Request for Proposal Responses 2016-1
Branding Development and Portal Creation

Deadline for Q&A regarding Proposal content    Date: Wednesday, March 2, 2016    Time: 4:00 pm CST
Proposal Responses Must Be Received Before:    Date: Wednesday, March 9, 2016    Time: 4:00 pm CST
Submit Proposal Responses to:
AIDT: Request for Proposal Responses 2016-1
Branding and Portal Creation
Attention: Ursula Bryant
One Technology Court
Montgomery, AL 36116

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NOTES TO RESPONDENTS

1. Read the entire document from beginning to end and comply with all instructions, specifications, terms and conditions of the Proposal. Failure to follow all instructions, terms and conditions will result in the rejection of a submitted Proposal.

2. Respondents must comply with all Proposal Instructions.

3. Contact the AIDT Purchasing Agent with questions concerning this Proposal and/or specifications: Ursula Bryant @ 334-280-4415 or ubryant@aidt.edu.

CHECKLIST FOR PROPOSAL SUBMISSION
(Vendor does not have to return this form with Proposal response)

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<thead>
<tr>
<th>SUBMIT WITH PROPOSAL:</th>
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<tbody>
<tr>
<td>Proposal Contact Sheet (p. 7)</td>
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<tr>
<td>Vendor Agreement and Qualification Statement (p.8)</td>
<td></td>
</tr>
<tr>
<td>Current W-9 (August 2013, issued by IRS or any subsequent edition):</td>
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<tr>
<td>Vendor Disclosure:</td>
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<tr>
<td>E-Verify or Alabama Immigration Compliance Form</td>
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PROPOSAL RESPONSE

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<tr>
<th>SUBMIT WITH PROPOSAL RESPONSES, as applicable</th>
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<tbody>
<tr>
<td>Copy of current state, county or city business license, general contractor’s license or applicable license as required by law</td>
<td></td>
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<tr>
<td>Copy of General Liability (umbrella) insurance -</td>
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<tr>
<td>Descriptive/technical literature with Proposal, as applicable.</td>
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</table>

**Bonds Required for Various Proposal Solicitations:**

1) Requirement for bonds, other than those projects covered by Title 39 of the *Code of Alabama, 1975*, as amended, will be specifically stated in the Proposal solicitation.

2) Proposal bonds, when required, must be submitted with the Proposal Responses.
INSTRUCTIONS TO RESPONDENTS

1. “All Proposal Responses shall be sealed when received” (The Code of Alabama 1975, Section 41-16-54) Proposal Responses delivered by the vendor, United States Postal Service, Federal Express, UPS or other delivery service must be identified on front of the envelope in the lower left corner with the Proposal number, opening date and time indicated. It is the responsibility of the vendor to have the Proposal Responses delivered to the correct addressee and location.

2. Proposal Responses must be received no later than date and time indicated on the Proposal solicitation. Late Proposal Responses or improperly submitted Proposal Responses will not be considered.

3. All information shall be entered in ink, typewritten or computer generated in the appropriate space on the forms. An authorized company representative must sign the Proposal in ink.

4. AIDT reserves the right to reject any or all Proposal Responses, or any part thereof, and to waive any technicality in the Proposal if in the best interest of the Institute. Proposal Responses will be awarded in the best interest of AIDT.

5. This Proposal Responses is to be made without connection with any other person, company, or parties making a Proposal and is to be in all respects fair and in good faith, without collusion or fraud.

6. Proposal prices are not to include tax. AIDT, a state government institution, is exempt by law from paying Alabama Sales Tax. This exemption is found in Section 40-23-4 (a) (11), Code of Alabama, and it further explained in the Sales & Use Tax Rule 810-6-3-.69.02. An exemption letter will be furnished upon request.

7. The responsibility of determining the acceptability of any products or services offered rests solely with AIDT.

8. Respondent shall, at its sole expense, procure and keep in effect all necessary permits and licenses required for its performance of the requested work or service.

9. It is the responsibility of the Respondent to investigate each item in the proposal in order to develop your response. Provision has been made for questions and answers (see document scope).

10. All Proposal Responses must be notarized.
11. AIDT terms and conditions and the laws of the State of Alabama shall govern any contract resulting from this Proposal.

12. Respondents desiring further information or interpretation of plans or specifications must make requests in writing to AIDT, Attn: Ursula Bryant, One Technology Court, Montgomery, Alabama 36116, or e-mail ubryant@aidt.edu by the date provided in this document. Answers to such requests will be given to all recorded Respondents, in addendum form, which will be included as part of the contract documents. Q&A will also be placed on the AIDT website for review.

13. VENDOR RESPONSIBILITY: It is the responsibility of all Responders to read this document in its entirety and to comply with all instructions, specifications and terms and conditions of the Proposal.

