



## State of Alabama Solicitation

<b>Solicitation</b> RFP 050 2023-01	<b>Document Phase</b> Final	<b>Document Description</b> Provide media campaign concerning suicide prevention
<b>Procurement Folder</b> 1687203	<b>Creation Date</b> 01/03/23	<b>Print Date</b> 01/04/23

## Request for Proposals

### CONTACTS

Contact	Name	E-mail	Phone
Requestor:	Dixie Black	dixie.black@va.alabama.gov	3342425088
Issuer:	Dixie Black	dixie.black@va.alabama.gov	3342425088
Buyer:	Dixie Black	dixie.black@va.alabama.gov	3342425088

Bids will be accepted from: 01/10/23

to: 02/01/23

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: PRF07000014 Quantity:  
Commodity Description: Communications Marketing Services Unit:  
Extended Description:

Communications Marketing Services

### SHIPPING AND BILLING

#### Shipping

DEPT. OF VETERANS AFFAIRS SANDRA LUCAS  
SANDRA LUCAS ASST COMM  
RSA UNION BUILDING: 100 N. UNION BUILDING, SUITE 850  
MONTGOMERY, AL 36104  
USA

Delivery Date:

#### Billing

DEPT. OF VETERANS AFFAIRS  
DIXIE BLACK / 334-242-5077  
P O BOX 1509  
MONTGOMERY, AL 361021509  
USA

Delivery Type:

### COMMODITY INFORMATION

Group: 1 Line: 2 Line Type: Service  
Commodity Code: PRF08000001 Quantity:  
Commodity Description: CONSULTING SERVICES Unit:

**Extended Description:**

CONSULTING SERVICES

**SHIPPING AND BILLING**

**Shipping**

DEPT. OF VETERANS AFFAIRS SANDRA LUCAS  
SANDRA LUCAS ASST COMM  
RSA UNION BUILDING: 100 N. UNION BUILDING, SUITE 850  
MONTGOMERY, AL 36104  
USA

**Billing**

DEPT. OF VETERANS AFFAIRS  
DIXIE BLACK / 334-242-5077  
P O BOX 1509  
MONTGOMERY, AL 361021509  
USA

**Delivery Date:**

**Delivery Type:**

**COMMODITY INFORMATION**

**Group:** 1 **Line:** 3 **Line Type:** Service

**Commodity Code:** PRF29000001 **Quantity:**

**Commodity Description:** Marketing Services (Incl. Distribution, Research, **Unit:**

**Extended Description:**

Marketing Services (Incl. Distribution, Research, Sales Prom

**SHIPPING AND BILLING**

**Shipping**

DEPT. OF VETERANS AFFAIRS SANDRA LUCAS  
SANDRA LUCAS ASST COMM  
RSA UNION BUILDING: 100 N. UNION BUILDING, SUITE 850  
MONTGOMERY, AL 36104  
USA

**Billing**

DEPT. OF VETERANS AFFAIRS  
DIXIE BLACK / 334-242-5077  
P O BOX 1509  
MONTGOMERY, AL 361021509  
USA

**Delivery Date:**

**Delivery Type:**

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GENERAL TERMS AND CONDITIONS FOR RFP FOR SERVICES v 7-9-15 rhc edit 7-28-15

**GENERAL TERMS AND CONDITIONS FOR THIS REQUEST FOR PROPOSALS** - All proposals are subject to these Terms and Conditions.

**1. PROHIBITED CONTACTS; INQUIRIES REGARDING THIS RFP** – From the Release Date of this 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 subsequent to the Release Date, or other employees or representatives of the Soliciting Party regarding this RFP or the underlying transaction except the designated contact(s) identified in {insert *location in RFP where contacts are identified, such as Section S or Item 2.*}

Questions relating only to the RFP process may be submitted by telephone or by mail or hand delivery to: the designated contact. Questions on other subjects, seeking additional information and clarification, must be made in writing and submitted via email to the designated contact, sufficiently in advance of the deadline for delivery of Proposals to provide time to develop and publish an answer. A question received less than two full business days prior to the deadline may not be acknowledged. Questions and answers will be published to those parties submitting responsive proposals.

