California Department of Public Health

Solicitation

Request for Proposals 17-10048
California Tobacco Control Program
Advertising Campaign

June 30, 2017

California Department of Public Health
California Tobacco Control Program
MS 7206
1616 Capitol Avenue, Suite 74.516
Sacramento, CA 95814
www.cdph.ca.gov/tobacco

TABLE OF CONTENTS

I. INTRODUCTION 2
- A. Background, Purpose, Goals, and Objectives 2
- B. Who May Submit a Proposal 4
- C. Contract Term 4
- D. Anticipated Funding 5
- E. Scope of Work 5
- F. Subcontractors 5
- G. Nonexclusive Rights 6
- H. Tentative RFP Timeline 7
- I. Voluntary Pre-Proposal Webinar 8
- J. News Releases 8

II. PROPOSAL SUBMISSION AND STAGES 9
- A. Stage 1: Eligibility and Capabilities Requirements 10
- B. Stage 2: Site Visit, Agency Presentation, and Account Staffing Proposal 13
- C. Stage 3: Financial Package Oral Presentation, and Client References 15

III. EVALUATION CRITERIA 18

IV. SUBMISSION REQUIREMENTS 21
- A. Format Requirements 21
- B. Submission of RFP Materials 22
- C. Importance of Meeting All RFP Deadlines 22
- D. Communication Between CDPH and Proposers 22
- E. Property of CDPH 23
- F. Cost of Submissions 23
- G. Small Business and Disabled Veteran Business Enterprise Participation Exemption 24

V. CONTRACT AWARD 25
- A. Letter of Intent to Award a Contract 25
- B. Confidentiality of Proposals 25
- C. CDPH Rights 25
- D. Appeals 26
- E. Contracts 26
- F. Contract Forms and Exhibits 27

VI. ATTACHMENTS TABLE OF CONTENTS 28

VII. EXHIBITS TABLE OF CONTENTS 29

I. INTRODUCTION

A. Background, Purpose, Goals, and Objectives

1. Background
California's comprehensive state tobacco control and prevention efforts are widely recognized as one of the most successful programs in the world. The California Tobacco Control Program's (CTCP) media campaign is a key component in the longest running anti-tobacco program in the nation. Launched in 1990 through the passage of Proposition 99, which added a 25-cent tax to each pack of cigarettes, the bold media campaign was the first of its kind. After more than 25 years, it continues to create thought-provoking ads as evidenced by its 2015 launch of the nation's first aggressive advertising campaign to counter e-cigarettes.

While California's efforts to prevent and reduce tobacco use have resulted in California having one of the lowest smoking rates in the nation, tobacco use remains the leading preventable cause of death and disease. Tobacco use in California costs the state $18.1 billion in health care costs and lost productivity from illness and premature death. Nicotine is highly addictive, and more than 12,000 young people try their first tobacco product every day in California with e-cigarettes now the most commonly used tobacco product by youth. Tobacco companies relentlessly market their deadly products, about $1 million an hour in the United States, to attract new customers and keep current ones addicted.

In 2016, California took a huge step forward in its 27-year history to combat the addiction, disease and death caused by tobacco.

- First, five new laws were signed into law in May 2016 and became effective on June 9, 2016. These laws increased the age of sale for tobacco products from 18 to 21, added e-cigarettes to existing tobacco products definition, closed exemptions in the state smoke-free workplace law, required all K-12 public schools to be tobacco-free, and increased licensing fees on tobacco businesses.

- Second, on Nov. 8, 2016, California voters overwhelmingly passed Proposition 56, which added a $2 tax on cigarettes and a commensurate amount on other tobacco products and electronic smoking devices. The tax designates funding for California's comprehensive tobacco control program and tobacco-related disease research.

Proposition 56 should be viewed as a mandate to end the tobacco epidemic in every county in California across all populations. It is crucial that these resources make a difference in preventing and reducing tobacco use, particularly among those populations that have higher rates of tobacco use. It is within this context

and a changed tobacco control landscape that CTCP seeks to rapidly accelerate achieving a tobacco-free California.

Integrated efforts supported by the media campaign and CTCP's priorities aimed at changing the broad social norms around the use of tobacco are described further in Appendix A.

2. Purpose
The purpose of this solicitation is for the California Department of Public Health (CDPH), CTCP, to receive proposals from qualified advertising agencies in order to award a contract to conduct the statewide CTCP media campaign. The selected Contractor is responsible for creating a statewide media campaign based on the attached Scope of Work (SOW), which builds upon the strengths and current strategies of the long-running CTCP media campaign while introducing fresh, innovative ideas that will propel the campaign into its next evolution. The contract is awarded pursuant to Health and Safety Code Section 104375(e) (1) and exempt from Public Contract Code pursuant to Statutes of 1994, Chapter 195, Section 63 (AB816). This solicitation, hereinafter will be referred to within this document and any appendices, as Request for Proposals 17-10048, California Tobacco Control Program, Advertising Campaign, (RFP).

3. Goals and Objectives
CTCP seeks a dynamic advertising agency with strong, full-service advertising capabilities that can produce an effective total market media strategy plan. The advertising agency must be exceptionally strategic to handle CTCP's integrated media account and help navigate future challenges and opportunities. The advertising campaign must be multi-platform and integrated to maximize effectiveness, and be responsive to changes in the media marketplace and consumer behavior.

The agency must have strong project management skills, the ability to manage a team of subcontractors (if subcontractors are necessary to cover all components of the SOW), extensive knowledge of the diverse California media market, capability to provide specialty advertising services, and the ability to manage advertising development, testing, production, and placement to address CTCP's priorities. The selected Contractor will also be required to create, develop and promote CTCP's integrated digital assets and social media efforts.