14. PROPOSAL RESPONSES:
   PROPOSAL INFORMATION: All information shall be entered in ink or type written in the appropriate space on the form. Proposal Responses must be signed in ink by an authorized individual on the Qualification Statement and returned to AIDT. Mistakes may be crossed out and corrections inserted before submission of the Proposal. The person signing the Proposal must initial corrections, in ink.
   
   PROPOSAL SUBMITTED: Proposal Responses must be submitted in the format provided to ensure complete uniformity of all Proposal Responses. Proposal Responses may be rejected if they show any omissions, alterations in wording, conditional clauses, or irregularities of any kind.
   
   IDENTIFICATION: The U.S. Postal Service may apply bar code labels on envelopes which may be conceal Proposal identification if shown other than the lower left corner. As a result, Proposal Responses can be rejected if not properly identified.
   
   CLARIFICATION OF RESPONSE: All responses will be reviewed for compliance with the mandatory requirements stated within the Proposal. AIDT Purchasing Agent may contact the vendor for clarification of any response.

18. REQUESTED INFORMATION: Any additional information requested from a vendor must be furnished within (3) working days from receipt of request or as specified in the Proposal. Failure to furnish information within time frame above may result in Proposal rejection.

19. ASSIGNMENT OF CONTRACT: To assign, sublet or transfer any contract resulting from this Proposal Responses, the vendor’s must receive written approval by AIDT Business Manager.
20.CHANGES/MODIFICATIONS: Changes/modifications are allowed only by written change order approved by AIDT Purchasing Agent.

21.DELIVERY DATE: Branding and portal creation-implementation should be no more than 6 months from the date of award notification.

22.SERVICE: AIDT is requesting maintenance service for the portal once implemented. This cost should be specifically stated in the Proposal.

23.FIRM PRICING: Once an agreement has been negotiated, all prices quoted must be firm for the duration of the contract.

24.AWARD METHOD: Award will be made in writing to the single, lowest Respondent meeting all specifications of Proposal unless Proposal is specifically stated to be multi-awarded.

25.CANCELLATION OF AWARD:
   - AIDT reserves the right, for its convenience and without cause and without a penalty, to terminate the contract upon a thirty (30) day written notice.
   - The awarded responder may terminate services upon delivery of a written thirty (30) day notice to AIDT, Attention: Ursula Bryant, One Technology Court, Montgomery, AL 36116.

26.ORDERING PROCESS: Purchases from this contract will be made by purchase orders showing specific shipping information, unless otherwise specified.
   - All labor shall be well experienced in this type work and it shall be completed in a professional manner.

27.INVOICES: Invoice(s) are to be billed in arrears in the name of AIDT to the “BILL TO” address on the Purchase Order. Invoices may also be submitted to AIDT Finance: invoices@aidt.edu.

28.PAYMENT METHOD: Payment will be made to the successful Respondent when the service has been rendered.

29.NOTE TO VENDOR: Failure to submit required documentation with Proposal Proposal may result in Proposal rejection.
NONRESIDENT RESPONDER INFORMATION

Act Number 2001-637 of the Alabama Legislature, and is codified as Code of Alabama, Section 39-3-5, provides as follows:

§ 39-3-5. Preference to resident contractors in letting of certain public contracts required; reciprocity.

(a) In the letting of public contracts in which any state, county or municipal funds are utilized, except those contracts funded in whole or in part with funds received from federal agency, preference shall be given to resident contractors, and a nonresident bidder domiciled in a state having laws granting preference to local contractors shall be awarded Alabama public contracts only on the same basis as the nonresident bidder’s state awards contracts to Alabama contractors bidding under similar circumstances; and resident contractors in Alabama, as defined in Section 39-2-12, be they corporate, individuals, or partnerships, are to be granted preference over nonresidents in awarding of contracts in the same manner and to the same extent as provided by the laws of the state domicile of the nonresident.

(b) Nonresident bidders must accompany any written bid documents with a written opinion of an attorney at law licensed to practice law in such nonresident bidders’ state of domicile, as to the preferences, if any or none, granted by the law of that state to its own business entities whose principal places of business are in that state in the letting of any or all public contracts.

(c) A summary of this law shall be made a part of the advertised specifications of all projects affected by this law. (Acts 1984, No. 84-228, p.348.)

SALES TAX CERTIFICATION BY ALABAMA DEPARTMENT OF REVENUE

Certification Pursuant to Act Number 2006-557

Alabama Law (Section 41-4-116, Code of Alabama 1975) provides that every Proposal submitted and contract executed shall contain a certification that the vendor, contractor, and all of its affiliates that make sales for delivery into Alabama or leases for use in Alabama are registered, collecting, and remitting Alabama State and Local sales, use, and/or lease tax on all taxable sales and leases into Alabama. By submitting this Proposal, the Proposer is hereby certifying that they are in full compliance with Act Number 2006-557, they are not barred from Proposing or entering into a contract pursuant to 41-4-116, and acknowledges that the awarding authority may declare the contract void if the certification in false.
PROPOSAL CONTACTS

ALL RESPONDENTS MUST:

- Provide the names and numbers for the contact person within your organization who will be responsible for handling customer's telephone calls, faxes, e-mails, and purchase orders. Print or type the information in the spaces below if you have only one location. If you have more than one business within the State of Alabama you must furnish a list of the current locations of each of your business in the format below.