**2. NONRESPONSIVE PROPOSALS** - Any Proposal that does not satisfy requirements of the RFP may be deemed non-responsive and may be disregarded without evaluation. Clarification or supplemental information may be required from any Proposer.

**3. CHANGES TO THE RFP; CHANGES TO THE 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.

**4. EXPENSES** - Unless otherwise specified, the reimbursable expenses incurred by the service provider in the providing the solicited services, shall be charged at actual cost without mark-up, profit or administrative fee or charge. Only customary, necessary expenses in reasonable amounts will be reimbursable, to include copying (not to exceed 15 cents per page), printing, postage in excess of first class for the first one and one-half ounces, travel and preapproved consulting services. Cost of electronic legal research, cellular phone service, fax machines, long-distance telephone tolls, courier, food or beverages are not reimbursable expenses without prior authorization, which will not be granted in the absence of compelling facts that demonstrate a negative effect on the issuance of the bonds, if not authorized.

If pre-approved, in-state travel shall be reimbursed at the rate being paid to state employees on the date incurred. Necessary lodging expenses will be paid on the same per-diem basis as state employees are paid. Any other pre-approved travel expenses will be reimbursed on conditions and in amounts that will be declared by the Issuer when granting approval to travel. Issuer may require such documentation of expenses as it deems necessary.

**5. REJECTION OF PROPOSALS** - The Soliciting Party reserves the right to reject any and all proposals and cancel this Request if, in the exercise its sole discretion, it deems such action to be in its best interest.

**6. EXPENSES OF PROPOSAL** – The Soliciting Party will not compensate a Proposer for any expenses incurred in the preparation of a Proposal.

**7. DISCLOSURE STATEMENT** - A Proposal must include one original Disclosure Statement as required by Code Section 41-16-82, et seq., *Code of Alabama 1975*. Copies of the Disclosure Statement, and information, may be downloaded from the State of Alabama Attorney General’s web site at <https://www.alabamaag.gov/Documents/files/File-AL-Vendor-Disclosure-Statement.pdf> and <https://www.alabamaag.gov/Documents/files/Vendor-Disclosure-Instructions.pdf>.

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**8. LEGISLATIVE CONTRACT REVIEW** - 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., Code of Alabama 1975. The vendor is required to be knowledgeable of the provisions of that statute and the rules of the committee. These rules can be found at <http://www.legislature.state.al.us/aliswww/AlaLegJointIntCommContracReview.aspx>. 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.

**9. THE FINAL TERMS OF THE ENGAGEMENT** - Issuance of this Request For Proposals in no way constitutes a commitment by the Soliciting Party 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 Soliciting Party as evidenced by the signature thereon of its authorized representative. Provisions of this Request For Proposals and the accepted Proposal may be incorporated into the terms of the engagement should the Issuer 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 vendor, including those limiting damages to the cost of goods or services.

**10. BEASON-HAMMON ACT COMPLIANCE.** A contract resulting from this RFP will include provisions for compliance with certain requirements of the *Beason-Hammon Alabama taxpayer and Citizen Protection Act* (Act 2011-535, as amended by Act 2012-491 and codified as Sections 31-13-1 through 35, Code of Alabama, 1975, as amended), as follows:

E- VERIFY ENROLLMENT DOCUMENTATION AND PARTICIPATION. As required by Section 31-13-9(b), Code of Alabama, 1975, as amended, Contractor that is a "business entity" or "employer" as defined in Code 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.

CONTRACT PROVISION MANDATED BY SECTION 31-13-9(k):

By signing this contract, the contracting parties affirm, for the duration of the 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.

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January 10, 2023

RFP #2023-01

Dear Vendor:

The Alabama Department of Veterans Affairs is soliciting proposals to provide a media campaign to raise awareness of suicide prevention among military Service Members, Veterans, and their Families within the State of Alabama. Proposals will be accepted until **Wednesday, February 1, 2023, at 2 p.m. (CST)**.

