## REQUEST FOR PROPOSAL

**RFP Number:** 719190-RFP-04  
**Project Title:** National Center on Early Childhood Health and Wellness Graphic Design/508 Compliance Consultant  
**Application Deadline 11:59 pm CST:** March 23, 2020  
**Proposals must be emailed to:** 719RFP@aap.org  
**Questions about this RFP must be submitted to the application email address above and will be accepted until:** March 10, 2020  
**Responses to questions will post on:** March 16, 2020

### BACKGROUND

The American Academy of Pediatrics is a professional membership organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents and young adults.

Founded in 1930, the AAP advocates for the health and wellbeing of all children and works with government, communities and other national organizations to shape many child health and safety issues. The AAP provides professional education and resources to member pediatricians, and provides patient education and public information campaigns.

### STATEMENT OF PURPOSE

The AAP holds a cooperative agreement for the National Center on Early Childhood Health and Wellness (NCECHW) with the Administration for Children and Families (ACF) Office of Head Start and Office of Child Care, as well as with the Health Resources and Services Administration Maternal Child Health Bureau to support the health-related activities and goals of Head Start and Child Care programs through the provision of resources, training, and technical assistance.

The NCECHW is leading a partnership that shapes and impacts the overall awareness, knowledge, and training of early care and education (ECE) programs across the nation including Head Start, Early Head Start, and Childcare. The NCECHW provides a myriad of tools and resources for staff and families across ECE settings. These resources are developed by ECE content experts, but all resources posted online must adhere to government 508 compliance requirements. The NCECHW is interested in engaging a graphic design/508 compliance consultant to revise and format products based on requirements for 508 compliance.

### PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The NCECHW is seeking a skilled graphic design/508 compliance consultant to revise and format developed resources prior to posting on the Early Childhood Learning Knowledge Center (ECKLC) web portal. Most resources posted on ECKLC will also be available in Spanish. It is expected the consultant will prepare several resources (including Word documents, PDFs, and videos) for posting on ECKLC in accordance with federal 508 compliance guidelines. These resources will include:

1. Virtual Health Manager Orientation (10 videos, about 55 minutes each - English and Spanish)  
2. Emergency Preparedness and Recovery Response Manual (1 manual in 6 different languages, each about 60 pages)  
3. Health Manager Orientation Guide (100-150 page document - English and Spanish)
4. Two video series: total 12 videos of 2-3 minutes in length (English and Spanish)
5. Caring for Our Children standards 300 pages of final pdf
6. Parent and staff tipsheets (10-12 documents, 2 pages each)

**SCHEDULE OF DELIVERABLES**

**Planning phase**
One to two planning meetings with NCECHW staff to develop communication workplan and project timeline. Planning meetings will be conducted via hourly conference calls. It is expected 2-3 calls will be needed to finalize the workplan. The communication plan will define ongoing check ins and progress report modality. It is anticipated this will begin in early April 2020

**Project activity period**
NCECHW staff anticipate delivery of materials listed in scope of work section to begin in April 2020 and with final products delivered July 2020

**Delivery of resource period**
Consultant will begin delivering 508-compliant products according to project timeline but anticipated to begin with smaller pdfs in May 2020
Complete preparing all resources in accordance with 508 guidelines by July 2020

**MANDATORY QUALIFICATIONS**
The consultant candidate will provide the following:
1. Proposal including project narrative detailing experience in 508 compliance, project management approach, preferred communication methods, and proposed scope of work. The scope of work should include details regarding the expected length of time needed for delivery based on product modality. For example we can anticipate a return of 2 page pdfs within 1 week.
2. Certification of compliance of 508 regulations
3. Demonstrated experience with 508 compliance. Preference will be given to those with demonstrated experience performing similar work or service. Two examples of previous past projects and funding entities (Office of Head Start, Centers for Disease Control, etc.) are required, and only one example from AAP previous work is accepted.
4. References regarding the candidate's expertise. Three references are required, and only one reference from the AAP is accepted.