Printed Name: ___________________________ Job Title: ___________________________

Address: ________________________________________________________________

Phone: __________________ Fax: __________________ Email: __________________________

Toll Free Number ___________________________ Email: __________________________

- List name of nearest authorized company in Alabama to provide service/repairs. List the company name, complete street address, phone number, contract person and their contact numbers. The service dealer must be within 50 miles of 36615, if applicable.

Company Name: __________________________________________________________________

Phone: __________________ Fax: __________________ Email: __________________________

Address ___________________________ City __________________ State ______ Zip ___________

Contact __________________________________________ Job Title __________________________

- List name and address of parts dealer within 50 miles of 36615 if difference from above, if applicable.

Company Name: __________________________________________________________________

Phone: __________________ Fax: __________________ Email: __________________________

Address ___________________________ City __________________ State ______ Zip ___________

Contact __________________________________________ Job Title __________________________
VENDOR AGREEMENT & QUALIFICATION STATEMENT

I certify that I have read all the General Conditions and Instructions to Respondents of this Proposal and this offer is made without prior understanding, or connection with any entity or person submitting a Proposal for the same services, materials, supplies or equipment, and is in all respects fair and without collusion or fraud. I am authorized to sign this Proposal for the Proposer. I agree to abide by all conditions of this Proposal request.

____________________
Name of Company (please type or print in ink)

____________________
Authorized Signature (sign in ink)

____________________
Complete Address for Mailing Purchase Order and Payment

____________________
Typed/Printed Name of Signature Above

____________________
City State Zip Code

____________________
Title (please type)

____________________
Telephone Number

____________________
Fax Number

NOTARIZATION

Sworn and subscribed before me this the ________ day of ____________, _______

____________________
Notary Public Signature

____________________
My commission expires (date)

MINORITY INFORMATION

If this business is minority owned please qualify status below:
AFFIDAVIT OF ALABAMA IMMIGRATION LAW COMPLIANCE BY A CONTRACTOR OR GRANTEE TO AIDT

In compliance with SECTIONS 9 (a) and (b) BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (the “Act”); CODE OF ALABAMA, SECTIONS 31-13-9 (a) and (b), this Affidavit of Alabama Immigration Law Compliance is to be completed and signed by an officer or owner of a contractor or grantee and notarized, as a condition for the award of any contract by AIDT to an employer that employs one or more employees in the State of Alabama and is a recipient of funds from any political subdivision of the State of Alabama, or any public-funded entity (including an ACCS Institution). Contractors and Grantees are to provide notice to their Subcontractors of their Alabama Immigration Law Compliance obligations.

☐ State of Alabama: County of ____________________________; OR

☐ Not an Alabama Corporation, and firm ☐ is ☐ is not enrolled in Federal E-Verify

Before me, a notary public, personally appeared ______________________________ (print name) who, is duly authorized by the business entity/employer which appears below, being sworn, says as follows:

As a condition for being a contractor or grantee on a project paid for by contract, grant, or incentive by the State of Alabama, or any political subdivision thereof, or any state-funded entity, I hereby attest that in my capacity as ____________________________ (title/position) for ____________________________ (name of contractor or grantee), said Contractor or Grantee does not knowingly employ, hire for employment, or continue to employ an unauthorized alien. Further, Contractor or Grantee affirms that it is providing notice to its subcontractors of their Alabama Immigration Law Compliance obligations.

I further attest that said Contractor or Grantee is enrolled in the E-Verify program and attached to this Affidavit is our E-Verify Memorandum of Understanding confirming such program enrollment. I have read this Affidavit and swear and affirm that it is true and correct.

____________________________________
Signature of Affiant

Sworn to and subscribed before me this ______ day of ____________________, ________.

I certify that the affiant is known (or made known) to me to be the identical party he or she claims to be.

____________________________________
Signature and Seal of Notary Public
Form W-9 (Rev. December 2014)  
Department of the Treasury  
Internal Revenue Service  

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

1. Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

2. Business name/disregarded entity name, if different from above.

3. Check appropriate box for federal tax classification; check only one of the following seven boxes:
   - Individual/sole proprietor or
   - C Corporation
   - S Corporation
   - Partnership
   - Trust/estate
   - Single-member LLC
   - Limited liability company. Enter the tax classification (C=S corporation, S=S corporation, P=partnership) ▶
   Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for tax classification of the single-member owner.
   - Other (see instructions) ▶

4. Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
   - Exempt payee code (if any)
   - Exemption from FATCA reporting code (if any)
   (Applies to accounts maintained outside the U.S.)

