

Alabama State Department of Education



Request for Proposal

RFP ALSDE 2024-04

Child Nutrition Programs Marketing & Outreach Services

Alabama State Department of Education

Child Nutrition Programs

Note: FAXED OR E-MAILED PROPOSALS WILL NOT BE ACCEPTED.

Inquiries and response submissions related to this RFP are to be addressed to:

Cindy Gillespie

Office of Operations

Alabama State Department of Education

50 N. Ripley Street, Room P305

Gordon Persons Building

Montgomery, AL 36104

Email: cgillespie@alsde.edu

Deadline:

Proposals must be received no later than 4:00 p.m. on March 11, 2024

It is required that each vendor clearly mark the envelope RFP ALSDE 2024-04 in the lower left corner of the envelope (Response packages that are not marked will be rejected).

The proposal package must contain the following:

1. **Original proposal plus four copies** with original signatures (The proposal must be signed by an official authorized to legally bind the vendor to the information provided). **One (1) electronic copy** on a USB flash drive in MS Word format.
2. Must be currently registered with The Alabama Department of Finance, Division of Purchasing as a State Vendor and provide vendor number. <https://www.purchasing.alabama.gov>
3. The vendor must complete the affidavit for business entity/employer/vendor. Verification of enrollment in E-verify should be presented on the form found in Appendix A.

Proposal Opening

March 12, 2024

9:00 am

Gordon Persons Building, Child Nutrition Conference Room

50 North Ripley Street

Montgomery, AL 36104

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

Table of Contents

Section 1.00 Administrative Overview

- 1.1 Purpose and Background
- 1.2 Anticipated Timetable
- 1.3 Proposal Evaluation
- 1.4 Conditions and Terms

Section 2.00 Scope

- 2.1 Scope of Vendor's Work and Responsibilities
- 2.2 Scope of ALSDE Work and Responsibilities

Section 3.00 General Requirements

- 3.1 Requirements of Proposal

Section 4.00 General Terms and Conditions

- 4.1 Governance
- 4.2 Immigration
- 4.3 Conflict of Interest
- 4.4 Discrimination

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

Section 1.00 Administrative Overview

1.1 Purpose and Background

Purpose:

The purpose of the RFP is to solicit competitive, sealed proposals for marketing and community outreach services for the following United States Department of Agriculture (USDA) Food and Nutrition Services (FNS) programs administered by the Alabama State Department of Education (ALSDE) Child Nutrition Programs (CNP) section: the National School Lunch Programs (NSLP), Child and Adult Care Food Program (CACFP), the Summer Food Service Program (SFSP), The Emergency Food Assistance Program (TEFAP) and the Commodity Supplemental Food Program (CSFP) statewide and in target counties.

The objectives of these outreach efforts are to increase public awareness of program operations throughout the state of Alabama; to ensure that the program resources reach those underserved communities; to promote access to health, nutrition education and nutritious meals to all Alabamians who are in need.

The outreach desired will be consistent with the image and style of ALSDE CNP branding (Break for a Plate Alabama) and will include but not limited to:

- **Internet/Online and Other Electronic Marketing:** Targeted ad campaigns utilizing the current Break for a Plate Alabama website www.breakforaplate.com, social media, music, audiobook and professional training platforms, email, newsletters, Search Engine Marketing, Search Engine Optimization, diverse audience ads, remarketing, video ads, and geofencing marketing, which are used to disseminate time sensitive information, promote outreach activities to highlight program operators services, locations of sites for meal pickup or other food assistance, provide program information and other resources for participants of the services and potential providers of these services. Develop a plan to creatively use other types of media to enhance all outreach activities.
- **Outreach Materials:** Utilizing Break for a Plate logos, designed specifically for each program, to produce tangible marketing and advertisement materials and resources.
- **Broadcast Television:** The production of 30 second/one-minute commercials for use on major broadcast networks, and online television platforms (Hulu, Prime, Spectrum, etc.)
- **Targeted Marketing:** Billboard, Radio, and television marketing campaigns for each program in selected targeted counties based on the following timeframe: NSLP/CACFP/TEFAP/CSFP (year-round) and SFSP/SSO (May, June, July). Create opportunities for on-air interviews and radio commercials informing the public of the available programs.
- **Billboards:** To optimize premium visibility, traditional billboards at strategic streets and intersections in targeted counties/cities and near prominent venues around the state.
- **Radio:** From 30 second/one-minute advertisements to possible sponsorship on a diverse variety of radio broadcasts, the radio campaign needs to reach wide audiences with positioning on multi-cultural radio platforms, and be available both in English and Spanish, depending on the primary audience of the station.
- **Translation Services** – Ability to translate existing sponsor resources and any developed materials, ads, websites, etc., into languages other than English to assist with targeted outreach services in those diverse communities.

