



State of Alabama Solicitation

Solicitation RFP 061 ACDD FY2025-03	Document Phase Final	Document Description public awareness rfp acdd fy2025-03
Procurement Folder 2194512	Creation Date 07/02/25	Print Date 07/02/25

Request for Proposals

CONTACTS

Contact	Name	E-mail	Phone
Requestor:	Felicia Dumas	felicia.dumas@mh.alabama.gov	334-242-3895
Issuer:	Felicia Dumas	felicia.dumas@mh.alabama.gov	334-242-3895
Buyer:	Felicia Dumas	felicia.dumas@mh.alabama.gov	334-242-3895

Bids will be accepted from: 07/03/25

to: 08/05/25

All Inquiries for Information Regarding Bid Submission Requirements or Procurement Procedures
Should be Directed To The Buyer Contact Listed Above.

COMMODITY INFORMATION

Group: 1 Line: 1 Line Type: Service
Commodity Code: PRF07 Quantity:
Commodity Description: COMMUNICATIONS AND MEDIA RELATED Unit:
Extended Description:

COMMUNICATIONS AND MEDIA RELATED SERVICES

SHIPPING AND BILLING

Shipping

DMH DIV OF AL COUNCIL ON DEVELOPMENTAL
DISABILITIES
FELICIA DUMAS / 334-242-3972
100 N. UNION ST - SUITE 468
RSA UNION BUILDING
MONTGOMERY, AL 361301410
USA

Delivery Date:

Billing

ADMH- Central Office Accounts Payable
100 North Union / Phone: 334-242-3799
RSA Union Building-Suite 568
AccountsPayable.DMH@mh.alabama.gov
Montgomery, AL 36130

Delivery Type:

COMMODITY INFORMATION

Group: 1 Line: 2 Line Type: Service
Commodity Code: PRF07000016 Quantity:

Commodity Description: Communications Marketing Services

Unit:

Extended Description:

Communications Marketing Services

SHIPPING AND BILLING

Shipping

DMH DIV OF AL COUNCIL ON DEVELOPMENTAL
DISABILITIES
FELICIA DUMAS / 334-242-3972
100 N. UNION ST - SUITE 468
RSA UNION BUILDING
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Request for Proposal Standard Terms and Conditions

1. Authority

Division 4 of the Department of Finance Administrative Code (Chapters 355-4-1 through 355-4-6), effective October 1, 2022, is incorporated by reference and made a part of this document. To view the relevant provisions of the Administrative Code, visit our website <https://purchasing.alabama.gov/>

2. Prohibited Contacts; Inquiries regarding this RFP

From the Release Date of this Request for Proposal (hereafter referred to as RFP) until a contract is awarded, parties that intend to submit, or have submitted, a Proposal are prohibited from communicating with any members of the Soliciting Party's Team for this transaction who may be identified herein or after the Release Date, or other employees or representatives of the Soliciting Party regarding this RFP or the underlying transaction except the designated contact(s).

3. Nonresponsive Proposals

Any Proposal that does not satisfy requirements of the RFP may be deemed non-responsive and may be disregarded without evaluation. Supplemental information, including information necessary to clarify a proposal, may be required from any offeror.

4. Changes to RFP; Changes to Schedule

The Soliciting Party reserves the right to change or interpret the RFP prior to the Proposal Due Date. Changes will be communicated to those parties receiving the RFP who have not informed the Soliciting Party's designated contact that a Proposal will not be submitted. Changes to the deadline or other scheduled events may be made by the Soliciting Party as it deems to be in its best interest.

5. Expenses of Proposal

An offeror will not be reimbursed for any expenses incurred in preparation of a proposal.

6. Rejection of Proposals

The State reserves the right to reject any and all proposals and cancel this Request if, in its sole discretion, it deems such action to be in its best interest.

7. The Final Terms of the Engagement

Issuance of this RFP in no way constitutes a commitment by the State to award a contract. The final terms of engagement for the service provider will be set out in a contract which will be effective upon its acceptance by the State as evidenced by the signature thereon of its authorized representative. Provisions of this RFP and the accepted Proposal may be incorporated into the terms of the engagement should the

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State so dictate. Notice is hereby given that there are certain terms standard to commercial contracts in private sector use which the State is prevented by law or policy from accepting, including indemnification and holding harmless a party to a contract or third parties, consent to choice of law and venue other than the State of Alabama, methods of dispute resolution other than negotiation and mediation, waivers of subrogation and other rights against third parties, agreement to pay attorney's fees and expenses of litigation, and some provisions limiting damages payable by a supplier, including those limiting damages to the cost of goods or services.

