



NEW JERSEY COUNCIL ON DEVELOPMENTAL DISABILITIES

Request for Proposals

for

Public Awareness And Education Campaign

Please read this thoroughly since non-compliant proposals will **not** be reviewed.
Start today – don't wait until the last minute

Proposal Due Date:	June 16 , 2008, 4:00 PM
Deliver To:	NJCDD Offices, 20 West State Street, 7th Floor Trenton, NJ 08608 [courier] - or - NJCDD, PO Box 700, Trenton, NJ 08625-0700 [postal service]
Anticipated Duration:	July 1, 2008 through September 30, 2009 contingent upon achievement of stated outcomes.
Type of Bid:	open, competitive
Funding Available up to:	Public Awareness --\$120,000 Non-Cost based Contract. Fees not based on billable placement. Three elements may be bid individually or as a single project.

RFP Contents:

- A. Background
- B. Project Philosophy-Vision
- C. Scope of Work
- D. Proposal Requirements and Deadline
- E. Proposal Forms and Format - available at www.njddc.org
- F. Contents of Application
- G. Required Assurances and Appendices

Additional **required** forms and information are attached and are also available at www.njddc.org

- **Public Law 2005, Chapter 51** (formerly Executive Order 134) and instructions
- **Federal Grantee Assurances** (combined version) **required by the Council for all vendor** [sign last page only]
- **W-9 Form** [must be completed even if you are already on the NJ system]

A. BACKGROUND – Developmental Disabilities in NJ

There are approximately 130,000 people with developmental disabilities [DD] in New Jersey—about 1.5 percent of the population. While they cover most all aspects of the socio-economic range, the majority will need assistance in several major life functioning areas and, as adults, will be in the lower income brackets or without any employment income. However, with increased individualized supports, people with even severe developmental disabilities are achieving levels of independence, participation and inclusion much beyond past expectations.

About 35,000 individuals with DD are registered with the state Division of Developmental Disabilities (DDD). Of those, approximately two-thirds or 24,000 live with their families. The remainder live in supervised settings such as group homes, supervised apartments, and institutions (some 3,000 people, the largest per capita institutional population of people with developmental disabilities in the nation).

The annual state budget for this population is \$1.3 billion. About a third of that is to support people living in state institutions and about 50 percent to support people in other supervised settings outside the family home. Less than 10 percent of the budget is used to help individuals with DD living at home with their families, even though this is the most rapidly growing element of the population.

There are 1,500 new people coming into the DD services systems each year. By and large these people and their families are requesting family and home based supports which will follow the individual, naturally integrated into their communities with appropriate modifications, throughout the natural progression of their lives. This means more of them will be living, working and socializing in their communities, alongside people without disabilities.

In past surveys, public opinion has been shown to be sympathetic toward the supports, respect, opportunities, living arrangements, jobs, education and etc. that people with developmental disabilities want and need. However, individuals with DD are still perceived as “special” and in need of costly specialized services, even among members of the professions providing service to them. Little effort has gone into exploiting the “natural” presence of people with DD (and other disabilities) in our communities. In practice, people with DD continue to face significant discrimination, misunderstanding and barriers to full integration and participation.

This discrepancy can be traced largely to the reality that many members of the general public have little or no contact and less interaction with individuals with developmental disabilities. Although most people have images of people with disabilities through popular culture and the media, first hand knowledge is sketchy. They are familiar with and understand certain stereotypical images perpetuated over the years—Special Olympics; Rain Man; telethons; group homes; heroic stories of overcoming adversity; comedic figures; villains; etc.—but they don’t interact with people with developmental disabilities regularly. Therefore, the general public does not know people with developmental disabilities as individuals. We want to change that.

B. PHILOSOPHY - VISION

The Council is not looking for a “feel good” campaign touting the extraordinary, “special” talents of certain individuals with developmental disabilities. The Council is looking for creative ways to publicly introduce real people with developmental disabilities and explore the diversity of their lives, contributions, needs, assets, limitations, etc. Our goal is to sponsor an informative campaign about who people with developmental disabilities really are—showing that, as individuals, they have the same spectrum of diversity as the general population—and to promote the individual and collective benefits of including them in New Jersey communities in the broadest ways possible.

The overall campaign would succinctly but powerfully capture the message indicated above, without patronizing people with disabilities or the target audiences. Proposals will be evaluated on an understanding of the issues affecting public attitudes towards people with developmental disabilities, creativity and cost/benefit ratio.

I. Initial Public Awareness and Image Campaign

The Council wants to apply proven advertising techniques and public relations strategies to familiarize the public with real people with developmental disabilities, as broadly as possible and maximizing the limited public funds available at this point. In this regard the successful bidder would advise Council’s Public Relations Committee in designing and carrying out a public awareness/marketing campaign to educate the public and public officials about the positive personal and societal benefits of broadly including people with developmental disabilities in residential, economic and recreational communities throughout New Jersey. Therefore, proposals should indicate proven strategies for identifying target audiences and effectively focusing outreach to those audiences.

The Council is not looking for specifics, as target audiences will be developed and change as the campaign evolves, but rather, examples of the Bidder’s skills and techniques in helping to identify and influence targeted audiences. This could include—but not be limited too—past campaigns the Bidder has developed or a “virtual” situation created for the purposes of this proposal.

One goal of this initial public awareness effort is simply to introduce people with developmental disabilities, in all their diversity, to as wide an audience of the general public and public officials as possible. To this end, proposals which effect demonstrated collaboration with existing media and public relations venues to maximize the resources available will be favorably received.