The submission of a proposal does not guarantee the award of a contract. Any contract resulting from the proposal is effective once it receives all required governmental approvals and signatures. In addition, the selected vendor shall begin performing work under this contract when 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 printed form and contain an original signature. Submissions should be sent or hand delivered to:

Alabama Department of Veterans Affairs  
Assistant Commissioner of Outreach and Engagement  
100 North Union Street, Suite 850  
Montgomery, AL 36104

If using the USPS, submissions should be mailed to:  
Alabama Department of Veterans Affairs  
Assistant Commissioner of Outreach and Engagement  
PO Box 1509  
Montgomery, AL 36102

**MAILING NOTE:** Proposals may be sent via Regular US Postal Service (USPS) Mail, Express/Overnight USPS Mail, commercial delivery services 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 through the State mail facility before it is forwarded to the appropriate State agency, thus delaying its arrival to the department. 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.

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**The proposal must 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,

Sandra Lucas  
Assistant Commissioner,  
Outreach and Engagement

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**Organization:** Alabama Department of Veterans Affairs (ADVA)

**RFP Closing Date:**  
**Wednesday, February 1, 2023, at 2 p.m. (CST)**  
**Email or faxed responses are not accepted.**

**RFP Contact Info:**  
Sandra Lucas, Assistant Commissioner  
PO Box 1509  
Montgomery, AL 36102  
Telephone Number: (334) 353-5077  
Email: [Sandra.Lucas@va.alabama.gov](mailto:Sandra.Lucas@va.alabama.gov)

**MAILING NOTE:** Proposals may be sent via Regular US Postal Service (USPS) Mail, Express/Overnight USPS Mail, commercial delivery services 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. 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 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.

#### **ADDITIONAL INFORMATION**

1. Who may respond to this RFP? Individuals, Marketing, Advertising, and Public Relations Agencies or Firms.
2. Who may not respond to this RFP? ADVA contracted service providers, ADVA employees, and current state employees.
3. To do business in the State of Alabama, all domestic and foreign businesses 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 through Homeland Security;  
\*Register with Alabama Buys <https://alabamabuys.gov/page.aspx/en/usr/login?ReturnUrl=%2fpage.aspx%2fen%2fbuy%2fhomepage>; and  
\*Adhere to state contracting requirements including, but not limited to, the provision of various documents issued by the Alabama Chief Procurement Officer, <https://purchasing.alabama.gov/>.

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5. The Department of Veterans Affairs reserves the right to accept proposals only if RFP instructions are adhered to. Failure to meet certain RFP instructions will result in immediate rejection of a proposal, such as: receipt by ADVA after the RFP closing date and time (see mailing note), or failure to submit the requested # of submissions.

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## REQUEST FOR PROPOSAL (RFP)

The Alabama Department of Veterans Affairs (ADVA) Office of Outreach and Engagement is **seeking proposals from marketing, advertising, and public relations individuals and agencies to develop a statewide media campaign in Alabama to raise awareness surrounding suicide among Service Members, Veterans, and their Families (SMVF) and promote prevention.** ADVA intends to engage with state and federal agencies, non-governmental organizations, non-profits, college and university veteran student organizations, faith-based organizations, and Alabama communities in messaging and placement of information. The engagement will form partnerships to raise awareness of suicide among SMVF.

### I. INTRODUCTION

Suicide is a national public health challenge that causes immeasurable pain among individuals, families, and communities across the country. Our SMVFs have made insurmountable sacrifices to protect our country and our freedom. Alabama will stand with our SMVFs and commit to doing everything possible to prevent suicide in the SMVF community.

In May 2019, the Legislature of the State of Alabama created the Task Force on Veterans' Suicide in Alabama (Act Number 2019-144), and in early 2020 Alabama joined the national Governor's Challenge to Prevent Suicide Among SMVF. This is a well-established national program sponsored by the U.S. Department of Veterans Affairs (VA) and the Substance Abuse and Mental Health Services Administration (SAMHSA). In 2021, state legislation merged the Task Force on Veterans' Suicide and the Governor's Challenge (Act 2021-90). The SMVF suicide program is now collectively referred to as "Alabama's Challenge." This initiative seeks to provide SMVFs in crisis with emotional support and substantive help, regardless of financial circumstances.

