California Department of Public Health
California Tobacco Control Program

INFORMATIONAL WEBINAR

Solicitation CTCP 17-10108
California Tobacco Control Program
Tobacco Control Media Campaign Evaluation

January 22, 2018
10:00 a.m. – 12:00 p.m. PDT

Presenters

Catherine Hess

Research Scientist/Program Coordinator

Surveillance and Evaluation Section

Scott Kelley

Digital Communications Supervisor

Knowledge Management Unit

Ryan Tattersfield

Procurement Manager

Procurements Management Unit

Valerie Quinn

Media Unit Chief

Webinar Agenda

Information and Overview
- ✓ General Information
- ✓ Key Dates
- ✓ Letter of Intent and TCFOR
- ✓ Contract Term and Funding Amount
- ✓ Eligibility and Required Experience

CTCP Overview and Media Campaign

Solicitation and Instructions for Completing Application
- ✓ Section I: Introduction
- ✓ Section II: Scope of Work
- ✓ Section III: Application Instructions, Budget and Budget Justification
- ✓ Section IV: Application Selection Process and Criteria

Online Tobacco Information System (OTIS) demonstration

Q & A Session

General Information

This webinar is not being recorded. Slides will be made available on TCFOR approximately 24 hours after the webinar under the RELATED MATERIALS menu.

Documents and information: All information discussed during this webinar can be found on the TCFOR website.

Mute: All participants will be on mute during the webinar.

Questions: Use the Chat Box to type questions during the webinar. Responses will be provided at the end of each presentation, and will also be posted on the TCFOR website by 01/25/18.

General Information

The Solicitation instructions take precedence over anything said during this webinar. Interested applicants are to refer to the Solicitation instructions for application criteria and requirements.

It is strongly advised that interested agencies frequently check the TCFOR website for potential updates, corrections, or modifications to the Solicitation.

TCFOR website: **https://tcfor.catcp.org/**

General Information

The Solicitation requires the Applicant to submit applications online via OTIS, the Online Tobacco Information System. Several online trainings are also available within OTIS.

Do not wait until the last minute! Applicants are encouraged to begin writing applications early, and to allow adequate time to load information into OTIS.

Pay attention to key dates and deadlines, listed on page 15 of the Solicitation document.

Key Dates (page 15)

ACTIVITY	ACTION DATE
Solicitation Release Date	January 12, 2018
Webinar Question Deadline	January 18, 5:00 P.M. PST
Webinar Information Meeting	January 22, 2018
Responses to Questions Posted	January 25, 2018
Mandatory Letter of Intent Deadline	February 16, 2018, 5:00 P.M. PST
Proposal Submission Deadline	February 28, 2018, **5:00 P.M. PST**
Oral Interviews (if required)	TBD
Notice of Intent to Award	TBD
Contract Start Date	May 1, 2018
Contract End Date	April 30, 2023

Letter of Intent

Mandatory Letter of Intent (page 16, Appendix 2)

The Letter of Intent must be submitted on the applicant's letterhead, and state the following:

- ✓ The name and number of the Solicitation under which the proposal will be submitted (Solicitation #17-10108),
- ✓ The estimated budget request,
- ✓ A short description of the proposed project, and
- ✓ Signature of the authorized Proposer, signatory or their official agent
- ✓ A signed letter of intent must be uploaded to the TCFOR website by 5:00 pm PST on Friday, February 16, 2018.

TCFOR: https://tcfor.catcp.org/

Contract Term

May 1, 2018 – April 30, 2023

Applications must be for the entire five (5) year term

Funding Amount

Funding level for the 60-month (5-year) funding period is anticipated to be:

$1,000,000 per year
$5,000,000 over the five year period

Note: funds can not carry over from fiscal year to fiscal year without prior authorization from CTCP and a contract amendment.

Eligibility Criteria (page 7)

- ✓ More than one application from a fiscal agent/parent organization will be accepted
- ✓ Any public, private nonprofit or for-profit entity that is currently operating a full-service office based in California.
- ✓ Certify no conflict of interest with tobacco, e-cigarette or related industries exists. This includes subcontractors.
- ✓ Certify that the Proposer is in good standing, fiscally stable, and qualified to conduct business with the State of California.
- ✓ Non-profit organizations must certify their eligibility to claim nonprofit status.
- ✓ Proposers must acknowledge and agree that they will comply with all proposed terms and conditions in the Solicitation including the terms appearing in the referenced contract exhibits.

Required Experience (p. 8)

- ✓ At least five (5) years of experience designing, planning, and implementing program evaluations of complex health promotion and prevention programs implemented among diverse populations
- ✓ At least five (5) years of experience managing evaluation projects with a budget of $500,000 per year or greater;
- ✓ At least five (5) years conducting quantitative analysis of consumer attitudes; **and**
- ✓ At least three (3) years of experience performing in at least one (1) of the following areas:
  - Providing quantitative evaluation of the impact of advertisements on awareness, knowledge, and behavior;
  - Conducting and analyzing internet-based surveys; and
  - Conducting outcome evaluation for media campaigns in complex and multi-layer media environments.

CTCP OVERVIEW

Valerie Quinn, M. Ed.
Chief, Media Unit | California Tobacco Control Program

New State Laws – 2016 a big, BIG year

- Tobacco 21
- E-cigarettes definition added: same tobacco/smoking laws
- Updated CA Smokefree Workplace law: closed loopholes
- State tobacco licenses increased
- All schools tobacco-free
- Prop 56: $2 tax added, voters passed 64% vs. 36%

Brief History of CA Tobacco Tax Initiatives

- Prop 99 passed Nov 1988. Raised tax 25¢ per pack

- Nov 2016, Prop 56 voters overwhelming passed $2 per pack tax & equivalent amount on other tobacco products, including e-cigs.
  - 11% earmarked for CA Tobacco Control Program
    - Media, community, evaluation
    - Accelerate eliminating tobacco related disparities -15%
    - Reason for this RFP

California: End the tobacco epidemic by 2035

- #1 preventable cause of death
- Attainable for California
- Combination of tax, resources, new laws
- Media is instrumental

Fiore, Michael, Tobacco Control in the Obama Era, Substantial Progress, Remaining Challenges. NEJM; 375915): 14211-1412. October 13, 2016

The source of this epidemic is the tobacco industry

"...there is no valid health argument in defense of smoking, and frankly, we feel no compulsion to bend over backwards to spare the feelings of those persons who encourage and promote a known lethal activity and dangerous drug addiction."

Dr. Kenneth Kizer, State Health Officer,
Congressional Testimony
1990

CTCP Goals

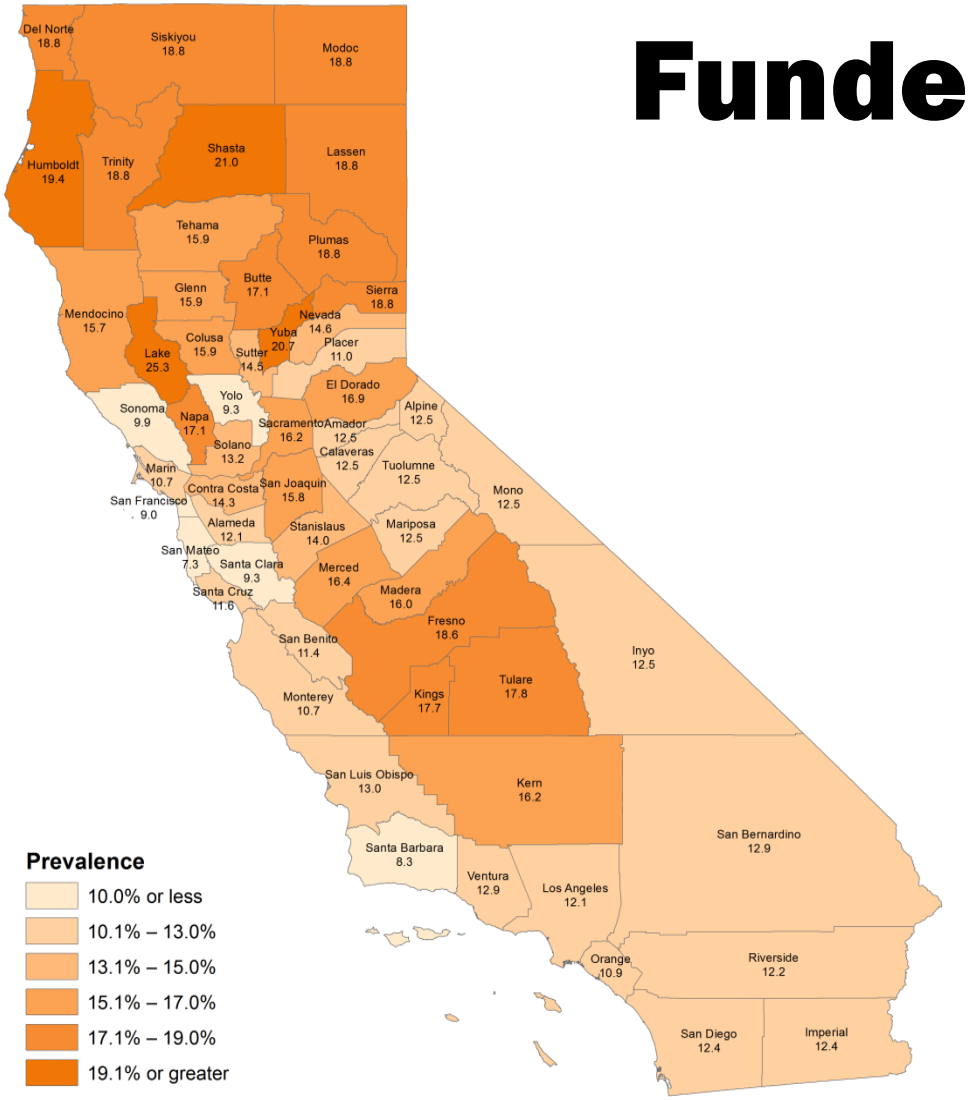
Goals

- Reduce Exposure to Secondhand Smoke (SHS) & Tobacco Waste
- Limit Tobacco Promoting Influences
- Reduce Availability to Tobacco
- Provide Cessation Services

Outcomes

- Decrease Tobacco Consumption
- Decrease Tobacco Use Prevalence
- Decrease Youth Uptake of Tobacco
- Decrease Exposure to SHS