8. Choice of Law; Venue

This Contract will be governed by laws of the State of Alabama and the sole venue for litigation and alternative dispute resolution activities will be the City of Montgomery in the State of Alabama. No other court shall have jurisdiction.

9. Not to Constitute a Debt of the State

The terms and commitments contained in the solicitation, or any contract resulting from this solicitation, shall not constitute a debt of the State of Alabama, the incurring of which is prohibited by Section 213 of the Official Recompilation of the Constitution of Alabama, 1901, as amended.

10. Proration

Any provision of a contract resulting from this bid to the contrary notwithstanding, in the event of failure of the State to make payment hereunder as a result of partial unavailability, at the time such payment is due, of such sufficient revenues of the State to make such payment (proration of appropriated funds for the State having been declared by the governor pursuant to Section 41-4-90 of the Code of Alabama 1975), the supplier shall have the option, in addition to the other remedies of the contract, of renegotiating the contract (extending or changing payment terms or amounts) or terminating the contract.

11. Non-appropriation of funds

Section 41-4-144(c) of the Code of Alabama 1975 states: "(c) When funds are not appropriated or otherwise made available to support continuation of performance in a subsequent fiscal period, the contract shall be cancelled, and the supplier shall be reimbursed for the reasonable value of any non-recurring costs incurred but not amortized in the price of the supplies or services delivered under the contract. The cost of cancellation may be paid from any appropriations available for that purpose."

12. Open Trade/No Boycott

For the term of this contract, supplier represents that it is not currently engaged in, and agrees not to engage in, the boycott of a person or an entity based in or doing business with a jurisdiction with which this State can enjoy open trade.

13. Dispute Resolution

In the event of any dispute between the parties arising from this solicitation and any agreement relating to purchases or leases resulting therefrom, senior officials of both parties shall meet and engage in a good faith attempt to resolve the dispute. Should that effort fail and the dispute involves the payment of money, supplier's sole remedy is the filing of a claim with the Board of Adjustment of the State of Alabama. For any and all other disputes arising under the terms of this contract which are not resolved by negotiation,

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the parties agree to utilize appropriate forms of non-binding alternative dispute resolution including, but not limited to, mediation. Such dispute resolution shall occur in Montgomery, Alabama, utilizing where appropriate, mediators selected from the roster of mediators maintained by the Center for Dispute Resolution of the Alabama State Bar Association.

14. Cancellation

A contract for supplies may be canceled by the Chief Procurement Officer, for justifiable cause, by giving the supplier thirty (30) days written notice. A supplier may request cancellation and the Chief Procurement Officer may grant the request, in his or her sole discretion, if performance is prevented by an act of God, act of War, order of legal authority, or other unavoidable circumstances not attributable to the fault or negligence of the supplier. Contracts for services may be cancelled for justifiable cause by the Chief Procurement Officer by giving the supplier at least 72 hours' written notice. The burden of proof for such relief rests with the supplier. All correspondence pertaining to cancellation of a contract must be addressed to the Chief Procurement Officer with a copy to the using agency.

15. Sales Tax Exemption

Pursuant to Section 40-23-4 (a)(11) of the Code of Alabama 1975, the State of Alabama is exempt from paying sales tax. An exemption letter will be furnished upon request.

16. No Indemnification

Supplier acknowledges and agrees that, under the terms of this solicitation and agreements relating to purchases or leases resulting therefrom, the State is prohibited from indemnifying the supplier. The State does not agree to and will not indemnify the supplier for any reason. The State of Alabama does not release or waive, expressly or implied, the State of Alabama's right to assert sovereign immunity or any other affirmative defense right it may have under law. The State of Alabama shall control the defense and settlement of any legal proceeding on behalf of the State, including the selection of attorneys.

17. Foreign Corporation – Alabama Secretary of State Registration

Section 10A-1-7.01 to -7.14 of the Code of Alabama 1975 require a foreign entity (an out-of-state company/firm) to register with the Alabama Secretary of State's Office before transacting business in the State.