5. City, state, and ZIP code.

6. Requester’s name and address (optional).

7. List account number(s) here (optional).

Part I: Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Part II: Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and

2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and

3. I am a U.S. citizen or other U.S. person (defined below); and

4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification Instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here ▶

Signature of U.S. person ▶

Date ▶

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN), which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (miscellaneous income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1098-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, you allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners’ share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting is correct. See What is FATCA reporting? on page 2 for further information.

Cat. No. 10231X  
Form W-9 (Rev. 12-2014)  

VENDOR DISCLOSURE STATEMENT INFORMATION AND INSTRUCTIONS

Section 41-16-82, Code of Alabama 1975 requires the disclosure statement to be completed and filed with all proposals, bids, contracts, or grant proposals to the State of Alabama in excess of $5,000. The disclosure statement is not required for contracts for gas, water, and electric services where no competition exists, or where rates are fixed by law or ordinance. In circumstances where a contract is awarded by competitive Proposal, the disclosure statement shall be required only from the person receiving the contract and shall be submitted within ten (10) days of the award.

A copy of the disclosure statement shall be filed with the awarding entity and the Department of Examiners of Public Accounts, and if it pertains to a state contract, a copy shall be submitted to the Contract Review Permanent Legislative Oversight Committee. The address for the Department of Examiners of Public Accounts is as follows: 50N. Ripley Street, Room 3201, Montgomery, Alabama 36130-2101. If the disclosure statement is filed with a contract, the awarding entity should include a copy with the contract when it is presented to the Contract Review Permanent Legislative Oversight Committee.

Pursuant to Section 41-16-84 (b), Code of Alabama 1975 the State of Alabama shall not enter into any contract or appropriate any public funds with any person who refuses to provide information as required.

Pursuant to Section 41-16-86, Code of Alabama 1975, any person who knowingly provides misleading or incorrect information on the disclosure statement shall be subject to a civil penalty of ten percent (10%) of the amount of the transaction, not to exceed $10,000.00. Also, the contract or grant shall be voidable by the awarding entity.

Definitions as Provided in Section 41-16-81, Code of Alabama 1975 –

1. Family Member of a Public Employee – The spouse or a dependent of the public employee.

2. Family Member of a Public Official – The spouse, a dependent, an adult child and his or her spouse, a parent, a spouse’s parents, or a sibling and his or her spouse, of the public official.

3. Family Relationship – A person has a family relationship with a public official or public employee if the person is a family member of the public official or public employee.

4. Person – An individual, firm, partnership, association, joint venture, cooperative, or corporation, or any other group or combination acting in concert.

5. Public Official and Public Employee - These terms shall have the same meanings ascribed to them in Sections 36-25-1(23) and 36-25-1(24), Code of Alabama 1975, (see below) except for the purposes of the disclosure requirements of this article, the terms shall only include persons in a position to influence the awarding of a grant or contract who are affiliated with the awarding entity. Notwithstanding the foregoing, these terms shall also include the Governor, Lieutenant Governor, members of the cabinet of the Governor, and members of the Legislature. (Note: The definitions for public official and public employee are now denoted as Sections 36-25-1 (25) and 36-25-1 (26), Code of Alabama 1975. However, Section 41-16-86 (5), Code of Alabama 1975 has not been codified to reflect such updates.)

Section 36-25-1(25), Code of Alabama 1975, defines a public employee as any person employed at the state, county or municipal level of government or their instrumentalities, including governmental corporations and authorities, but excluding employees of hospitals or other health care corporations including contract employees of those hospitals or other health care corporations, who is paid in whole or in part from state, county, or municipal funds. For purposes of this chapter, a public employee does not include a person employed on a part-time basis whose employment is limited to providing professional services other than lobbying, the compensation for which constitutes less than 50 percent of the part-time employee’s income.

Section 36-25-1(26), Code of Alabama 1975, defines a public official as any person elected to public office, whether or not that person has taken office, by the vote of the people at state, county, or municipal level of government or their instrumentalities, including governmental corporations, and any person appointed to a position at the state, county, or municipal level of government or their instrumentalities, including governmental corporations. For purposes of this chapter, a public official includes the chairs and vice-chairs or the equivalent offices of each state political party as defined in Section 17-13-40, Code of Alabama 1975.
Instructions

Complete all lines as indicated. If an item does not apply, denote N/A (not applicable). If you cannot include required information in the space provided, attach additional sheets as necessary.

THE DISCLOSURE STATEMENT MUST BE SIGNED, DATED, AND NOTARIZED PRIOR TO SUBMISSION.

