



# JEFFERSON COUNTY DEPARTMENT OF HEALTH

1400 6th Avenue South | Birmingham, AL 35233 (205) 933-9110 | [www.jcdh.org](http://www.jcdh.org)

*Serving Jefferson County Since 1917*

Hazel L. Collins, CPP, CPPM

Purchasing Agent

April 13, 2026

## RFP# 26-04-08, Annual Report Editorial and Design Services REQUEST FOR PROPOSAL (RFP)

The Jefferson County Board of Health (the "Board") and the Jefferson County Department of Health (the "Department") (collectively, "JCDH") will be accepting sealed RFPs for **Annual Report Editorial and Design Services** which will be received by:

Purchasing Agent, Jefferson County Department of Health, General Services Annex,  
401 14<sup>th</sup> Street South, Birmingham, AL 35233,

until 10:00 am CST., Friday, May 8, 2026, (the "RFP Period") at which time and place they will be publicly opened and read. The Project is subject to competitive procurement provisions of the Alabama RFP Law, Ala. Code 41-16-50 et seq.

### **A. SCOPE OF WORK AND MATERIALS**

Prospective Offerors may download the complete solicitation including the specifications and RFP forms via the internet at <https://jcdh.org/SitePages/About/RFPs.aspx>, or by visiting the Purchasing Office at the address shown above, or by calling (205) 930-1961, fax (205) 930-1060 and requesting a copy be mailed to you. Any addenda will be available on the JCDH website.

Offeror is responsible for checking for addenda until RFP opening date. Addenda will be mailed only to those Offerors who were provided a copy in person or by mail. **Offerors are strongly encouraged to read the entire solicitation.**

### **B. RFP**

All RFPs must be submitted on RFP Form in a sealed envelope indicating "**SEALED RFP – RFP # 26-04-08, Annual Report Editorial and Design Services**" with opening date and RFP number printed on outside of envelope.

**All Offerors must** complete and provide the following:

- The notarized State of Alabama disclosure form included in the RFP package;
- The Addendum to RFP Agreement Contract;
- A copy of their E-Verify certificate with the assigned number from the U.S. Department of Homeland Security;
- A W-9 Form;
- Business License (City of Birmingham/Jefferson County)
- The Beason-Hammon Alabama Taxpayer and Citizen Protection Act Supplemental Form; and
- All other documents listed in the enclosure

### **C. BONDING**

It is **required** for any contract/purchase exceeding \$10,000.00 that the Offeror submits with their RFP a certified check, a cashier's check or a RFP bond payable to the Jefferson County Department of Health in the amount of \$500.00. For any RFP award to be considered that exceeds \$10,000, it must be accompanied by an acceptable RFP bond or check. RFP bonds will be returned to all unsuccessful Offerors after the formal award

is made and to the successful Offeror after acceptance of the award. Should the successful Offeror fail to accept the award, the RFP bond or check shall be forfeited.

**D. OTHER RFP REGULATIONS AND REQUIREMENTS**

- No RFP may be withdrawn for a period of sixty (60) days after the date of the RFP opening.
- JCDH reserves the right to reject RFPs if such action is determined to be in the best interest of JCDH.
- JCDH reserves the right to reject any or all RFPs or parts of RFPs and to make the award either “all or none” or per line item on the merit and/or feature of method and quality, delivery, and service availability as the best interest of JCDH appears.
- JCDH is exempt from all tax. This statement in no way is to be construed as relieving a seller or contractor from paying any tax assessed to him as a seller or contractor.
- JCDH reserves the right to require documentation that each Offeror is an established business and is abiding by the ordinances, regulations, and laws of their community and the State of Alabama.
- If you are required by any regulatory agency to maintain professional license or certification to provide any product and/or service solicited under this RFP, JCDH reserves the right to require documentation of current license and/or certification before considering and awarding the RFP.

**E. COMMUNICATION DURING RFP EVALUATION**

There shall be no communication during the evaluation period between any Offeror and JCDH agency requisitioning the good or service to be procured. Any communications, written, oral, or electronic between the Offeror and the requisition agency must come through the Division of Purchasing Buyer administering the RFP.

**F. QUESTION/INQUIRY**

Telephone inquiries with questions regarding clarification of all specifications of the RFP will not be accepted. All questions concerning the RFP, product, and/or service specifications must be e-mailed to Hazel Collins at [hazel.collins@jcdh.org](mailto:hazel.collins@jcdh.org) and Glenda Smith at [glenda.smith@jcdh.org](mailto:glenda.smith@jcdh.org). Please reference the RFP number and Question/Inquiry in the e-mail subject.

