

SECTION 1:

PROGRAM OVERVIEW FOR RFP #2011-CC-9200

TITLE: Public Relations/Media
Consultant

SECTION 1: BACKGROUND, NEED AND PURPOSE, STATEMENT OF WORK, AND REQUIRED PROPOSAL CONTENT

1. Background

The Florida Developmental Disabilities Council, Inc. (FDDC), also known as the "Council", a non-profit corporation organized pursuant Chapter 617, Florida Statutes, was authorized by Section 393.002 Florida Statutes, and Executive Order of the Governor (E.O. 95-478), empowered the Council to act as the "state designated agency" to administer the funds under Part B of the Developmental Disabilities Assistance and Bill of Rights Act (Public Law 106-402).

The administrative service provisions for the Council are found in federal regulations Office of Management and Budget (OMB) Circular A-110 and 45 Code of Federal Regulations (CFR) 74.

The developmental disabilities formula grant funds come from the U.S. Department of Health and Human Services (DHHS) and are administered by the Administration for Children and Families (ACF). Funds are authorized by P.L. 106-402: Developmental Disabilities Assistance and Bill of Rights Act of 2000, and are cited in 42 U.S.C. 6000, et. seq., as amended. Funds are made available to the states to be used for improving the quality, extent, and scope of the broad range of community services needed by persons with developmental disabilities. Priority is given to those persons whose needs are not otherwise met under the Individuals with Disabilities Education Act, the Rehabilitation Act of 1973, or other health, education, or welfare programs.

In accordance with the federal Developmental Disabilities Assistance and Bill of Rights Act, 42 U.S.C. s. 6001(8), developmental disabilities is defined as a severe, chronic disability of an individual which: A) is attributable to mental or physical impairment or combination of mental and physical impairments; B) is manifested before the person turns age twenty-two; C) is likely to continue indefinitely; D) results in substantial functional limitations in three or more of the following areas of major life activity --self-care, receptive and expressive language, learning, mobility, self-direction, capacity for independent living, and economic self-sufficiency; and E) reflects the person's need for a combination and sequence of special, interdisciplinary, or generic care, treatment, or other services which are of lifelong or extended duration and are individually planned and coordinated; except that such term, when applied to infants and young children means individuals from birth to age nine, inclusive, who have substantial developmental delay or specific congenital or acquired conditions, may be considered to have a developmental disability described above, if, without services and supports, they have high probability of meeting those criteria later in life.

2. Need and Purpose

The Council undertakes a wide range of activities which advocate, create systems change, and build capacity to enable individuals with developmental disabilities to be productive, contributing, and included members of Florida's communities. The activities undertaken by the Council include training; technical assistance; outreach; supporting and educating communities; interagency collaboration and coordination; coordination with related councils, committees, and programs; barrier elimination, systems design and redesign; coalition development and citizen participation; informing policymakers; and demonstration of new approaches to services and supports. Please refer to the Council's web site at www.fddc.org for examples of the various initiatives undertaken by the Council.

Public relations and media consultation are needed to supplement and support the activities of the Council members, staff and volunteers to effectively communicate specific issues concerning individuals with developmental disabilities and their families to members of the Florida Legislature and the general public.

The Council advocates with lawmakers on issues affecting individuals with developmental disabilities, sponsors events that inform the public about developmental disabilities, and produces informational materials to improve the lives of individuals with developmental disabilities. The purpose of increasing effective communication is to garner support for issues affecting individuals with developmental disabilities and their families and to assist Floridians, both lawmakers and the public, to better understand the needs of individuals with disabilities and how best to address those needs.

3. Statement of Work

The Council is seeking an entity to provide public relations and media services, as needed, during the next year to increase the visibility of, and impact, the Council's advocacy, systems change, and capacity-building initiatives. The awardee will provide public relations and media services to educate a wide range of target populations on the policies, laws, programs, and issues affecting individuals with developmental disabilities and their families. The entity will assist Council staff in advocating for improved services and supports and in marketing Council events that will benefit individuals with developmental disabilities, their families and caregivers, and the systems that support them. These public relations services will supplement the work of the Council's Communication Coordinator and Public Policy Coordinator, and will be provided on an as-needed basis to the Council.