### State of Alabama Disclosure Statement

Required by Article 3B of Title 41, Code of Alabama 1975

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<tr>
<th>ENTITY COMPLETING FORM</th>
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<tr>
<th>CITY, STATE, ZIP</th>
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<tr>
<th>TELEPHONE NUMBER</th>
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STATE AGENCY/DEPARTMENT THAT WILL RECEIVE GOODS, SERVICES, OR IS RESPONSIBLE FOR GRANT AWARD

<table>
<thead>
<tr>
<th>AIDT ADDRESS</th>
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<tr>
<td>One Technology Court</td>
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<tr>
<th>CITY, STATE, ZIP</th>
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<tbody>
<tr>
<td>Montgomery, AL 36116</td>
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<tr>
<th>TELEPHONE NUMBER</th>
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<td>334-242-0299</td>
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This form is provided with:

- [ ] Contract
- [ ] Proposal
- [ ] Request for Proposal
- [ ] Invitation to Bid
- [ ] Grant Proposal

Have you or any of your partners, divisions, or any related business units previously performed work or provided goods to any State Agency/Department in the current or last fiscal year?

- [ ] Yes
- [ ] No

If yes, identify below the State Agency/Department that received the goods or services, the type(s) of goods or services previously provided, and the amount received for the provision of such goods or services.

<table>
<thead>
<tr>
<th>STATE AGENCY/DEPARTMENT</th>
<th>TYPE OF GOODS/SERVICES</th>
<th>AMOUNT RECEIVED</th>
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Have you or any of your partners, divisions, or any related business units previously applied and received any grants from any State Agency/Department in the current or last fiscal year?

- [ ] Yes
- [ ] No

If yes, identify the State Agency/Department that awarded the grant, the date such grant was awarded, and the amount of the grant.

<table>
<thead>
<tr>
<th>STATE AGENCY/DEPARTMENT</th>
<th>DATE GRANT AWARDED</th>
<th>AMOUNT OF GRANT</th>
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1. List below the name(s) and address(es) of all public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

<table>
<thead>
<tr>
<th>NAME OF PUBLIC OFFICIAL/EMPLOYEE</th>
<th>ADDRESS</th>
<th>STATE DEPARTMENT/AGENCY</th>
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2. List below the name(s) and address(es) of all family members of public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the public officials/public employees and State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

<table>
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<tr>
<th>NAME OF FAMILY MEMBER</th>
<th>ADDRESS</th>
<th>NAME OF PUBLIC OFFICIAL/ PUBLIC EMPLOYEE</th>
<th>STATE DEPARTMENT/ AGENCY WHERE EMPLOYED</th>
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If you identified individuals in items one and/or two above, describe in detail below the direct financial benefit to be gained by the public officials, public employees, and/or their family members as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

Describe in detail below any indirect financial benefits to be gained by any public official, public employee, and/or family members of the public official or public employee as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

List below the name(s) and address(es) of all paid consultants and/or lobbyists utilized to obtain the contract, proposal, request for proposal, invitation to bid, or grant proposal:

<table>
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<tr>
<th>NAME OF PAID CONSULTANT/ LOBBYIST</th>
<th>ADDRESS</th>
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By signing below, I certify under oath and penalty of perjury that all statements on or attached to this form are true and correct to the best of my knowledge. I further understand that a civil penalty of ten percent (10%) of the amount of the transaction, not to exceed $10,000.00, is applied for knowingly providing incorrect or misleading information.

Signature
Date

Notary's Signature
Date
Date Notary Expires

Article 3B of Title 41, Code of Alabama 1975 requires the disclosure statement to be completed and filed with all proposals, bids, contracts, or grant proposals to the State of Alabama in excess of $5,000.
REQUEST FOR PROPOSALS
FOR
Branding for Alabama Workforce System

Alabama Industrial Development Training (AIDT)

RFP Number: 2016-1 AIDT Branding
Issue Date: February 17, 2016
Deadline for Questions and Answers: March 2, 2016
Due Date: March 9, 2016

Purpose

The Alabama Industrial Development Training (“AIDT”) solicits proposals from qualified professional firms (“Firm” or “Responder”) interested in providing a turnkey process from brand development to an on-line marketing portal for the Alabama Workforce System.

This Request for Proposals (“RFP”) is issued in accordance with the requirements of Section 41-16-72(4), Code of Alabama (1975). This RFP is not an offer to contract but seeks the submission of proposals from qualified, professional firms that may form the basis for negotiation of brand development and the development of a marketing portal.

Background

The Alabama Workforce System (AWS)

The AWS embodies all of the governmental, educational and private sector components that facilitate training, preparing and matching job seekers with employers.