The ADVA desires to contract with an experienced individual or entity to implement a statewide media campaign to raise awareness and promote suicide prevention among SMVFs in Alabama. The contracted media campaign should be consistent with, and complement, all previous campaigns on the topic of SMVF suicide prevention by ADVA.

### II. BACKGROUND

Seventeen veterans die by suicide every day in this country. Many of those veterans are from Alabama. With as many as 400,000 veterans living in Alabama, we believe every possible effort should be undertaken to give back to those who faithfully served our country.

The national tragedy of suicide is a serious public health concern and one that is preventable. It affects everyone. Alabama is working hard to end SMVF suicide by engaging various partners from different sectors. Our responsibility is to care for the people who have sacrificed for our freedom.

For this RFP, ADVA has yet to identify a specific budget. However, ADVA believes this effort's manifestations should be accomplished with high-quality production values. At the same time, ADVA has in-house resources, particularly in public relations and event planning. As a result, the successful firm will act as an extension of ADVA, working closely with agency personnel, even on a day-to-day basis.

Because ADVA is focused primarily on digital marketing regarding Alabama's Challenge events, it's essential to implement strategy, tactics, and messaging within specified markets around the state. These markets have been identified as the Birmingham metropolitan area, Huntsville/Madison, Opelika/Auburn, Baldwin County, Calhoun County, and the Wiregrass.

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These areas are chosen for three factors: 1) The high population of SMVF, 2) Alarming high veteran suicide rates, and 3) Previously developed partnerships within suicide prevention.

### **III. TARGET POPULATION**

This SMVF suicide prevention campaign embraces a comprehensive effort to reach a variety of audiences:

- Those SMVFs facing personal challenges, particularly those that impact mental health
- The families and friends of SMVF in crisis
- Those professionals who may encounter an SMVF in crisis, including first responders and other emergency personnel
- Those who may encounter an SMVF in crisis as part of counseling, including mental health professionals, healthcare providers, clergy, human resource officers, and others
- Those displaying signs of a crisis (see a list at <https://www.veteranscrisisline.net/signs-of-crisis/>)

Given a diverse set of audiences, this ultimately means a diverse group of messages:

- For veterans and service members in crisis and their loved ones, information to help them receive swift and substantial support based on the unique emotional needs of veterans and service members
- For first responders and other emergency personnel, the tools they need to identify an SMVF in crisis and direct that individual, without delay, to the help needed
- For those potentially encountering an SMVF in crisis as part of their professional duties, more in-depth education helps them identify the individual in a situation and understand the full range and depth of available resources.

All facets of the marketing campaign revolve around a single objective – To help a service member, veteran, or family member in crisis get through their struggle, putting that person on a path to a more emotionally healthy and hopeful life.

### **IV. GOALS**

Media efforts will support the statewide goals and objectives of the SMVF suicide prevention campaign. The contracted media campaign should be consistent with, and complement, all previous campaigns on the topic of SMVF suicide prevention by ADVA.

Through the implementation of this media campaign, the ADVA is striving to accomplish the following goals:

- To educate and promote statewide awareness initiatives for suicide prevention among SMVF in Alabama communities
- Launch digital-specific marketing and advertising campaigns targeting regions of Alabama
- Increase public attendance and vendor participation for Alabama’s Challenge events

### **Tactics and Metrics**

<u>Develop creative work target for each targeted audience</u>	<b><u>Completion and placement</u></b>
<u>Work with broadcasters, radio, and television to air PSAs in conjunction with local news stories.</u>	<b><u>Ad placements &amp; stories</u></b>
<u>Utilize and provide an ongoing, keyword-based dialog on social media that reaches all interested parties</u>	<b><u>Reach 5,000 followers on Facebook. Steady and increasing traffic through social media links to the ADVA page.</u></b>

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Town hall meetings to spur local interest with veterans organizations and local counseling providers

**Wide attendance by SMVF and a diverse range of providers of services to veterans**

## V. CONTRACTOR QUALIFICATIONS

The contractor is expected to possess the following qualifications:

- Must have the ability to design and produce videos for broadcast and social media use, print promotional materials, website content, graphics for digital use and print material, and media kits
- Must have the ability to implement digital marketing plans for event promotion
- Must be able to purchase and place media appropriately with print, broadcast, website, and social media sites to reach target audiences, producing invoices and records reflecting airtime reach and frequency of commercials, public service announcements, etc.