**G. LETTER OF NOTIFICATION**

All Offerors for this RFP are requested to reply via email to notification of Intent indicating that they intend to submit a RFP. Only those Offerors submitting the Notification of Intent will be advised of any clarifications, addendum, and answers to inquiries and/or questions pertaining to this RFP. The email of Notification of Intent can be emailed to [hazel.collins@jcdh.org](mailto:hazel.collins@jcdh.org) and [glenda.smith@jcdh.org](mailto:glenda.smith@jcdh.org). Please reference the RFP number and Notification of Intent in the e-mail subject.

**H. PROJECTED SCHEDULE OF EVENTS**

Jefferson County Department of Health reserves the right to adjust the following schedule of events where needed to benefit the County.

Announcement of RFP	April 13, 2026
Deadline for Offeror’s Questions	April 22, 2026 at 4:00 pm CST
Deadline for Notification of Intent	April 22, 2026 at 4:00 pm CST
Deadline for Offeror’s Answers	April 24, 2026 at 4:00 pm CST
RFP due Date & Public Opening	May 8, 2026 at 10:00 am CST

*Hazel L. Collins*

Hazel L. Collins, CPP, CPPM  
Purchasing Agent

HC/gs

AM: 04-15-26

Enclosures

## **SPECIFICATIONS**

### **A. STATEMENT OF PURPOSE/OBJECTIVE**

The Jefferson County Department of Health is currently soliciting sealed RFPs for **Annual Report Editorial and Design Services** to secure a qualified Offeror to design, format, and produce the Jefferson County Department of Health's (JCDH) Annual Reports for the years 2025, 2026, and 2027. The annual reports are essential communication tools that highlight departmental activities, demonstrate impact on community health, and inform diverse audiences including the general public, governmental leaders, employees, and partner organizations.

For the 2025, 2026, and 2027 reports, the selected Offeror will design and produce visually compelling, accessible, and professionally formatted print and digital complete annual reports based on content provided by JCDH contributors. A designated JCDH Liaison will coordinate communication between the Offeror and report contributors, and the Offeror may be required to contact contributors directly to clarify submitted information.

While JCDH will supply some images, the Offeror must also source additional non-copyrighted images that align with the department's mission, vision, and values. All imagery should support and enhance the written content and reflect the diverse communities served by JCDH.

The Offeror must adhere to the following timelines:

- 2025, 2026, and 2027 Annual Reports: Final deliverables due within twelve (12) weeks of receiving contributor contact information from the JCDH Liaison.

Through this procurement, JCDH seeks a creative, reliable partner capable of producing high-quality annual reports that effectively communicate the department's work and its impact on the health of Jefferson County.

Offerors eligible to submit an RFP must not be on the U.S. General Services Administration lists of Parties Excluded from Federal Procurement or Non-Procurement Programs. RFPs will be submitted for furnishing all labor and materials, software licenses, services, and integration, and performing all work. The successful Offerors will be notified of RFP award via the Jefferson County Department of Health's Notice of Award letter and the approved Standard Addendum to RFP Agreement Contract.

No RFP will be considered unless the Offeror, whether resident or non-resident of Alabama, is qualified to submit an RFP. The Jefferson County Department of Health reserves the right to reject any and all RFPs and to waive any formalities in the solicitation process, and to be the final authority in any conflict.

### **B. BACKGROUND**

The Jefferson County Department of Health (JCDH, located in Birmingham, Alabama, serves a population of about 660,000 residents. Jefferson County Department of Health serves the most populous county in the state by providing primary and limited specialty care and core public health services to county residents. The mission of JCDH is to prevent disease, assure access to quality health care, promote a healthy lifestyle and environment, and protect against public health threats.

### **C. QUALIFICATIONS/CONSULTANT SELECTION CRITERIA**

All proposals submitted will be evaluated in the following:

- Cover letter is required (Statement of Project Understanding) which explains the ability to meet the goals and objectives and describe the project team, including roles and responsibilities.
- Requirements and qualifications
- References from clients with similar scope of work
- Pricing

### **D. OFFEROR CONTRACTS**

Successful firm will be the only contract. RFPs will not be accepted from Offerors that sub-contract their work.

### **E. TERMINATION**

The contractual agreement or addendum associated with any RFP may be terminated by JCDH with a thirty (30) day written notice of cancelation to the other party regardless of reason.

