State of Alabama
Solicitation

Solicitation	Document Phase	Document Description
RFP 066 C23066101	Final	Consultant for the State's Broadband Activities
Procurement Folder	**Creation Date**	**Print Date**
1616301	08/18/22	08/19/22

Request for Proposals

CONTACTS

Contact	Name	E-mail	Phone
Requestor:	Tammy Rolling	tammy.rolling@adeca.alabama.gov	334-242-5667
Issuer:	Sherita Gibbs	sherita.gibbs@adeca.alabama.gov	334 242 5356
Buyer:	Sherita Gibbs	sherita.gibbs@adeca.alabama.gov	334 242 5356

Bids will be accepted from: 08/19/22
to: 08/29/22

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: PRF08000001 **Quantity:**
Commodity Description: CONSULTING SERVICES **Unit:**
Extended Description:

CONSULTING SERVICES

SHIPPING AND BILLING

Shipping

ADECA DED DIVISION
TAMMY ROLLING (334)242-5667
SHIPPING & RECEIVING
401 ADAMS AVE ROOM 404
MONTGOMERY, AL 36104
USA

Delivery Date:

Billing

ADECA ADECA PURCHASING
TAMMY ROLLING / 334-242-5667
P O BOX 5690
MONTGOMERY, AL 361035690
USA

Delivery Type:

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.

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 PARTCIPATION. 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):
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> > 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.

ADECA RFP for Broadband Outreach and Education Consultant

The purpose of this document is to provide detailed specifications to the Alabama Department of Economic and Community Affairs (ADECA) for seeking a consultant to provide an outreach and education program regarding the state's broadband activities. This program will inform the public about the state's investments and accomplishments in promoting the expansion and availability of high-speed broadband networks, services, and technologies, including in rural, unserved, and underserved areas.

This document provides the following:

Description of goals;
Description of tasks;
Suggested minimum experience and qualifications;
Technical proposal requirements for respondents; and
Selection criteria.

Proposals are due August 29, 2022, and must be received electronically no later than 11:59 PM at maureen.neighbors@adeca.alabama.gov.

Statement of Need:

ADECA is seeking a consultant to provide a Broadband Outreach and Education Program for the State of Alabama.

Today, broadband service plays a critical and growing role in the ways in which Alabamians work, learn, receive health care, and participate in their communities. High-speed broadband access therefore is not a luxury, but a necessity, for all Alabamians, regardless of where they live, what resources they have, and what challenges they may face.

Recognizing broadband's fundamental role in education, healthcare, job creation, workforce development, and economic growth, the Alabama Legislature and Governor Kay Ivey tasked ADECA with promoting the expansion and availability of high-speed broadband networks, services, and technologies throughout the state. ADECA's broadband efforts are nationally regarded as both exemplary and pathbreaking, including the publication of the Alabama Connectivity Plan addressing the state's broadband goals and the Alabama Broadband Map providing statewide service availability and performance data. ADECA currently oversees broadband support programs for last- and middle-mile infrastructure deployment as well as community technical assistance plans. ADECA regularly engages in broadband-related outreach and education efforts with community leaders, service providers, and other stakeholder groups. ADECA plans to build on these efforts by leveraging multiple funding sources, including those established under the American Rescue Plan Act, Infrastructure Investment and Jobs Act, and other broadband support programs. These programs require and provide funding for the state to carry out community outreach and education campaigns regarding the availability and benefits of broadband services to increase public awareness and service adoption. Such campaigns will use a variety of communications media to inform the public about affordable service options as well as the value of broadband in advancing education, healthcare, job creation, workforce development, and economic growth. The campaigns will meet communities where they are and approach outreach and education in terms relevant and meaningful to the public.

ADECA is seeking an experienced consultant who shares its vision that can assist ADECA in its ongoing efforts to increase public awareness of the availability and benefits of broadband services in Alabama. The requirements of this RFP outline a role for an experienced consultant. The role is one that requires an entity that can identify, educate, and engage communities about

Alabama's investments and accomplishments in promoting the expansion and availability of high-speed broadband. Demonstrated and proven ability in all these areas will be a requirement of the winning respondent.

Experience

The respondent must demonstrate successful coordination of outreach and education projects.
The respondent must possess multiple years of experience with executing outreach and education campaigns using a variety of communication media and covering diverse communities.
The respondent must submit letters of reference from three previous customers or clients knowledgeable of the respondent's performance in providing services similar to the services described in this RFP and a contact person (telephone number and email address) for each reference.
The respondent must describe any experience working with broadband service providers, community organizations, and other stakeholders relevant to the requirements of this RFP.

