



ALABAMA DEPARTMENT OF PUBLIC HEALTH

Scott Harris, M.D.
Acting State Health Officer



TO: Vendors Who Wish to Respond to this RFP

FROM: Janis C. Pritchett
Alabama Department of Public Health

DATE: March 26, 2018

SUBJECT: Request for Proposal (RFP) Document Attachment Information

In case the document attachment for this RFP has formatting errors that prevent you from being able to view, access, and respond in an efficient, timely manner, a full copy of this RFP is posted to the ADPH News/Media web page. Please access the RFP on this web page should formatting issues be present in the RFP uploaded to STAARS.

If you are still having problems accessing the document or have questions about this RFP, please contact Karl Bryant at (334) 206-5517.

**Alabama Department of Public Health
Health Marketing Translation
Request for Proposals 2018**

Agency Name: Alabama Department of Public Health (ADPH), Bureau of Prevention, Promotion and Support, Communications and Health Marketing Division

RFP Title: Health Marketing Translation Services

Initial Funding Period: May 1, 2018 – May 1, 2020

Funding Type: Funding will be provided in the form of a professional service contract using federal appropriated and state funds.

Due Date for Applications: Proposals, along with the State of Alabama Vendor Disclosure Statement, must be received by close of business on April 11, 2018. The disclosure statement can be found at <http://www.ago.alabama.gov/File-AL-Vendor-Disclosure-Statement> .

I. OVERVIEW AND PURPOSE

ADPH seeks the expertise of a company proficient in providing language services to complete translations of ADPH documents and prepare language training materials in compliance with Title VI of the Civil Rights Act of 1964. Work will consist primarily of Spanish language translation with other languages translated as needed.

II. APPLICATION DETAILS

A. Eligible Applicants

Respondents must have prior experience and have established a satisfactory record in preparing Spanish language translations and training materials on a wide variety of topics. Respondents should have access to linguists/translators fluent in Latin American, South American and Mexican Spanish. In addition, respondents must have prior experience and expertise in developing documents for both print and electronic distribution. Respondents should also have access or capabilities to translate in other foreign languages.

The company must meet the qualifications outlined in this letter, be registered in STAARS with the State Purchasing Division as a vendor in class/subclass 961-75, and have prior experience working with government agencies.

B. Funding Available

Funding for this contract is not to exceed \$20,000 per year. The initial contract period will be for two years with an option to renew yearly for the three years after the initial contract period. Renewal is dependent upon satisfactory performance and availability of funding. Payment for services will be rendered upon receipt of invoice after successful completion of projects.

C. Required Activities

The selected company must provide translation services in a timely and accurate manner, maintaining all graphical components of documents and training materials.

D. Deadline for Submission

Proposals, along with the Vendor Disclosure Statement, must be received in the office shown below by close of business on April 11, 2018. All applications received after this date and time will not be considered.

Please send completed applications to:

Karl Bryant
Alabama Department of Public Health
201 Monroe Street, Suite 1010
Montgomery, AL 36104
(334) 206-5517
karl.bryant@adph.state.al.us

E. Copies and Format Required

Companies must submit a proposal detailing prices for services, their ability to meet specifications outlined in this RFP, and a plan for providing services. Specifically, respondents should do the following:

1. Submit a proposal outlining the following:
 - a. Pricing on a per word basis. (Please specify if a word is defined as a certain number of characters, e.g., 5 letters and a space = 1 word.) Indicate any minimum charges per order.
 - b. Your translation process, including your standard turnaround time on projects. You may base turnaround time based on a project consisting of 2,000 words.
 - c. File types/formats accepted for translation (e.g. Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Quark, Adobe Acrobat .PDF, Microsoft Word, .JPEG, .TIF, .PSD, etc.).

- d. Deliverable formats of projects (e.g. Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Quark, Adobe Acrobat .PDF, Microsoft Word, .JPEG, .TIF, .PSD, etc.) along with a press-ready .PDF (unless project is designed for web-based usage).
 - e. On-line capabilities/services.
 - f. Capabilities/availability during public health emergencies/events such as hurricanes, flu vaccine shortages, infectious disease outbreaks, etc., that would require quick dissemination of information to limited English-speaking populations.
 - g. Allocation of experienced, qualified personnel including credentials. Please detail skills and experience requirements for translators.
 - h. Development of custom glossaries and style guides including any proprietary policies that might apply.
 - i. Billing process – Respondent must provide numbered invoices (including the title of the document/project) within 30 days of project completion.
 - j. Experience of the company in regards to this type of work along with at least three references from satisfied customers including phone numbers.
2. Provide samples of Spanish language translations, with one sample of work completed for a government agency and one completed translation containing technical health information (e.g. disease names, symptoms, treatments, etc.)
 3. Provide two samples of translations that were made within a graphic arts program (Adobe InDesign, Adobe Photoshop, or Adobe Illustrator). Provide a sample of the original and the translation for quality comparison.
 4. Provide a listing of languages that can be translated.

III. ADDITIONAL PROPOSAL REQUIREMENTS

A. Contact Information

The applicant should include the following contact information:

- Name of applicant
- Name of the company or organization
- Mailing address
- Telephone number
- Facsimile number
- E-mail address
- Company or organizational website, if applicable

IV. APPLICATION EVALUATION CRITERIA

The department plans to consider only the proposals that meet all the qualifications outlined in this RFP. After evaluation, the department plans to award the contract to the company with the most effective blend of experience, management philosophy, and cost. The department reserves the right to negotiate the contract price and award none or one contract on the basis of solicitation. Late proposals will not be considered. The following point system will be the criteria used to evaluate all eligible applications.

35 points= Lowest cost per word translated

30 points= Consistency of graphic design quality and capability to deliver products in the required final formats

15 points= Professional experience translating materials in a timely and accurate manner

10 points= Professional experience translating materials including technical health information

10 points= Turnaround time for translations in emergency situations

100 points= Total

A review panel of 5 people from the Communication and Health Marketing Division will conduct a fair and impartial review of the proposals submitted. The panel will consist of the Acting Director of Health Marketing, two Departmental Marketing Specialists, one Public Information Manager, and one Health Services Administrator II. The proposal receiving the most points will be awarded the contract

V. AWARD NOTIFICATION

The successful applicant will be notified by email by April 13, 2018 if they have been awarded the contract.