The newly created AWS is driven by business and industry demand and workforce needs. The decisions are made through a strong network of effective and empowered regional workforce councils who provide the bridge between business needs and the talent/supply chain. The AWS is aligned to including funding channels with clear performance metrics and accountability. The System is a “user friendly,” outcomes focused, statewide workforce development training resource that enables each talent supply resource to excel at meeting business needs effectively. Resources include, but are not limited to, the State’s K-12 education systems, Alabama Community College System (ACCS), Alabama Industrial Development Training (AIDT), Alabama Technology Network (ATN), Universities, the Alabama Department of Labor, and private resources.
1. Minimum Qualifications

In order for an RFP to be considered, the Responder must include documented proof that the following minimum qualifications are met. In addition, the Responder has a continuing obligation to disclose information throughout the RFP process should any qualifications or situations change that might render the Responder an unqualified candidate.

- If selected, the Responder will comply with all state regulations to conduct business in the State of Alabama and will register with the Secretary of State, if applicable.

- The Responder and its personnel have all authorizations, permits, licenses, and certifications as may be required under federal, state, or local law to perform the services specified in this RFP at the time it submits a response to this RFP.

- The Firm represented by the Responder has been in operation for at least five years.

- The Firm responsible for providing the services described in this RFP has at least two years of branding/web portal development.

- The Firm is committed to complying with established time-lines and working closely and cooperatively with AIDT points of contact to facilitate the implementation of any enhancements or modifications required by the project.

- The Firm has a company policy and practice of equal employment opportunity and non-discrimination based on age, race, creed, and gender.

- If applicable, the Firm will maintain sufficient procedures and capabilities to ensure the timely and accurate backup and full recovery for all servers and other data storage systems related to the project.

- If selected, the Firm will carry errors and omissions insurance or a comparable instrument to cover the Firm’s negligent acts or omissions.

- If selected, the Firm will be in compliance with Section 9(b) of Act 2011-535, The Beason-Hammon Alabama Taxpayer and Citizen Protection Act.

- If selected, the Firm must be able to start and complete the project within 6 months.

- If selected, the Firm must be able to provide one local point of contact as well as a local project team (central to Montgomery).
2. **Scope of Services**

The Firm will work with designated AIDT representatives to develop and create a marketable branding that will attract the current and future workforce markets. The project is to include the development of a web portal that will allow access to information that will match job seekers to employers, including options for workforce development training opportunities facilitated by State government agencies, education providers or the private sector.

- Evaluate current workforce development initiatives within each segment of participation (government, education, private sector) in order to develop a well-designed branding strategy that appeals to multi-generational talent markets and cultures.
- Evaluate known options for job seekers searching for training/work opportunities or education/work opportunities, etc.
- Create a universal brand that would encompass all of the current unrelated provider and programs brands.
- Create a brand that endorses or creates a co-branded relationship with the slogan ‘Made in Alabama.’ It is important that the firm leverage the historic and successful market recognition that has been established and the financial investment in the ‘Made in Alabama’ brand and message.
- Create a single branded and comprehensive on-line portal that will include access to:
  - Business “Door”
  - Employee “Door”
  - Administrative/Support “Door”
  - Community Stakeholder “Door”

- Key Portal Messages should include:
  - To Families: “Full Spectrum Lifelong Learning”
  - To Job Seekers: “You can have a great career in Alabama”
  - To Industry: “An effective, business driven talent supply”

- The selected Firm will be responsible for on-going maintenance of the portal. The selected firm is to provide a separately stated annual cost estimate.

3. **Proposal Required Information**

Proposals should be as thorough and detailed as possible so that the Responder’s capabilities to provide the required services can be properly evaluated.

To be considered, proposal responses to this RFP must include:

1. Brief transmittal letter;
2. Exhibit A: Proposal (Reference Page 20 of this document);
3. Exhibit B: Minimum Qualifications (Reference Page 21 of this document);
4. Exhibit C: Cost Proposal based on Scope of Service (Reference 22 of this document);
5. Exhibit D: Vendor Disclosure Statement; and
6. Exhibit E: Beason-Hammon Affidavit (must be submitted prior to award of contract).
7. Other required documentation, as requested by AIDT during the course of the solicitation process.
4. Submission of Proposals

Issuing Office:
AIDT
One Technology Court
Montgomery, AL 36116

Submission of Proposals: Format and layout should follow closely to the proposal format as listed on Page 17 of this document.

Submission Deadline: It is the responsibility of the Responder to ensure that one printed copy of its proposal is delivered to and received by AIDT at the above address in a sealed envelope on or before 4:00 p.m. on Wednesday, March 9, 2016. Responders should additionally provide two (2) electronic versions of their response on a Jump or Flash Drive. The electronic data must be an exact duplicate of the written version. AIDT will not consider proposals received after the date and time specified herein. AIDT assumes no responsibility for late delivery by the U.S. Mail, the State’s Central Mail Facility, a commercial courier service, or any other method of delivery selected by the Responder. RFPs will be publicly opened beginning at 4:01 p.m. CST and prepared for distribution to the committee; however, no opinions, decisions or judgments will be rendered at that time regarding response content. Other than questions and answers (see next item), vendors should not contact the AIDT Purchasing Agent for updates on the review process.