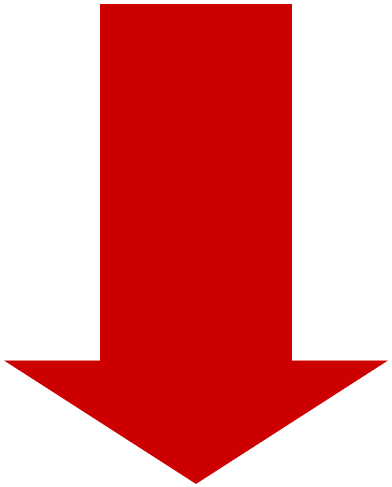
CTCP Activities & Funded Partners



- 61 Local Health Departments
- 38 Competitive Grantees
- Statewide Media Campaign
- Statewide Evaluation
- California Smokers' Helpline
- Technical assistance partners to assist local projects

Source: California Adult Smoking Prevalence by county, 2014/2015; CountyHealthRankings.org

Denormalize Tobacco



Prevention & Cessation

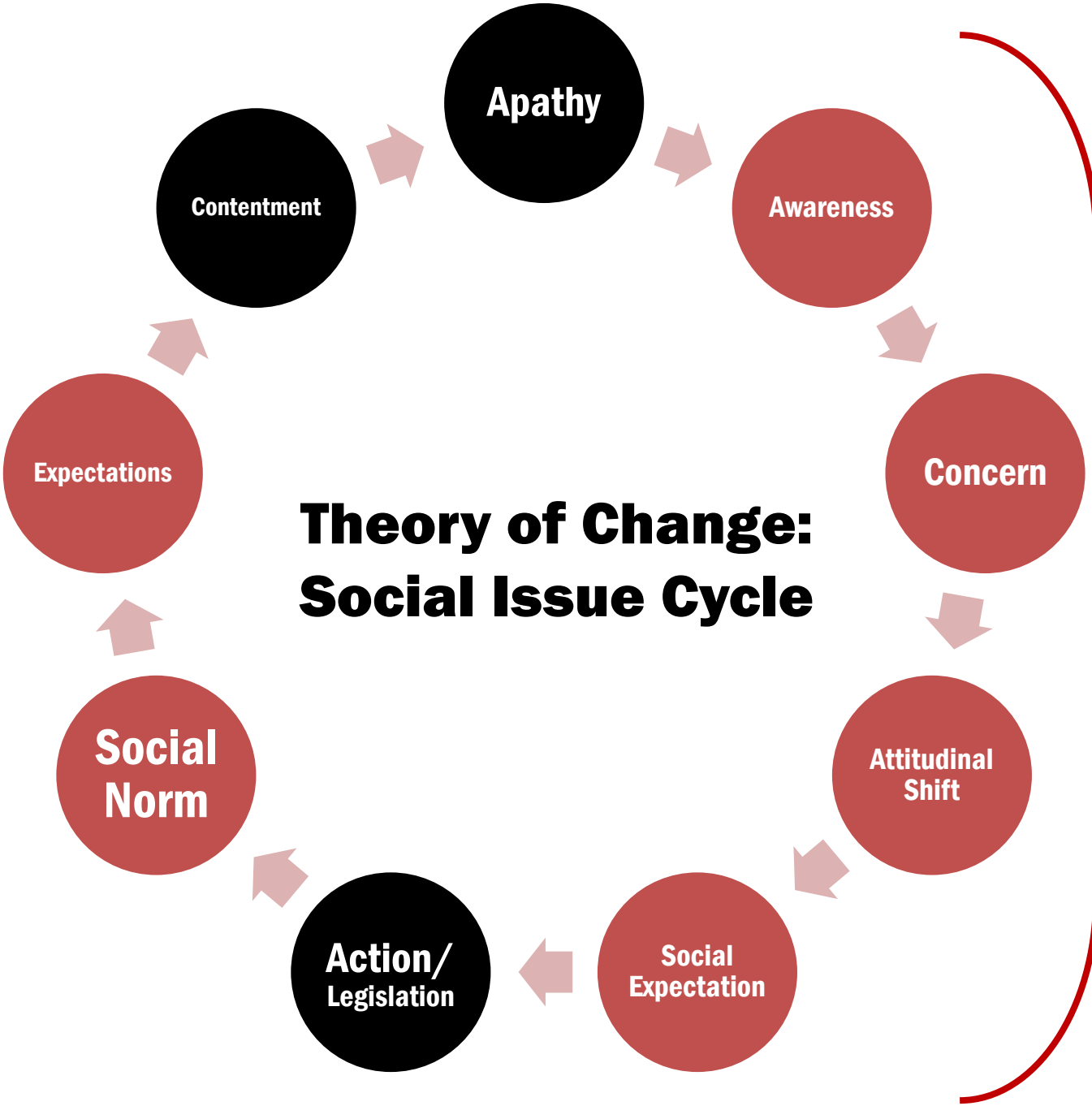
Social Norm Change

Lasting change in youth behavior regarding tobacco can only be secured by first changing the adult world in which youth grow up.

NO

Youth-Targeted Media Effort

Theory of Change: Social Issue Cycle



The **Media Campaign** is the engine to that keeps this cycle moving.

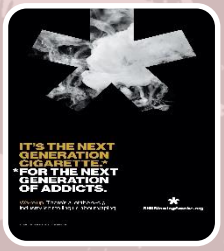
It is directly responsible for creating **public awareness** & **concern**, producing **attitude shifts** and **social expectation**.

The California Intervention

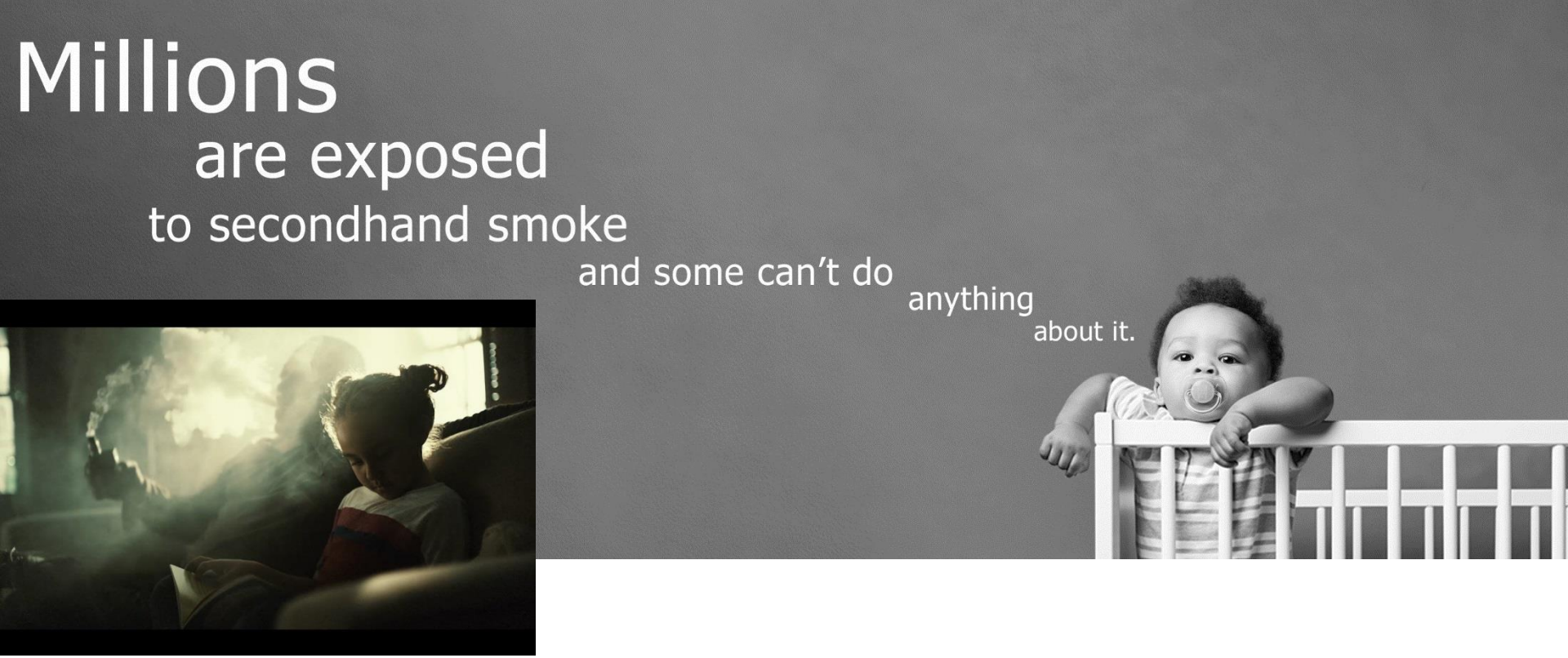
Media + Community Engagement = Social Norm Change

Media Campaign’s Job

Media Campaign Strategies



- Eliminate Second-hand & Thirdhand Smoke Exposure
- Limit Tobacco Industry Influences
- Reduce Availability of Tobacco
- E-cigs and other tobacco products
- Toxic Tobacco Waste-Environment
- Promote & Support Cessation



Reduce secondhand smoke exposure and increase the number of smoke-free areas

- **Engage complacent Californians by making secondhand & thirdhand smoke a relevant concern**
- **Emphasize dangers in apartments/multi-unit housing, public spaces, or areas adjacent to public spaces**

Expose the industry

- Reduce acceptance of the tobacco industry and products
- Tobacco companies are convicted racketeers – their business is **not** just like any other business
- Masters of deceptive marketing tactics
- Glamorization of smoking in movies and television

Reduce availability of products and how promoted

- Reduce access to tobacco at retail locations.
- Flavored tobacco products including menthol lures youth. Starter products!
- Make public aware of the tobacco industry's marketing practices.

