

Alabama Council on Developmental Disabilities  
RSA Union Building  
100 North Union Street, Suite 682  
Montgomery, AL 36130-1410  
[www.acdd.org](http://www.acdd.org)

June 5, 2020

**Public Awareness Campaign Request for Proposal (RFP)**

**RFP #ACDD 062020-02**

The Alabama Council on Developmental Disabilities (ACDD) is established by and funded under Federal Law and state Executive Order. The mission of the Council is to promote and support independence, advocacy, productivity and inclusion for Alabamians with developmental disabilities. The Council is dedicated to the vision that all Alabamians, regardless of disability, will live, learn, work, and play in inclusive communities. The Council is responsible for developing a State Plan and approving grant projects and other activities to carry out objectives in the State Plan.

The Council's grant and contractual investments are designed to advance its mission and support the philosophy of full inclusion by working with organizations and communities to achieve our goals. This announces the intention of the ACDD to award funds to **develop and implement a comprehensive, statewide public awareness campaign** that increases awareness of the value of fully including people with developmental disabilities in all aspects of the community; provides information on topics and issues impacting individuals with developmental disabilities; and that supports the mission and vision of the Council.

The Council is seeking proposals from entities experienced in communications, marketing, advertising, media consulting, and/or public relations to provide professional services to develop and implement an engaging, statewide awareness campaign, that may be inclusive of, but is not limited to, the following activities:

- Creating and implementing a public relations/awareness plan for the Council
- Sharing projects, initiatives, etc., of the Council via multiple media outlets or types
- Website review and design or update, as well as website hosting and maintenance
- Management of social media accounts, including the creation of promotional products (e.g., graphics) for use on social media
- Providing related technical assistance as necessary
- Developing, producing, publishing, and/or distributing accessible materials (e.g., press releases, brochures, fact sheets, Council reports and forms, flyers, television and/or radio spots, podcasts, videos)
- Providing information on existing disability-related resources
- Publicizing disability-related events
- Media placement

- Community engagement or outreach, including engagement of or outreach to diverse communities
- Conducting campaign evaluations, including the use of analytics, to determine effectiveness
- Executing other suggested activities, tactics, or strategies offered by the responder to this proposal that may assist the Council with effectively and efficiently executing its campaign

In order to complete activities, it may be necessary to do the following:

- Conduct outreach to individuals with developmental disabilities, family members, and other disability stakeholders
- Research or collect data, information, stories, and other resources about developmental disability
- Attend Council events and/or other disability-related events
- Remain informed of news and topics related to developmental disabilities

Responding entities should be able to demonstrate five to 10 years of experience in communications, marketing, advertising, media consulting, and/or public relations and the provision of related professional services for creating professional awareness campaigns for organizations or businesses. Entities should have experience in working with people with disabilities, disability organizations, state or federal agencies, and diverse populations. Please provide work samples and other evidence that demonstrates experience in these areas.

**Entities should propose a reasonable, justifiable budget for implementing requested activities.** The initial grant is generally for a one-year period. Funding is available for up to a 12-month grant period tentatively scheduled to start **October 1, 2020**. Grants can be renewed for up to an additional two years based upon performance, the availability of federal funds, and recommendations of the ACDD.

**Expectations:**

- Include specific activities to conduct outreach to people from varied cultural backgrounds and unserved or underserved populations
- Demonstrate cultural and linguistic competence
- Use of technology to reach as many citizens of Alabama as possible
- Collect data to show evidence of the campaign’s success

Issuance of this RFP does not obligate ACDD to award grants. All proposals become the property of ACDD and will not be returned. Late or incomplete proposals will not be accepted.

Questions relative to this RFP must be received, by email, no later than **Friday, June 12, 2020**. Questions should be emailed to [melissa.sylvester@mh.alabama.gov](mailto:melissa.sylvester@mh.alabama.gov).

**Proposal Due Date: Friday, July 17, 2020, at 12:00 PM CST**

## **Content Requirements**

Please include the following information in your proposal and be as concise as possible. Please include a Table of Contents. The proposal should be single-spaced and use a standard 12-point font such as Times New Roman.