Any violation of the agreement or addendum associated with any RFP shall constitute a breach and default of this agreement. Such termination shall not relieve the contractor of any liability to JCDH for damages sustained by virtue of a breach by the contractor.

### **F. PROPOSAL EVALUATION CRITERIA**

The scoring methodology will consist of factors weighted in accordance with its importance to JCDH. However, the following factors will include but not limited to these items when making a final recommendation.

<b>Criteria</b>	<b>Description</b>	<b>Maximum Score</b>
Approach	This criterion considers the Offeror's understanding of the scope of work and the quality and clarity of the Offeror's written methodology and description of the proposed approach to accomplish the work. Description of the project team, including roles and responsibilities.	<b>25</b>
Functional	This criterion considers the ability of the proposed solution to meet JCDH's service request as specified. Overall meets requirements/qualifications.	<b>35</b>
Experience	This criterion considers the Offeror's experience in providing the services solicited by this RFP as set forth in the Offeror's response and as learned from references.	<b>20</b>
Cost	This criterion considers the price of the solution solicited by this RFP. Offerors will be evaluated on their pricing scheme as well as on their price in comparison to the other Offerors that meets all requirements and specifications requirements as listed.	<b>20</b>
<b>TOTAL</b>	<b>Maximum Score</b>	<b>100</b>

**G. CONTRACT PERIOD**

Valid for three (3) year term

**H. AWARD**

The Award will be made in whole to the highest scoring responsible Offeror's proposal evaluation criteria provided the Offeror meets all requirements and specifications required by JCDH and the Offeror meets all requirements under the Alabama Competitive RFP Law.

**I. PRICE**

The total RFP price, including all line-item prices, will remain firm for the entire duration of the RFP Period. Price is to include all related fees. Invoice(s) must be itemized and billed after delivery/completion.

**J. FREIGHT**

Prices are to include transportation, fuel, handling, service, freight charges and deliveries/pick-up as specified. JCDH will pay no additional fees unless previously agreed to in writing.

**K. TAX**

JCDH is exempt from all tax. Offeror shall be responsible for any tax that may be levied or assessed by reason of this transaction.

**L. PRE-PAY**

No pre-payments will be made.

**M. ADDITIONS TO CONTRACT**

JCDH has attempted to list all aspects of the Project that will be required during the term of the Agreement. However, JCDH reserves the right to purchase additional quantities and/or related items from the successful Offeror.

**N. INTERPRETATIONS**

No modification, deviation, substitution, or other such changes will be made without the prior written approval of JCDH. JCDH reserves the right to reject any or all RFPs submitted and to make the award in the best interest of the Health Department.

**O. INSURANCE**

Offeror shall furnish to the Board upon execution of this Agreement, a certificate of insurance as evidence of adequate professional and public liability insurance insuring Offeror, the Board and Board's agents, servants, and employees as additional insured.

**P. OTHER RFP TERMS AND CONDITIONS**

- RFPs will be rejected if there is reason to believe that collusion exists among the Offerors. No participants in such collusion will be considered in future RFPs for the same work.
- Offeror must have all necessary business licenses as required by the State of Alabama, Jefferson County and the City of Birmingham.
- All items must conform strictly to the specifications and shall be subjected to evaluation upon acceptance. If any item is deemed unacceptable or not in conformity with the specifications, such items will be rejected, and items of proper quality as set forth in the specifications shall be furnished in place thereof at the expense of the successful Offeror.
- Failure to comply in accordance with the awarded RFP as submitted, including promised delivery, will constitute sufficient grounds for cancelation of the order and the Contract at the option of JCDH.

- Use of specific names and numbers is not intended to restrict the RFP of any Offeror, seller and/or manufacturer but is solely for the purpose of indicating the type, size and quality, material, service, or equipment considered best adapted to the JCDH's intended use.
- Offeror will furnish a minimum of three (3) references. References will be accepted only from companies that provide similar type of scope of work as requested herein.
- No Offeror shall be allowed to offer more than one RFP for the said project. If said Offeror should submit more than one RFP for the said project described therein those RFPs shall be rejected.
- No Offeror shall be allowed to offer more than one price on each line item. If said Offeror should submit more than one price per line item, then ALL prices for that line item shall be rejected.

**Q. INCURRING COSTS**

The Jefferson County Department of Health will not be liable for any costs incurred in preparing RFP responses.

**R. TABLE OF CONTENTS**

A table of contents should be provided and allow for easy access to all RFP components.