II. Initial Baseline Market Data Collection

The Council is aware that obtaining baseline data from which to develop a long-range measurement of change in public opinion is critical to any public awareness campaign. However, such media monitoring and public awareness measurements tend to be expensive. This initial effort will begin with a basic “introduction” of people with developmental disabilities to their fellow citizens and neighbors. The proposal should suggest one or more ways in which a collection of public opinion can follow along during this and serve as a base for subsequent campaigns. This section of the proposal can be carried out through a contract with one of the state universities—Rutgers or UMDNJ—or

bid out, either separately or as part of a combined proposal. Piggybacking on existing public opinion surveys would be one way to reduce the overall cost of this.

The successful Bidder would advise Council's Public Relations Committee on the best and most cost effective way to establish baseline data on public perception of people with DD and their role as members of the society. Successful Bidder would provide similar advice on how to provide ongoing assessment of the efficacy of the campaign on public attitudes and on the attitudes of target audiences. Public awareness professionals across the board recommend establishing these kinds of baselines and ongoing assessments in order to conduct the most effective campaigns.

III. Creative Consultation for Long-Range Campaign

A final creative goal is to explore and measure the effectiveness of methods for bringing people with developmental disabilities in front of the general public to increase general understanding and acceptance. While this may not be able to be put into operation during this initial effort, the proposal should address concepts and ideas for achieving this in the long run.

Following the initial outreach, the Council will be looking to ways of educating public, professional and official opinions in support of services that offer choice, control and community integration to people with developmental disabilities throughout their lives. Use of traditional and social marketing strategies and media to develop theme(s), prototype(s) and marketing plan. Collaborative or Cooperative advertising would be a plus. Strategies for incorporation of this process should be part of the proposed concept.

Authorization for Issuance of RFP

- 1) Authorization for subsequent funding emanates from:
 - a. NJ Council on Developmental Disabilities Authorization under state NJSA:30-1AA and
 - b. Administration on Developmental Disabilities federal authorized funding for FY-07 under federal PL100-142 (Part B).
- 2) The New Jersey Council on Developmental Disabilities reserves the right to reject any or all applications when any circumstances indicate it is in the best interest of the Council to do so.
- 3) All NJCDD grants are dependent on the availability funds to the Council.

C. SCOPE OF WORK [the meat of your proposal should address this]

NOTE: This project will be billable at an hourly rate. Individual sections may be bid upon and awarded separately.

I. Public Awareness and Image Campaign

Bidders are being asked to demonstrate the capacity to design a campaign that maximizes the Council's limited resources to achieve the broadest impact and also follows the goals outlined above. This approach should include—but not be limited to—unconventional, creative ideas; soliciting public and private partners, co-sponsors, and resources; and demonstrating a flexible model so that the campaign and concept can evolve with the Council's changing communication needs. Building a working, viable partnership with existing advertisers and/or sources of ad funding would allow the council's funds to go further. Council funds are not limited to paying for ads or costs of design and distribution. The creative bidder can look at maximizing his/her remuneration by expanding the use of non-Council resources.

II. Initial Baseline Market Data Collection

As the campaign evolves, design of surveys to establish a baseline and to provide ongoing market analysis monitoring will need to be introduced. Strategies for incorporation of this into an overall campaign should be part of the proposed concept. If Bidder is interested only in the survey aspect of the project, a method for blending these into the overall campaign must be explained.

Survey of public attitudes - design and conduct a brief baseline survey to determine current public perceptions, and to conduct at least one follow-up survey to assess any impacts of the broad campaign.

III. Creative Consultation for Long-Range Campaign

Grassroots media advocacy and outreach consulting services to help Council staff develop and maintain rapid response to media coverage; to help modernize the Council's use of its database to mobilize advocacy responses to positive and negative media coverage, legislation, public policy initiatives, etc.; and to develop ongoing capacity for monitoring general media coverage and provide developmental disability perspectives to a broader range of issues.

This section is targeted to vendors with strong public relations expertise and a good working knowledge of human services. If bidder is interested only in the consult aspect of the project, a method for blending this into the overall campaign must be explained. Proposals should indicate an hourly rate for this service in the budget.

D. Proposal Requirements

WHO IS ELIGIBLE TO APPLY

Private for-profit corporations, non-profit organizations, or legally chartered partnerships are eligible to apply. Applicants must be in a form of legal entity (such as LLC, corporation, etc.).

Applicants with corporate offices located in New Jersey will be given preference.

NOTE: Applicants who are listed with the NJ Department of Treasury, Purchase and Property, as State Vendors still must complete the NJCDD RFP application and meet all deadlines and criteria in order to compete for this funding.

QUALIFICATIONS OF APPLICANTS

Applicants must have demonstrated experience in social marketing and in building collaborative public-private public awareness efforts. The following qualifications will generate additional interest in the applicant.

- a. applicants with experience and expertise in attaining public-private partnerships, *and/or*
- b. applicants with specific expertise in designing public awareness efforts relative to disabilities and disability-related issues, *and/or*
- c. applicants who have been successful in generating private sector support funding for public service projects.

Special Note: Vendors should demonstrate an understanding of media relations and human services issues. Specific knowledge of developmental disabilities, while not required to bid, is a plus.

DUE DATE By 4:00 PM, June 16, 2008

No proposals will be accepted after that point, so please plan your time accordingly.