The selected awardee will provide the following types of public relations and media services, as needed and identified by the Council:

- Provide support services to the Council's Communication Coordinator and Public Policy Coordinator.
- Prepare and/or disseminate press releases, press kits, letters to the editor, Op-Ed pieces and other informational materials, both in written and electronic formats, designed to gain media coverage of the materials.
- Organize, implement and promote press conferences and other media strategies to garner media coverage.
- Provide public relations and media consultation services on an as-needed basis.

These services will be provided on a fee-for-service basis. The fees need to be represented as an hourly or daily fee and should include all costs related to the direct provision of public relation and media services to the Council.

4. Required Proposal Content

Proposal content must respond to this RFP solicitation adequately and appropriately. This section provides required content for proposal(s) to be evaluated using the proposal evaluation criteria (Section 3 # 2).

A. Response to Need and Purpose

This section should provide a narrative that demonstrates the offeror understands the need for and purpose of the project, including the scope and complexity. The offeror should include any unique perspectives or insights concerning public relations and media consultation, especially those related to disability issues.

B. Description of the Objectives/Services to be Provided

The proposal should also include the following:

1. A brief, one paragraph description of the project.
2. A thorough description of the offeror’s plan (to include all funding years) for performing the functions as described in Section 1 # 3 Statement of Work. A narrative should be provided that describes how the offeror intends to perform the various activities projected to address the need and accomplish the purpose of the project. The narrative should reflect values that are consistent with the values and mission of the Council. For information on the Council’s mission visit www.fddc.org.
3. A detailed work plan (for Year 1) to chart the progress of the actions to be undertaken. For each major activity included in the work plan, the time frames for completion and the person(s) responsible should be identified.
4. An outline of the specific services to be provided for Year 1.
5. A list of measurable outcomes for Year 1.
6. A list of proposed deliverables to be submitted to the Council for Year 1 (see Section G. Glossary of Terms).
7. A proposed sustainability plan (i.e., describe how initiative will continue after Council funding; or, how what was learned will be utilized to sustain the initiative).

C. Description of Staffing

Offerors must provide a detailed description of staffing in their proposals. Below is a list of minimum requirements for this section of the RFP proposal:

1. A description of the staff that will be employed or contracted by the provider and their qualifications. Include resumes of the individuals proposed to work on the project. The resume shall include education, years of work experience, role and management responsibilities, licenses, certificates, and any relevant technical courses or training.
2. A synopsis of corporate or individual qualifications, indicating ability to manage and successfully complete the functions required in this proposal.
3. Any evaluations or descriptions of past or current projects similar to the functions of this proposal.
4. The offeror must demonstrate expertise and experience in the area of media consultation/public relations.

D. Description of Project Monitoring and Evaluation

This section should describe the system used to monitor and evaluate project implementation and effectiveness.

The description should include an explanation of:

1. how the provider will monitor the progress of the work and accomplishment of the outcomes;
2. how the provider will identify and address any project issues, problems or concerns, as they emerge; and
3. how the provider will evaluate the effectiveness of the project beginning in year one and

subsequent years (should additional years of this project be funded, based on Council approval and the availability of funds).

E. Budget and Budget Narrative

In this section, offerors will include a proposed line item budget (including a daily or hourly rate of service), accompanied by a detailed budget narrative, for each proposed funding year, using the format provided. The budget narrative must explain and demonstrate that each entry on the line item budget sheet is allowable, reasonable and necessary. For each proposed funding year, the budget and budget narrative must present a cost-effective funding level for achieving the purpose of the project. The form for submitting the budget may be found in Section 2 # 15 & 16. Allowable and non-allowable costs can be found in Section 6: Terms & Conditions, items 8-10.

F. References

Each proposal should contain three (3) references who can be contacted to obtain a recommendation concerning the provider's performance in providing services similar to those required by the RFP. A minimum of two references will be contacted. For providers with a history of contracting with the FDDC, one of the references will be the FDDC assessment of performance. A form for submitting the references and contact information may be found in Section 2 # 14 V.

G. Glossary of Terms

1. **Deliverables-** submission of information to document provision of services(e.g. workplans, curriculums, training materials and handouts, PowerPoints, advisory committee minutes, etc.)
2. **Evaluation-** an assessment mechanism to ensure the project is making progress
3. **Measurable Outcomes-** A statement that specifies in quantifiable and qualitative terms the outcomes to be achieved.
4. **Monitoring-** a mechanism to track progress of project activities
5. **Objectives-** Each objective is a description of what is anticipated to be achieved through the project.
6. **Services to be Provided-** a listing of the services that will be provided to successfully achieve project outcomes