**COST PROPOSAL**
Completed bid price format sheet is required as part of your detailed budget.

**CONTRACTUAL ARRANGEMENTS**
Once approved, the selected applicant will abide by the terms and conditions outlined in the final letter of agreement accepted and signed by both parties.

**Period of performance:** The performance period is April 1st - September 29, 2020

**Payment arrangements:** Payment will be made as soon as is reasonably practicable upon completion of milestones at intervals mutually agreed upon and specified in the contract. Final invoice should be marked FINAL and submitted within 45 days of completion of the contract.

**Cancellation** The AAP may terminate the contract at any time prior to the end of the term in the in the event that the consultant is unable or unwilling to perform the services or in the event of a material breach of any of the Consultant's other covenants or representaions under the Agreement.
EVALUATION CRITERIA

All proposals will be reviewed by NCEHW staff. Proposals will be scored in the following categories: 1) Qualifications of consultants, 2) Previous work of consultant applicable to proposed project, and 3) cost. Highest weight will be awarded to consultants with demonstrated experience and expertise in 508 compliance with preference for those with experience with Office of Head Start.

RETENTION OF RECORDS

Information related to the resulting contract must be retained for at least three years after the end of the contract and must be available for examination by authorized representatives of the AAP and the grantor (federal cognizant or oversight agency, federal agencies providing direct or indirect funding, the Government Accountability Office or nonfederal entity providing funding for the project).

RIGHT TO REJECT / BID DISPUTE RESOLUTION / CONFIDENTIALITY

The AAP reserves the right to reject any and all proposals submitted and to request additional information from all applicants.

Any protest or dispute related, respectively to the solicitation or the resulting contract shall be construed and determined in accordance with the laws of the State of Illinois applicable to contracts made and to be performed in that state, notwithstanding anything to the contrary provided by applicable conflict of law rules, and notwithstanding that any party may now or hereafter be a resident of another state or a foreign country.

The AAP shall not disclose to a third party Proprietary or Confidential Information of the other applicants or potential applicants. AAP further agrees to act as trustee for any Confidential Information jointly created or acquired through the applicant’s participation in this RFP.

CONTACT INFORMATION

American Academy of Pediatrics
345 Park Boulevard, Itasca, Illinois, 60143
(630) 626-6000
www.aap.org

COMPLETE THE APPLICANT INFORMATION, SIGN THE CERTIFICATION OF ELIGIBILITY, INCLUDE ALL RFP PAGES, AND SUBMIT YOUR PROPOSAL AND REQUIRED INFORMATION TO THE EMAIL ADDRESS LISTED ABOVE.

APPLICANT INFORMATION

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<th>CERTIFIED AS SMALL, MINORITY or WOMAN’S BUSINESS</th>
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<td>BUSINESS IS LOCATED IN CURRENT YEAR’S LABOR SURPLUS AREA</td>
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BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS  ☐ YES  ☐ NO  
(Not debarred or suspended on SAM.gov and not listed as “not qualified” on FAPIIS.gov)

CURRENT OR PREVIOUS CONTRACTS WITH AAP  ☐ YES  ☐ NO  
If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.

CERTIFICATION OF ELIGIBILITY

By signing and submitting this RFP application, the applicant certifies that the applicant is not debarred, suspended or otherwise excluded from or ineligible for participation in federal assistance programs or activities, the applicant is an equal employment opportunity employer, and the applicant will comply with all applicable contract provisions required for contracts under federal awards or other grantor stipulations.

The applicant further certifies that if the applicant is awarded a contract as a result of this RFP and the contract exceeds the Federal Simplified Acquisition Threshold, the applicant agrees to negotiate profit as a separate element of the price as required under 2 CFR 200.323.

APPLICANT SIGNATURE  DATE  PRINT APPLICANT NAME and TITLE