Counter E-cigs & Other Tobacco Products

- E-cigarettes, hookah, little cigars/cigarillos, smokeless tobacco
- New ‘smoking’ definition
- Patterns - Social (light/occasional), poly tobacco use

Toxic Tobacco Waste- Environmental

- Expose the environmental harm and role of industry
- Engages nonsmokers, priority populations
- Alarming facts:
  - Leach toxins into the environment
  - Filters are plastic - do **not** biodegrade
  - Most littered item

Promote availability of cessation services and increase quit attempts

- **Telephone counseling from trained specialists**
- **Six languages**

Total Market Targets

GENERAL PUBLIC
(MULTICULTURAL & ENGLISH PREFERRED BILINGUAL)

- Adults 21+, male and female
- Primarily nonsmokers - 89% of CA population
  - Smokers, 11% of CA population
- Low-to-moderate income segment
- Statewide

Special Population Targets

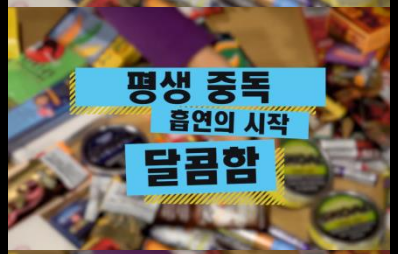
- Hispanic
  - Consume Spanish media
  - Bilinguals, Spanish Preferred
- Asian – In language groups
  - Mandarin, Cantonese, Vietnamese, Korean, Tagalog
- Populations with unique cultures and tobacco-related challenges:
  - African American
  - LGBTQ

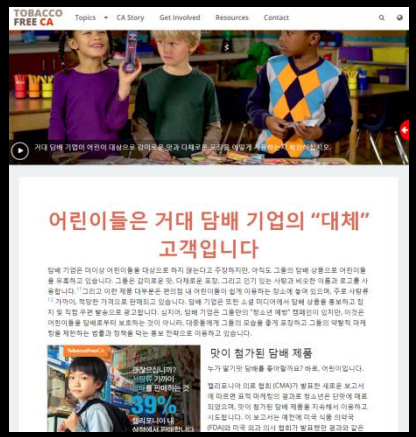
Connecting the Dots

English

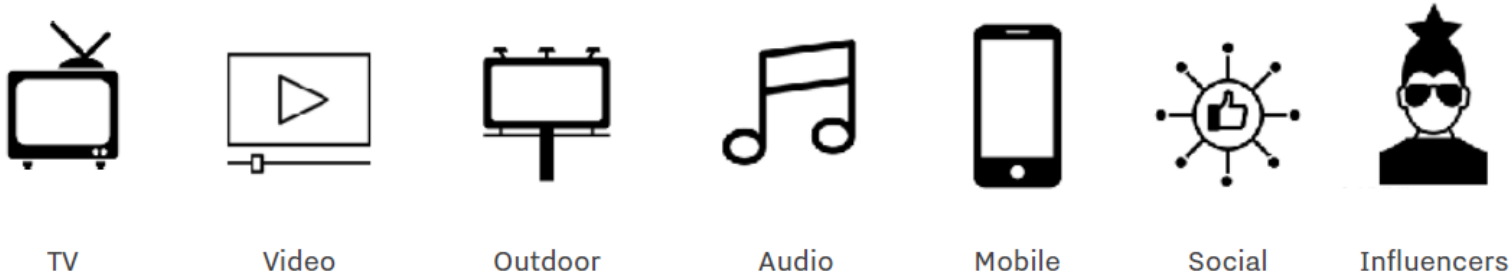
Spanish language

Asian languages

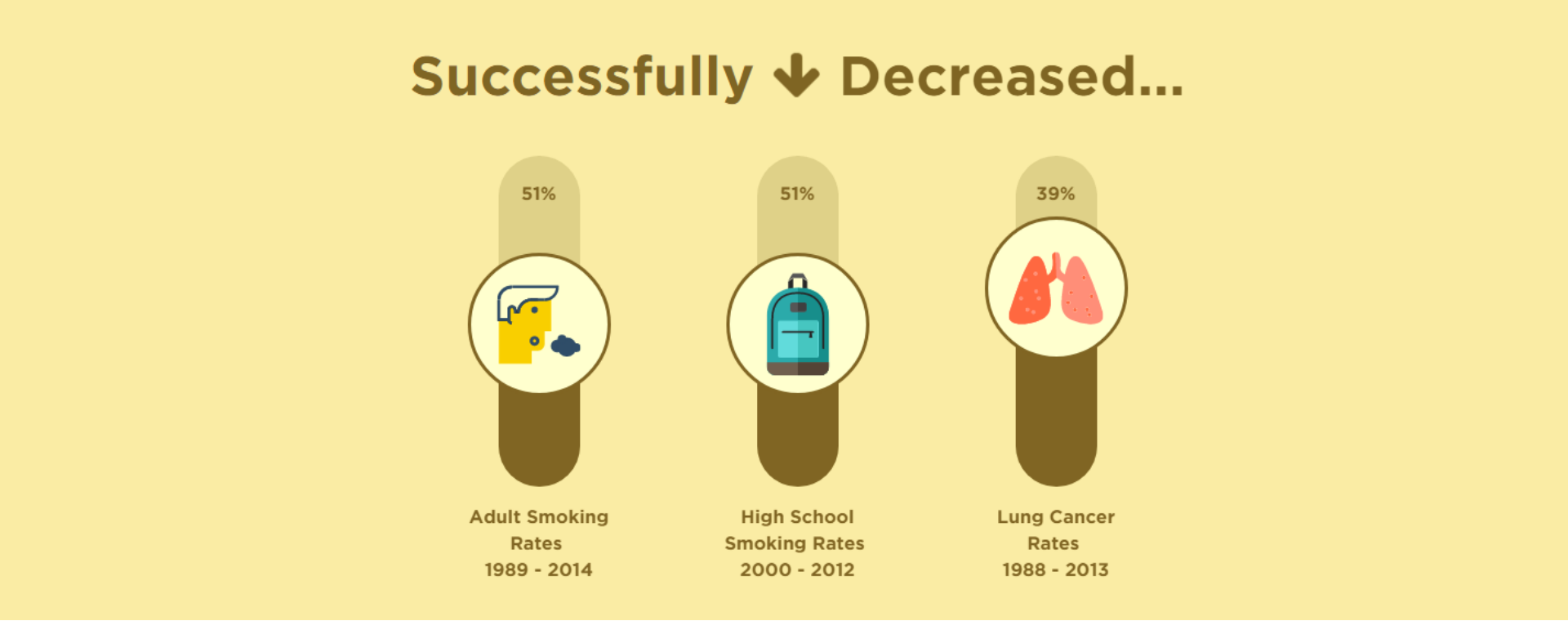




Nuts & bolts



- CTCP Advertising Campaign Contract
  - Nov 2017 – October 2022
  - Max cap up to $65 million, expect lower based on budgets
  - Duncan-Channon (SF based, indep) and subcontractors
  - Full range of advertising, multi-layered
  - Different target audiences for different campaigns
  - Nimble, fast-paced, dynamic…as much as possible



Measuring Our Success

- Tobacco prevalence, consumption data
- Policy changes
- Helpline calls
- Website, social media, digital analytics
- Media Tracking (not this media evaluation's job)
- Media evaluation (coming soon!)

Solicitation Information

Solicitation and Instructions for Completing Application

- ✓ Section I: Introduction
- ✓ Section II: Scope of Work
- ✓ Section III: Application Instructions and Budget Justification
- ✓ Section IV: Application Selection Process and Criteria
- ✓ Q & A Session for Application

Section I: Introduction

Purpose, Goals, and Objectives (pages 6-7)

To request competitive proposals from eligible organizations to conduct an evaluation of CDPH/CTCP's statewide Tobacco Control Media Campaign. The evaluation will:

- ✓ Assess the effectiveness of the media campaign to change tobacco-related knowledge, attitudes, and behaviors among the general and targeted populations;
- ✓ Support tobacco-control related policy, system and environmental changes;
- ✓ And motivate tobacco cessation and drive tobacco users to cessation services

Section II: Scope of Work (p. 9)

The Scope of Work (SOW) for this Solicitation consists of six (6) tasks:

- ✓ Five (5) of the tasks have been developed by CTCP scientific staff and cannot be altered by applicants.
- ✓ One task, Task 6, is a supplemental task, the activities for which are to be developed entirely by the applicant. Task 6 may or may not be funded by CTCP.

Section II: SOW (p. 10)

Task 1: Submission of Evaluation Plan

The evaluation plan is an overview of the scope and focus of the evaluation and the methods to be used including:

- ✓ Sampling plan and survey instruments, data analysis and interpretation plan
- ✓ The evaluation plan must address how to assess the impact of the Tobacco Control Media Campaign on California's culturally diverse population

Section II: SOW(p. 10)

Task 2: Development of the SOW

A detailed SOW will be developed with step-by-step activities that will be implemented to achieve each objective. This section should include start/end dates, tracking measures, and percent deliverable for each activity.

The SOW must include:

- ✓ Data collection methods
- ✓ Sampling plans, including sample sizes and study power
- ✓ Targeted audiences
- ✓ Data collection and survey instrument development
- ✓ Recruitment of survey participants
- ✓ Data management including data cleaning, weighting, and analysis
- ✓ Submission of interim and final reports
- ✓ Submission of interim and final datasets
- ✓ Dissemination activities

Section II: SOW (p. 11)

Task 3: Evaluation Design and Data Collection

This is expected to be a cross-sectional online survey of 50,000 adults (age 21-55) per year – approximately 1,000 adults per week.

- ✓ Additionally, the online survey is to include approximately 10,000 adult participants per year (approximately 200 participants per week), aged 21 to 55 from outside of California.
- ✓ The online survey will consist of two (2) modules:
  - A core module, for tracking overall core tobacco control measurements
  - Campaign specific and in-language modules
- ✓ Task 3 should provide detailed description of the analytical framework and data analyses.

<u>Please read Task 3 (pages 11 to 13) carefully!</u>

Section II: SOW(p. 13)

Task 4: Campaign Impact Analysis

The selected Contractor is expected to work with CDPH/CTCP staff to develop appropriate measurements of campaign exposure in an increasingly complex media environment. The analysis should assess the extent that media campaign exposure was associated with policy, system, and environmental changes at the community level.

- ✓ Analyses should be <u>based on validated scientific and innovative analytical methodology</u> to assess the impacts of media campaign.

Section II: SOW (p. 13)

Task 5: Reporting and Communication

A reporting and communications plan must be designed and implemented which includes, at a minimum:

- ✓ Monthly check-in meetings with CTCP staff
- ✓ Monthly electronic reports to CTCP which include interim descriptive results and campaign reach
- ✓ Monthly electronic reports to the advertising contractor
- ✓ Written progress reports every six (6) months
- ✓ Written annual progress reports
- ✓ Final evaluation report

Section II: SOW (p. 14)

Task 6: Developed by applicants

- ✓Task 6 should enhance the evaluation in new and innovative ways, but proposed activities should be scientifically and methodologically rigorous.