The selection process for this RFP will focus on proposers' organizational strategic planning capabilities, creative breadth, specialized services capacity, cost efficiency, and the ability to target relevant populations and communities through a strategic media plan.

The selected Contractor will target California's culturally diverse general market, as well as target markets specified by CTCP, in order to increase support for tobacco-free social norms. Target markets include language-specific, culturally relevant, and/or disproportionately affected populations, including Hispanics, Asian (Chinese, Vietnamese, and Korean), African Americans, Lesbian, Gay,

Bisexual, Transgender (LGBT), American Indian, and persons living with low-to-moderate incomes (LMI). Subcontractors may be used if the proposer does not have the in-house capabilities to address these target markets. See paragraph “F. Subcontractors” for additional information.

In addition, the Contractor will be required to promote the California Smokers’ Helpline (1-800-NO-BUTTS), the state’s free tobacco cessation telephone-based counseling service.

Services shall be provided statewide, with strategic and cost-efficient media activities that maximize outreach to all target markets.

B. Who May Submit A Proposal

The minimum required qualifications for proposers include:

- Currently operating, full-service, advertising agency with minimum annual gross billings of $100 million, which may include media placement billings for agency clients completed by an external media buying service, in at least two of the past three years;

- California-based, full service office(s) with a minimum of 50 employees; and,

- No conflict of interest with the tobacco, e-cigarette or related industries.

These preliminary eligibility requirements must be certified by the proposer in Stage 1 as further described in Section II, Proposal Submission and Stages.

Each agency may submit only one proposal. More than one proposer with the same holding company will be allowed to compete as long as there is no collaboration on the proposals or any shared day-to-day management, staff, or supervisory relationship between the proposing advertising agencies.

Subcontractors may participate in more than one bidding proposal.

C. Contract Term

1. The anticipated term is five years, 60 months: November 1, 2017 to October 31, 2022. The contract term may change if CDPH makes an award earlier than expected or if CDPH cannot execute the agreement because of unforeseen delays.

2. The resulting contract will be of no force or effect until signed by both parties. The Contractor is hereby advised not to commence performance until the contract is fully executed. Should performance commence before all approvals are obtained, and the contract is not fully executed, said services may be considered to have been volunteered.

D. Anticipated Funding

1. It is estimated that up to $325 million may be available for the advertising contract's five-year period. The actual funding amount may be lower.

2. Funding for each fiscal year (FY) is subject to annual appropriation of revenues by the State Legislature and approval by the Governor. If full funding does not become available, CDPH will terminate or amend the agreement to reflect reduced funding and reduced deliverables.

3. If changes are required by legislation, court action, or other administrative action affecting CDPH, the contract, as applicable, will be amended or terminated accordingly in order to comply with these actions.

E. Scope of Work

See Exhibit A, entitled "Scope of Work," for a detailed description of the services and work to be performed as a result of this RFP.

F. Subcontractors

Given the rich diversity of California, it is anticipated the successful Contractor will most likely need to subcontract with one or more agencies with demonstrated knowledge, experience, and marketing capacity to effectively reach targeted ethnic communities and/or provide other specialty advertising services. CDPH also realizes that many advertising agencies rely on a media-buying service in order to offer cost-competitive pricing for its clients.

If the Contractor does not have the full service capabilities to effectively accomplish all components of the SOW, they are required to identify proposed subcontractors and note which subsidiaries are owned by the same holding company, as applicable. Each proposed subcontractor must complete the "Proposed Subcontractor Advertising Agency Fact Sheet" (Attachment 5.1) to be included in the Proposer's Stage 1 submission.

CDPH reserves the right to deny any or all proposed subcontractors of the selected Contractor. Posting the "Notice of Intent to Award" does not imply CDPH's approval of proposed subcontractors.

If a proposed subcontractor is denied, or if the selected Contractor does not, to the satisfaction of CDPH, demonstrate their internal capabilities to address a specific target market or specialized service and meet CDPH's needs at any time during the contract, the selected Contractor may be required to procure a subcontractor or consultant through a separate competitive process.

G. Nonexclusive Rights

CDPH does not grant the selected Contractor the exclusive rights to provide all advertising services during the contract period. CDPH reserves the right to acquire advertising and/or media services from other agencies without infringing upon, nor terminating, the awarded contract.

The successful proposer must collaborate with existing and future CDPH contractors, including public relations and advertising agencies, subcontractors, and consultants.

H. Tentative RFP Timeline

Below is the tentative schedule for this RFP:

Event		Date*	Time (Pacific)
Solicitation (RFP) Released		June 30, 2017	-
Email Advance Questions for Voluntary Pre-Proposal Webinar		July 10, 2017	
Register to Attend Voluntary Pre-Proposal Webinar		July 11, 2017	5:00pm
Voluntary Pre-Proposal Webinar		July 12, 2017	1:30pm –3:30pm
Stage 1	Eligibility and Capabilities Requirements	July 25, 2017	5:00pm
Stage 2	Stage 2 Informational Webinar	August 4, 2017	1:30pm – 3:30pm
Stage 2	Site Visits, Agency Presentations, and Staffing Proposals	August 21-23, 2017	TBD
Stage 3	Client References Due	August 24, 2017	5:00pm
Stage 3	Financial Package Due	August 30, 2017	5:00pm
Stage 3	Oral Presentation	September 1, 2017	TBD
Letter of Intent to Award Posted		TBD	-
Appeal Deadline		TBD (Fifth working day starting the day after the Letter of Intent to Award is posted)	5:00pm
Expected Start Date of Contract		November 1, 2017	-

CDPH reserves the right to amend dates at any time during the Solicitation (RFP) process.