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

- **Marketing Merchandise:** ALSDE CNP collateral, including but not limited to apparel, promotional items (mouse pads, pens, wristbands, etc.)
- **Graphics** - Develop and implement new graphics to enhance existing “Break for a Plate” materials and resources.
- **Training/Workshops/Conferences/Meetings** – Create materials such as press releases, email templates and presentations to advertise these type events through email, social media, and other available channels.

Background:

NSLP provides nutritionally balanced, low-cost, or no-cost lunches to children each school day in public and nonprofit private schools and residential childcare institutions (RCCIs). The NSLP was established under the Richard B. Russell National School Lunch Act, signed into law in 1946.

CACFP helps child and adult care institutions, and family or group day care homes provide nutritious foods to young children, at-risk youth, and adults who are chronically impaired.

SFSP/SSO are federally funded, State-administered program that reimburses providers who serve free, nutritious meals and snacks to children and teens in low-income areas when school is not in session.

TEFAP is a program that helps supplement the diets of low-income Americans including elderly people by providing them with emergency food assistance at no cost.

CSFP works to improve the health of low-income elderly persons at least 60 years of age by supplementing their diets with nutritious, domestically sourced and produced food, known as USDA Foods.

In Alabama all of the above programs are administered by the ALSDE CNP. Each program plays a critical role in closing the nutrition gap that exists for low-income families when throughout the state. Each program is also underutilized in Alabama.

A successful marketing plan will inform families of approved program operations in their community as well as highlight the opportunities for potential sponsors to become an approved provider in those communities. Marketing the sites of SFSP sponsors statewide has been a valuable tool the past nine years in increasing awareness and decreasing child hunger for Alabama’s children. ALSDE CNP’s goal is now to expand those efforts across all programs under its umbrella to increase awareness which in turn will potentially increase participation and further decrease hunger among our children and the elderly in Alabama.

The ALSDE CNP has an established outreach program branded “Break for a Plate Alabama”. Within the guidelines established by ALSDE CNP, a marketing firm will have the tools, knowledge, and capability to create innovative, polished advertising that will highlight these programs and initiatives to accomplish the goal of these outreach efforts.

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

1.2 Anticipated Time Table

March 11, 2024	Proposal Submission Deadline
March 12, 2024	Bid Opening
February 20, 2024	Question Submission Deadline
February 22, 2024	Question Responses Due

1.3 Proposal Evaluation

An Evaluation Team will review the proposals and make a recommendation. The criteria listed below will be used to evaluate the proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFP.

Evaluation Criteria:

Vendor qualifications and experience	35 points
Budget Proposal	30 points
Detailed description and delivery of training materials, presentations, and/or modules	35 points

Best and Final Offers:

The ALSDE may either accept a vendor's initial proposal by award of a contract or enter into discussions with vendors whose proposals are deemed to be reasonably acceptable consideration for award. After discussions are concluded, a vendor may be allowed to submit a "Best and Final Offer" for consideration in a manner and method prescribed by the ALSDE. By submitting a proposal each vendor accepts and agrees to all conditions and requirements herein.

The ALSDE will make all decisions regarding evaluation of the proposal. The ALSDE reserves the right to judge and determine whether a request is compliant with and has satisfactorily met the requirements of the RFP. The ALSDE reserves the right to waive technical and other defects if, in its judgment, the interest of the ALSDE so requires. Any further information disclosed about the RFP during this process will be provided to all vendors in a manner and method prescribed by the ALSDE.

Rejection of Proposal:

ALSDE reserves the right to reject any or all proposals which are deemed to be non-responsive, late in submission, or unsatisfactory in any way. ALSDE shall have no obligation to award a contract for work, goods and/or services as a result of this RFP.

Qualified bidders aggrieved in connection with the with the solicitation of a contract may protest to the Chief Procurement Officer. See generally State of Alabama Department of Finance Administrative Code Regulations at <https://finance.alabama.gov/media/rnii4ga1/administrative-code-355-4-1-01-thru-06.pdf>.

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

Confidentiality:

All information contained in the RFP is considered to be the exclusive property of the ALSDE. Recipients of this RFP are not to disclose any information contained within the RFP unless such information is publically available. This RFP is provided for the sole purpose of allowing Vendors to respond to these specifications.