- ✓Task 6 activities must be significantly different from activities in Tasks 1 to 5, and may not simply be an expansion of the SOW.

- ✓This is an opportunity for your agency to demonstrate expertise and innovation.

Application Submission

All application materials must be submitted through the

Online Tobacco Information System (OTIS).

- ✓ Applications submitted by any other means, including email, will not be accepted.
- ✓ It is the applicant's responsibility to ensure that all application materials are submitted in a timely manner.
- ✓ The system is accessible 24 hours per day, seven days per week.
- ✓ Refer to **Appendix 3** for Instructions for Accessing the OTIS Training Course.

Section III: Application Instructions

CALIFORNIA TOBACCO 2017/2018-2021/2022 MEDIA CAMPAIGN
EVALUATION
DETAILED MINIMUM REQUIRED SCOPE OF WORK ELEMENTS

OBJECTIVES and ACTIVITIES	Percent Deliverable %	Start Date / End Date	Responsible Party	Tracking Measures
1. **By no later than AUGUST 31, 2018 develop an evaluation plan, survey instruments, sampling plans, survey protocols, for the 2017/2018-2021/2022 Media Campaign Evaluation.**	1.0	5/1/2018 – 8/31/2018	Project Director/Project Manager	Evaluation plan, survey instruments and survey protocols submitted to CTCP Program Coordinator.
1. Submit a comprehensive evaluation plan to CDPH/CTCP which includes logic model, evaluation questions and data analysis plan.				
2. Review survey instruments for similar data collection efforts in California or other states, and develop core, campaign-specific, and in-language survey instruments in consultation with the CDPH/CTCP.				
3. Determine sample sizes for weekly surveys (minimum 1000 individuals per week) including sample sizes for campaign-targeted populations and disproportionately affected populations in consultation with CDPH/CTCP.				
4. Develop sampling plans for core module and a minimum of five campaign-specific and in-language online survey modules in consultation with CDPH/CTCP, to including the recruitment and oversampling of campaign-targeted and disproportionally affected groups.				

SOW (p. 24, and Appendix 1)

Section III: Application Instructions

With the exception of the budget and budget justification, all application documents are to be uploaded as "Additional Documents" in OTIS and MUST include:

- ✓ Letters of Reference
- ✓ Agency Capability
- ✓ Project Personnel
- ✓ Project Narrative
- ✓ SOW
- ✓ Task 6 Supplemental Evaluation Project
  - Task 6 Project Narrative
  - Task 6 Project SOW
  - Task 6 Project Budget
- ✓ Certification of Non-Acceptance of Tobacco Company Funding
- ✓ Proof of Non-Profit Status*
- ✓ Tax Debtor List-Entity Status Letter
- ✓ California Civil Rights Laws Attachment

Section IV: Application Selection Process and Evaluation Criteria (pp. 16-22)

Each written proposal will be evaluated and scored according to the selection criteria by a review committee on a scale of 0 to 100 points. To be eligible for funding a proposal must receive a score of 75 points or more. <u>However, scoring 75 or more does not guarantee funding or funding at the level requested</u>

Please carefully review the Evaluation Criteria on pages 16-17 of the Solicitation

Section IV: Application Selection Process and Evaluation Criteria (pp. 16-22)

Oral presentation, if required (page 17)

Oral Presentations will only be conducted if deemed necessary by CDPH. If required, up to three finalists will be contacted to schedule a time for the oral presentation before the Solicitation review committee. Instructions will be provided to the invited participants upon notification that oral presentations are deemed necessary.

Tips for a Successful Application

- ✓Tip #1: Carefully read and review and follow all of the instructions in the Solicitation.
- ✓Tip #2: Always be clear and concise. Assume the reviewers will have no knowledge of your agency's history or current and previous work
- ✓Tip#3: Prooof read your documnets and ensure that all document uploaded to OTIS are clean and free of comments, ~~track changes~~, and typoes.
- ✓Tip #4: Deliverable percentages:
  - Should be in 0.5 percent increments
  - Tied to tangible products or services to be produced or conducted

Tips for a Successful Application

✓Tip #5: Ensure the budget justification:

- Supports expenses connected with SOW
- Includes accurate mathematical formulas

✓Tip #6: Ensure all Additional Documents are:

- Signed by the appropriate agency representative
- Fully completed
- Correctly uploaded

✓Tip #7: <u>Don't wait until the last minute!</u>

Section III: Budget and Budget Justification

Ryan Tattersfield

CTCP - Procurement Manager

Requirements and Fiduciary Responsibilities

- ✓Funds must be spent for the purposes identified in the Tobacco Control Media Campaign Evaluation Solicitation
- ✓Prop 56 funds may be audited every two years
- ✓Accounting records shall be kept and made available to CTCP for three (3) years from the date of the final payment

Budget Expectations

- ✓Verify the proposed budget identifies all of the costs associated with the implementation of the proposed Scope of Work
- ✓Provide accurate and easy to follow calculations for each of the eight line items and the corresponding sub-line items
- ✓Provide an explanation when costs vary significantly from one fiscal year to the next
- ✓Budget using whole dollars only
- ✓Ensure the total dollar amount for each fiscal year does not exceed the stated maximum amount allowed in the solicitation
- ✓Responsible Parties for each activity in the Scope of Work (SOW) must match Position Titles in the Budget

Budget Tools

- ✓ Appendix 5: Budget Justification Instructions
- ✓ OTIS Wizard Document
- ✓ Appendix 6: Comparable State Civil Service Classifications
- ✓ Appendix 7: CDPH Travel Reimbursement Information

Budget Format

- ✓The budget will be submitted through the California Tobacco Control Program Online Tobacco Information System (OTIS)
- ✓The budget is made up eight line items which include:
  - Personnel Costs
  - Fringe Benefits
  - Operating Expenses
  - Equipment Expenses
  - Travel/Per Diem and Training
  - Subcontracts and Consultants
  - Other Costs
  - Indirect expenses

Personnel

- ✓Each position that is responsible for completing Scope of Work activities must be identified
- ✓Salaries must be consistent with comparable State Civil Service Classifications (see Appendix: 6)
- ✓Provide a brief description of the responsibilities for each position
- ✓Provide a formula to show how costs were calculated for each position (see OTIS Wizard and Appendix: 5)
- ✓Administrative personnel not directly responsible for the completion of Scope of Work activities may be still be included in the budget

Fringe Benefits

Provide a percentage for each fringe benefit that adds into the total

Example:

✓At approximately 33% - 48% of Total Personnel Costs, Fringe Benefits includes the following:

- FICA –Federal Insurance Contribution Act
- Social Security and Medicare 7.65%
- SUI-State Unemployment Insurance premiums 2.00%
- Employee Health, Dental and Vision 15.35%-26.35%
- Employee Retirement Benefits 8.00%-12.00%

Operating Expenses

Sub-line items:

- ✓ CTCP Communications Network (Partners)
  - Required monthly internet for accessing OTIS and Partners
- ✓ Space Rent/Lease
- ✓ Office Supplies/Expenses
- ✓ Communications
  - Includes recurring monthly charges related to landline, fax line, teleconferencing, cell phone, etc
- ✓ Postage
- ✓ Printing
  - Budget for printing from an outside vendor
- ✓ Duplicating
  - Budget for in-house printing
- ✓ Equipment Lease/Rental
- ✓ Audit

Include FTE percentage in calculations

- ✓ Refer to Appendix 5 and the OTIS Wizard for examples

Equipment Expenses

- ✓Budget for additional office equipment, computer equipment, software, and other communication equipment
- ✓Justify the need for the proposed equipment and specify which staff will utilize it

Travel Per Diem and Training

- ✓Includes airfare, meals, lodging, mileage and incidental expenses essential to complete the Scope of Work activities
- ✓Includes registration fees for staff development or any other additional training events necessary to complete Scope of Work activities
- ✓Use mileage formulas to provide additional detail
- ✓There is no required training for this contract
- ✓Refer to Appendix 7: CDPH Travel Reimbursement Information

Subcontracts and Consultants

- ✓Subcontractor and/or consultants are allowed
- ✓Subcontractors are required to certify that they have no conflict of interest with any tobacco or related industry
- ✓Subcontracts require a budget that includes personnel, fringe benefits, operating expenses, travel and indirect expenses

Indirect Expenses

- ✓Consists of administrative services necessary for the general operation of the agency such as: accounting, budgeting, payroll preparation, human resources services, maintenance, data processing, etc
- ✓Proposers may select one of the following options for calculating their ICR
  - Total Personnel Services: The ICR cannot exceed 25 percent of Total Personnel Services costs (Salaries, Wages, and Fringe Benefits)
  - Total Allowable Direct Costs: The ICR cannot exceed 15 percent of Total Allowable Direct Costs. When using this methodology, the 15 percent is only applicable to $25,000 of each subcontract

Common Budget Mistakes

Personnel	Title mismatches between the budget and the Scope of Work
Fringe Benefits	Breakout of % for each benefit missing (updated instructions in Appendix 5)
Incorrect Travel	Wrong travel dates or travel in the wrong sub-line item (updated instructions in Appendix 5)
Operating Expenses	The FTE percentages used in calculations don't match the percentages as listed by fiscal year in the Personnel section of the budget
Equipment	The personnel using the requested equipment is not specified
Calculations	Formulas are hard to follow, and their arrangement changes from item to item

Accessing the California Tobacco Control Program Funding Opportunities and Resources (TCFOR) and the Online Tobacco Information System (OTIS)

Presenter: Scott Kelley

Scott.kelley@cdph.ca.gov

(916) 449-5567

CALIFORNIA TOBACCO CONTROL BRANCH

CTCB Home
Program Priorities
Program Overview
Legislative Mandate
Program Budget
Contact Information
Tobacco Education and Research Oversight Committe
Tobacco Control Funding Opportunities & Resources

California Tobacco Control Program

The California Tobacco Control Branch leads statewide and local health programs, services and activities that promote an environment truly-free of tobacco.