Respondent proposals should address the following:

Scope of Work

The respondent must provide a comprehensive plan for the administration of a statewide Broadband Outreach and Education Program. The plan should address all aspects of the program procedure, costs, and goals. The respondent should discuss what level of service would be provided for the scope items from the list below for each of the following cost levels: $250,000, $500,000, and $1,000,000.

Deliverable 1: Identify Broadband Outreach and Education Strategies

The respondent will assist ADECA in developing outreach and education strategies for informing the public about the state's investments and accomplishments in promoting the expansion and availability of high-speed broadband. This will include working with ADECA to develop appropriate branding to improve awareness. The plan will be statewide in scope, with an emphasis on increasing public awareness and broadband adoption in rural, unserved, and underserved areas of Alabama.

Deliverable 2: Develop Broadband Outreach and Education Materials

The respondent will assist ADECA in developing outreach and education materials regarding the state's investments and accomplishments in promoting the expansion and availability of high-speed broadband. Among other information, the materials will highlight and notify the public about:
  - **Completed and upcoming broadband infrastructure deployments/service improvements in communities;**
  - **Affordable broadband service options, including assistance for low-income households; and**
  - **The education, healthcare, job creation, workforce development, and economic growth benefits of broadband.**
The respondent will work with ADECA to create broadband outreach and education materials that facilitate broad engagement and provide relevant and meaningful information to the public, including information in languages other than English when warranted based on the demographics of a community.
The respondent will help ADECA leverage a variety of communications media for broadband outreach and education, including but not limited to: (1) advertisements,

op-ed pieces, and public service announcements using print, radio, digital, and other distribution platforms; (2) informational materials such as fact sheets, brochures, signage, and mailings; (3) providing content for the ADECA website; (4) organizing and facilitating press events; and (5) utilization of community anchor institutions and stakeholder organizations to help promote and distribute outreach and education materials.

The respondent will help ADECA work with local broadband service providers and other industry stakeholders to coordinate community outreach and education activities and avoid duplicative efforts.

Reporting

The respondent must detail the expected timeline and tasks involved in each of the three core deliverable areas over a 24-month period:
  - **Identifying broadband outreach and education strategies;**
  - **Developing broadband outreach and education materials; and**
  - Engaging Alabama communities.
The respondent must demonstrate that it possesses the technical, financial, and managerial resources to complete its proposal within the initial award term.
The respondent must have and describe a defined, repeatable process to establish and track performance metrics and create reports showing progress in each of the deliverable areas (i.e., provide sample performance metrics and reports).
The successful respondent must create reports to be delivered to ADECA relating to the performance and outcomes of the Broadband Outreach and Education Program each quarter during the performance period.
To the extent the Broadband Outreach and Education Program may be supported by federal funds, the successful respondent will provide all necessary information to comply with federal eligibility and reporting requirements, including but not limited to obligations imposed by the U.S. Department of the Treasury and/or the National Telecommunications and Information Administration.

Additional Requirements

As part of this RFP, submissions shall include a complete and executed State of Alabama Disclosure Statement form.
The successful respondent will be required to submit a Beason-Hammon form with corresponding eVerify and be registered in the State of Alabama Accounting and Resource System (STAARS) Vendor Self Service (VSS) portal.
To the extent the Broadband Outreach and Education Program may be supported by federal funds, the successful respondent will comply with all federal requirements imposed on federal funding subrecipients, including but not limited to obligations imposed by the U.S. Department of the Treasury and/or the National Telecommunications and Information Administration.

Merit Review

An award will be made to the responsible respondent whose proposal is the most advantageous to the program, with price and other factors considered. An award only will be made to a respondent possessing the ability to perform successfully under the terms and conditions of a program proposal. Consideration will be given to the respondent’s integrity, compliance with public policy, record of past performance, and technical, financial, and managerial resources. ADECA may require a respondent to participate in an interview (in-person or virtually), provide a presentation to ADECA staff, and address follow-up questions to be eligible for consideration.

Compliant proposals will be evaluated as follows:

Criteria	**Maximum Points**
Experience	20
Comprehensiveness	30
Strategy	30
Cost	20
Total Maximum Points	100

Recommended term of initial award: 24 months