DATE OF AWARD: on or before August 1, 2008

Anticipated Duration: October 1, 2008 through March 31, 2010 [18 months]

QUESTIONS OR RFP TECHNICAL ASSISTANCE

Dennis Rizzo, 609-292-0054 – proposal format and forms

Norman Reim, 609-633-8280 – content and purpose of project

Responses to all questions which relate substantially to, or cause alteration of, the RFP content or intent will be posted on the Council WEB Site – www.njddc.org.

NOTE: The Council may elect not to award any contracts if it is in the best interest of the Council to do so. In such a case, all respondents will be so notified.

E. Application Format

- ARIAL 12 point font, 1.5 line spacing, 1" margins around.
 - 3- hole punched, single sided, 8 ½" by 11" white paper, corner stapled
- 1) **Original of proposal**, which will include a brief cover letter on letterhead and:
 - a. Lead Applicant *Project Information Sheet and Checklist* (applicant) and *E-Form Data Sheet*
 - b. Partner Information Sheet (all partners – if any)
 - c. Narrative [6 pages maximum]
 - d. Applicant Capability [2 pages maximum]
 - e. Project Budget [Print *first* page of *Budget E-Form* – 1 page]
 - f. Budget narrative [1 page maximum]
 - g. Signed Partner Agreements (if any)
 - h. any additional information, pamphlets, testimonials, estimates, etc. desired by the applicant. [please limit the testimonials]

The Council will not make copies of your proposal.
 - 2) **FIVE (5) identical hard copies in addition to the original.** Leave the additional information, testimonials, etc. (section 1-h) out of these copies.
 - 3) **Selected forms** on a CD including
 - a. **Your proposal** (Sections A, B, C and D)
 - b. **Budget Page**
 - c. **Project Data Sheet**
 - 4) **Required Legal Documents (applicant only) hard copy**
 - 1) W-9 Form [print, complete and include]*
 - 2) PL-2005-51 Forms (NJ Treasury) [print, complete and include]*
 - 3) Certification and Disclosure 2706 [print, complete and include]*
 - 4) Required Assurances [E-form] [complete, print, sign, include]
 - 5) List of current Board of Directors or Owners

* if these have already been submitted to Treasury as part of another bid, please simply include copies of the initial forms submitted. You do not have to do another set if there has been no change in ownership or status.

F. Contents of Application (also see below)

Please read this thoroughly since non-compliant proposals will **not** be reviewed.

Forms are available for downloading from the Council WEB Site. If you have any concerns or questions please contact <mailto:dennis.rizzo@njddc.org>

Section A. Initial Pages –

- **Lead Applicant Information Sheet and Checklist**

Information sheet and forms checklist for *lead* applicant. [*The lead applicant will be the primary grantee. This page is used to get the information required for contracting and provide you with a way to check off required documents as they are attached.*]

LOCATION: Original and all copies

- **E-Form Data Sheet** (allows us to import contract information)

LOCATION: CD Only

- **Partner Letter of Agreement**

Information on the partner(s), if any, in the project. A specific statement by any partners as to their role is required. It is also required that the appropriate person sign the form agreeing to participate in the project in advance of submission of the proposal and to submit this with the proposal or the proposal will not be compliant.

LOCATION: Original and all copies

Section B. Project Plan Narrative

Proposal should provide a description of how the Vendors will help the Council develop an ongoing capacity to comprehensively monitor news coverage across various media—print, television, radio and the web. The effort should outline ways to identify and target general media and specialized media. In addition, vendors should provide specifics about how best to create and pitch information to both types of media.

Vendors should outline a plan for identifying non-traditional outlets and audiences for outreach and partnerships, as well as a plan for utilizing that information. These could include, but not be limited to: magazines that focus on interests of the general population; non-disability related groups' and organizations' newsletters and other publications; web sites featuring a broad range of perspectives; and etc.

Vendors will be asked to advise Council staff on developing resources to respond to disability and non-disability related news and public issues in a timely manner, including but not limited to: printed and recorded materials; web-based resources; and spokespersons/experts.

Narrative: [8 Pages maximum all items]

1. **What** – Detail what you are planning to do. Describe your expected outcome(s) in specific, measurable terms. Be certain to explain anticipated long-term outcomes and, if appropriate, indicate whether this is a replication of other programs in or outside of New Jersey and the success rate of those efforts.
2. **Why** – Describe clearly why you have selected the activity and approach and

provide some basis from statistical data, specific experiences, and/or reports and research as required to bolster your argument.

3. **How** - will you reach the outcome you've stated?
 - Describe personnel required and why, rationale for methods or process used, etc.
 - Describe the roles of any partner organizations.
 - Describe how people with developmental disabilities will be involved in the process and delivery.
 - What potential barriers exist and what are your plans for eliminating or avoiding these barriers?
 - What alternative plans do you have if barriers cannot be eliminated?
 - The method to be applied for targeting this campaign.
4. **Evaluation plan** – Describe how you and the Council will know when you achieve your stated outcomes. How will the project be evaluated?
5. **When** – Define quarterly milestones to achieving the objectives. Include a timeline for achievement of each milestone you have defined. For each project activity, indicate, clearly and briefly, when you anticipate completing these milestones.
6. **Applicant Capability**
 - Provide information on the applicant organization and lead players that effectively demonstrates the capacity to perform the proposed activity successfully.
 - Provide a rationale for choice of partner(s) and capacity of partners to perform the tasks assigned.