Research and Evaluation

- Facts and Figures
- Reports
- Survey Instruments, Training Manuals, and Protocols
- Evaluation Plans
- CTCB Peer-Reviewed Publications

Policy

- Tobacco Taxation and Price
- Retail Strategies
- Electronic Smoking Devices
- Flavored Tobacco and Menthol
- Health Equity
- Secondhand Smoke
- Tobacco Cessation Policy
- Tobacco Product Waste
- Social Norm Change

Community

- Cessation Services and Resources
- Toolkits and Manuals
- Educational Materials
- Partners

Media

- Media Campaign Information
- News and Press Releases
- Watch Our Ads and Videos (Print/TV/Radio)

Funding Opportunity Alerts:

Request for Applications: California Tobacco Control Program #17-10108, Media Campaign Evaluation Solicitation

The purpose of this solicitation is to award a single contract to evaluate the California Tobacco Control Program's (CTCP) Tobacco Control Media Campaign. The primary goal of CTCP and its media campaign is to change the tobacco-related social norms, end the tobacco epidemic and ultimately to reduce the morbidity and mortality caused by tobacco use. CTCP seeks applications from qualified organizations to conduct an evaluation of the effectiveness and impact of the 2017/2018 - 2021/2022 CTCP Media Campaign on tobacco-related social norms among adults in California.

Page Last Updated : January 12, 2018

Scroll to the bottom of the page and link to the RFA

https://tcfor.catcp.org

Contact | FAQ

Home | Funding Opportunities | Project Directory | Evaluator Directory | CTCP Websites

CALIFORNIA TOBACCO CONTROL PROGRAM
FUNDING OPPORTUNITIES AND RESOURCES

The *Tobacco Control Funding Opportunities and Resources* (TCFOR) site provides access to the tools and resources applicants need to identify funding opportunities and prepare applications for the California Tobacco Control Program, California Department of Public Health.

TCFOR...

Funding Opportunities
Provides information about

Project Directory
Provides contact information

Evaluator Directory
Find contact information,

CTCP Websites
Find links to websites

Contact | FAQ

Home | Funding Opportunities | Project Directory | Evaluator Directory | CTCP Websites

CALIFORNIA TOBACCO CONTROL PROGRAM

FUNDING OPPORTUNITIES AND RESOU ES

The *Tobacco Control Funding Opportunities and Resources* (TCFOR) and resources applicants need to identify funding opportunities and prepare applicatic ntrol Program, California Department of Public Health.

Click on Funding Opportunites

TCFOR...

Funding Opportunities

Provides information about

Project Directory

Provides contact information

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California Tobacco Control Program

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CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation

Closing Date

February 28, 2018 - 5:00 PM

Purpose

The California Department of Public Health, California Tobacco Control Programs (CDPH/CTCP) is soliciting proposals from proposers that are able to conduct a comprehensive evaluation of statewide Tobacco Control Media Campaign to assess the implementation and effectiveness of media campaign in support of efforts to change the tobacco related social norms, end the tobacco epidemic and ultimately reduce the morbidity and mortality caused by tobacco use. The services include developing an evaluation plan, collecting and interpreting new information and data, using and interpreting existing data, conducting statistical analysis and reporting the results to CTCP.

CTCP intends to make a single contract award to the most responsive and responsible proposer earning the highest score. This procurement is open to all eligible proposers and/or individuals that meet the qualification requirements, including nonprofit organizations, State or public universities (including auxiliary organizations) and other entities.

The successful proposer shall have demonstrated experience in evaluating public health media campaigns. However, additional expertise may be gained by proposing a team of subcontractor(s) to provide the range of expertise required under this contract.

General Updates

Funding Alert

RFA CTCP 17-10108 Media Campaign Evaluation Solicitation Funding Alert (PDF - 93.27 Kb)

Eligibility & Selection

Application Information

Media Campaign Evaluation Solicitaiton_#17-10108 (PDF - 0.57 Mb)

Appendix 1 DETAILED MINIMUM REQUIRED SCOPE OF WORK ELEMENTS (PDF - 35.17 Kb)

Appendix 2 MANDATORY LETTER OF INTENT (PDF - 92.31 Kb)

Appendix 3 INSTRUCTIONS FOR ACCESSING THE OTIS APPLICANT TRAINING COURSE (PDF - 197.59 Kb)

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Appendix 4 INSTRUCTIONS FOR ACCESSING TCFOR (PDF - 1.31 Mb)

Appendix 5 BUDGET JUSTIFICATION INSTRUCTIONS (PDF - 59.57 Kb)

Appendix 6 COMPARABLE STATE CIVIL SERVICE CLASSIFICATIONS (PDF - 51.21 Kb)

Appendix 7 CDPH TRAVEL REIMBURSEMENT INFORMATION (PDF - 20.92 Kb)

Appendix 8 CONFLICT OF INTEREST CERTIFICATION (PDF - 13.63 Kb)

Appendix 9 SAMPLE NON-PROFIT STATUS LETTER (PDF - 15.18 Kb)

Appendix 10 TASK 6 SUPPLEMENTAL EVALUATION PROJECT SOW (PDF - 26.36 Kb)

Appendix 11 FOLLOW-ON CONSULTANT CONTRACT DISCLOSURE (PDF - 8.18 Kb)

Appendix 12 COMMERCIALLY USEFUL FUNCTION CERTIFICATION (PDF - 174.21 Kb)

Appendix 13 NON-SMALL BUSINESS SUBCONTRACTOR PREFERENCE INSTRUCTIONS (PDF - 113.00 Kb)

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CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation

Start Here

Closing Date	February 28, 2018 - 5:00 PM
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General Updates	
Funding Alert	**RFA CTCP 17-10108 Media Campaign Evaluation Solicitation Funding Alert** (PDF - 93.27 Kb)
Eligibility & Selection	
Application Information	**Media Campaign Evaluation Solicitaiton_#17-10108** (PDF - 0.57 Mb)

Getting Started

CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation

Thank you for your interest in applying for this funding opportunity. Two major steps are required in the application process:

Step 1: Applicant Registration and Approval

After you have registered and received a CTCP email confirming your approval, you can begin developing your application in the California Online Tobacco Information System (OTIS).

Step 2: Application Submission (via OTIS)

What is OTIS? OTIS is a portal that supports the entire CTCP project lifecycle. OTIS supports application creation, submission, review and approval, progress and cost reporting, and project closeout. The OTIS site is password protected and requires a user account for access. The site is located at https://otis.catcp.org.

To complete the required steps listed above you must have an OTIS account.

Let's get started!

Continue >

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CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation

Step 1: Please login below using your OTIS account to provide the following registration information:

- ✔ User Information
- ✔ Agency Affiliation
- ✔ Letter of Intent (if required)

Note: Only one individual may register per project (e.g., only one person from the Stop Tobacco Use Now! project at Coffee Health Clinic may Register). Once the California Tobacco Control Program (CTCP) confirms your registration for this funding opportunity, a request for additional user accounts may be submitted directly to CTCP.

Registration Login or Account Creation

OTIS Login Name:

OTIS Password:

Sign In

Forgot Your Login?
Forgot Your Password?

Need an OTIS account?

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CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation

Select Agency

Select or add your agency to begin the request process.

Agency Name:

- ○ CTCP (FEID 111-111-11)
- ○ Test Agency 2 (FEID 99-6004512)
- ○ Test Agency Blair (FEID 0123456778)
- ○ Test County (FEID)
- ○ Ts (FEID 2222222)
- ○ Project all (FEID 11111111)
- ○ Create New Agency

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CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation

Additional Information

Fields in RED are required.

Title: CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation

Agency Name: Test Agency Number 2

Letter of Intent: Browse...

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CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation

Please **review** the information listed below for **accuracy**.

After you submit the request, you will receive an email confirming your Applicant Registration submission at the address you have provided.

CTCP will review your Applicant Registration and respond to you within five (5) business days.

Submit Registration Information

Title: CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation
Agency Name: Test Agency Number 2
Letter of Intent: Uploaded Letter of Intent
Proposed Project Name:

Submit

Cancel

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Would you like to store your password for catcp.org? Why am I seeing this? Yes Not for this site ×

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CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation

Applicant Registration Submitted

Thank you for registering for this funding opportunity. You will receive the following:

1. An email confirming your registration
2. Notification from CTCP (within 5 business days) of the approval of your registration
3. A link to OTIS to start developing your application

Registration Information

Opportunity Title:	CG 17-10108 California Tobacco Control Program Media Campaign Evaluation Solicitation
Letter of Intent:	Uploaded
Proposed Project Name:	Project X
Submitted:	01-16-2018 09:22 AM PT

Agency Information

Agency FEID:	99-6004512
Agency Full Name:	Test Agency Number 2
Agency Short Name:	Test Agency 2
Agency Type:	Non-Profit Organization
County this Agency resides in:	Sacramento
Contact Phone:	707-555-1234
Contact Fax:	707-555-1102
Website:	http://yolocounty@web.net
Contact Email:	test@yolocounty.org
Agency Physical Address:	12345 YOLO FLYERS CLUB DRIVE WOODLAND, CA 95695
Agency Mailing Address:	12345 YOLO FLYERS CLUB DRIVE WOODLAND , CA 95695

OTIS California Tobacco Control Program
Online Tobacco Information System

Login to OTIS

Login Name: J6rost20

Password: ••••••••••••

Log In

Forgot Your Password?

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For technical assistance, please contact Humberto.jurado@cdph.ca.gov or call (916) 449-5474

OTIS California Tobacco Control Program
Online Tobacco Information System

Welcome, Jack Frost! Messages (1)
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Logged in as: Applicant

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Welcome to OTIS!

The OTIS Online System helps streamline the process to create, submit, and review applications. After your plan is approved, you will continue to use OTIS for progress and cost reporting and for communications with CTCP staff.

The following Quick Reference Guide provides a snapshot of some key resources and features to help you get started in OTIS:

Quick Reference Guide

Getting Started	The Getting Started video is the first module in the OTIS Applicant Training Course. It provides an overview of the major components and workflow process of submitting an application using OTIS.
Help	The Help section (top navigation bar) provides links to FAQ, Online Training, Glossary, Documents, User Manuals, Request Technical Assistance, and CTCP Contacts.
Directories	The Directories section links to directories for funded Projects, Evaluators, and your Agency Contacts.
User Account	Your User Account information is located in the top right- hand corner in the dropdown next to your name. Here you can update your email address and phone number as well as change your password.
MyOTIS	The MyOTIS page serves as an alerts dashboard for all of your funded projects. This page also provides you access to utilities such as the Communication Log and Subcontract agreements.

Technical Configuration Tips

Pop-ups:	This website utilizes pop-up windows at var site URL as an exception to your pop-up blocker.
Compatibility Mode:	This website was developed to be compat If you have problems viewing this website please make sure your browser meets this requirement.
Spell-check:	This website supports **spell-ch** If you are not using one of these browsers and wish to take advantage of spell-checking please contact your local technical su

Click on "Continue"

☐ Do not show this p anymore.