Questions and Inquiries: The sole point of contact for purposes of this RFP is Ursula Bryant, AIDT Purchasing Agent. Any questions or inquiries should be in writing and emailed to ubryant@aidt.edu. All written questions should be submitted by 4:00 p.m. Wednesday, March 2, 2016. Written responses to written questions and inquiries will be posted on AIDT’s website. Any oral communications will be considered unofficial and nonbinding.

Rejection of All Proposals: AIDT reserves the right to reject any or all proposals and/or to solicit additional proposals if that is determined to be fiscally advantageous to AIDT or is otherwise determined to be in the best interests of AIDT.

5. Evaluation and Selection

AIDT will post the RFP on the Alabama Department of Finance Comptroller’s website at http://www.comptroller.alabama.gov. Interested parties may monitor the progress and status of this RFP process on such database.

All proposals timely received will be reviewed and evaluated by AIDT’s review committee. After the review and evaluation of the proposals, AIDT may conduct interviews. All interviews will be scheduled for Montgomery, AL. Finalists chosen for interviews, if any, will be notified. AIDT reserves the right to request a best and final offer for fees from finalists.

Qualifications to be considered for evaluation include the overall abilities, capabilities, and experience of the Firm and its staff to develop the brand and the web portal. AIDT will select the Firm it determines, in its sole discretion, to be fully qualified and best suited among those submitting proposals to best meet the needs specified in this RFP.

Upon identification of the selected Firm, if any, AIDT may initiate negotiations for contract terms and conditions.
6. **Efforts to Influence Selection Process Prohibited**

The integrity of the RFP process is of primary importance and will not be compromised. Any written or oral communications beyond the RFP response made by Responders, or others on their behalf, whether paid or unpaid, to influence the selection process, from the time the RFP is issued through its conclusion, made directly or indirectly to AIDT staff (other than the designated contact), will be grounds for immediate elimination from the selection process.

7. **Agreement**

All duties of the Firm will be set forth in an Agreement to be entered into between the selected Responder and AIDT and its partners. The agreement will be for a period of up to three years with a two-year extension option. The agreement will incorporate the requirements of the RFP and the proposal as negotiated.

State law prohibits AIDT from agreeing to (1) indemnify the Responder, (2) waive the right for jury trial, (3) grant a security interest, or (4) agree to binding arbitration. Additionally, it is mandatory that Alabama laws apply to the performance of the contract and that jurisdiction and venue be in Montgomery, Alabama.

8. **Public Information**

All proposals received and subsequent communications, contracts, reports, and other records developed during the course of the relationship, except as may specifically be exempted, will be subject to the Alabama Open Records Act, Section 36-12-40, Code of Alabama (1975), and may be subject to public disclosure upon request. The Open Records Act is remedial and should therefore be liberally construed in favor of the public. The Alabama Trade Secrets Act is codified in Sections 8-27-1 through 8-27-6, Code of Alabama (1975). Responders are cautioned to be familiar with these statutes. The burden is on the one asserting the trade secret to show that the information sought to be protected meets the definition of a “trade secret” as defined in such act.

Any RFP proposal submitted that contains confidential, trade secrets or proprietary commercial information must be conspicuously marked on the outside as containing confidential information, and each page upon which confidential information appears must be conspicuously marked as such. Identification of the entire bid proposal as confidential is not acceptable unless the Firm enumerates the specific grounds or applicable laws that support treatment of the entire material as protected from disclosure according to the foregoing statutes or other applicable Alabama law.

The owner of the confidential information shall indemnify and hold the State of Alabama, AIDT and their respective staffs harmless from all costs or expenses, including but not limited to attorney fees and expenses related to litigation, concerning disclosure of said information and documents.
Exhibit A
PROPOSAL

Part I. Qualifications
1. Provide a description of the Firm, including company overview, history and qualifications of staff that would be assigned to this project. Note any changes pending in this description.

2. Provide working links to work and corresponding references of the Firm served in the last two years comparable to the scope of this RFP.

3. Provide a well-defined scope of services available and a demonstrated ability to meet the requirements of this RFP.

4. Provide a proposed process for working with designated staff to fully develop the brand and the web portal. The proposed timeline is 6 months from the date of a signed agreement.

5. Provide a complete listing of fees, including all optional services that may be offered.

6. Provide information on all “related” or “affiliated” firms that will assist in providing the services described in this RFP.

7. Provide details of any claims, disputes, litigation, or other legal proceedings where the Firm is involved, or has been involved in the three preceding years, with the State of Alabama or any of its agencies.

8. Describe any activities in which the Firm is engaged which may constitute a conflict of interest.

9. Describe the Firm’s general backup procedures in the event of an in-house system failure or a material business disruption (expected to impact operations for more than 8 hours).

10. Describe matrixes or data analytics that can be used to evaluate the effectiveness of the “Branding and Messaging.” How will the market impact and effectiveness of the “Branding and Messaging” be evaluated? Include a timeline for critical evaluation markers and plan for corrections.