It is the proposers' responsibility to check for notices and addenda for this RFP on the Tobacco Control Funding Opportunities and Resources (TCFOR) website throughout the RFP process. For assistance with the TCFOR website, please email CTCPMediaRFP@cdph.ca.gov.

I. Voluntary Pre-Proposal Webinar

CDPH will conduct a **voluntary** Pre-Proposal Webinar on the date and time stated in the above timeline. Prospective proposers are not required, but are strongly encouraged, to participate. The purpose of the webinar is to review the RFP and to provide proposers with an opportunity to ask questions about preparing and submitting a proposal, as well as to discuss the review process.

The webinar is expected to last two hours and will not be recorded. CDPH reserves the right not to repeat information for participants that join after the webinar has begun. The webinar materials will be posted at a later date on the TCFOR website.

Prospective proposers can register for the webinar by emailing CTCPMediaRFP@cdph.ca.gov by July 11, 2017 at 5:00 p.m. in order to receive the login information. The agency and contact person must be clearly identified.

Advance questions should be submitted via email to CTCPMediaRFP@cdph.ca.gov by July 10, 2017, at 5 p.m. The email must clearly identify the person and agency submitting the question. At its discretion, CDPH may contact a proposer to clarify the meaning of any question received.

Remarks and explanations expressed during the webinar do not take precedence over the written provisions in the RFP documents posted on TCFOR, and will not be binding unless confirmed in writing by CDPH on the TCFOR website.

J. News Releases and Social Media

Proposers may not issue any news release nor make any statement to the news media or through social media channels pertaining to this RFP, any proposal, the contract, or resulting work, without first obtaining prior written approval by CDPH.

II. PROPOSAL SUBMISSION AND STAGES

This section contains the RFP instructions for Stage 1 and general instructions for Stages 2 and 3. Review ALL of the instructions thoroughly. **See Section IV: Submission Requirements for instructions on formatting requirements.** At the completion of each stage, proposers will be notified both via phone and in writing as to whether they qualify to continue to the next stage. Proposers who successfully complete Stage 1 with a minimum score of 80 points will receive additional instructions to compete in Stages 2 and 3.

The agency with the highest cumulative score from Stages 2 and 3 will be awarded the contract.

Proposal Scoring Scale:

Stage	Maximum Points Available for Each Stage	Maximum Points Available for the Cumulative Score
Stage 1: Eligibility and Capabilities Requirements	**100**	**0**
Stage 2: Site Visit, Agency Presentations, and Account Staffing Proposal	**150**	**150**
Stage 3: Financial Package, Oral Presentation, and Client References	**150**	**300**

See Section III, Evaluation Criteria, for details on the scoring criteria.

A. Stage 1: Eligibility and Capabilities Requirements

Purpose: The purpose of Stage 1 is to identify advertising agencies that meet the eligibility and capability requirements of the RFP.

Overall Stage 1 Instructions: Complete Items 1 through 6 as directed below. Provide one hard copy marked "original," six bound copies, and one digital copy on a USB flash drive of all information requested below. Forms in the original hard copy must include original signatures in blue ink.

Scoring: The maximum score for Stage 1 is 100 points. Proposers receiving a minimum score of 80 points will advance to Stage 2.

Items 1 through 4 will be used to determine eligibility and will be scored on a pass/fail basis. Scoring measures for Items 5 and 6 are provided in Section III, Evaluation Criteria. Please note that scoring for Item 6, "Advertising Agency Fact Sheet" will be calculated in total for the agency and any subcontractors proposed.

Complete and sign in blue ink the following forms:

1. Proposal Cover Page (Attachment 1)

   Instructions: A person authorized to bind the proposer must sign the "Proposal Cover Page" with an original signature in blue ink. If the proposer is a corporation, a person authorized by the Board of Directors to sign on behalf of the Board must sign the "Proposal Cover Page."

2. Certification of California Office and Gross Billings (Attachment 2)

   Instructions: Complete the "Certification of California Office and Gross Billings" Form (Attachment 2).

   Complete and sign the "Certification of California Office and Gross Billings" Form in blue ink, certifying that the proposer has a currently operating, full-service California-based office, capable of providing services under the proposed contract for the term of the contract and at least 50 employees.

   Provide certification that the agency had at least $100 million in gross billings per year in two of the three years prior to 2017 from the agency as a whole ~~from its California-based office(s) that would provide services to CTCP~~, by completing and signing Attachment 2 in blue ink. Include the agency's actual gross billings for each year and indicate whether they are on a calendar or fiscal year basis.

3. Guaranty (Attachment 3)

   Instructions: Complete and sign the "Guaranty" from the agency or parent corporation, if the agency is a subsidiary, which ensures that all obligations of a contract awarded from this RFP would be performed, the proposer is financially

stable and solvent, and has adequate cash reserves to meet all financial obligations while awaiting reimbursement from the state.

4. Conflict of Interest Certification (Attachment 4)

   Instructions: Each proposer, including any proposed subcontractor, should assess its own situation according to the "Conflict of Interest Certification" prior to signing. The proposer must certify that its agency or any affiliated agencies are not in a position to exchange information or work closely with the tobacco industry, tobacco industry subsidiaries, and electronic cigarette/vaping companies or related industries.

   If a conflict exists, the proposer must provide additional clarification and documentation regarding the nature and extent of the Conflict of Interest, which, upon CDPH's sole review and discretion, is determined to satisfy the requirement to protect CDPH from a potential tobacco industry or related Conflict of Interest. Because of the complexities involved in defining potential conflicts of interest with the mission of CDPH, CDPH reserves the right to request further information.

   CDPH reserves the right to allow a proposer to advance to subsequent stages while requesting additional clarification and documentation regarding the Conflict of Interest requirement or any other RFP requirement. If the additional clarification and documentation do not, at CDPH's sole discretion, satisfy CDPH's requirement for protection from a potential Conflict of Interest, the proposer will be notified in writing and will be disqualified from the RFP process.