Section C. Budget and Budget Narrative

[2 Pages]

1. *Project Estimate* (print and attach) **[one page]**
This form is incorporated below.
2. Budget narrative. **[one page]**
 - Describe and justify (if required) known expenditures listed in the budget and give a *brief* rationale for the billable rate offered.
 - Provide a clear rationale for the cost of this project to the Council.
 - Remember, each applicant is competing with all other applicants for a limited amount of funds. Is your proposal really cost-effective?
 - Provide clear information on matching fund sources and realistic opportunities for additional funding, sustainability or long-term funding.
 - Explain any “Other” funds very clearly. If these are funds being donated or leveraged, explain.

Note that the NJCDD, as a State Agency, does **not** pay corporate administrative overhead rates for project funds granted to Public or Private Academic entities.

Section D. Appendix - resumes, data, supporting documents, agreements, sample tools,

etc. [limit the appendix to essential items, please - extraneous testimonials or letters of recommendation are not required and will not add weight to your proposal – except in pounds]

Attach any of these to the *Original Proposal* only.

E-Forms

The following Electronic Form is available on the Council's WEB Page (www.njcdd.org) and is incorporated below. **It must be completed and submitted to the Council contract manager as part of the CD submitted with the proposal. These must arrive by the due date for the proposal to be compliant.**

Project Data Sheet – information about the applicant and needed to manage any award, if granted.

Instructions are attached to this RFP and on the Council WEB Site.

SUBMITTING THE APPLICATION

Proposals must be received no later than 4:00 pm (16:00) on June 16, 2008. - Applications received after that time will be deemed non-responsive.

The Council may elect to extend the deadline for submission if it is in the best interest of the Council to do so. In this case, all respondents will be so notified.

Mail your applications to:

Public Awareness and Education Campaign

c/o Dennis Rizzo
NJ Council on Developmental Disabilities
P.O. Box 700
Trenton, NJ 08625-0700

IMPORTANT:

If you wish to express, priority, certify, or hand deliver your package **DO NOT** use the P.O. Box 700 address. Instead use:

Public Awareness and Education Campaign

c/o Dennis Rizzo
NJ Council on Developmental Disabilities
20 West State Street, 7th Floor, Roebling Building
Trenton, NJ 08608-1206

Because of past experience with packages arriving through the State Mail Room (P.O. Box 700 address) we strongly recommend that you hand deliver your package or send it via courier or express company. Responsibility for assuring the arrival of the proposal package at the Council by the deadline indicated is solely that of the applicant(s).

The Council Office may be moving during this cycle. Call 609-292-3745 BEFORE sending your package to make sure the physical address has not changed.

NJCDD – Grants and Contracts Process

Instructions for Using the Electronic Application Forms

In order to complete the electronic application forms, it is recommended that you use **MS Word 2002** software or a later release. Be aware that the fields have character limitations. This is the first application of these forms to the proposal process in New Jersey but they have been in use in other states for some time. You may want to use these as planning tools to develop your narratives.

Go to the Council WEB site and download the instructions and the forms required as follows:

Special Instructions for Completing the Electronic Application Forms

There are a number of preliminary steps that must be taken prior to opening and completing electronic application forms. These steps are necessary because the forms include macros and other hidden data that are needed to accurately interface with the Council's grants management software. Following the steps below will alleviate potential user problems with the forms.

Macro Security Level The macro security level on Microsoft Word for each computer accessing the forms must be set to "Low" in order for the macros in the application forms to work properly. Complete these initial steps before opening any forms.

1. Open Microsoft Word.
2. Select "Tools," "Macro," and "Security."
3. Select the "Security Level" tab.
4. Set security level "Low" and select "OK."

Opening Forms All forms must be saved to a hard drive or network drive before opening for use. Do not attempt to complete forms directly from an e-mail attachment or a floppy or CD drive as memory and macro problems may result.

Using Electronic Application Forms in Microsoft Word

To navigate and enter data into the application forms, the most common methods are listed below:

- Using the "Tab" key will bring you to the next field. To maneuver from one field to the next use the "Tab" key or use your mouse to select the field you want to enter data into.
- The Scroll bar allows the user to scroll up and down the screen. By scrolling, fields for entering information can then be selected with your mouse.
- Pressing "Shift + "Tab" keys will return the user to the prior field. This is useful for moving back to previous sections, and for moving from the beginning of the document to the end of the document.

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Some Information Can't be Changed in Certain Fields

The application forms are created with macros that allow information to be imported into the Council's data management software. The forms allow access to required data entry fields only. Certain system fields are protected in order to avoid data corruption.

Instructions for Project Data Sheet

NOTE: If the form is closed without all the required fields completed an error warning will alert you that certain fields need to be completed. The form can be saved and closed and re-opened at a later period to complete the required information. You might try printing the form first and completing the sections in advance.

1. Applicant Information

- Project Number – Leave blank (Assigned by Council)
- Application Number – Leave blank (Assigned by Council)
- Project Name – Provide a short descriptive name for the project (55 character limit)
- Organization Name – Applicant’s legal name [corporate or official name]
- Organization Website – If applicable, provide the applicant’s website address
- Organization Address – Street and floor or suite number
- Organization City/State – City and State
- Organization Zip Code – five or nine digit zip code
- Taxpayer ID Number – Provide taxpayer identification number (TIN)
- Project Period – Month/Day/Year. Use numbers. (i.e., XX/XX/XXXX)
- Council Member – Leave blank (Assigned by Council)
- Council Staff – Leave blank (Assigned by Council)

2. Project Information

- Type of Applicant – Select the type of applicant from the pull down menu (i.e., Non-profit, School District, County, etc.) Select only one.
Partnerships/collaborations must choose one organization as the primary applicant.
- Type of Project – Leave blank (Assigned by Council)

3. Project Funding

– The “Total Project Costs” must equal the total of “Council Funds” plus “Applicant Matching Funds” (if provided).