Selection Process:

The number of grants awarded depends on the number of proposals submitted and the quality of the proposed projects, funding availability and the best interests of the Agency.

The ALSDE will select the vendor that provides the most technically sound and cost-effective proposal that best fits the needs of the ALSDE. Final selection of the successful vendor will not be based solely on cost. The vendor product will be evaluated primarily on the scope of the activities linked to associated costs as detailed in the RFP. RFPs will be reviewed to ascertain that minimum requirements have been met. The ALSDE reserves the right to conduct discussions with potential vendors in order to clarify information contained in their proposals, but the ALSDE has no obligation to do so. The vendor will provide notice to the ALSDE any partnership with another firm to provide parts of the solution; however, the vendor must provide management of the partner and is responsible for all project performance. Any subcontractor or partner will be subject to the same vetting process as the vendor, and the vendor is responsible for ensuring that each subcontractor acknowledges and is contractually bound by the staffing plan and other commitments listed in this RFP.

Unless provided by law, nothing in this RFP shall be construed to create any legal obligation on the part of ALSDE or any respondents. ALSDE reserves the right, in its sole discretion, to amend, suspend, terminate, or reissue the RFP in whole or in part, at any stage. In no event shall ALSDE be liable to respondents for any cost or damages incurred in connection with the RFP process, including, but not limited to, any and all costs of preparing a response to this RFP or any other costs incurred in reliance on this RFP. No respondent shall be entitled to repayment from ALSDE for any costs, expenses, or fees related to the RFP. All supporting documentation submitted in response to the RFP will become the property of the ALSDE. Respondents may also withdraw their interest in the RFP, in writing, at any point in time, as more information becomes known. If, within the confines of this RFP, the vendor provides intellectual property be it understood that all RFP contents are subject to Open Records Act laws and thus are subsequently in the public domain.

Intent to Award

Division of Procurement will send out an intent to award to participating suppliers, defining the protest period. The CPO, Chief Procurement Officer, is the awarding authority and as such is a signatory on the agreement/contract.

Disclaimer Notice:

The ALSDE shall not be liable for any costs associated with the preparation of proposals or negotiations of a contract incurred by any party.

Availability of Funds:

It is expressly understood and agreed that the obligations of the ALSDE to proceed is conditioned upon the continued availability of funds that may be expended for these purposes.

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

1.4 Conditions and Terms

Contract Terms:

The contract resulting from this RFP may be renewable for four (4) additional years pending written agreement of the vendor & ALSDE, dependent upon required state approvals, availability of funds, performance evaluations of the project, at the full discretion of the ALSDE. The contract will commence pending Legislative Review Committee approval and Governor's signature.

The vendor shall be fully prepared to commence work after full execution of the contract by parties and the receipt of required governmental approvals.

Proposals should reference each element in the RFP by number on the cover of each copy and be arranged in the same sequence. All fees and costs are to be stated in United States currency. Vendors must reply to each element of the RFP.

Section 2.00 Scope

2.1 Scope of Vendor's Work and Responsibilities

- Work with ALSDE CNP staff to create, implement and sustain outreach efforts.
- Raise program awareness statewide with an emphasis on target counties to be determined.
- Existing ALSDE logos and brand name will be used in marketing campaign and resource materials.
- Use of media to provide outreach services statewide.
- Goods, services, and delivery of targeted program items
- Increase the number of meals served and food distributed statewide through outreach efforts
- Develop materials to provide program awareness in translations other than English to reach those underserved populations.
- Create techniques to help sponsors enhance their existing program operations.

2.2 Scope of Alabama State Department of Education's Work and Responsibilities

- ALSDE CNP will work closely with the vendor to facilitate operations, that enhance existing programs without interruption to applicant services.
- Develop an application process for participant selection.
- Coordinate locations and dates with awarded vendor.
- Information for services will be provided by USDA and ALSDE.

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

Section 3.00 General Requirements

3.1 Requirements of Proposal

The vendor must provide the following mandatory information. **Failure to provide this information may be cause for the proposal to be rejected.** Qualifications, experience, and cost will be evaluated for contract award. The proposal may be submitted under the same cover with Vendor Requirements and Cost Proposal in two distinct sections. E-verify information is required to be submitted for all employees to include contractors of the vendors if necessary and applicable.