5. Agency Capabilities Overview

   Note: See Section IV, Submission Requirements, for narrative format requirements.

   Instructions: Complete a response for Agency Experience and Strengths and Advertising Effectiveness.

   a. Agency Experience and Strengths (six pages maximum).
      1. <u>Agency Experience</u>. Describe your agency's capability and experience at performing the following services: account and project management, market research, strategic planning, media planning and buying, creative development, production expertise, talent negotiations and tracking, production and media quality assurance, creative and project collaboration with other agencies, and expertise tracking key trends and issues in advertising and social marketing.

      2. <u>Agency Strengths</u>. Describe the strengths of your agency, including historical accomplishments, unique services, account leadership, and experience working on accounts with similar size and scope. Describe in detail key contributions your agency would bring to CTCP and why your agency should be considered for this advertising contract.

3. Multicultural and Ethnic Experience. Describe the experience and expertise of your agency, or that of your proposed subcontractors, at successfully reaching multicultural or ethnically diverse communities in California, including the utilization of in-language media. Include research, planning, execution, and evaluation processes as they relate to client needs and objectives.

4. Digital and Social Media Experience. Describe your agency's capacity and capability for strategic and creative digital media executions, including web development and social media efforts. Describe your agency's experience in this area and give a detailed example of your agency's work.

5. Collaboration Experience. Identify any proposed subcontractor(s). Describe their role(s) and why their agency was selected. List any past clients you have shared with proposed subcontractors and examples of past collaboration with proposed subcontractors.

b. Advertising Effectiveness (four pages maximum)

1. Strategic Services. Describe your agency's experience in creating an annual strategic marketing plan, including the steps you take to create the plan and the client's collaborative involvement in the process.

2. Research and Evaluation. Describe your agency's research, development, strategic planning, and evaluation processes. Include in your description whether these functions are normally performed in-house or by a subcontractor or consultant. Describe your agency's experience and methods used in analyzing the effectiveness of advertising campaigns. Include the process for pre-production, post-placement, and input, and how those results are obtained and applied. Describe what your agency identifies as key performance indicators (KPIs) of a campaign and provide an example of how it has been established for a client. Discuss how evaluation is approached for non-sales based accounts, discuss how your client's KPIs of brand awareness, image, and/or changing of cultural norms were evaluated.

3. Substantiation Services. Describe how your agency analyzes and substantiates the factual content of ads. Include the name of the person or firm who is designated to review ads for legal compliance and briefly describe their qualifications.

4. Media Management. Describe your agency's capabilities and strengths in media research, planning, buying, monitoring and overall stewardship of your clients' funds. Please make sure you address traditional as well as digital media, as applicable. If all, or a certain portion, of your clients' media is not planned or purchased by your agency, please indicate with whom the agency works in this regard and how that process becomes

seamless for the client. Please describe your agency's, or your media buying agency's, overall buying strength.

6. Advertising Agency Fact Sheet Form (Attachment 5) and Subcontractor Advertising Agency Fact Sheet" Form (Attachment 5.1)

   Instructions: Complete the "Advertising Agency Fact Sheet" Form (Attachment 5). If proposing any subcontractors, each proposed subcontractor must complete the "Subcontractor Advertising Agency Fact Sheet" Form (Attachment 5.1).

B. Stage 2: Site Visit, Agency Presentations, and Proposed Account Staffing Chart

Purpose: The purpose of Stage 2 is for the CDPH Review Panel to:

- Tour the agency's facility and meet personnel, including subcontractors, specifically those who will be assigned to this account.

- Observe a presentation by the proposer's team that includes an agency overview, case study that highlights efforts from past work, and CTCP-related assignment presentation.

- Receive the prepared account staffing chart.

Overall Stage 2 Instructions: Each proposer that advances to Stage 2 will be contacted to schedule a time when the CDPH Review Panel can visit the agency. The time limit for each site visit is up to three hours, including introductions, presentation and potential questions. At least 20 minutes of the three hours must be allotted at the end for the CDPH Review Panel to ask questions. Time limits will be strictly adhered to, and it is the responsibility of the proposer to monitor its time accordingly. Each agency will provide one hard copy marked "original" and six bound copies of the Presentation and Proposed Account Staffing Chart (Attachment 6) printed on 8.5 by 11 inch paper. One digital copy on USB flash drive, with any audio or visual examples shown, must also be provided to CDPH at the time of the site visit.

See Section IV, Submission Requirements, for narrative format requirements.

Scoring: The maximum score for Stage 2 is 150 points. Up to three of the highest scoring agencies will advance to Stage 3.

1. Agency Overview Presentation

   Instructions: Provide a presentation that highlights the capacity of the agency's California-based office(s), particularly those who would interact with CTCP or be assigned to the account. Team members should provide an understanding of the agency's total market media strategy and creative capabilities, including tailored media placement experience. In addition, the agency's philosophy, specific

strengths and collaboration style with the client and other agencies (public relations and/or advertising) should be discussed.

Show a reel which illustrates the agency's unique creative strengths and highlights ads with messages including emotional appeal, memorable simple messages, or a clear call to action. The reel must not exceed five minutes and must include at least three television (TV) ads and two digital ads or social media efforts, primarily showcasing the work of the agency's California office(s) and produced after January 1, 2014.

2. Case History Presentation

   Instructions: Select one advertising campaign that a current California-based team created and implemented. Present the details from beginning to end.