18. Beason-Hammon Alabama Taxpayer and Citizen Protection Act

A contract resulting from this RFP will include provisions for compliance with certain requirements of the Beason-Hammon Alabama taxpayer and Citizen Protection Act, Sections 31-13-1 through 35, Code of Alabama 1975 as follows:

E- VERIFY ENROLLMENT DOCUMENTATION AND PARTICIPATION. As required by Section 31-13-9(b), Code of Alabama 1975 Contractor that is a "business entity" or "employer" as defined in Section 31-13-3, will enroll in the E-Verify Program administered by the United States Department of Homeland Security, will provide a copy of its Memorandum of Agreement with the United States Department of Homeland Security that program and will use that program for the duration of this contract.

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As required by Section 31-13-9(k) of the Code of Alabama 1975, the supplier agrees to the following:
 “By signing this contract, the contracting parties affirm, for the duration of any agreement that they will not violate federal immigration law or knowingly employ, hire for employment, or continue to employ an unauthorized alien within the State of Alabama. Furthermore, a contracting party found to be in violation of this provision shall be deemed in breach of the agreement and shall be responsible for all damages resulting therefrom.”

To enroll in the E-Verify program visit <https://www.e-verify.gov/>

19. Conflict of Law

If any provision of this solicitation and any subsequent award shall contravene any statute or Constitutional provision or amendment, either now in effect or which may, during the course of this agreement, be enacted, then that conflicting provision shall be deemed null and void.

20. Disclosure Statement

A Proposal must include one original Disclosure Statement as required by Code Section 41-16-82, et seq., of the Code of Alabama 1975. The Disclosure Statement, and information, may be downloaded from the State of Alabama Attorney General’s web site at <https://www.alabamaag.gov/Forms>

21. Certification Pursuant to Act No. 2006-557

Section 41-4-142 of the Code of Alabama 1975 (Act No. 2006-557) provides that every bid submitted and contract executed shall contain a certification that the supplier, supplier, and all of its affiliates that make sales for delivery into Alabama or leases for use in Alabama are registered, collecting, and remitting Alabama State and local sales, use, and/or lease tax on all taxable sales and leases into Alabama. By submitting this bid or proposal, the supplier is hereby certifying that they are in full compliance with Section 41-4-142, they are not barred from bidding or entering into a contract as a result and acknowledges that the awarding authority may declare the contract void if the certification is false.

22. Supplier Qualifications

After bid opening, the State reserves the right to request written proof of qualifications including, but not limited to, manufacturer’s reseller authorization, professional licenses, certificates of insurance, etc.

23. Pricing

The State of Alabama reserves the right to conduct analysis based on cost realism and/or price reasonableness for any or all bids as determined necessary in the sole discretion of the Chief Procurement Officer. Such analysis may include requests pursuant to Section 41-4-141 of the Code of Alabama 1975.

24. Product Delivery, Receiving and Acceptance:

In accordance with the Uniform Commerce Code (Title 7 of the Code of Alabama 1975), after delivery, the State of Alabama shall have the right to inspect all products before accepting. The State will inspect products in a reasonable timeframe. Signature on a delivery document does not constitute acceptance by the State. The State will accept products only after satisfactory inspection.

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25. Invoices

Inquiries concerning invoice payments are to be directed to the receiving agency.

26. Late Payments

Penalty for agencies paying invoices late may not exceed the rate charged by State of Alabama Comptroller's Office per Section 41-16-3 of the Code of Alabama 1975 and as established by the Secretary of the Treasury under the authority of 26 U.S.C. §6621.

27. Electronic Payments

Suppliers must accept multiple forms of electronic payment at no additional cost to the State. Payment forms include but are not limited to state issued credit cards, P-cards, EFT or other forms of electronic payment.

28. Supplier Registration

Suppliers may receive bid notices by registering for commodities at the Alabama Buys supplier portal, <https://alabamabuys.gov>

29. Internet Website Links

Internet and/or website links will not be accepted in solicitation responses as a means to supply any requirements stated in this solicitation.

30. Solicitation Responses and Results

The complete solicitation file will be made available for review as provided by (or as outlined) in Section 41-4-115 of the Code of Alabama 1975 and Rule 355-4-1-.04 of the Department of Finance Administrative Code.

31. Exception to Terms and Conditions

Suppliers may place any qualifications, exceptions, conditions, reservations, limitations, or substitutions in their bid or proposal concerning the contract terms and conditions. However, the State is not obligated to accept any changes to the published terms and conditions of the solicitation.