Continue >

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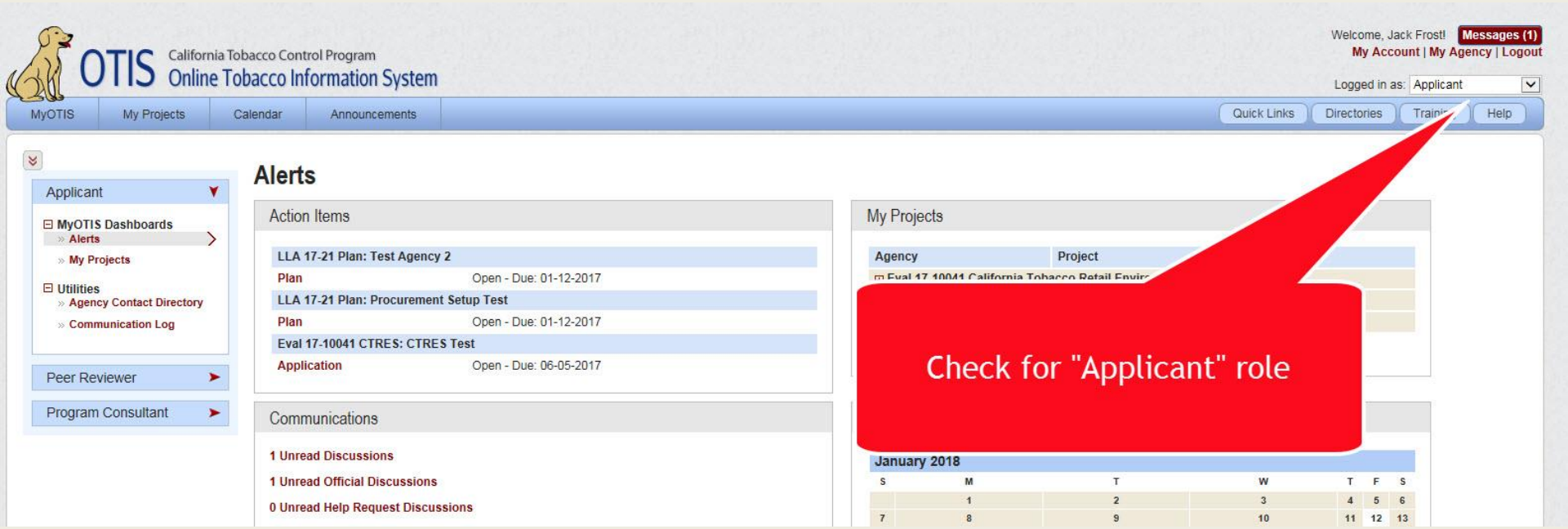
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1 Unread Official Discussions
0 Unread Help Request Discussions
January 2018
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Check for "Applicant" role

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Online Tobacco Information System

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  - Communication Log

Peer Reviewer

Program Consultant

Alerts

Action Items

LLA 17-21 Plan: Test Agency 2	
Plan	Open - Due: 01-12-2017
LLA 17-21 Plan: Procurement Setup Test	
Plan	Open - Due: 01-12-2017
Eval 17-10041 CTRES: CTRES Test	
Application	Open - Due: 06-05-2017

My Projects

Agency	Project	...tacts
Eval 17-10041 California Tobacco Retail Envir...		
Eval 17-10108 Tobacco Control Media Ca...		
LLA 2017-2021 Plan		

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1 Unread Discussions

1 Unread Official Discussions

0 Unread Help Request Discussions

				W	T	F	S
				3	4	5	6
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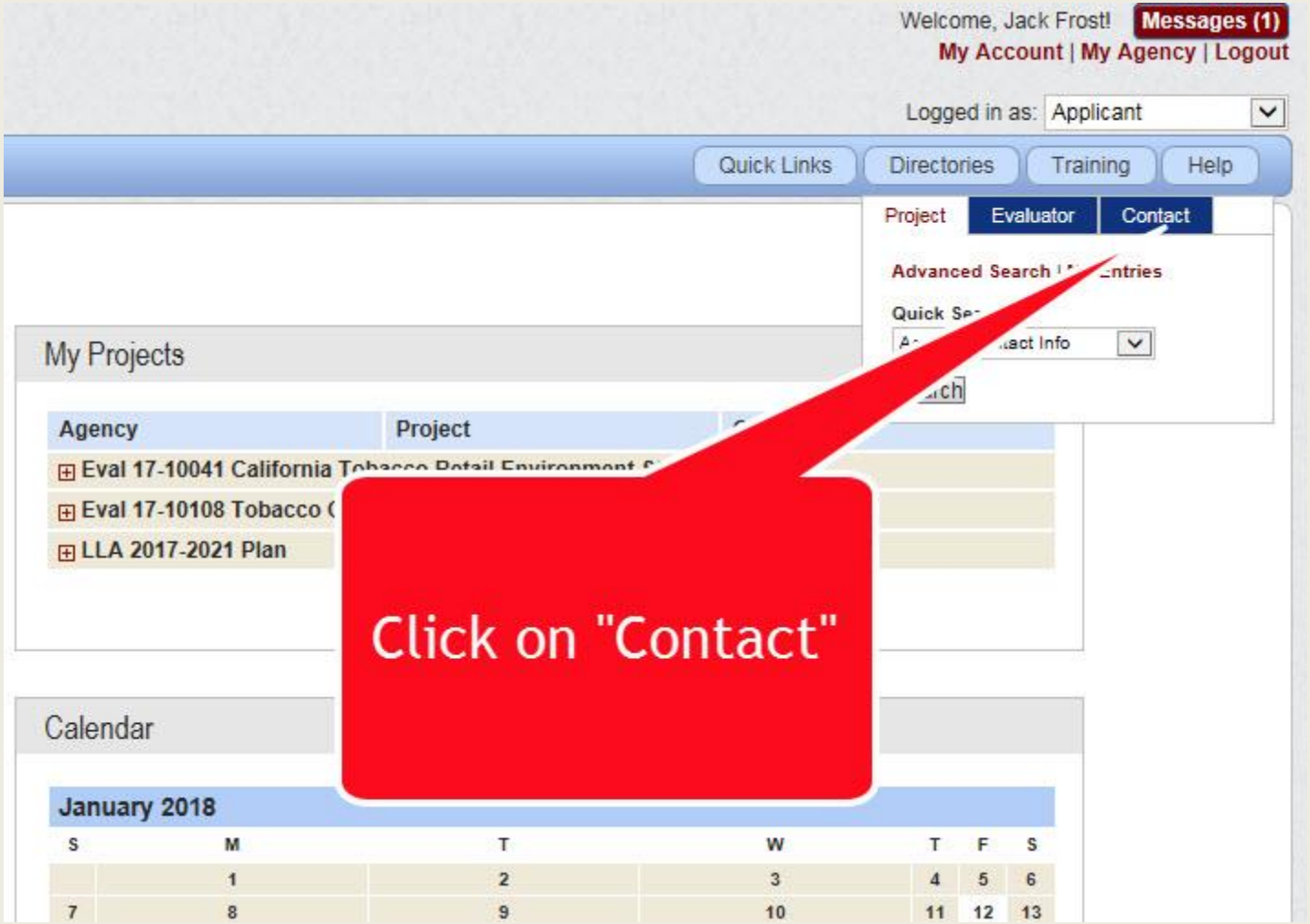
Click on "Directories"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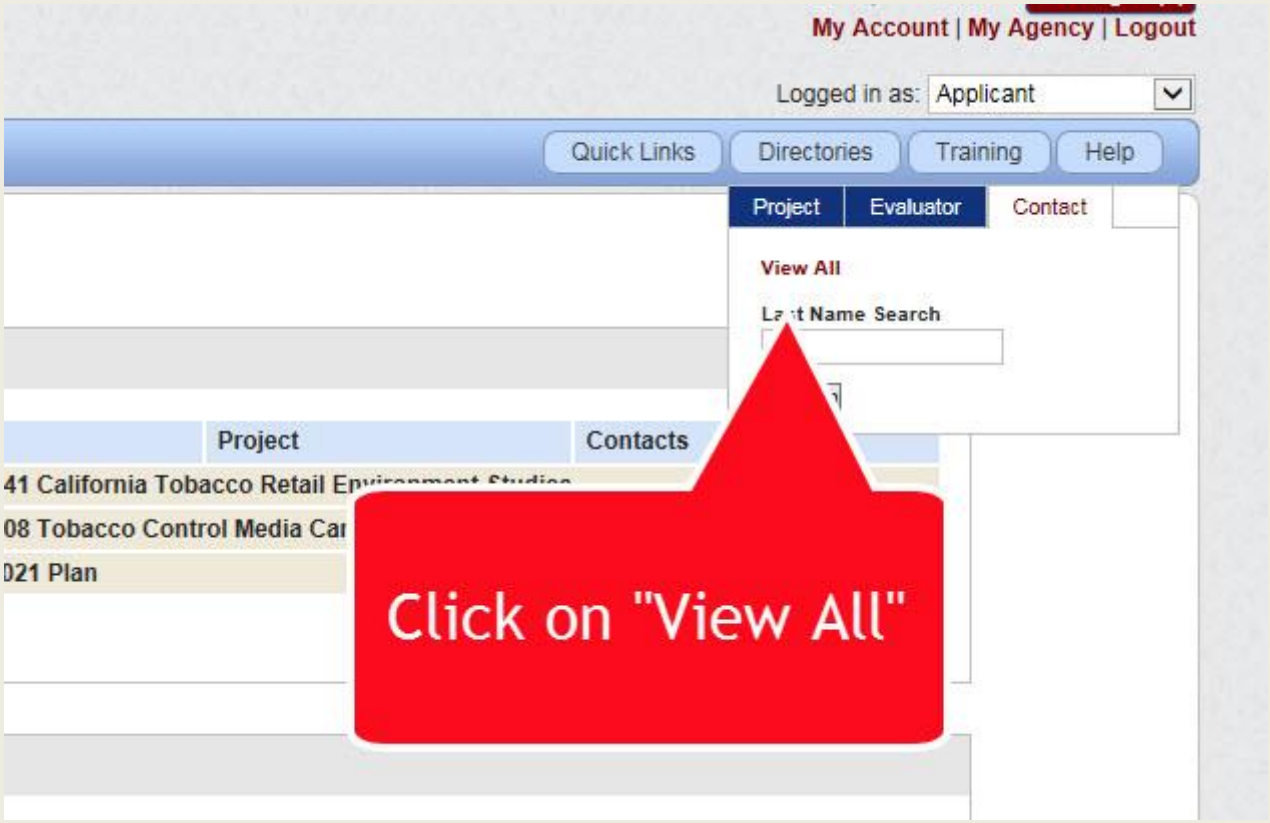
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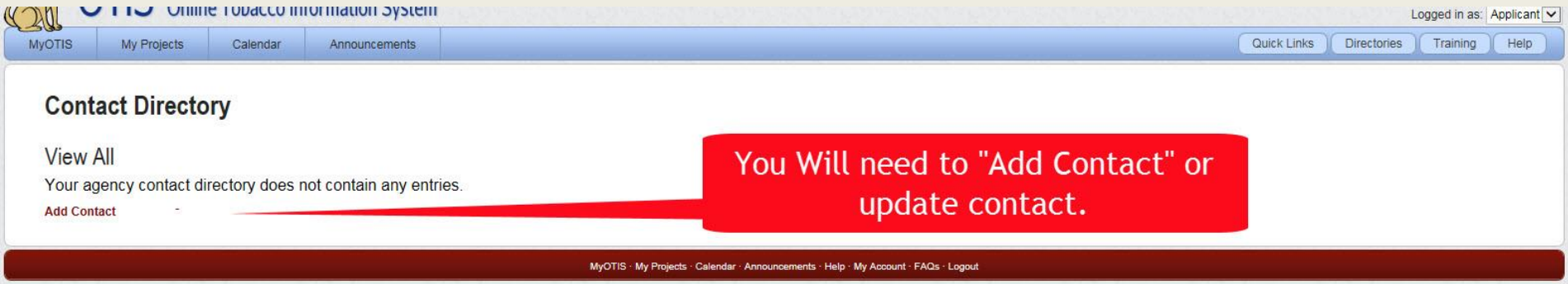
41 California Tobacco Retail Environment Studies
08 Tobacco Control Media Car
021 Plan
Click on "View All"


