to contain **specific responses** to each of the requests listed in section **A-D**, and respondents are encouraged to respond fully to each inquiry, but to be as concise as possible. **Submit the response as instructed in the proposal.**

One original and **three copies** of your proposal must be received at the following address no later than **12pm on October 19, 2018.**

ADMH – Alabama Council on Developmental Disabilities
ATTN: Sophia Wright-Whitted
RSA Union Building
100 North Union Street, Suite 498
Montgomery, AL 36130

Proposals must be clearly marked **Home and Community Based Settings Rule**. All proposals received after the deadline will be deemed untimely and will not be reviewed. **Postmarks of the date mailed are insufficient.**

The ACDD assumes no responsibility for expenses incurred in the preparation of the proposal. The ACDD reserves the right to reject any and all proposals. Additionally, the ACDD reserves the right to waive irregularities in any proposals and request clarification of any information, and negotiate with the firm and/or individual submitting the best proposal to secure more favorable conditions.

Evaluation Process

A review committee will examine each eligible proposal submitted. The ACDD may elect to conduct interviews with finalists. ACDD expects a final selection on or around **November 2, 2018**.

Evaluation Criteria

Proposals will be evaluated based on their responsiveness to the items contained in the content section of this Request for Proposal. It is expected that the review committee will rate responses according to the following ways:

STATEMENT OF WORK	Page Limit	Total Points Available
A. Cover Page	Not to exceed 1 page	5 Points
B. Knowledge	Not to exceed 10 pages	30 Points
C. Qualifications, Experience, Prior Work	Not to exceed 5 pages.	30 Points
D. Budget	NA	15 Points
F. Plan for Creation, Production and past samples	NA	20 Points

Selection Criteria

Selection shall be based on the factors to be developed by the procuring state entity, which may include among others, the following:

1. Specialized expertise, capabilities, and technical competence, as demonstrated by the knowledge, qualifications, experience, prior work, and the budget to meet the campaign requirements.
2. Resources available to perform the work, including any specialized experience in Disability related campaigns.
3. Record of past performance, quality of work, ability to meet schedules, cost control and contract administration.
4. Ability to meet deliverables and provide services.
5. Ability and proven history in handling special project contracts.

DATES AND DEADLINES

RFP #ACDD 092018-01 HCBS

Item	Date	Methods of Notification
RFP Release	September 28, 2018	USPS, ADMH Website, and STAARs website
Deadline to submit RFP questions or requests for clarification	October 12, 2018 by 2:00 pm CST	Email to sophia.whitted@mh.alabama.gov
RFP Questions Posted	October 16, 2018	ADMH website www.mh.alabama.gov/adcp
RFP Submissions	1 original & 3 copies	USPS or FedEx or UPS (Review mailing note)
RFP Submissions Due	October 19, 2018 by 12:00 pm	USPS or FedEx or UPS (Review mailing note)
Notification of selection status	November 2, 2018 Approximately	USPS (In writing)
<p>Submit RFP Responses To: ADMH – Alabama Council on Developmental Disabilities ATTN: Sophia Wright-Whitted RSA Union Building 100 N. Union Street, Suite 498 Montgomery, AL 36104</p> <p style="text-align: center;">Emailed or faxed responses are NOT ACCEPTED.</p> <p style="text-align: center;">All proposals received after the deadline will be deemed untimely and will not be reviewed.</p>		