32. Intent to Award

The State of Alabama Office of the Chief Procurement Officer will issue an 'Intent to Award' before a final award is made. The 'Intent to Award' will continue for a period of five (5) calendar days, after which the award will be final provided there are no protests. A detailed explanation of this process may be reviewed in the Alabama Administrative Code – Chapter 355-4-6-.01. All protest communications filed via email must be sent to: protests@purchasing.alabama.gov

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33. Confidentiality

Procurement information is a public record to the extent provided by state law and shall be available to the public. Section 41-4-115 of the Code of Alabama 1975 defines what is exempt from disclosure. Additional rules are included in Rules 355-4-1-.03(4) and 355-4-1-.04 of the Alabama Department of Finance Administrative Code.

34. Click Wrap

The State of Alabama acknowledges that additional terms between the supplier and the State or third-party terms may apply but does not agree to be bound by them unless provided for review and separately agreed to in writing by an authorized official of the State of Alabama. If the purchase or use of the supplies or services provided utilizes a computer interface, no State of Alabama end user shall be deemed to have agreed to any clause by virtue of it appearing in an "I agree" click box or other comparable mechanism ("click-wrap" or "browse-wrap"); rather the terms and conditions, such as End User License Agreements, may only be accepted by inclusion in an agreement and signature by an authorized official of the State of Alabama. If the terms and conditions or any other third-party terms and conditions are invoked through click wrap, execution by any unauthorized individual shall not bind the end user or the State of Alabama to such clause. Any clause which requires the State of Alabama to indemnify another party or clause which assigns jurisdiction to any state other than Alabama which is contained in such click-wrap is deemed to be stricken from the terms and conditions unless expressly agreed in writing and under the signature of an authorized individual.

35. Assignment

Any contract which results from this solicitation shall not be assignable by supplier without written consent of the State of Alabama. Any assignment or other transfer in violation of this provision will be null and void.

36. Debarment and Suspension

Supplier certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any governmental department or agency. If supplier cannot certify this statement, supplier must attach a written explanation for review by the Chief Procurement Officer.

37. Merit System Exclusion

It is understood and agreed that supplier is an independent supplier and as such all services rendered by supplier and its agents and employees thereof shall be as an independent supplier and not as an employee, Merit or otherwise, of the State of Alabama, and supplier or its agents and employees thereof shall not be entitled to or receive Merit System benefits.

38. Severability

In the event any provision of this solicitation or resulting contract shall not be enforceable, the remaining provisions shall continue in full force and effect.

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39. Volume of Business

Except as otherwise stated in this solicitation, the State of Alabama cannot and does not guarantee any volume of business.

40. Waiver

The failure of the State of Alabama to require performance of any provisions of this solicitation or resulting contract shall not affect the State's right to require performance at any time thereafter, nor shall a waiver of any breach or default constitute a waiver of any subsequent breach or default nor constitute a waiver of the provision itself.

41. Legislative Contract Review Committee

Personal and professional services contracts with the State may be subject to review by the Contract Review Permanent Legislative Oversight Committee in accordance with Section 29-2-40, et seq. of the Code of Alabama 1975. The supplier is required to be knowledgeable of the provisions of that statute and the rules of the committee. These rules can be found at <https://alison.legislature.state.al.us/contract-review>. If a contract resulting from this RFP is to be submitted for review the service provider must provide the forms and documentation required for that process.

42. Compliance with Ala. Act No. 2023-409.

In compliance with Ala. Act No. 2023-409, by signing this contract, Supplier provides written verification that Supplier, without violating controlling law or regulation, does not and will not, during the term of the contract engage in economic boycotts as the term "economic boycott" is defined in Section 1 of the Act. Under Section 2 of the Act, the written verification may be waived if the contracting governmental entity determines based on cost and quality factors that such a waiver is clearly in the best interest of the public.

By submitting a response, I hereby affirm the following:

I acknowledge receipt of the solicitation and all amendments (new rounds). I have read the solicitation and agree to furnish each item or service offered at the price quoted. I will comply with all terms and conditions contained within this solicitation. I have not been in any agreement of collusion among bidders in restraint of freedom of competition by agreement to bid at a fixed price or to refrain from bidding. I further certify that I am not barred from bidding or entering into a contract and acknowledge that the State may declare the contract void if this certification is false.