1. Cover Page (3 Points)
  - a. Use the Project Profile Form (See Appendix)
2. Signed Assurances Form (4 Points)
  - a. Sign as specified (See Appendix)
3. Knowledge and Relevant Experience (20 Points)
  - a. Describe your understanding of the requests of the Council
  - b. Describe your experience in creating, implementing, and evaluating public awareness campaigns. Include in the description any previous experience developing disability-related campaigns.
  - c. Describe your experience in website design and social media management.
  - d. Describe your experience in working with people with disabilities, disability organizations, state or federal agencies, and diverse populations.
4. Work Samples (20 Points)
  - a. Provide examples of prior work products, including examples of campaigns and related materials, as well as other graphics from current or former clients
  - b. Provide examples of written work products (e.g., press releases)
5. Team Qualifications (10 Points)
  - a. Include information that demonstrates that the team members or key personnel who will be working on this project have the specific qualifications and experience to complete the requested activities of this RFP
6. Public Relations/Awareness Plan (30 Points)
  - a. Develop and provide a public relations/awareness plan for the ACDD
  - b. Please include goals, objectives, activities, timelines, and evaluation methods
7. Budget Form and Budget Justification Addendum (10 Points)
  - a. Complete forms as specified (See Appendix)
  - b. Budget should be reasonable and justifiable
8. References (3 Points)
  - a. Include references (i.e., detailed contact information) from at least three current or former clients. Please include at least three reference letters.

## Other Important Information

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.

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>

## Selection Process

Applications are submitted to the ACDD office and reviewed by staff to determine completeness. Proposals deemed complete are reviewed by a review committee. The review committee will examine each eligible proposal submitted. The ACDD may elect to conduct interviews with finalists.

## Project Profile Form (See Appendix 1)

Complete form as specified. Note the following definitions for the terms used on the form:

1. **Contracting Entity:** The fiscal agent responsible for receipt of ACDD funds, disbursement of funds to the implementing entity as requested by the implementing entity, and submission to ACDD of vouchers/invoices for expenditures made by the implementing entity. The contracting entity must have a federal identification number.
2. **Implementing Entity:** The implementing entity is the individual, group, or agency responsible for the implementation of the project. It may or may not be the same as the contracting agency.
3. **Project Director:** The individual who will be making programmatic decisions throughout the funded period.
4. **Authorized Official:** The individual who will be responsible for contractual agreements and fiscal accountability. It may or may not be the same individual as the project director.

## Budget

The budget must be completed using the budget form included in the Appendices of this application packet. The grant request (Federal Share) and the applicant's contribution (Local Match) must be specified for each line-item. The Budget Section must include the following two documents:

1. Budget Form - completed as specified (See Appendix 3).
2. Line-Item Budget Justification Addendum (See Appendix 4).

The Line-Item Budget Justification Addendum must justify **each** of the items indicated on the Budget Form. The budget justification must state how each item will use grant funds to meet objectives of the proposed project.

**Federal Share (ACDD Funds):** This is the federal fund portion of the grant. The ACDD Federal Share is the amount you are requesting from the Alabama Council on Developmental Disabilities. If your proposal is accepted, funds will be **granted based on availability of federal funds** appropriated by the U.S. Congress.

**Local Match:** This is the portion of the grant for which the grantee is responsible. All grantees are required to contribute at least 25% match of the total project budget.

The Local Match Share may consist of in-kind value and/or non-federal cash contributions. Your match can be used only for approved grant activities.

The total cost of the project equals the federal share **plus** the local match share.

A non-federal share "in-kind" Local Match can be calculated by counting donated person-hours, cost of equipment, rent, utilities, or supplies that are necessary for the operation of the ACDD funded project.

Note: To calculate the local match share for the 25% required match, divide the amount of federal dollars you are requesting by 3. Then to calculate the total grant amount, combine the one-third figure with the federal dollar requested (see example below).

### **General Formula**

**Step 1:**  $\frac{\text{Federal Request}}{3} = \text{Local Match}$

Example:  $\frac{75,000}{3} = \$25,000$

**Step 2:** Federal Request + Local Match = Total Grant

Example:  $\$75,000 + \$25,000 = \$100,000$

**Personnel:** The personnel section of your proposed budget should show each position by job title, the number of hours per week that each person will work on the project, and each position's hourly rate of pay. Fringe benefits are to be shown as a separate line-item in the personnel category. The distribution between the federal and local (if applicable) shares must be specified for each item.

**Operations:** The operating expenses of your proposed budget should include all items that are not related to personnel or equipment costs. Included in operational expenses are sub-grant costs, consultant costs, travel costs, and leased equipment costs, etc. Again, the federal and local (if applicable) shares must be specified for each item.