- Grant Type – Select **Poverty or Non-Poverty** from the pull down menu.
- The Council provides Poverty and Non-Poverty definitions on its web site based on the American Data Survey information on income and assets.

4. Contact Information

– List the appropriate individuals with whom the Council will communicate for the indicated purposes. Use the check box to auto-fill repetitive information for a contact. The auto-fill information can be over written if necessary (i.e. email addresses).

5. Signatory Authority

– Identify the organization administrator (CEO or equivalent) who can legally enter into a **contractual agreement** on behalf of the applicant.

NJCDD PROJECT DATA SHEET

1. Applicant Information – this is critical to the review of your proposal.

Project Number: <i>(Assigned by Council)</i>		
Application Number: <i>(Assigned by Council)</i>		
Project Name <i>(55 characters)</i> :		
Organization Name:		
Organization Website:		
Organization Address:		
Organization City/State:		
Organization Zip Code:		
Taxpayer ID Number:		
Project Period: <i>(Month /Day/Year)</i>	Start Date	End Date
Council Member: <i>(Assigned by Council)</i>		
Council Staff: <i>(Assigned by Council)</i>		

2. Project Information

(Choices are: Non-profit, School District, County, Government Corporation, Tribal Government, For-profit, City / Town, State, Special or Regional Authority, State P & A Agency, University Center, or Other)

Type of Applicant:	
Type of Project: <i>(Assigned by Council)</i>	

3. Project Funding Formula [Remember, poverty or non-poverty?]

TOTAL PROJECT COSTS	COUNCIL FUNDS	APPLICANT MATCHING FUNDS
	Amount: \$0.00 Percentage:	Amount:\$0.00 Percentage:
Grant Type (Poverty or Non-Poverty)		
If multiple sites contact the grant manager.		

4. Contact Information:

Name of Project Director :	
Title:	
Telephone:	
Fax:	
Email:	

Check if Same as Project Director

Name of Financial Officer :	
Title:	
Telephone:	
Fax:	
Email:	

5. Signatory Authority: Check if same as Project Director

Name of Organization Director :	
Title:	
Telephone:	
Fax:	
Email:	
Date:	

TREASURY Non-Influence Certifications

The following is **required** as part of the contracting process. If you are a State of NJ treasury approved vendor for the activity proposed in your response, you need only indicate this and attach copies of those forms required by treasury which you have already submitted.

The Bidder (Vendor) should complete the required Certification and Disclosure forms and submit them, together with a completed Ownership Disclosure form, **to the using agency**. The Form and Instructions for completing this form are at

<http://www.state.nj.us/treasury/purchase/forms.htm#eo134>.

BUDGET ESTIMATE

For the following form:

Variable Costs reflect those items or activity for which applicant anticipates billing the Council on an hourly rate basis. Provide the expected hourly rate (per billable hour), provide an estimated number of hours expected to be required (this is an estimate), and the form should tally for you.

Fixed Costs reflect those items or activity which the applicant anticipates billing the Council on a one-time basis or which have a set cost involved (fees, material, etc.). Provide the item or activity description, the estimated cost, the extension (how many times or pieces?) and the form should calculate for you.

Hourly Rate Budget Sheet – NJCDD

A. Hourly Billable

Variable Cost ITEM or ACTIVITY	Rate per Billable Hour	Estimated Number of Hours to Complete (as appropriate)	TOTAL ACTIVITY ESTIMATE	NOTES or COMMENTS
			\$0.00	
			\$0.00	
			\$0.00	
			\$0.00	
			\$0.00	
			\$0.00	

B. Fixed Billable

Fixed Cost ITEM or ACTIVITY	Cost	Extension	Total	Basis or Rationale
			\$0.00	
			\$0.00	
			\$0.00	
			\$0.00	
			\$0.00	

...if additional space is needed add additional page.

Estimated Total Cost to the Council **\$0.00**

C. Cost Off-set and Narrative Describe activity or partnerships which will off-set the overall cost to the Council as a result of existing or known cooperative advertising efforts, public relations contributions, etc. (if any) which the applicant can provide. Do not include proposed partnerships or activities which have yet to be developed.

Instructions for Required Assurances

This composite form is required by the council's federal funding source. If you have any concerns or questions, please contact us.

ASSURANCES REQUIRED OF GRANTEES OF NJ COUNCIL ON DEVELOPMENTAL DISABILITIES

REQUIRED FEDERAL FORMS FOR INFORMATION PURPOSES ONLY

Forms included:

- Form #3: Certification Regarding Drug-Free Workplace Requirements (*Federal*)
- Form #4: Assurances – Non-construction Programs (*Federal*)
- Form #5: Habilitation Plan Assurance (*Federal*)
- Form #7: Certificate of Vote (*Federal*) * (*Submit*)
- Form #8: Certification of Legal Existence (*Federal*) * (*Submit*)
- Form #9: Financial Interest Disclosure (*Federal*) * (*Submit*)
- Form #10: Human Rights Assurances (*Federal*) * (*Submit*)
- Form #11: Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Transactions (*Federal*)
- Form #12: Certification Regarding Lobbying for Grants, Loans, and Cooperative Agreements (*Federal*)
- Form #13: Compliance with the Americans with Disabilities Act (ADA) Requirements Assurances (*Federal*)
- Form #14: Affirmative Action Plan For Grants exceeding \$50,000.00 (*Federal*) * (*Submit*)
- Form #15: Compliance with Public Law 103-227, Part C The Pro Children Act of 1994 (*Federal*)