Revised 06/03/2025

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Alabama Council on Developmental Disabilities

RSA Union Building
100 North Union Street, Suite 682
Montgomery, AL 36130-1410

www.acdd.org

July 3, 2025

Public Awareness Request for Proposal (RFP)

RFP #ACDD FY2025-03

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 ACDD announces the availability of funds to **support public awareness and related activities** that 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 that support 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 public awareness and related activities. The ACDD is seeking an entity to provide the activities listed below.

- # Website updates, hosting, accessibility, and maintenance
- # Photography for the website (i.e., the Council needs headshots of up to 40 Council members and staff)
- # Social media account management (Facebook, X or Twitter, LinkedIn, and Instagram)
- # Social media content development (e.g., graphics)
- # Digital advertising
- # Publicizing the projects and initiatives of the Council and its partners via its website, social media accounts, quarterly newsletter, etc.
 - o Note: The Council receives updates from grantees and/or other partners at least quarterly.
- # Technical assistance as necessary
- # Development, design, and/or digital distribution of accessible materials (e.g., press releases; Council reports and forms; flyers, brochures, and other handouts)
 - o Example: ACDD Annual Report design and digital distribution
 - o Example: ACDD Five-Year State Plan support (i.e., provide email marketing, press releases, and/or other public awareness activities that promote the state plan)
- # Public awareness activities that promote positive perceptions of people with developmental disabilities
 - o Note: The Council is open to ideas from responders.

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- # Execution of other suggested activities offered by the responder to this proposal that may assist the Council with effectively conducting public awareness activities
- # Provision of any available platform or other analytics related to the aforementioned activities

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

- # Attend Council events and/or other disability-related events
 - o Note: Council meetings are held quarterly in hybrid format; Council grantees and partners typically attend Council meetings.
- # Remain informed of news and topics related to developmental disabilities

Responding entities should be able to demonstrate at least five years of experience in communications, marketing, advertising, media consulting, and/or public relations. Entities should have experience in working with disability organizations, community organizations, human service entities, and/or state or federal agencies. Please provide work samples and other evidence that demonstrates experience in these areas.

Up to \$50,000.00 is available for a 12-month grant period. Entities should propose a reasonable, justifiable budget for implementing requested activities. Funding is available for a 12-month grant period tentatively scheduled to start **October 1, 2025**. The grant period ends **September 30, 2026**. Grants may be renewed for up to an additional two years based upon performance, **the availability of federal funds**, and recommendations of the ACDD.

Issuance of this RFP does not obligate the ACDD to award grants. All proposals become the property of the 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 **Monday, July 14, 2025, at 12:01 PM CT**. Questions should be emailed to melissa.sylvester@mh.alabama.gov.

Proposal Due Date: Tuesday, August 5, 2025, at 12:01 PM CT

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 (5 Points)
 - a. Use the Project Profile Form (See Appendix)
2. Signed Assurances Form (2 Points)
 - a. Sign as specified (See Appendix)

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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 activities. Include in the description any previous experience implementing any disability-related public awareness activities.
 - c. Describe your experience in website design and social media management.
 - d. Describe your experience in working with disability organizations, community organizations, human services entities, and/or state or federal agencies.
4. Work Samples (20 Points)
 - a. Provide at least four examples of prior work products (e.g., graphics, press releases, printed handouts) from current or former clients.
5. Team Qualifications (15 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 Awareness Plan (15 Points)
 - a. Develop and provide a public awareness plan or solution for the requests or needs of the ACDD.
 - b. Please include goals, objectives, activities, timelines, and evaluation methods.
 - c. Please provide a description of how the Council or its leadership will be involved in the planning and implementation of the public awareness plan or solution.
7. Budget Form and Budget Justification Addendum (20 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

State of Alabama vendor requirements: 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 through Homeland Security.