**Travel:** Travel expenses must be detailed and may include mileage, per diem, and other travel costs. Each item must be justified on the Budget Justification Addendum.

**Equipment:** The Council does not encourage contractors to purchase major equipment unless a direct and imperative relationship to the project can be adequately described. The budget shall

show, by line-item, each item to be purchased or to be used as the local match share under the grant. Each item to be purchased with Federal funds must be justified in the Budget Justification Addendum.

**Indirect Costs:** If you have a federally approved, negotiated indirect cost agreement, you may use that rate. The approved agreement must be attached to your budget.

If you do not have a federally approved rate, attach a justification to your budget that specifies the rate you are claiming and what is included in your indirect cost(s).

An 8% indirect cost rate is the maximum allowed for this Request for Proposal.

If you have more than one ACDD contract, your indirect cost rate is subject to negotiation.

### **ACDD RESERVATIONS**

As part of the grant award process, the grantee and ACDD must establish a mutually agreed upon Project Management Plan, which outlines the contract deliverables. ACDD reserves the right to:

1. Reject any and all proposals if RFP instructions are not adhered to, such as received after deadlines.
2. Negotiate with applicants regarding the project management plan, budget levels, and other issues within the RFP review to achieve maximum impact from the grant award and serve the best interest of the State of Alabama.
3. Reject an application that does not meet the intent of the RFP.
4. Accept or reject, in whole, or in part all proposals submitted, and/or to cancel this announcement. The contract award shall be based upon the proposal most advantageous to ACDD.
5. 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.

**NOTE:** Funds available for projects under this RFP are provided by the U.S. Department of Health and Human Services, Administration on Intellectual and Developmental Disabilities, pursuant to the Developmental Disabilities Assistance and Bill of Rights Act. In the event these funds are unavailable, the RFP will be canceled.

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 entity shall not begin performing work under this contract until notified to do so by the departmental contracting agent.

## **Appendices**

1. Project Profile Form
2. Assurances Form
3. Budget Form
4. Sample of Budget Justification Addendum

## Project Profile Form

<b>RFP/Project Title</b>			
<b>Contracting Entity</b>	Name		
	Address		
	Email		
	Entity Type: State Agency		Private Non-Profit Agency
	Other Public Agency	Individual	Group
	Counties or Region Served		
	Federal Identification Number		
	SSN (if applying as an Individual)		
<b>Implementing Entity</b>	Name		
	Address		
	Telephone #		Fax #
<b>Project Director</b>	Name		
	Title		
	Address		
	Telephone #		Fax #
	Email		
<b>Authorized Official</b>	Name		
	Title		
	Address		
	Telephone #		Fax #
	Email		
<b>Project Financial Information</b>	Start Date		End Date
	Federal DD Dollars		Percentage
	Matching Share		Percentage
	Cash	In-kind	
	Total		

## Assurances

The grantee assures:

1. Any product printed, published, and/or produced under the grant will be submitted for Council review and authorization; and, if approved, will include the following statement on the face of the product:

*"The contents of this product were developed under a grant from the Alabama Council on Developmental Disabilities (ACDD). However, these contents do not necessarily represent the views or policies of the Council."*

2. The grantee assures that ACDD funds will not be used for capital expenditures or acquisition.
3. The grantee assures the adequacy of financial accounting.
4. The grantee assures non-discrimination and affirmative action in hiring and service provision.
5. The grantee assures that each individual who is provided ACDD funded services will receive individualized services.
6. The grantee assures that all aspects of the ACDD funded services will meet all ADA requirements and be fully accessible.

In addition, each grantee will be required to assure provisions required by both federal and state law that include, but are not limited to, the above stated assurances.

I have read the assurances described above and understand contracting with the Alabama Council on Developmental Disabilities (ACDD) will require compliance with these assurances.

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Agency Authorized Signature



**Sample of Budget Justification Addendum**

Note: If additional sheets are needed for justification, then please attach as necessary.