- ***All grantees must submit these certificates in addition to signing this cover sheet. Signing this cover sheet certifies agreement with the statements and principles of the attached documents (listed).***

As the duly authorized representative of the grant recipient, I certify that the grant recipient assures compliance with each of the Required Forms listed above.	
Legal Name of Grant Recipient:	
Signature of Authorized Representative	Date
Print or Type Full Name	Title

FORM #3: CERTIFICATION REGARDING DRUG-FREE WORKPLACE REQUIREMENTS (GRANTEES OTHER THAN INDIVIDUALS)

The grantee certifies that it will or will continue to provide a drug-free workplace by:

- (a) Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- (b) Establishing an ongoing drug-free awareness program to inform employees about-
 - (1) The dangers of drug abuse in the workplace;
 - (2) The grantee's policy of maintaining a drug-free workplace;
 - (3) Any available drug counseling, rehabilitation and employee assistance programs; and
 - (4) The penalties that may be imposed upon employees for drug abuse violations occurring in the workplace;
- (c) Making it a requirement that each employee to be engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- (d) Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - (1) Abide by the terms of the statement; and
 - (2) Notify the employer in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days after such conviction;
- (e) Notifying the agency in writing, within 10 calendar days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.

Employers of convicted employees must provide notice, including position, title, to every grant officer or other designee on whose grant activity the convicted employee was working, unless the Federal agency has designated a central point for the receipt of such notices. Notice shall include the identification number(s) of each affected grant;

- (f) Taking one of the following actions, within 30 calendar days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted-
 - (1) Taking appropriate personnel action against such an employee, up to and including termination, consistent with the requirements of the Rehabilitation Act of 1973, as amended; or
 - (2) Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;
- (g) Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c),(d),(e) and (f).

The certification set out herein is a material representation of fact upon which reliance was placed when the agency determined to award the grant. If it is later determined that the grantee knowingly rendered a false certification, or otherwise violated the requirements of the Drug-Free Workplace Act, the agency, in addition to any other remedies available to the Federal Government, may take action authorized under the Drug-Free Workplace Act.

FORM #4: ASSURANCES - NON-CONSTRUCTION PROGRAMS

Note: Certain of these assurances may not be applicable to your project or program. If you have questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to

additional assurances. If such is the case you will be notified.

As the duly authorized representative of the grant recipient, I certify that the grant recipient:

1. Has the legal authority to apply for Federal assistance, and the institutional, managerial and financial; capability (including funds sufficient to pay the non-Federal share of project costs) to ensure proper planning, management and completion of the project described in this application.
2. Will give the awarding agency, the Comptroller General of the United States, and, if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.
3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.
4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.
5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§ 4728-4763) relating to prescribed standards for merit systems for programs funded under one of the nineteen statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).
6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title XI of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255) as amended, relating to non-discrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to non-discrimination on the basis of alcohol abuse or alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. § 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental, or financing of housing; (i) any other non-discrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.
7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in purchases.
8. Will comply with the provisions of the Hatch Act (5 U.S.C. §§ 1501-1508 and 7324-7328), which limit the political activities of employees whose principal employment activities are funded in whole or part with Federal funds.
9. Will comply, as applicable, with the provisions of the Davis-bacon Act (40 U.S.C. §§ 276a to 276a-7), the Copeland Act (40 U.S.C. § and 18 U.S.C. §§ 874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. §§ 327-333), regarding labor standards for federally assisted construction agreements.
10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is \$10,000 or more.
11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of

environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§ 1451 et seq.); (f) conformity of Federal actions to State (Clear Air Implementation Plans under Section 176(c) of the Clear Air Act of 1955, as amended (42 U.S.C. § 7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Act of 1974, as amended, (P.L. 93-523); and (h) protection of endangered species under the Endangered Species Act of 1973, as amended, (P.L. 93-205).

12. Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. §§ 1271 et seq.) related to protecting components or potential components of the national wild and scenic rivers system.
13. Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. 470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. 469a-I et seq.).
14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.
15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. 2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for the research, teaching, or other activities supported by this award of assistance.
16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§ 4801 et seq.) which prohibits the use of lead based paint in construction or rehabilitation of residence structures.
17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act of 1984.
18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations and policies governing this program.

As the duly authorized representative of the grant recipient, I certify that the grant recipient assures compliance with each of the Required Forms listed above.	
Legal Name of Grant Recipient:	
Signature of Authorized Representative SIGN COVER PAGE ONLY	Date
Print or Type Full Name	Title

FORM #5: HABILITATION PLAN ASSURANCE •

HEREBY AGREES THAT IT WILL assure that a habilitation plan is in place for each developmentally disabled person who receives services from, or under the project grant which meets the following requirements contained in 42 USC 6011:

- (1) The plan shall be in writing.
- (2) The plan shall be developed jointly by (A) a representative or representatives of the program primarily responsible for delivering or coordinating the delivery of services to the persons for whom the plan is established, (B) such person, and (C) where appropriate, such person's parents or

• The NJ DDD Habilitation Plans in place may or may not meet this requirement. It is the responsibility of the grant recipient to ensure that each participant has a compliant habilitation plan.

guardian or other representative.