   The presentation must include:

   a. Key findings from background market research and analysis.

   b. Identification of target markets, including approximate audience size, age range, socioeconomic status, language, culture/ethnicity, and psychographic characteristics.

   c. Creative strategy/positioning.

   d. Three to five examples of creative developed for the campaign. Include the production costs for each example (examples of TV creative should be limited to a production budget of $400,000 or less). Highlight examples of creative that crossed over to other mediums. At least one example must be a digital asset.

   e. Media objectives and media placement planning for the selected campaign; discussion must include any bonus weight and other added value opportunities negotiated.

   f. How the campaign was evaluated, the results obtained, and how results impacted future efforts.

   g. Challenges or other considerations (e.g., budget, competition, organizational, and environmental constraints).

   h. Current agency staff who worked on this campaign and their roles.

3. Advertising Assignment Presentation

   Instructions: An assignment to address specific challenges or issues in California's anti-tobacco education efforts will be sent separately by CTCP to all agencies that advance to Stage 2. Proposers may be asked to present potential

creative direction and strategic planning, but speculative creative will not be required at this stage. Proposed subcontractors will participate. See the TCFOR website for a list of tobacco control resources.

A webinar for proposers participating in Stage 2 will be held on August 4, 2017, at 1:30 – 3:30 p.m. Registration information will be sent prior to the webinar. The purpose of the webinar is to clarify the Advertising Assignment for Stage 2 proposers. No evaluations will be made at this webinar and no affirmations will be provided to the proposers concerning creative strategy.

4. Proposed Account Staffing Chart (Attachment 6)

   Instructions: Complete the "Proposed Account Staffing Chart" (Attachment 6) of the proposed primary account staff who will be assigned to the CTCP account, including proposed subcontractor staff. Attachment 6 should be included with the presentation materials requested above, but is not required to be presented during the site visit. Include the following information on the proposed account staff:

   a. Brief description of duties as related to the CTCP account.

   b. Proposed percentage of time to be dedicated to the CTCP account.

   c. Specific training or expertise that is relevant and would be helpful to the CTCP account.

   d. Identify any vacancies or positions which would be filled or created upon award of the CTCP account. Indicate percentage of time to be dedicated to the CTCP account and their role.

C. Stage 3: Financial Package, Oral Presentation, and Client References

Purpose: The purpose of Stage 3 is to allow CDPH to evaluate the proposer's:

- Additional discovery of agency capacity and capabilities, based on oral presentation and client reference checks.
- Cost-effectiveness and cost-competitiveness of the proposed campaign.
- Financial stability.
- Legal liabilities or risk that may impact CDPH.

Overall Stage 3 Instructions: A general overview of the format and expectations of the Financial Package, oral presentation, and client references are provided below. Please note: The Client References (Attachment 7) is required immediately after notification that the proposer is a selected finalist. See instructions in #3 below.

Scoring: The maximum score for Stage 3 is 150 points. The final selected agency will be based on the highest cumulative score of stages 2 and 3.

1. Financial Package

   Instructions: Each proposer must submit two copies of the financial documents in a separate, sealed envelope marked “Financial Records,” the agency’s name, and “CTCP Advertising Campaign RFP 17-10048.” CDPH reserves the right to require any additional information necessary to determine the financial integrity and stability of a proposer.

   a. Cost Proposal Assignment
      Instructions: Complete the “Advertising Cost Proposal” (Attachment 8).

   b. Proposed Budget Allocation
      Instructions: Complete the “Proposed Budget Summary” (Attachment 9).

   c. Financial Records

      Instructions: Audited statements for the most recent calendar or fiscal year are preferred, but not required. If audited financial statements are supplied, all noted audit exceptions must be explained. If audited financial statements are not available, CDPH will accept accrual basis financial statements prepared by a proposer’s financial accounting department or an accounting firm along with copies of the federal tax return filed with the Internal Revenue Service for the most recent year. A statement signed in blue ink by a proposer’s Chief Financial Officer certifying that the financial statements are accurate and complete must accompany all financial statements.

      Financial records of all proposers received by CDPH will be destroyed at the time of Contract Award.

   d. Required Information

      Instructions: Complete the “Bankruptcy and Litigation Disclosure” (Attachment 10), “Contractor Certification Clauses (CCC-307)” (Attachment 11) and “California Civil Rights Laws Attachment” (Attachment 12) Forms.

2. Oral Presentation

   Instructions: Selected finalists will be contacted to schedule a time for the oral presentation. Detailed instructions will be provided to the invited participants upon notification that oral presentations are deemed necessary. This presentation will be done before a review panel. An assignment will be sent separately to all proposers that advance to Stage 3. The agency may be asked to present speculative creative. See the TCFOR website for a list of tobacco control resources.

3. Complete Client References form (Attachment 7)

   Instructions: Attachment 7 is required immediately after the proposer is notified by CTCP that it is a selected finalist. List three clients served in the past three years for which your firm provided similar services. At least one must be of similar account size. List the most recent first. CDPH may verify with CDPH offices to which you have provided services, currently or in the past. A negative reference may result in proposal rejection.

III. EVALUATION CRITERIA

This section contains the evaluation criteria and possible points that can be earned for each stage of the proposal requirements.

