

Alabama Council on Developmental Disabilities
RSA Union Building
100 North Union Street, Suite 682
Montgomery, AL 36130-1410
www.acdd.org

June 19, 2020

Questions and Answers

RFP #ACDD 062020-02 Public Awareness Campaign

1. Is there a specific budget target for this RFP? If so, what is it?
 - a. A ceiling has not been established for this Request for Proposal. Any anticipated costs needed to implement your project should be outlined in your budget and should be reasonable and justifiable.
2. Could you clarify the overall budget available for this scope?
 - a. The budget will depend on what activities you are proposing to implement. The budget should be reasonable and justifiable. The RFP does not include a specific budget amount.
3. Is there an incumbent firm / vendor who will potentially be responding to this RFP as well?
 - a. The Council will review all projects that respond to the requirements and guidelines outlined in the Request for Proposal.
4. Will in-person meetings be required and if so, to what frequency?
 - a. As stated in the RFP, the selected entity/vendor may have to attend Council events and/or other disability related events. Also, as stated in the RFP, responders can suggest activities, tactics, or strategies within their proposals that may assist the Council with effectively and efficiently executing its campaign.
5. Is the selected firm required to have an office in Alabama?
 - a. As stated in the RFP, 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. Also, as stated in the RFP, entities should have resources available to perform the work, including any specialized experience in working on disability-related campaigns and with human service agencies or organizations. Please refer to the Content Requirements section, the Other Important Information section, Selection Criteria section, etc., of the RFP.

6. Is there a preference for Alabama-based firms vs. out of state?
 - a. As stated in the RFP, 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. Also, as stated in the RFP, entities should have resources available to perform the work, including any specialized experience in working on disability-related campaigns and with human service agencies or organizations. Please refer to the Content Requirements section, the Other Important Information section, Selection Criteria section, etc., of the RFP.
7. Would a Canadian firm working in the exact causes identified in this RFP and with clients in the US be eligible to put forward a proposal for this?
 - a. As stated in the RFP, 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. Also, as stated in the RFP, entities should have resources available to perform the work, including any specialized experience in working on disability-related campaigns and with human service agencies or organizations. Please refer to the Content Requirements section, the Other Important Information section, Selection Criteria section, etc., of the RFP.
8. Could you let us know what the budget is for this work/grant?
 - a. A maximum amount has not been established for this Request for Proposal. Any anticipated costs needed to implement your project should be outlined in your budget and should be reasonable and justifiable.
9. We understand that this campaign will be for a 12 month period, could you confirm?
 - a. As stated in the RFP, 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.
10. Could you identify what the budget would be for media buys?
 - a. If media buys are utilized, then it should be outlined in your budget.
11. As the #'s of products/collateral is unknown, such as that for TV/Radio spots, could we give you a figure for one that could be extrapolated to others?

- a. If this type of media is utilized, then it should be outlined in your budget.
12. Is there a budget range for the project?
- a. A maximum amount has not been established for this Request for Proposal. Any anticipated costs needed to implement your project should be outlined in your budget and should be reasonable and justifiable.
13. Is there already an incumbent agency also pitching this project?
- a. The Council will review all projects that respond to the requirements and guidelines outlined in the Request for Proposal.
14. Has the Council implemented any statewide plans? What were the results of this plan if so?
- a. This is not the first year for a Public Awareness Initiative. Public awareness is an ongoing council and staff activity. Please review the Council's website at www.acdd.org.
15. How are social media accounts currently managed?
- a. Social media accounts are managed by the entity/vendor contracted to manage these accounts.
16. Should print costs be included in the budget?
- a. If printed documents will be a part of your proposal, then it should be outlined in your budget.
17. Are there any examples and results of previous community engagement campaigns that the Council found it particularly successful?
- a. As stated in the RFP, proposals should include examples of prior work products, including examples of campaigns and related materials, as well as other graphics from current or former clients and examples of written work products (e.g., press releases).
18. Is there a priority given to Alabama based firms or minority owned businesses?
- a. As stated in the RFP, 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. Also, as stated in the RFP, entities should have resources available to perform the work, including any specialized experience in working on disability-related campaigns and with human service agencies or organizations. Please refer to the Content Requirements section, the Other Important Information section, Selection Criteria section, etc., of the RFP.