The contractor will provide the following services:

- Produce media announcements and media-related activities for the SMVF suicide prevention campaign
- Utilize mass media venues to reach the agreed-upon target
- Make every effort for value-added exposure (via bonus spots, PSAs, and other means) through every phase of the project
- Use public relations, news coverage, and other venues to spread the SMVF suicide prevention message
- Coordinate efforts with the ADVA Office of Outreach and Engagement to produce and distribute op-eds statewide to facilitate articles and news coverage written explicitly about the campaign

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## VI. CONTRACTUAL LIMITATIONS

All contracts resulting from this RFP shall be one year with the option to renew. All contracts shall be subject to the availability of funds and the continuation of this project. If the funding or service requirements relative to this project are altered, contracts will be amended accordingly.

## VII. VENDOR ELIGIBILITY

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

- State of Alabama vendor requirements
- A minimum of 5 years' experience in marketing, advertising, or public relations
- Experience in agency or business media campaigns
- Knowledge of various marketing concepts and strategies
- Ability to illustrate cultural competence and sensitivity as it relates to diverse populations
- Knowledge and application of media ethics
- Familiarity with obtaining appropriate media permissions/releases
- Enthusiasm and demonstrated interest in the project

## VIII. PROPOSAL REQUIREMENTS

The Alabama Department of Veterans Affairs Office of Outreach and Engagement is seeking proposals from marketing, advertising, or public relations individuals or agencies to develop a statewide media campaign in Alabama to raise awareness surrounding suicide among service members, veterans, and their families and promote prevention. The proposals should illustrate consistency with, and ability to complement, all previous campaigns on the topic of SMVF suicide prevention by ADVA.

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

The information provided under each heading explains the intent of the section and describes the minimum information you are required to provide. Although minimum requirements must be addressed, the applicant must ensure that each response thoroughly describes the strategies and approaches or provides other relevant information to ensure that the section's topic 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, use a standard 12-point font (Times New Roman is preferred) with 1-inch margins, and **not exceed the page requirements listed below. Appendices are not included in the page restrictions.**

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## IX. 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 the contact person
- Date of submission

**Not to exceed one 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 SMVF suicide prevention
- A description of the ability to address the responsibilities and tasks of the media campaign
- Examples of prior media work with agencies and businesses

**Not to exceed ten pages.**

### Review Criteria: 40 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

The media team includes vital personnel with:

- Experience in developing and launching media campaigns
- Experience in strategizing digital marketing to promote town halls and other events
- Experience in conducting media surveillance to determine the effectiveness of programming
- Experience in collaborative initiatives
- Inclusion of the names and contact information of three clients (current or former) as references, designated separately as Appendix I)
- Sample media written product that summarizes media plans, processes, and outcomes (Provide separately as Appendix II)

**Not to exceed five pages.**

### Review Criteria: 40 Points

**The team qualifications are 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, others, etc.)

-Budget includes minimum administrative overhead

-A listing of all personnel, by position for this project, inclusive of the level of effort, who 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)

-All proposed costs are justifiable

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

**Not to exceed three pages.**

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**Review Criteria: 15 Points**

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

**E. Statutory Requirement**

-A disclosure statement must be completed and filed with all proposals, bids, contracts, or grant proposals submitted to the State of Alabama for more than \$5,000. This form is available at <https://www.alabamaag.gov/Documents/files/File-AL-Vendor-Disclosure-Statement.pdf>

**Not to exceed two pages.**

**Review Criteria: Threshold**

**ADVA reserves the right to request necessary amendments. However, proposals must have a completed disclosure to be considered.**

**X. REVIEW CRITERIA**

This announcement does not commit ADVA to award a contract or pay any costs incurred in preparing proposals. ADVA reserves the right to request necessary amendments; accept or reject, in whole or part, any proposals submitted; or cancel this announcement. The contract award(s) shall be based upon the proposal(s) most advantageous to ADVA.