Online Tobacco Information System
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Contact Directory
View All
Your agency contact directory does not contain any entries.
Add Contact
You Will need to "Add Contact" or update contact.
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Contact Directory

Add Contact

Agency: California Tobacco Control Program, California Department of Public Health

Fields in RED are required.

Name

Salutation:

First Name:

Middle Initial:

Last Name:

Organization:

Title in Organization:

Associated User Account: None

Must be provided for this contact to receive automatically generated system emails.

Fill out the form

Mailing Address

P.O. Box / Address 1:

Address 2:

City:

State:

Zip Code:

Associate User

Contact Numbers

Phone:

Cell:

Fax:

Email:

Confirm Email Address:

Status: Active

Making a contact inactive will remove them from all projects on which they have been listed as a contact.

Save Information Cancel

Welcome, Jack Frost! Messages (1)
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Logged in as: Applicant

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My Projects

Agency	Project	Contacts
⊞ Eval 17-10041 California Tobacco Retail Environment Studies		
⊞ Eval 17-10108 Tobacco Control Media Campaign Evaluation		
⊞ LLA 2017-2021 Plan		

Next Step - Setting up OTIS access for members working on the RFA, Select "My Agency"

Calendar

January 2018

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View | Add Event

Jan 23, 2018

My Agency

Select Agency: CTCP

Edit Agency Information | Request User Account | Return to My OTIS

Agency Name:	California Tobacco Control Program, California Department of Public Health
Age rt Name:	CTCP
	State Agency
County this Agency resides	
Is the Agency a Local Lead Agen county/city health jurisdictio	
Phon	
Fa	
Websit	fault.aspx
Email:	humberto.jurado@cdph.ca.gov
Physical Address:	1616 Capitol Avenue Suite 74.516 Sacramento, CA 95899-7377
Mailing Address:	P. O. Box 997377

Select "Request User Account"

My Agency

Request User Account

Use this form to request a new OTIS user account for someone associated with your agency and its projects in OTIS.

Fields in RED are required.

Fill in all field information

First Name:	
Last Name:	
Direct Phone Number:	
Email Address:	
Confirm Email Address:	
Preferred Login Name:	
Preferred Password:	[Random]
Access Type Desired:	--- Select One ---
Reason for Request: Explain need for account, etc.	

Save Information Cancel

My Agency

Request User Account

Use this form to request a new OTIS user account for someone associated with your agency and its projects in OTIS.

Fields in RED are required.

For "Access Type Desired" Select "Applicant"

First Name:	
Last Name:	
Direct Phone Number:	
Email Address:	
Confirm Email Address:	
Preferred Login Name:	
Preferred Password:	[Random]
Access Type Desired:	— Select One — Applicant Subcontractor
Reason for Request: Explain need for account, etc.	

Save Information Cancel

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My Agency

Request User Account

Use this form to request a new OTIS user account for someone associated with your agency and its projects in OTIS.

Fields in RED are required.

First Name:

Last Name:

Direct Phone Number:

Email Address:

Confirm Email Address:

Preferred Login Name:

Preferred Password: [Random]

Access Type Desired: Applicant

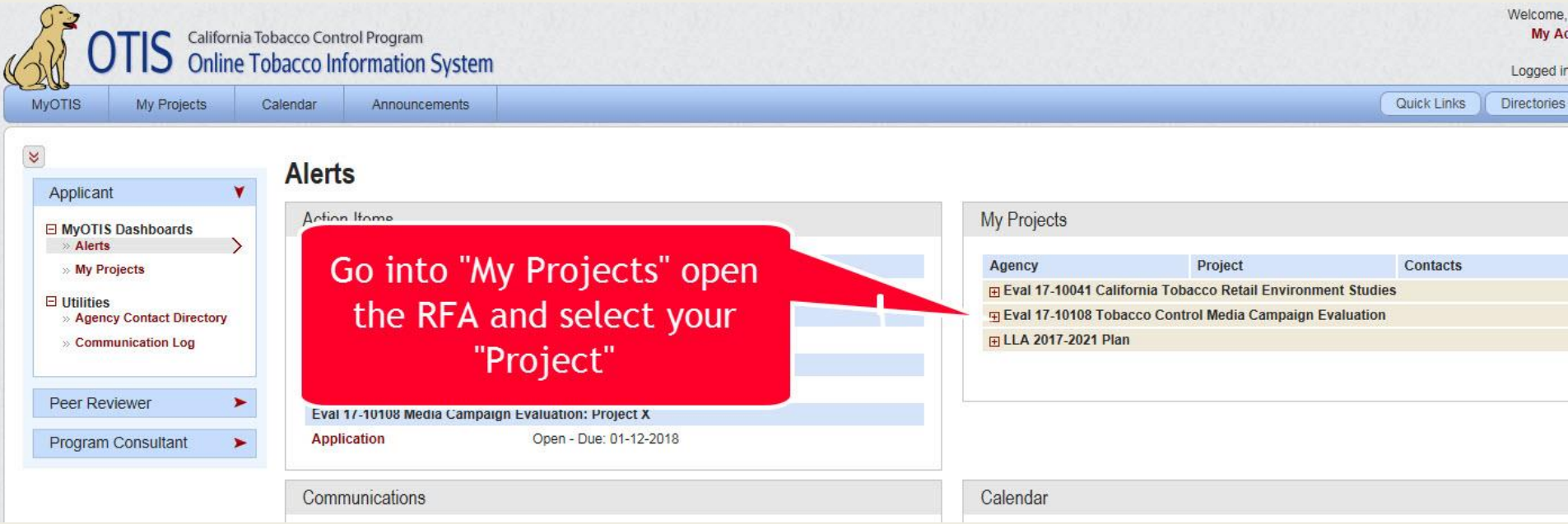
Give Account Access To: Eval 17-10108 Tobacco Control Media Campaign Evaluation

Use Ctrl+Click to select/deselect multiple items.

Reason for Request:
Explain need for account, etc.

Save Information Cancel

Pop-up will appear select the RFA "Ctrl+Click" Highlight then click on "Save Information"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0.1	Open	03/01/2018	---	View Application View Reports

⊞ Previous Versions

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Report Period	Status	Action(s)

Click on "View Application"

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Franchise Tax Board Entity Status Letter (Tax Debtor List - status with Franchise Tax Board)	Open	View
Civil Rights Laws Certification	Open	View
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Open/View each Item to edit or enter information.

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Edit Agency & Contract Information

Page Guides

You may edit the agency's Federal ID Number, contact information, or mailing address from **My Agency**.

Fields in RED are required.