(3) Such plan shall contain a statement of the long-term habilitation goals for the person and the intermediate habilitation objectives relating to the attainment of such goals. Such objectives shall be stated specifically and in sequence and shall be expressed in behavioral or other terms that provide measurable indices of progress. The plan shall (A) describe how the objectives will be achieved and the barriers that might interfere with the achievement of them, (B) state an objective criteria and an evaluation procedure and schedule for determining whether such objectives and goals are being achieved, and (C) provide for a program coordinator who will be responsible for the implementation of the plan.

(4) The plan shall contain a statement (in readily understandable form) of specific habilitation services to be provided, shall identify each agency which will deliver such services, shall describe the personnel (and their qualifications) necessary for the provision of such services, and shall specify the date of the initiation of each service to be provided and the anticipated duration of each such service.

(5) The plan shall specify the role and objectives of all parties to the implementation of the plan.

(6) Each habilitation plan shall be reviewed at least annually by the agency primarily responsible for the delivery of services to the person for whom the plan was established or responsible for the coordination of the delivery of services to such person. In the course of the review, such person and the person's parents or guardian or other representative shall be given an opportunity to review such plan and to participate in its revision.

The undersigned is authorized to make these assurances on behalf of the applicant and assures compliance by his/her signature.

As the duly authorized representative of the grant recipient, I certify that the grant recipient assures compliance with each of the Required Forms listed above.	
Legal Name of Grant Recipient:	
Signature of Authorized Representative SIGN COVER PAGE ONLY	Date
Print or Type Full Name	Title

FORM #7: CERTIFICATION OF VOTE * (Submit)

The grant recipient shall submit a "Certificate of Vote," signed by the clerk/secretary of the organization, or an existing document such as current By-Laws, Organizational Procedures, or other official statement, which lists the specific officers who are authorized to execute contracts/agreements on behalf of the organization.

FORM #8: CERTIFICATION OF LEGAL EXISTENCE * (Submit)

If the grant recipient is a private agency, it shall submit a "Certificate of Legal Existence" as evidence of that agency's private, nonprofit status. A copy of the organization's 501(C)(3) approval document(s) will be acceptable.

* A "Certificate of Legal Existence " can be obtained from the Corporation Division of the Secretary of State's Office.

FORM #9: FINANCIAL INTEREST DISCLOSURE * (Submit existing or Complete)

The grant recipient certifies under the penalties of perjury that the following sets forth the names and addresses of **all persons having a financial interest** in this contract, not including, however, any person whose only financial interest consists of the holding of one percent or less of the capital stock of a corporation contracting to provide services, in accordance with the provisions of the General Laws, Chapter 7, Section 14A, as inserted by Chapter 844 of the Acts of 1963:

<u>NAME</u>	<u>ADDRESS</u>

As the duly authorized representative of the grant recipient, I certify that the grant recipient assures compliance with each of the Required Forms listed above.	
Legal Name of Grant Recipient:	
Signature of Authorized Representative SIGN COVER PAGE ONLY	Date
Print or Type Full Name	Title

FORM #10: HUMAN RIGHTS ASSURANCES * (Submit)

1. will comply **to the extent applicable** with the policy of the Developmental Disabilities Program for the protection of persons participating in activities supported by grants and contracts from the Department of Health and Human Services. This compliance will include a review by the grant recipient agency and/or their human rights committee to safeguard the rights and welfare of persons participating in the project, **as applicable**.

2. The grant recipient will be responsible for informing all staff of the conditions of this assurance.

3. An initial review of the application indicated the following. In the opinion of the grant recipient:

A. The risks to the rights and welfare of individuals affected by this project are:

B. The grant recipient states that the following safeguards against these risks have been provided:

C. The extent to which potential benefits of this project to outweigh any identified risk:

D. As applicable, the following existing or designed informed consent procedures will be adequate and appropriate:

E. The following existing or designed privacy and confidentiality procedures will be adequate and appropriate:

F. The grant recipient agrees to develop and implement a mechanism for the continuing exchange of information and advice between the project director and the project's human rights committee, particularly concerning proposed changes in project activity or design which might affect the persons participating in the project. This communication will be implemented as follows:

G. Minutes will be kept of all human rights committee or IRC meetings and submitted to the NJDDC.

H. The names, occupations, or titles of the members of the committee are attached.

Assurances are further provided that:

- a. After careful review of project activities, it was determined that no persons or human rights risks are involved for which a human rights committee is necessary.
- b. If no human rights committee is necessary, that notification of project changes affecting human rights of project participants will be reported to the NJCDD.
- c. A human rights committee will be convened and minutes submitted to the NJCDD within thirty days after grant award.

The undersigned is authorized to make these assurances and assures compliance by his/her signature.

As the duly authorized representative of the grant recipient, I certify that the grant recipient assures compliance with each of the Required Forms listed above.	
Legal Name of Grant Recipient:	
Signature of Authorized Representative SIGN COVER PAGE ONLY	Date
Print or Type Full Name	Title

FORM #11: CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION—LOWER TIER TRANSACTIONS

1. The prospective/lower tier participant certifies, by submission of this proposal/receipt of this award, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective/lower tier participant is unable to certify to any of the statements in this certification, such prospective/ participant shall attach an explanation to this proposal.