**S. NUMBER OF RFPS**

One (1) signed original, one (1) copy and electronic copy to be submitted with RFP package. RFP shall be prepared in accordance with the RFP Format in the Scope of Work/Requirements section. RFP not complying with this format may be considered non-responsive and may be removed from consideration on this basis.

**T. APPLICABLE LAW**

A contract entered as a result of this RFP shall be governed and interpreted under the laws of the State of Alabama. The contract shall be on a standard JCDH form as modified for this particular transaction. As JCDH is a public agency, its standard contract contains provisions required by Alabama law and regulations. Those provisions include, but are not limited to, the following topics.

Ala. Code 41-4-142 provides that every RFP submitted and contract executed shall contain a certification that the Offeror, 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 RFP, THE FIRM IS HEREBY CERTIFYING THAT THEY ARE IN FULL COMPLIANCE WITH ALABAMA LAW, THEY ARE NOT BARRED FROM SUBMITTING RFPS OR ENTERING INTO A CONTRACT PURSUANT TO ALA. CODE 41-4-142 AND ACKNOWLEDGE THAT THE AWARDING AUTHORITY MAY DECLARE THE CONTRACT VOID IF THE CERTIFICATION IS FALSE.**

Ala. Code 31-13-9(k) provides the following language must be included in every public contract RFP in Alabama: "By signing the Agreement and this Addendum, the Board and the Contractor affirm, for the duration of this 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, any Contracting Party found to be in violation of this provision shall be deemed in breach of this Agreement and shall be responsible for all damages resulting therefrom."

In addition, any Contractor that employs one or more employees in the State of Alabama must provide evidence of their participation in the federal E-Verify program.

Acceptance of standard JCDH contract terms and execution of the contract are essential elements of the award. Failure to enter into the contract will result in forfeiture of the award. A copy of the form "Addendum to RFP" may be obtained upon request from the Purchasing Agent.

**U. LAWS**

The contractor shall comply with all laws, ordinances, codes, rules and regulations bearing on the conduct of the service.

**V. INSPECTION**

The Jefferson County Department of Health reserves the right, under the contract, to determine whether service is satisfactory. Failure to satisfactorily perform any or all services outlined in the contract will be grounds for cancellation of the contract.

Successful Offeror will furnish all service and material required for Annual Report Editorial and Design Services in accordance with the specifications.

**W. GUARANTEE**

Offeror certifies by submitting an RFP that Offeror is fully aware of the conditions of service and purpose for which item(s) included in this RFP are to be purchased, and that their RFP will meet these requirements of service and purpose to the satisfaction of the Jefferson County Department of Health and its Agent.

# SCOPE OF WORK/REQUIREMENTS

## 1. Annual Report Development and Coordination:

### 1.1 2025, 2026 and 2027 Annual Reports:

1. Design and produce complete annual reports for 2025, 2026 and 2027.
2. Work with JCDH contributors to refine, clarify, and finalize content.
3. Develop section introductions, summaries, captions, and executive messages as needed.
4. Create data visualizations (charts, graphs, infographics) from JCDH-provided data.
5. Deliver final print-ready and web-ready files within **12 weeks** of receiving contributor contact information from the JCDH Liaison.

### 1.2 Content Coordination:

1. JCDH will assign a Liaison to coordinate communication between the Offeror and internal contributors.
2. Offeror may contact contributors directly for clarification of submitted content.
3. Offeror must maintain consistent editorial tone, style, and messaging across all sections.

### 1.3 Image Requirements:

1. JCDH will provide a limited number of images.
2. Offeror must source additional non-copyrighted images that:
  - a. Align with JCDH's mission, vision, and values
  - b. Reflect the diversity of Jefferson County communities
  - c. Support and enhance written content.

## 2. Technical and Design Requirements:

### 2.1 Annual Report Design

1. Professional, modern, visually compelling layout
2. Consistent branding aligned with JCDH's style guides and visual identity
3. Clear hierarchy, typography, and visual flow
4. Multifformat design for:
  - a. Print
  - b. Digital PDF
  - c. Web-optimized or interactive formats.

### 2.2 Data Visualization

1. Convert complex data into clear, accurate, and accessible visual formats
2. Ensure statistical accuracy and clarity for non-technical audiences
3. Provide editable source files for all graphics.

## **2. Technical and Design Requirements:**

### **2.3 Accessibility Compliance**

1. All digital deliverables must meet ADA / WCAG accessibility standards
2. Requirements include:
  - a. Proper tagging and document structure
  - b. High-contrast color palettes
  - c. Accessible typography
  - d. Alt-text for images
  - e. Fully accessible PDFs.