Register with the State of Alabama Accounting and Resource System (STAARS) Vendor Self Service at: <https://procurement.staars.alabama.gov/webapp/PRDVSS1X1/AltSelfService>

Grant Selection Process

The grant selection process is highly competitive. The ACDD Program Planning Committee will recommend the proposal(s) that fully meet the intent of the Request for Proposal (RFP) as set forth by the ACDD. The recommendation is usually based on the highest scoring proposal;

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however, this may not always be the case if other ranked proposal(s) more adequately meet the RFP intent or have greater statewide significance or impact. Proposals recommended by the Program Planning Committee are forwarded to the Executive Committee. The Executive Committee will then make recommendations, which are forwarded to the full Council for a vote. The ACDD awards contracts to applicants submitting proposal(s) offering the best value on the basis of meeting the intent of the RFP and providing the most optimized quality and cost efficiency. Upon Council approval, Grant Award Notices and letters of approval are issued to applicants whose projects have been approved.

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.

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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: Federal Request = Local Match

3

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

3

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 Rights Reserved

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

1. Reject any and all proposals if RFP instructions are not followed.
2. Reject an application that does not meet the intent of the RFP.

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3. 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 interests of the state of Alabama.
4. If unable to negotiate the contract with the selected applicants within 90 days, the ACDD may begin contract negotiations with the next highest scoring qualified applicant(s).

The issuance of an RFP does not obligate the ACDD to award grants. All proposals become the property of the ACDD and will not be returned. Late or incomplete proposals will not be accepted. The Council reserves the right to accept or reject any or all of the responses received as a result of this RFP or to cancel this request in whole, or in part, at any time if it is in the best interest of the Council. The Council also reserves the right to issue amendments to this RFP. If funds from the U.S. Department of Health and Human Services (HHS) are not available, then 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.

Funded Contract Evaluation

This ACDD grant will be evaluated on compliance with the proposed and contracted goals, objectives, and timelines specified in the most current Project Management Plan. Compliance will be followed through reports the contractor submits quarterly, etc.

The Alabama Council on Developmental Disabilities is supported by the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award typically totaling \$1,287,864.00 with 100% funding by HHS. Grantees undertaking projects with government sponsorship are encouraged to express freely their findings and conclusions. Therefore, points of view or opinions do not necessarily represent the official views of, nor an endorsement by, HHS or the U.S. Government.

Appendices

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

Note: If any forms are not displaying in STAARS, then please view the RFP on the ACDD website (acdd.org) to obtain the forms.

Project Profile Form

Assurances

The grantee assures:

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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.

Agency Authorized Signature

Budget Form

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Subtotal for Personnel			\$	\$
Operations				
Subtotal for Operating Expenses			\$	\$
Grand Totals				

Proposal Content: Public Awareness

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 the 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 (on an USB flash drive) of the proposal.
10. The Council will accept proposals with information printed on both sides of the page.

Note: If any forms are not displaying in STAARS, then please view the RFP on the ACDD website (acdd.org) to obtain the forms.

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

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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 an USB flash drive of your proposal, must be received at the following address no later than **Tuesday, August 5, 2025, at 12:01 PM CT**. Proposals must be clearly marked as **ACDD Public Awareness**.

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. The ACDD expects a final selection on or around **Friday, August 22, 2025**.

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:

Statement of Work	Page Limit	Assigned Weight
Project Profile Form	Not to exceed 1 page	5
Assurances Form	Not to exceed 1 Page	2
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	15
Public Awareness Plan	N/A	15
Budget Forms	N/A	20
References	N/A	3
TOTAL		100

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 RFP.
- # Record of past performance, quality of work, ability to meet schedules, cost control, and contract administration to meet the RFP.
- # Ability to meet deliverables and provide services as outlined in the RFP.

Public Awareness RFP #ACDD FY2025-03

Dates and Deadlines

Item	Date	Methods of Notification
RFP Release	Thursday, July 3, 2025	USPS, ACDD Website, ADMH Website, STAARS Website

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Deadline to submit RFP questions or requests for clarification	Monday, July 14, 2025, by 12:01 PM CT	Email to: melissa.sylvester@mh.alabama.gov
RFP Questions and Answers Posted	Monday, July 21, 2025	ACDD website: www.acdd.org ADMH website: www.mh.alabama.gov
RFP Submissions	1 original and 5 copies and 1 electronic copy on an USB Flash Drive	USPS or FedEx or UPS (Review mailing note)
RFP Submissions Due	Tuesday, August 5, 2025, by 12:01 PM CT	USPS or FedEx or UPS (Review mailing note)
Notification of selection status	Friday, August 22, 2025, approximately	USPS/Email (In writing)
Grant Proposal Start Date	October 1, 2025*	USPS/Email
Grant End Date	September 30, 2026	In writing

*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 through 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.