Stage 1 Evaluation Criteria: Eligibility and Capabilities Requirement	**Points** *100 points possible*
Eligibility Documents	
Proposal Cover Page, Certification of California Office and Gross Billing Form, Guaranty, Conflict of Interest Certification	Pass/Fail
Agency Capabilities	
Agency Experience and Strengths: • The proposer demonstrates full service capabilities and experience to deliver a broad range of advertising services necessary to meet the requirements of the SOW. • The proposer demonstrates it has strong capacity to service CTCP, through its accomplishments, unique services and account leadership. • The proposer highlights key contributions valuable to CTCP. Advertising Effectiveness: • The proposer demonstrates experience and processes in place for evaluating the efficacy of strategies of advertising campaigns at various stages of development and placement. • The proposer demonstrates its experience and capacity to conduct research, strategic planning, and evaluation by its personnel, subcontractor, or outside vendor appropriate to a multi-cultural, multi-lingual public health campaign. • The proposer demonstrates it substantiates facts used in advertising campaigns using credible sources.	40
Advertising Agency Fact Sheet(s)	
• The proposer demonstrates that its turnover of accounts is at a reasonable rate and has overall strong client retention. • The proposer has a broad range of accounts with a specific focus on cause-related marketing, a health focus and/or targeted outreach. • The proposer's California office(s) has appropriate experience in leading accounts of a scope and size comparable to the advertising campaign described in this solicitation. • The proposer demonstrates adequate staffing for the number of accounts indicated. • The proposer demonstrates strong capacity in media research, planning, and buying, as well as monitoring of media funds. • The proposer has the capability and experience to purchase media in different outlets, either in-house or through a media buying service. Note: Proposers will not be penalized for the use of a media buying service. • The proposer and/or subcontractor(s) demonstrates experience in reaching ethnic, economic, and/or culturally diverse populations. • The proposer demonstrates strong research, planning and execution processes. • The proposer clearly identifies how services that the proposer does not have the capacity to conduct in-house would be performed. • The proposer and/or subcontractor(s) has strong experience, knowledge, and capacity to provide digital services (online advertising, social media, etc.).	60

Stage 2 Evaluation Criteria: Site Visit, Agency Presentations, and Proposed Account Staffing Chart	**Points** *150 points possible*
Agency Overview and Creative Reel Presentation	
• The proposer demonstrates its capacity and style of its California-based office(s) and team who would be assigned to the CTCP account are an appropriate cultural fit for the advertising campaign described in this solicitation and CTCP as the client. • The proposer displays its philosophy, strengths, and collaboration style with clients and other agencies.	30
Case History Presentation	
• The proposer's campaign is strategic and based on market research and analysis. • The proposer identifies the target market and develops a culturally-appropriate strategy and creative. • The proposer identifies appropriate campaign extensions to compliment core campaign elements. • The proposer showcases the ability to provide value with moderate or limited production and media budgets, as well as the ability to adapt creative to crossover to additional mediums. • The proposer's media placement successfully reaches intended target audience; discussion of added value opportunities. • The proposer presents how it evaluates campaigns and analyzes results for the potential impact of future efforts. • The proposer appropriately handles challenges or other considerations that impacts advertising campaigns. • The proposer showcases the roles of the current staff who worked on the campaign.	50
Advertising Assignment Presentation	
• The proposer has the strategic ability to build on the strengths of the current CTCP Media Campaign, introduce innovation, maximize reach of the general market within budget constraints, and advance CTCP's overall program goals. • The proposer demonstrates a high caliber of strategic thinking. • The proposer shows the capacity to utilize current research findings in developing strategies to effectively implement an advertising campaign plan for CTCP. • The proposer demonstrates a culturally appropriate strategy and creative capable to maximize reach of California's diverse target markets. • The proposer demonstrates collaboration with subcontractors.	50
Proposed Account Staffing	
• The proposer demonstrates commitment to this campaign by identifying highly capable staff who have the expertise, training, skills, and experience consistent with the account management, creative, media, and talent needs identified in the advertising SOW. • The proposed percentage of time dedicated to the CTCP account is sufficient to meet the needs identified in the advertising SOW. • The proposer clearly identifies vacancies that would be filled or positions that would be created to service the CTCP account, including the time dedicated and role.	20

Stage 3 Evaluation Criteria: Financial Package, Oral Presentation, and Client References	**Points** *150 points possible*
Cost Proposal Assignment Cost Proposal Assignment	
• The proposer demonstrates it provides the best value for the services through a Cost Proposal that is cost-effective and cost-competitive. • The Proposed Budget Summary demonstrates an understanding of CTCP's priorities and the requirements of the SOW.	75
Oral Presentation	
• The proposer shows strengths in all aspects of research, planning, creative execution, and evaluation necessary to sustain a long-term advertising campaign with continued innovation. • The proposer understands CTCP's objectives and demonstrates an ability to develop a holistic strategic advertising and marketing plan that supports these objectives. • The proposer demonstrates an understanding of CTCP's target audience and demonstrates an ability to convey multicultural appropriateness in proposed creative • The proposer showcases bold, innovative creative. • The proposer and team demonstrates a strong ability to develop and balance integrated, marketing campaigns that best meets CTCP's marketing objectives. • The proposer demonstrates the ability to establish key metrics and evaluate campaign effectiveness. • Each proposed subcontractor has collaborative skills and expertise in reaching CTCP's goals and provides overall added value to the proposer's team.	65
Client References	
• The proposer demonstrates overall client satisfaction and account management capabilities yielding satisfactory references from other agency clients of a similar size and scope.	10

IV. SUBMISSION REQUIREMENTS

A. Format Requirements

1. Copies Required
   See each stage for the number of copies required. Write “Original” on the original proposal. Each copy of the proposal must be complete, including copies of all of the required attachments and documentation submitted in the original.

2. Narrative Format
   a. In preparing a proposal response, all narrative portions should be straightforward, detailed, and concise. Do not restate or paraphrase information in this RFP. CDPH will determine the responsiveness of a proposal by its quality, not its volume or packaging. The proposer may choose how to bind the proposal (stapled, spiral, etc.).

   b. Format the narrative portions of the proposal as follows. Failure to follow these requirements may disqualify your submission.
      1. Use Times New Roman, Arial, or Calibri font of at least 12-point size throughout. Exception: if a form is required by the State that contains a smaller font.