Part I

Signed Cover Letter:

The cover letter shall serve as the first page of the vendor's proposal. The vendor shall complete the cover letter and attach it to the proposal in response to the RFP. The cover letter must be signed by an official authorized to legally bind the vendor. It will state that the vendor is a legal entity that will meet the specifications. The cover letter must accompany the submitted proposal. The letter accompanying the proposal must have original signatures and must include contact numbers and e-mail addresses for the authorized official signing the letters.

Part II

Vendor Qualification and Experience:

Vendor shall provide satisfactory evidence of the vendor's capability to coordinate the types of activities and to provide the services described in the RFP in a timely manner. Special attention should be given to the discussion of qualifications. The discussion shall include a description of the vendor's background and relevant experience as related to the required activities in the RFP.

Part III

Vendor shall provide a detailed plan describing how the services will be performed to meet the requirements of the RFP. The description shall encompass the requirements of this RFP. The response must be prepared and organized in a clear and concise manner that is easily understandable.

Vendor Organization:

Describe your organizational structure and explain how your organization qualifies to be responsive to the requirements of this RFP.

References:

The vendor shall provide a minimum of three (3) references that can support and validate training and/or projects and outcomes, including names or persons who may be contacted, position of person, addresses, and phone numbers where similar training and/or projects to that described in this RFP have been conducted.

Executive Summary:

An executive summary is required. This summary will condense and highlight the contents of the vendor's proposal.

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

Part IV

Cost Proposal:

Vendor shall include the fee structure and pricing for the training sessions/program. The vendor shall submit a cost proposal in addition to other required information.

Flat rates for half and/or whole day training sessions should be inclusive of travel and/or supplies and materials costs and identify if the training is in person or virtual, and the proposed number of participants. Flat rates for consulting, coaching, and/or professional services should stipulate the cost per hour and the proposed number of hours. Project costs must include all proposed necessary charges to be made by the grantee in accomplishing the objectives of the grant during the specified grant period (initial grants are generally for a one-year period unless otherwise noted).

Subcontractor Disclosure:

If the execution of work to be performed requires the hiring of Subcontractors, **you must clearly state this in the bid proposal and provide qualification for such individuals.** Sub-Contractors must be identified and the services they will provide or work they will perform must be clearly defined. The ALSDE will not refuse a proposal based upon use of a Sub-Contractor; however, the ALSDE reserves the right to refuse the Sub-contractor you have selected. Contractor and associated personnel shall remain solely responsible for the performance of all work, including work that may be sub-contracted.

Describe your rationale for utilizing Subcontractors including relevant past experience partnering with stated Subcontractor(s). Documents for E-verification of subcontractors are the sole responsibility of the contractor and must be available upon request to ensure compliance.

Section 4.00 General Terms and Conditions

4.1 Governance

This RFP and its terms shall be governed and construed according to the laws of the State of Alabama. Any dispute arising out of this RFP shall be brought in the State of Alabama, with venue in Montgomery County, Alabama. Vendors agree to comply with all applicable federal and state laws and regulations.

4.2 Immigration

The proposal must contain a statement that the firm is aware of and in compliance with the requirements of the Beason-Hammon Alabama Taxpayer and Citizen Protection Act; a statement that the vendor is enrolled in the E-Verify as required by Section 31-13-9 (b), Code of Alabama 1975, as amended:

BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT

COMPLIANCE

The Beason-Hammon Alabama Taxpayer and Citizen Protection Act (31-13-1 et seq, Code of Alabama, 1975 as amended by Act 2012-491) regulates illegal immigration in the State of Alabama. All contracts with the State or political subdivision thereof must fully comply with each provision as provided by law.

A proposal must include a statement that the vendor has knowledge of this law and is in compliance. Before

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

a contract is signed, the vendor awarded the contract must submit a Certificate of Compliance using the form at Appendix A. E-Verify enrollment can be accomplished at the website of the United States Department of Homeland Security at <http://www.uscis.gov>.

See Section 10 for additional language required by Section 10(k) of the Act to be included in the contract.

Rev.5-24-13

Conflict of Interest

The vendor attests that no employee, officer, or agent of the vendor shall participate in the selection, award, or administration of a contract if a real or apparent conflict of interest may be involved. A conflict would arise when the employee, officer, agent, any member of his or her immediate family, his or her partner, or an organization which employs or is about to employ any of the parties indicated herein has a financial or other interest in the organization selected for an award. The officers, employees, and agents of the vendor, if selected as the career planning system vendor, shall neither award nor offer gratuities, favors, nor anything of monetary value from vendors or subcontractors.