11. Describe factors or reasons AIDT should consider the Firm more favorably than its competitors.

Part II. Other
1. Discuss any creative approaches to brand development resulting in on-line portal access and alternative suggestions that have not been specifically requested or would enhance efficiency and/or reduce costs.

2. Discuss the design of the on-line portal and describe its functionality for users.

3. How will the Firm provide for upgrades and any changes/updates needed for the portal on an on-going basis?

4. Describe the Firm’s process for training AIDT staff or designees on using the portal, accessing/monitoring activity to site and management of site navigation, as applicable.

5. Describe matrixes or data analytics that can be used to evaluate the effectiveness of the “Branding and on-line portal access.” How will the market impact and effectiveness of the “Branding and on-line portal access” be evaluated? Include a timeline for critical evaluation markers and plan for corrections.
Exhibit B

MINIMUM QUALIFICATIONS

1. If selected, the Firm will comply with all state regulations to conduct business in the State of Alabama and will register with the Secretary of State, if applicable.
   - Yes  [ ]  No  [ ]

2. The Firm and its personnel have all authorizations, permits, licenses, and certifications as may be required under federal, state, or local law to perform the services specified in this RFP at the time it submits a response to this RFP.
   - Yes  [ ]  No  [ ]

3. The Firm represented in the response has been in operation for at least five years.
   - Yes  [ ]  No  [ ]

4. The Firm responsible for providing the services described in this RFP has at least two years of branding/portal development experience.
   - Yes  [ ]  No  [ ]

5. The Firm is committed to work closely and cooperatively with AIDT staff to facilitate the implementation of any enhancements or modifications required.
   - Yes  [ ]  No  [ ]

6. The Firm has a company policy and practice of equal employment opportunity and non-discrimination based on age, race, creed, and gender.
   - Yes  [ ]  No  [ ]

7. If applicable, the Firm will maintain sufficient procedures and capabilities to ensure the timely and accurate backup and full recovery for all servers and other data storage systems related to the Site.
   - Yes  [ ]  No  [ ]

8. If selected, the Firm will carry errors and omissions insurance or a comparable instrument to cover the firm’s negligent acts or omissions.
   - Yes  [ ]  No  [ ]

9. If selected, the Firm will be in compliance with Section 9(b) of Act 2011-535 The Beason-Hammon Alabama Taxpayer and Citizen Protection Act.
   - Yes  [ ]  No  [ ]
Exhibit C

COST PROPOSAL

1. Provide a detailed and itemized cost proposal to complete this project. All costs must be included.

2. Provide annual maintenance costs, costs for any upgrades, and any hourly rate to be applied for updates to the portal, which may include, but is not limited to:
   a. Updates to or refreshes of the portal;
   b. Creation of new portal features; and
   c. Other continuing services.

3. AIDT will make payment for services in arrears. Please provide what annual compensation per year for three years would be, and please list in detail compensation for any other services beyond such scope.

AIDT is exempt by law from payment of state or local sales taxes; do not include such taxes in the Cost Proposal.
Exhibit D

VENDOR DISCLOSURE STATEMENT

All proposals in response to this RFP must include a completed Vendor Disclosure Statement, as required by Section 41-16-80, et seq., Code of Alabama (1975). Copies of the Vendor Disclosure Statement and related information may be downloaded from the Alabama Attorney General's website at http://www.ago.state.al.us/Page-Vendor-Disclosure-Statement-Information-and-Instructions or refer to Pages 11-13 of this document.
Exhibit E

BEASON-HAMMON AFFIDAVIT

(To be completed as a condition for the award of any contract, grant, or incentive by the State of Alabama, any political subdivision thereof, or any state-funded entity to a business entity or employer that employs one or more employees.)

State of _________________________________________

County of _________________________________________

Before me, a notary public, personally appeared ________________________________ (print name) who, being duly sworn, says as follows:

As a condition for the award of any contract, grant, or incentive by the State of Alabama, any political subdivision thereof, or any state-funded entity to a business entity or employer that employs one or more employees, I hereby attest that in my capacity as ___________________________________ (state position) for ________________________________ (state business entity/employer/contractor name) that said business entity/employer/contractor shall not knowingly employ, hire for employment, or continue to employ an unauthorized alien.

I further attest that said business entity/employer/contractor is enrolled in the E-Verify program. (ATTACH DOCUMENTATION ESTABLISHING THAT BUSINESS ENTITY/EMPLOYER/CONTRACTOR IS ENROLLED IN THE E-VERIFY PROGRAM.)

___________________________________________
Signature of Affiant

Sworn to and subscribed before me this _____day of _________________________, 2015.

I certify that the affiant is known (or made known) to me to be the identical party he or she claims to be.

_________________________________________
Signature and Seal of Notary Public