      2. Print pages single-sided on letter size (8.5 by 11 inches) white paper with 1.5” spacing.

      3. Use one-inch margins at the top, bottom, and both sides.

      4. Sequentially number the pages in each section and clearly identify each section in the order requested. When a page limit is noted, pages exceeding the limit will not be scored. It is not necessary to paginate the required forms.

      5. Place the proposer’s name in a header or footer on every page. If the proposer's name is not already entered elsewhere on a completed certification or form, add it to a header, footer, or signature block.

      6. Have a person who is authorized to bind the proposing firm sign each RFP attachment that requires a signature in blue ink. Signature stamps are not acceptable.

      7. Place the original signed attachments in the proposal set marked “Original.” The additional copies may have photocopied signatures on attachments and throughout the document.

B. Submission of RFP Materials

"RFP materials" means anything submitted by a proposer to CDPH in response to this RFP, including, but not limited to, written questions about this RFP, and responses to any stage. It is essential that proposers use the following address formats, exactly as shown, for submission of RFP materials:

Courier or Overnight Service	**Email** (for correspondence only)
Request for Proposals 17-10048 California Department of Public Health California Tobacco Control Program Attention: Julie Lautsch MS 7206 1616 Capitol Avenue, Suite 74.516 Sacramento, CA 95814 Phone: (916) 449-5500	Email: CTCPMediaRFP@cdph.ca.gov

C. Importance of Meeting All RFP Deadlines

If utilizing overnight service, the **package tracking information must be emailed** to CTCPMediaRFP@cdph.ca.gov before the submission deadlines.

Proposers are responsible for the delivery of submissions to CDPH prior to the submission deadline. If the package tracking information indicates its arrival at CDPH by the deadline, the package will be considered to have arrived on time. Postal service postmarks, however, will not be accepted as proof of timely delivery. Faxed or electronic submissions will not be accepted.

All stages of this RFP have stated deadlines for submitting materials to CDPH and are strictly enforced. Submissions that are incomplete or received after the stated deadline will be returned to sender.

D. Communication between CDPH and Proposers

1. Proposer Questions
   Should any proposer need to communicate with CDPH regarding the RFP or the proposal review process, the proposer should do so in writing and send it by email to CTCPMediaRFP@cdph.ca.gov. *No phone calls will be accepted.* Immediately notify CDPH if you need clarification about the services sought or have questions about this RFP's instructions or requirements. At its discretion, CDPH reserves the right to contact an inquirer to seek clarification of any inquiry received. CDPH shall respond to all proposers.

2. Errors

   If a proposer discovers any ambiguity, conflict, discrepancy, omission, or other error in the RFP, the proposer shall immediately notify CDPH of such error in writing and request modification or clarification of the document by the deadline for the submission of the Stage 1 proposal. CDPH strives to correct any errors found. Modifications or clarifications will be given by written notice. CDPH shall not be responsible for failure to correct errors.

3. Deviations and Modifications

   All submissions must be complete when received at CDPH. No changes, modifications, corrections, or additions may be made once they are submitted to CDPH. An agency will be allowed to withdraw its proposal provided that the written request for such withdrawal is received in writing prior to the deadline for final submission. After withdrawing a proposal, proposers may resubmit a new proposal according to the proposal submission instructions and deadline.

   CDPH may, at its sole discretion, waive any immaterial deviation or defect in a submission. However, the waiver of an immaterial deviation or defect in a submission will in no way modify the document or excuse the proposer from full compliance with the RFP requirements if awarded the contract. Items may be considered “immaterial” by CDPH if, for example, they do not affect the amount of the Cost Proposal, or if allowing the deviation does not give a proposer an advantage or benefit that would not be granted to all other proposers.

   CDPH reserves the right to contact proposers at any stage of the proposal process to collect additional clarifying information, if deemed necessary.

E. Property of CDPH

All submission materials will not be returned to the agency. All proposed ideas or adaptations of the ideas contained in any submission become the property of CDPH and CDPH reserves the right to use them. Acceptance or rejection of the submission will not affect this right in any way.

F. Cost of Submissions

CDPH assumes no responsibility or liability for costs incurred by proposers. Costs of developing and delivering submissions and presentations will not be billable to the State of California or included in the Cost Proposal.

G. Small Business and Disabled Veteran Business Enterprise (SB/DVBE) Participation Exemption

This procurement is exempt from Part 2 of Division 2 (commencing with Section 10100) of the Public Contract Code and therefore is not subject to SB/DVBE participation requirements.

V. CONTRACT AWARD

A. Letter of Intent to Award a Contract

Award of the contract will be to the most responsive and qualified proposer who earns the highest total RFP score in Stages 2 and 3. A Letter of Intent to Award a Contract identifying the selected contractor will be posted on the TCFOR website. All finalists that participated in the final stage held will be notified by email regarding the contract award decision.

B. Confidentiality of Proposals

Financial records received by CDPH will be kept confidential and will be destroyed at the time of the Contract Award. All other portions of proposal responses not containing financial or specific client billing detail requested will be subject to disclosure in accordance with the California Public Records Act (Government Code, Section 6250 et seq.) and may be reviewed and copied by the public if formally requested after CDPH posts the Letter of Intent to Award a Contract, except those portions of the proposal that are exempt from disclosure as provided in the Public Records Act.

C. CDPH Rights

1. Rejection of All Proposals
   Issuance of this RFP in no way constitutes a commitment by CDPH to award a contract. CDPH reserves the right to reject any or all proposals or portions of proposals received in response to this RFP, or to amend or cancel this RFP if it is in the best interest of the State. CDPH may, at its sole discretion, cancel this RFP after the receipt of Stage 1 submissions if the number of submissions is inadequate or if there is insufficient competition among qualified proposers. In the event of such cancellation, CDPH may reissue a new RFP at a later date.