4.3 Discrimination

Alabama Non-Discrimination Statement:

No person shall be denied employment, be excluded from participation in, be denied the benefits of, or be subjected to discrimination in any program or activity on the basis of disability, gender, race, religion, national origin, color, age, genetic information, or any other category protected under the law. Ref: Sec. 1983, Civil Rights Act, 42 U.S.C.; Title VI and VII, Civil Rights Act of 1964; Rehabilitation Act of 1973, Sec. 504; Age Discrimination in Employment Act; the Americans with Disabilities Act of 1990 and the Americans with Disabilities Act Amendments Act of 2008; Equal Pay Act of 1963; Title IX of the Education Amendment of 1972; Title II of the Genetic Information Nondiscrimination Act of 2008. Title IX Coordinator, P.O. Box 302101, Montgomery, Alabama 36130-2101 or call (334) 694-4717.

USDA Non-Discrimination Statement:

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity. Program information may be made available in languages other than English.

Persons with disabilities who require alternative means of communication to obtain program information (e.g., Braille, large print, audiotope, American Sign Language), should contact the responsible state or local agency that administers the program or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339.

To file a program discrimination complaint, a Complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form which can be obtained online at: [USDA Program Discrimination Complaint Form](#) from any USDA office, by calling (866) 632-9992, or by writing a letter addressed to USDA. The letter must contain the complainant's name, address, telephone number, and a written description of the alleged discriminatory action in sufficient detail to inform the Assistant Secretary for Civil Rights (ASCR) about the nature and date of an alleged civil rights violation. The completed AD-3027 form or letter must be submitted to USDA by:

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

- (1) mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) Fax: (202) 690-7442; or
- (3) Email: program.intake@usda.gov

This institution is an equal opportunity provider.

Request for Proposal (RFP)
RFP ALSDE 2024-04
Alabama State Department of Education,
Child Nutrition Programs

APPENDIX "A"

State of _____)
County of _____)

CERTIFICATE OF COMPLIANCE WITH THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (ACT 2011-535, as amended by ACT 2012-491)

DATE: _____

RE Contract/Grant/Incentive (describe by number or subject):

_____ by and between
_____ (Contractor/Grantee) and
_____ (State Agency, Department or Public Entity)

The undersigned hereby certifies to the State of Alabama as follows:

1. The undersigned holds the position of _____ with the Contractor/Grantee named above, and is authorized to provide representations set out in this Certificate as the official and binding act of that entity, and has knowledge of the provisions of THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (ACT 2011-535 of the Alabama Legislature, as amended by ACT 2012-491) which is described herein as "the Act."
2. Using the following definitions from Section 3 of the Act, select and initial either (a) or (b), below, to describe the Contractor/Grantee's business structure.

BUSINESS ENTITY. Any person or group of persons employing one or more persons performing or engaging in any activity, enterprise, profession, or occupation for gain, benefit, advantage, or livelihood, whether for profit or not for profit.

a. Self-employed individuals, business entities filing articles of incorporation, partnerships, limited partnerships, limited liability companies, foreign corporations, foreign limited partnerships, and foreign limited liability companies authorized to transact business in this state, business trusts, and any business entity that registers with the Secretary of State.

b. Any business entity that possesses a business license, permit, certificate, approval, registration, charter, or similar form of authorization issued by the state, any business entity that is exempt by law from obtaining such a business license, and any business entity that is operating unlawfully without a business license.

EMPLOYER. Any person, firm, corporation, partnership, joint stock association, agent, manager, representative, foreman, or other person having control or custody of any employment, place of employment, or of any employee, including any person or entity employing any person for hire within the State of Alabama, including a public employer. This term shall not include the occupant of a household contracting with another person to perform casual domestic labor within the household.

____ (a) The Contractor/Grantee is a business entity or employer as those terms are defined in Section 3 of the Act.

____ (b) The Contractor/Grantee is not a business entity or employer as those terms are defined in Section 3 of the Act.

3. As of the date of this Certificate, the Contractor/Grantee does not knowingly employ an unauthorized alien within the State of Alabama and hereafter it will not knowingly employ, hire for employment, or continue to employ an unauthorized alien within the State of Alabama;
4. The Contractor/Grantee is enrolled in E-Verify unless it is not eligible to enroll because of the rules of that program or other factors beyond its control.

Certified this _____ day of _____ 20_____.

Name of Contractor/Grantee/Recipient
By: _____
Its _____

The above Certification was signed in my presence by the person whose name appears above, on this _____ day of _____ 20_____.

WITNESS: _____

Printed Name of Witness