The prospective lower tier participant further agrees by submitting this proposal that it will include this clause entitled "Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion -- Lower Tier Covered Transactions," without modification in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

The undersigned is authorized to make these assurances on behalf of the grant recipient and assures compliance by his/her signature.

As the duly authorized representative of the grant recipient, I certify that the grant recipient assures compliance with each of the Required Forms listed above.	
Legal Name of Grant Recipient:	
Signature of Authorized Representative SIGN COVER PAGE ONLY	Date
Print or Type Full Name	Title

FORM #12: CERTIFICATION REGARDING LOBBYING FOR GRANTS, LOANS, AND COOPERATIVE AGREEMENTS

The undersigned certifies, to the best of his or her knowledge and belief that:

1. No federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of the Congress or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete Standard Form LLL, "Disclosure Form to Report Lobbying" in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31 U.S.C. 1352. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

The undersigned is authorized to make these assurances on behalf of the applicant and assures compliance by his/her signature.

As the duly authorized representative of the grant recipient, I certify that the grant recipient assures compliance with each of the Required Forms listed above.	
Legal Name of Grant Recipient:	
Signature of Authorized Representative SIGN COVER PAGE ONLY	Date
Print or Type Full Name	Title

FORM #13: COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT (ADA) REQUIREMENTS ASSURANCES

The Americans with Disabilities Act (ADA), Public Law 101-336 104 Stat. 327,42 U.S.C. 12101-122213 and U.S.C. 12101-122213 and U.S.C. 225 and 611, extends Federal civil rights protection in several areas to people who are disabled. The law prohibits covered entities from excluding people with disabilities from jobs, services, activities, or benefits based on disability. The law provides fiscal penalties for discrimination.

The undersigned assures that at a minimum, the organization/ agency receiving Federal Developmental Disabilities (DD) funds will:

1. Not discriminate against qualified grant recipients and employees who are or become disabled. This assurance covers all aspects of employment, including the application process, hiring, on-the-job training, advancement and wages, benefits, and employer-sponsored social activities; and
2. Not deny goods, programs, and services to people based on their disabilities. This assurance includes providing physical accessibility, changing policies and practices, providing auxiliary aid/staff assistance, etc. to reasonably accommodate people with disabilities if this does not impose an undue burden.

The undersigned is authorized to make these assurances on behalf of the applicant and assures compliance by his/her signature.

As the duly authorized representative of the grant recipient, I certify that the grant recipient assures compliance with each of the Required Forms listed above.	
Legal Name of Grant Recipient:	
Signature of Authorized Representative SIGN COVER PAGE ONLY	Date
Print or Type Full Name	Title

FORM #14: AFFIRMATIVE ACTION PLAN FOR ORGANIZATIONS RECEIVING GRANTS EXCEEDING \$50,000 *(Submit)

Federal law requires that the grantee shall not discriminate against any qualified applicant for employment because of race, national origin, ancestry, sex, color, age, marital status, military status, status as a Vietnam era veteran, and mental, physical and/or emotional disability. The grantee agrees to comply with all Federal and State statutes, rules, regulations, executive orders, and administrative procedures prohibiting discrimination in employment.

The grantee shall demonstrate that positive action will be implemented within the context of the existing law to ensure equitable participation in the project of people with disabilities, minorities, women and Vietnam-era veterans in all employment practices. The grantee shall demonstrate that a major effort will be made to employ qualified persons with disabilities.

All grantee organizations receiving over \$50,000 are required to make a good faith effort to subcontract with minority businesses for the purchase of certain goods and services included in the subsidiary accounts listed in the Minority Business Enterprise Purchasing Program (MBEPP), as well as its employment objectives, when appropriate and feasible.

All organizations applying for more than \$50,000 in DD funds must submit an organizational **Affirmative Action Plan** which shows a work force analysis of its current work force for the project receiving DD funds. The grantee should actively implement an equal opportunity policy and act affirmatively to provide such opportunity.

NOTE: My organization's affirmative action plan will be provided upon request and does or will comply with the conditions set herein.

The undersigned is authorized to make these assurances on behalf of the grant recipient and assures compliance by his/her signature.

As the duly authorized representative of the grant recipient, I certify that the grant recipient assures compliance with each of the Required Forms listed above.	
Legal Name of Grant Recipient:	
Signature of Authorized Representative SIGN COVER PAGE ONLY	Date
Print or Type Full Name	Title

FORM #15: COMPLIANCE WITH PUBLIC LAW 103-227, PART C THE PRO CHILDREN ACT OF 1994

Grantees must comply with Public Law 103-227, Part C - Environmental Tobacco Smoke, also known as the Pro-Children Act of 1994. This act requires that smoking not be permitted in any portion of any indoor facility owned or leased by an entity and used routinely or regularly for the provision of health, day care, education, or library services to children under the age of 18, if the services are funded by Federal programs either directly or through State or local governments. Federal programs include grants, cooperative agreements, loans or loan guarantees, and contracts. The law does not apply to children’s services provided in private residences, facilities funded solely by Medicare or Medicaid funds, and portions of facilities used for inpatient drug and alcohol treatment.

The undersigned is authorized to make these assurances on behalf of the grant recipient and assures compliance by his/her signature.

As the duly authorized representative of the grant recipient, I certify that the grant recipient assures compliance with each of the Required Forms listed above.	
Legal Name of Grant Recipient:	
Signature of Authorized Representative SIGN COVER PAGE ONLY	Date
Print or Type Full Name	Title

END OF PROPOSAL FORMAT

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