## **3. Offeror Qualifications:**

### **3.1 Strategic Understanding**

1. Ability to understand and communicate public health priorities, messaging, and audience needs.

### **3.2 Relevant Experience**

1. Portfolio showing high-quality design, editing, and data visualization.
2. Demonstrated experience producing annual reports for federal, state, or local public health agencies.
3. A minimum of three (3) references whose work was performed within the last two years. Include name, address, contact person, telephone number. References will be accepted only from companies that provide similar services with same type and scope as requested herein. The reference sheet is listed on page 12.

### **3.3 Editorial & Writing Capabilities**

1. Ability to refine content for clarity, tone, readability, and cohesion.
2. Capacity to support contributors with varying writing skill levels.
3. Ability to draft or refine executive messages, section introductions, summaries, and image captions.

### **3.4 Editorial Consistency**

1. Ensure a unified voice, style, and message across the entire report.

## **4. Project Management Requirements:**

### **4.1 Project Management Structure**

1. Provide a dedicated project manager as the primary point of contact.
2. Establish a clear workflow for content intake, design, review, and approval.

## 4. Project Management Requirements:

### 4.2 Timeline Management

1. Develop and maintain a detailed project schedule with milestones and deadlines.
2. Ensure timely delivery of all drafts and final files.

### 4.3 Revision & Review Process

1. Manage feedback cycles efficiently.
2. Maintain version control and track changes across drafts.

### 4.4 Quality Assurance

1. Implement thorough review processes to ensure accuracy, consistency, and error-free deliverables.

## 5. Final Deliverables

For each annual report (2025, 2026, and 2027), the Offeror must deliver:

1. Print-ready files (PDF/X or equivalent)
2. Web-ready accessible PDFs
3. Web-optimized or interactive digital versions (if applicable)
4. All final design assets, including:
  - a. Editable design files (e.g., InDesign, Illustrator)
  - b. Image files used in the report
5. Format and design the **2025, 2026, and 2027 Annual Report** using written content and data files provided by JCDH. Deliver final print-ready and web-ready files within **12 weeks** of receiving content.

**FORM FOR RFP #26-04-08**  
**DUE: Friday, May 8, 2026**  
**TIME: 10:00 a.m.**

Hazel Collins  
Purchasing Agent  
Jefferson County Department of Health  
General Services Annex Building  
401 14<sup>th</sup> Street South  
Birmingham, AL 35233

Submitted below is my firm RFP for specified **Annual Report Editorial and Design Services** in accordance with your RFP #26-04-08.

**SECTION I: PRICING CATEGORY**

DESCRIPTION	TOTAL PRICE		
	Year 1	Year 2	Year 3
Annual Report Editorial and Design Services to include total price as specified			

THE FOLLOWING ARE REQUIRED WITH THE PROPOSAL FORM SUBMISSION:  
Provide a detailed estimated budget, inclusive of all fees to equal the total price listed above.

Complete and return the original RFP form(s); one (1) additional copy.

Name of Company \_\_\_\_\_

**REFERENCES**

Offeror will list a minimum of three (3) references. References will be accepted only from companies that provide a similar type of scope of work as requested herein.

Contact Person \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

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Contact Person \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

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Contact Person \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

**Name of Company** \_\_\_\_\_

**Please enclose your business card with your RFP.**

Offeror acknowledges receipt of \_\_\_\_\_ addenda. This page must be returned with RFP.  
(addenda numbers)

\_\_\_\_\_  
Date of RFP

\_\_\_\_\_  
Name (print legibly or type)

\_\_\_\_\_  
Company

\_\_\_\_\_  
Title

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
Signature

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Tax ID Number

\_\_\_\_\_  
Post Office Box (Zip if different from street address)

\_\_\_\_\_  
E-mail Address

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
Terms of Payment

\_\_\_\_\_  
Delivery Date

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Alabama Law (Section 41-4-142, Code of Alabama 1975) provides that every RFP submitted and contract executed shall contain a certification that the Offeror, 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 RFP, THE OFFEROR IS HEREBY CERTIFYING THAT THEY ARE IN FULL COMPLIANCE WITH ALABAMA LAW, THEY ARE NOT BARRED FROM RFPDING OR ENTERING INTO A CONTRACT PURSUANT TO 41-4-142, AND ACKNOWLEDGE THAT THE AWARDING AUTHORITY MAY DECLARE THE CONTRACT VOID IF THE CERTIFICATION IS FALSE.**