2. Verification of Proposer Information
   By submitting a proposal, proposers agree to authorize CDPH to:
   a. Verify any and all claims made by the proposer including, but not limited to, verification of prior experience and the possession of other required qualifications.

   b. Check any reference identified by a proposer or other resources known by the State to confirm the proposer's business integrity and history of providing effective, efficient, competent, and timely services.

3. Nonresponsive Proposals
   A proposal may be deemed nonresponsive and subsequently rejected if any of the following occurs:
   a. At any time a submission is received after the exact time and date set forth in Section I.H., "Tentative RFP Timeline," for receipt of each submission.

b. The proposer fails to meet any of the eligibility requirements as specified in Section II.A., "Stage 1: Eligibility and Capabilities Requirements."

c. The proposer fails to submit or fails to complete and sign required Attachments as instructed in this RFP.

d. The submission contains false, inaccurate, or misleading statements or references.

e. The proposer is unwilling or unable to fully comply with the proposed contract provisions.

f. The proposer supplies conditional cost information, incomplete cost information, or cost information containing unsigned/un-initialed alterations or irregularities.

D. Appeals

Eligible proposers may file a brief "Notice of Intent to Appeal" which must be received by the Hearing Officer or his designee, by mail within five working days after the Letter of Intent to Award a Contract has been e-mailed to each proposer participating in the final stage held. Only agencies that reach the final RFP stage may appeal the contract award. Appeals will be limited to the grounds that CDPH failed to correctly apply the standards for reviewing proposals as specified in this RFP. Within five calendar days after filing a "Notice of Intent to Appeal," the proposer must file a full and complete written appeal, including the issue(s) in dispute, the legal authority or other basis for the proposer's position, and the remedy sought.

Appeals shall be addressed to the Hearing Officer as follows:

U.S. Mail	**Courier** (e.g., FedEx)
Caroline Peck, MD, MPH, FACOG, Chief Chronic Disease and Injury Control Division California Department of Public Health MS 7206 P.O. Box 997377 Sacramento, CA 95899-7377 Phone: (916) 449-5500	Caroline Peck, MD, MPH, FACOG, Chief Chronic Disease and Injury Control Division California Department of Public Health MS 7206 1616 Capitol Avenue, Suite 74.516 Sacramento, CA 95814 Phone: (916) 449-5500

The Hearing Officer or her designee, at her sole discretion, may hold oral hearings, have a hearing on written briefs, or both. The decision of the Hearing Officer is final.

E. Contracts

CDPH will confirm the contract award to the winning proposer after the appeal deadline, if no appeals are filed, or following the resolution of all appeals. The

agency selected to provide advertising services to CDPH will be required to sign a contract that details legal and programmatic obligations. The contract number will be 17-10048.

The successful proposer must enter into a formal contract with CDPH in order to receive payment for services rendered. The contract may incorporate, as an exhibit or by reference, portions of this RFP and responses to this RFP that directly identify the work to be performed, performance time lines, methods and approaches, budget or cost details, or other mandatory contract and performance requirements.

The successful proposer should enter into a contract with CDPH no later than ten state working days after the proposer receives the contract from CDPH, and must agree to the terms and conditions outlined in the contract language.

F. Contract Forms and Exhibits

State contract forms and exhibits are available under “Contract Documents” in the funding section of the TCFOR website. Proposers should read these documents carefully to ensure that they will be able to comply with state contract terms. The terms and conditions in the contract forms and exhibits are not negotiable. The contract resulting from this RFP will be prepared on a “Standard Agreement” (Form STD 213).

CDPH reserves the right to adjust the language in the contract awarded from this RFP. Therefore, final contract language may deviate from the provisions provided. Changes after award of the contract will be accomplished by written amendment to the contract, agreeable to both parties.

If an inconsistency or conflict arises between the terms and conditions appearing in the final contract and the proposed terms and conditions appearing in this RFP, any inconsistency or conflict will be resolved by giving precedence to the final contract.

VI. ATTACHMENTS TABLE OF CONTENTS

To view the following documents, go to the TCFOR website, select the Funding Opportunities section, click on the RFP 17-10048 California Tobacco Control Program Advertising Campaign link, and open the selected Attachment documents.

STAGE 1

Attachment 1: Proposal Cover Page

Attachment 2: Certification of California Office and Gross Billings

Attachment 3: Guaranty

Attachment 4: Conflict of Interest Certification

Attachment 5: Advertising Agency Fact Sheet

Attachment 5.1: Subcontractor Fact Sheets (if applicable)

STAGE 2

Attachment 6: Proposed Account Staffing Chart

STAGE 3

Attachment 7: Client References

Attachment 8: Advertising Cost Proposal

Attachment 9: Proposed Budget Summary

Attachment 10: Bankruptcy and Litigation Disclosure

Attachment 11: Contractor Certification Clauses (CCC-307)
Download and print:
www.documents.dgs.ca.gov/ols/CCC-307.doc

Attachment 12: California Civil Rights Laws Attachment

VII. EXHIBITS TABLE OF CONTENTS

To view the following documents, go to the TCFOR website, select the Funding Opportunities section, click on the RFP 17-10048 California Tobacco Control Program Advertising Campaign link, and open the selected Exhibit documents.

STD 213:	Standard Agreement Form
Exhibit A:	Scope of Work
Exhibit B:	Budget Detail and Payment Provisions
Exhibit B, Attachment I:	Budget Summary Chart
Exhibit B, Attachment II:	Budget Summary Mark–Up Rates
Exhibit C:	General Terms and Conditions GTC 04/2017
Exhibit D:	Special Terms and Conditions [Rev 11/16]
Exhibit E:	Additional Provisions
Exhibit F:	Résumés
Exhibit G:	Contractor's Release Form
Post Award Document:	Payee Data Record, STD 204