<b>Personnel</b>	<b>Justification</b>	<b>Federal</b>	<b>Local Match</b>	<b>Total</b>
Subtotal for Personnel			\$	\$
Operations				
Subtotal for Operating Expenses			\$	\$
Grand Totals				

## **Proposal Content: Public Awareness Campaign**

The following basic formatting instructions are required:

1. Use the **Project Profile Form** as the cover sheet (See Appendix 1).
2. The **Assurance Form** (See Appendix 2) must be signed and placed after the Project Profile Form.
3. Include a **Table of Contents** after Assurances page. Please include page numbers for each section.
4. Proposals must be typewritten.
5. Use “People First” language – in other words, write about the “person with a disability” not the “disabled person.”
6. All sections must be included and labeled as specified in the Content Requirements section.
7. Each page of the proposal must be numbered, beginning with the Project Profile Form. Please consecutively number the narrative and all forms. (**Note: Be sure to include the Assurance Form and Budget Forms.**)
8. Submit 1 loose-leaf hard copy secured by clip(s) and 5 stapled hard copies of the proposal. Soft-sided binders or covers may be used.
9. Submit 1 electronic file (USB flash drive) of the proposal.

### **Format Requirements:**

The Council encourages those who are submitting proposals to be brief and clear in the presentation of their ideas. The length of the proposal is generally open to the needs of each applicant. However, please note that the Council does not consider the length of the proposal to be an indication of the importance of the information it contains. Proposals that are unnecessarily long, too wordy, or too full of jargon may detract from readability and will not improve the proposal evaluation score. Each proposal should contain specific responses to each of the requests listed in the **Content Requirements** section and responders are encouraged to respond fully to each inquiry, but to be as concise as possible.

One original and five copies, and one electronic file on USB flash drive of your proposal, must be received at the following address no later than **Friday, July 17, 2020, at 12:00 PM CST**. Proposals must be clearly marked as **ACDD Public Awareness Campaign**.

Alabama Council on Developmental Disabilities  
RSA Union Building  
100 North Union Street, Suite 682  
Montgomery, AL 36130

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 applicant 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 **Friday, September 11, 2020**.

## Evaluation Criteria and Assigned Weights

Proposals that pass the preliminary screening and mandatory requirements review will be evaluated based on information provided in the proposal. The evaluation will be conducted according to the following:

<b>Statement of Work</b>	<b>Page Limit</b>	<b>Assigned Weight</b>
Project Profile Form	Not to exceed 1 page	3
Assurances Form	Not to exceed 1 Page	4
Knowledge and Relevant Experience	Not to exceed 5 pages	20
Work Samples	Not to exceed 15 pages	20
Team Qualifications	Not to exceed 5 pages	10
Public Relations Plan	N/A	30
Budget Forms	N/A	10
References	N/A	3
<b>TOTAL</b>		<b>100</b>

## Selection Criteria

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

- Specialized expertise, capabilities, and technical competence, as demonstrated by the knowledge, qualifications, experience, prior work, and the budget to meet the Request for Proposal.
- Resources available to perform the work, including any specialized experience in working on disability-related campaigns and with human service agencies or organizations.
- Record of past performance, quality of work, ability to meet schedules, cost control and contract administration to meet the Request for Proposal.
- Ability to meet deliverables and provide services as outlined in the Request for Proposal.
- Ability and proven history of working with diverse groups as outlined in the Request for Proposal.

**Public Awareness Campaign RFP #ACDD 062020-02**

**Dates and Deadlines**

<b>Item</b>	<b>Date</b>	<b>Methods of Notification</b>
RFP Release	Friday, June 5, 2020	USPS, ACDD Website, ADMH Website, STAARS Website
Deadline to submit RFP questions or requests for clarification	Friday, June 12, 2020, by 12:00 PM CST	Email to: melissa.sylvester@mh.alabama.gov
RFP Questions Posted	Friday, June 19, 2020	ACDD website: <a href="http://www.acdd.org">www.acdd.org</a> ADMH website: <a href="http://www.mh.alabama.gov">www.mh.alabama.gov</a>
RFP Submissions	1 original and 5 copies and 1 electronic copy on USB Flash Drive	USPS or FedEx or UPS (Review mailing note)
RFP Submissions Due	Friday, July 17, 2020, by 12:00 PM CST	USPS or FedEx or UPS (Review mailing note)
Notification of selection status	Friday, September 11, 2020 Approximately	USPS/Email (In writing)
Grants Proposal Start Date	October 1, 2020*	USPS

\*Start date is tentatively scheduled for the indicated date.

**Please Submit Completed Application Packet To:**

Alabama Council on Developmental Disabilities  
RSA Union Building  
100 North Union Street, Suite 682  
Montgomery, AL 36130

**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 due date and time on the RFP. **Emailed or faxed responses are not accepted.** 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.