The ADVA also reserves the right to waive any informality in this process, such as in the best interest of the ADVA, or to reject any or all provided RFPs. Where the ADVA may waive any informality, such waiver shall not modify the RFP requirements or excuse the applicant from fully complying with the contract.

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

**XI. SUBMISSION REQUIREMENTS**

Proposals shall be submitted in the following written format:

**TABLE OF CONTENTS:**

Page numbers shall be listed for each of the significant 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 must be addressed under the statement of work.

**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.

If it becomes necessary to revise any portion of the RFP, ADVA will post these changes on its website: [www.va.alabama.gov](http://www.va.alabama.gov).

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## Proposal Content

### **Instructions must be followed, or responses will not be graded.**

Each proposal contains **specific responses** to each request listed in section IX, paragraphs **A through E**. 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 **four copies** of your proposal must be received at the following address by **2 p.m. (CST) on Wednesday, February 1, 2023.**

Alabama Department of Veterans Affairs  
Assistant Commissioner of Outreach and Engagement  
100 North Union Street, Suite 850  
Montgomery, AL 36104

Proposals must be clearly marked **RFP 2023-01: Media Campaign**. All proposals received after the deadline will be deemed untimely and will not be reviewed. **Postmarks of the date mailed are insufficient.**

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

### **Evaluation Process**

A review committee will examine each eligible proposal submitted. The ADVA may elect to conduct interviews with finalists. ADVA expects a final selection on or around **February 16, 2023.**

### **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 evaluation plan:

<b>STATEMENT OF WORK</b>	<b>Page Limit</b>	<b>Total Points Available</b>
<b>A. Cover Page</b>	Not to exceed 1 page	5 Points
<b>B. Knowledge</b>	Not to exceed 10 pages	40 Points
<b>C. Qualifications, Experience, Prior Work</b>	Not to exceed 5 pages	40 Points
<b>D. Budget</b>	Not to exceed 3 pages	15 Points

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## Selection Criteria

Selection shall be based on the factors to be developed by the procuring state entity (ADVA), 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 media campaign requirements
- Resources available to perform the work, including any specialized experience in health-related media campaigns
- Record of past performance, quality of work, ability to meet schedules, cost control, and contract administration
- Ability to meet deliverables and provide services
- Ability and proven history in handling special project contracts

## DATES AND DEADLINES

RFP #2023-01

Item	Date	Methods of Notification
RFP Release	January 10, 2023	ADVA Website and STAARs website
Deadline to submit RFP questions or requests for clarification	January 25, 2023 by 2 p.m. (CST)	Email to <a href="mailto:Sandra.Lucas@va.alabama.gov">Sandra.Lucas@va.alabama.gov</a>
Begin Posting RFP Questions	January 23, 2023	ADVA website <a href="http://www.va.alabama.gov">www.va.alabama.gov</a>
RFP Submissions	1 original & 4 copies	USPS or FedEx or UPS or Hand Delivery (Review mailing note)
RFP Submissions Due	February 1, 2023 by 2 p.m. (CST)	USPS or FedEx or UPS or Hand Delivery (Review mailing note)
Notification of selection status	February 16, 2023 Approximately	USPS (In writing)

**Submit RFP Responses To:**  
Alabama Department of Veterans Affairs  
Assistant Commissioner of Outreach and Engagement  
RSA Union Building  
100 N. Union Street, Suite 850  
Montgomery, AL 36104  
**Or Mailed To:**

	Document Phase	Document Description	Page 19
2023-01	Final	Provide media campaign concerning suicide prevention	Total Pages: 19

Alabama Department of Veterans Affairs  
Assistant Commissioner of Outreach and Engagement  
PO Box 1509  
Montgomery, AL 36102

**Emailed or faxed responses are NOT ACCEPTED.**  
**All proposals received after the deadline will be deemed untimely and will not be reviewed.**