19. Does this mean you are willing to consider an agency in Florida or are you only considering in-state proposals?
- a. As stated in the RFP, 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. Also, as stated in the RFP, entities should have resources available to perform the work, including any specialized experience in working on disability-related campaigns and with human service agencies or organizations. Please refer to the Content Requirements section, the Other Important Information section, Selection Criteria section, etc., of the RFP.
20. If you are considering out of state agencies, do they have to be registered before the RFP is submitted or if only awarded the contract?
- a. As stated in the RFP, 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>
21. What resources and relationships within the community and target audiences currently exist within the organization and are available to the agency compared to what needs to be identified and nurtured?
- a. As stated in the RFP, responding entities should have experience in working with people with disabilities, disability organizations, state or federal agencies, and diverse populations. Entities should have resources available to perform the work, including any specialized experience in working on disability-related campaigns and with human service agencies or organizations. Also, as stated in the RFP, the selected entity/vendor may have to attend Council events and/or other disability related events.
22. Do you have and will these resources be made available to the agency including individuals with developmental disabilities, family members, and other disability key stakeholders?
- a. As stated in the RFP, responding entities should have experience in working with people with disabilities, disability organizations, state or federal agencies, and diverse populations. Entities should have resources available to perform the work, including any specialized experience in working on disability-related campaigns and with human service agencies or organizations. Also, as stated in the RFP, the selected entity/vendor may have to attend Council events and/or other disability related events.

23. What developmental disabilities does the organization wish to specifically include in this campaign?
 - a. Please refer to the mission and vision of the ACDD included in the Introduction of the RFP.

24. How many Council events and disability-community events do you anticipate within this scope of work?
 - a. It may vary. For example, the full Council has quarterly business meetings and the ACDD may support or publicize a variety of disability-related events throughout each fiscal year.

25. Is there current demographic and target audience data available and will that be provided to the agency?
 - a. As stated in the RFP, the campaign should increase awareness of the value of fully including people with developmental disabilities in all aspects of the community; provide information on topics and issues impacting individuals with developmental disabilities; and support the mission and vision of the Council. Target audience should include the general public, with emphasis on including information of interest to people with developmental disabilities and their families.

26. How do you define a successful media placement?
 - a. As stated in the RFP, the campaign should increase awareness of the value of fully including people with developmental disabilities in all aspects of the community; provide information on topics and issues impacting individuals with developmental disabilities; and support the mission and vision of the Council. Also, as stated in the RFP, respondents should address in their proposals conducting campaign evaluations, including the use of analytics, to determine effectiveness. The ACDD does not want to influence any potential grantee regarding evaluation methods beyond what is already stated in the RFP.

27. What media types does the Council currently employ in campaigns of equivalent size?
 - a. Please review the Council's website at www.acdd.org. Whatever type of media is utilized, then it should be outlined in your budget.

28. What is the reporting and approval process for the scope of work as it's detailed in the RFP?
 - a. Grant reporting requirements will be discussed with the selected entity/vendor.

29. What is the budget for the described scope of work? If not available for the full scope, what financial parameters can you provide?
 - a. A maximum amount has not been established for this Request for Proposal. Any anticipated costs needed to implement your project should be outlined in your budget and should be reasonable and justifiable.

30. What does success look like in fulfillment of this scope of work?

- a. As stated in the RFP, the campaign should increase awareness of the value of fully including people with developmental disabilities in all aspects of the community; provide information on topics and issues impacting individuals with developmental disabilities; and support the mission and vision of the Council. Also, as stated in the RFP, respondents should address in their proposals conducting campaign evaluations, including the use of analytics, to determine effectiveness. The ACDD does not want to influence any potential grantee regarding evaluation methods beyond what is already stated in the RFP.
31. What is the agency's role in the grant reporting and renewal process?
- a. Grant reporting requirements will be discussed with the selected entity/vendor. Also, as stated in the RFP, 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.
32. What do you anticipate in terms of website hosting needs and what is the timeframe?
- a. As stated in the RFP, 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.
33. What data points are required as part of the collection process detailed in the RFP?
- a. As stated in the RFP, the campaign should increase awareness of the value of fully including people with developmental disabilities in all aspects of the community; provide information on topics and issues impacting individuals with developmental disabilities; and support the mission and vision of the Council. Also, as stated in the RFP, respondents should address in their proposals conducting campaign evaluations, including the use of analytics, to determine effectiveness. The ACDD does not want to influence any potential grantee regarding evaluation methods beyond what is already stated in the RFP.
34. What is the ACDD's budget range for this grant?
- a. A ceiling has not been established for this Request for Proposal. Any anticipated costs needed to implement your project should be outlined in your budget and should be reasonable and justifiable.
35. The Project Profile Form spans two pages in the RFP PDF. Can you provide a version that is on one page, or can we recreate it for our response?
- a. The Project Profile Form can be recreated, as long as it includes the information requested by the ACDD and looks like the one included in the RFP. Also, this RFP, which includes the Project Profile Form, can be found on our website.