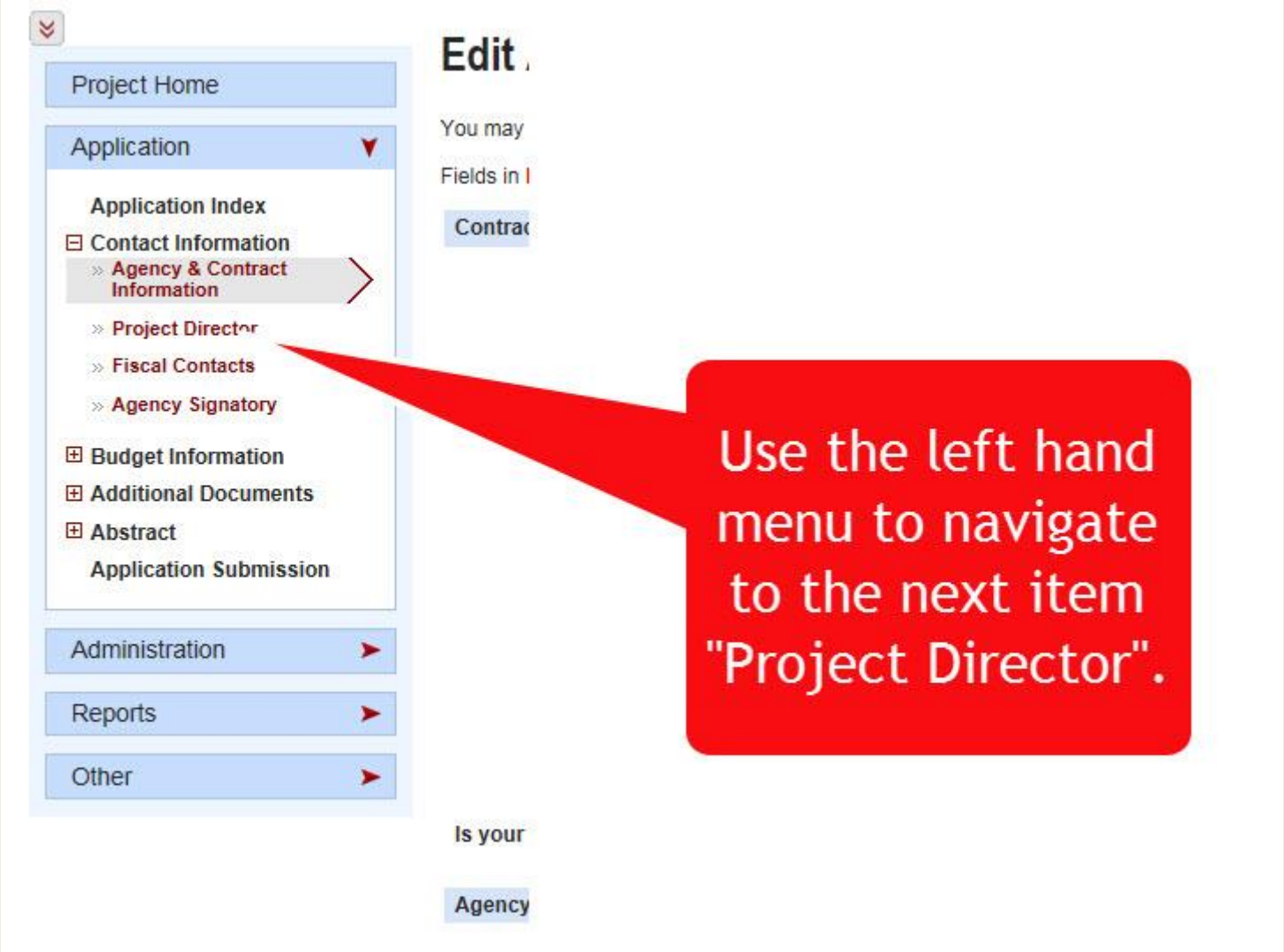
Go to "My Agency" to update agency information.

Contract Information

Agency Name:	Test Agency Number 2
Project Name:	Project X
Contract Number:	
Federal ID Number:	99-6004512
Contract Amount:	$0.00
Project Type:	Evaluation
Contract Term:	March 01, 2018 - February 28, 2023
Health Jurisdiction(s) this project works in:	Alameda Alpine Amador Berkeley Use Ctrl+Click to select/deselect multiple items.
Region(s) this project works in:	Bay Area Region Central Coast Region Central Valley Region Gold Country Region Use Ctrl+Click to select/deselect multiple items.
Is your address for this contract the same as the below agency address?	(•) Yes ( ) No

Agency Information

County this Agency Resides in:	Yolo
Agency is city/county health jurisdiction:	Yes (Yolo)
Mailing Address:	12345 YOLO FLYERS CLUB DRIVE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Use the left hand menu to navigate to the next item "Project Director".

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View Project Director

Select Contact(s)

Project Director

The Project Director will receive a... and administrative communications from CTCP and is responsible for directing them to staff and subcontractors.

No Contact Selected

Primary Tobacco Contact

No Contact Selected

Click on "Select Contact(s)"

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Select Project Director

Project Director

Select Project Director: — Select One —
Add New Person

The Project Director will receive all program and administrative communications from CTCP and is responsible for directing them to staff and subcontractors.

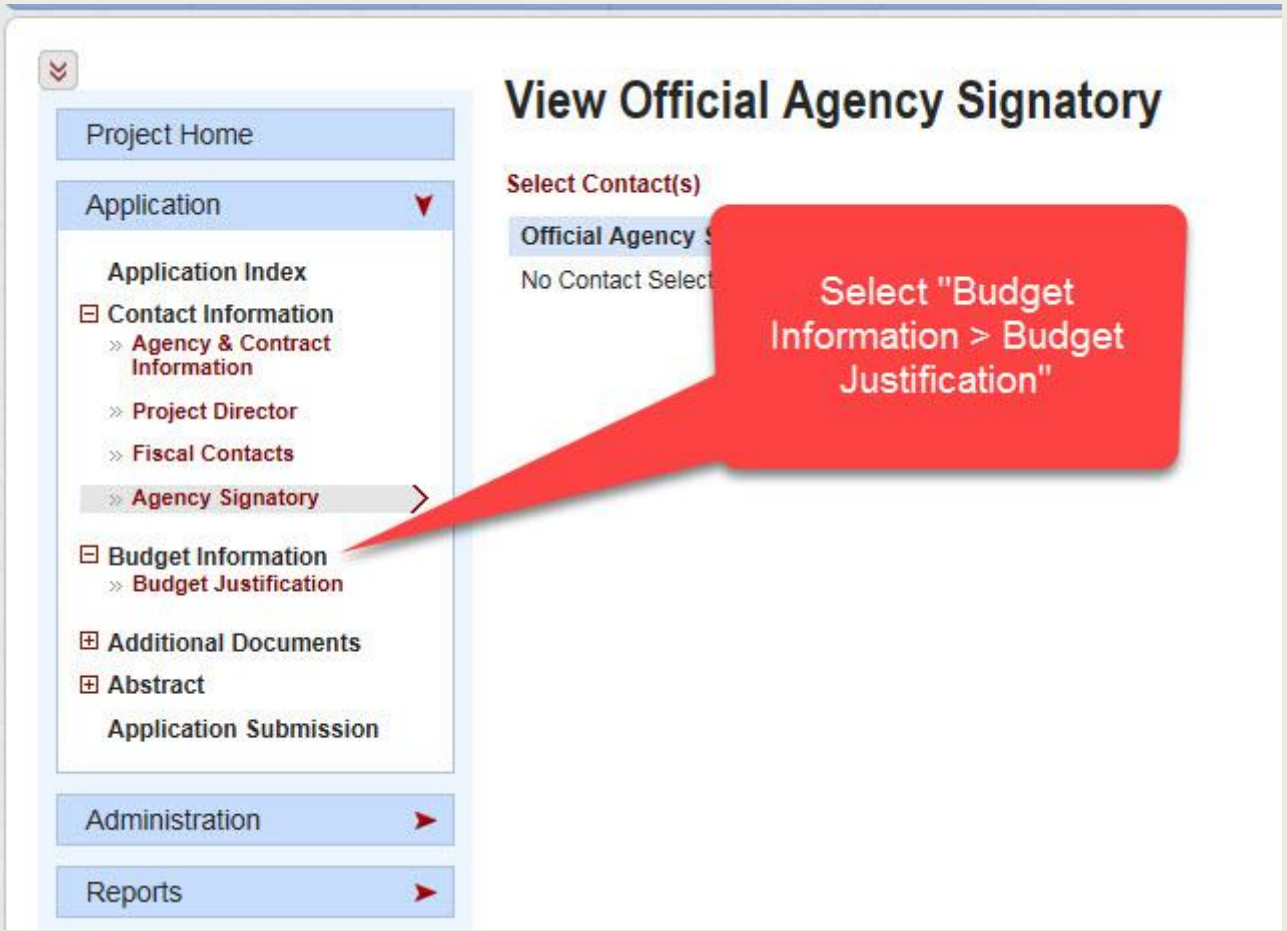
Primary Tobacco Contact

Select Primary Tobacco Contact: --- Select One ---
Add New Person

Save Information | Cancel

From the drop down select the person to be assigned these positions.

The same will be done for Fiscal and Agency Signatory


View Official Agency Signatory
Select Contact(s)
Official Agency S
No Contact Select
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Budget Section	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	Total	Action(s)
A. Personnel Costs	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
B. Fringe Benefits	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
C. Operating Expenses	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
D. Equipment Expenses	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
E. Travel/Per Diem and Training	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
F. Subcontracts and Consultants	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
G. Other Costs	$ 0	$ 0	$ 0	$ 0	[illegible]	$ 0	$ 0	View
H. Indirect Expenses	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
Total Expenses	$ 0	$ 0	$ 0	$ 0	[illegible]	$ 0	$ 0	

For each "Budget Section" select "View" to add budget related information.

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View Personnel Costs

Add Personnel | Return to Budget Justification Index

No personnel costs have been saved.

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Add Personnel

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Fields in RED are required.

Item	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23
Title: - Please Select One - Add Position Title	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0

Salary Calculation:

Duties Description:

Save Information Cancel

Add information

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View Personnel Costs

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No personnel costs have been saved.

After saving information select "Return to Budget Justification Index to "View" the next budget item.

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View Fringe Benefits

Return to Budget Justification Index

	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	Total Budget	Action(s)
At approximately 0% - 0% of Total Personnel Costs, Fringe Benefits includes the following:	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	Edit

Edit Fringe Benefits

Page Guides

Fields in RED are required.

Item	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23
At approximately 0 % - 0 % of Total Personnel Costs, Fringe Benefits includes the following:	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0

Save Information Cancel

Enter Data

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View Operating Expenses

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Add Operating Expenses | Return to Budget Justification Index

Item	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	Total Budget	Action(s)
Title: CTCP Communications Network (PA[illegible]NERS) Description:	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	Edit
Title: Space Rent/Lease Description:	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	Edit
Total Operating Expenses:	$ 0	$ 0					$ 0	

Add and edit

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OTIS California Tobacco Control Program Online Tobacco Information System

Logged in as: Applicant

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Budget Section	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	Total	Action(s)
A. Personnel Costs	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
B. Fringe Benefits	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
C. Operating Expenses	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
D. Equipment Expenses	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
E. Travel/Per Diem and Training	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
F. Subcontracts and Consultants	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
G. Other Costs		$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
H. Indirect Expenses								
Total Expenses								

Continue working down the "Budget Section" items as directed in the RFA Guidelines.

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My Agency

Request User Account

Use this form to request a new OTIS user account for someone associated with your agency and its projects in OTIS.

Fields in RED are required.

First Name:	James
Last Name:	Bond
Direct Phone Number:	007 007 0070
Email Address:	bj3adv@hotmail.com
Confirm Email Address:	bj3adv@hotmail.com
Preferred Login Name:	jbond
Preferred Password:	SpitFire2018 [Ra
Access Type Desired:	Subcontractor
Give Account Access To:	Eval 17-10108 Tobacco Control Me
Subcontractor Organization: Required if this account is going to be selected for providing a subcontract budget.	Her Majesty Secret Service
Reason for Request: Explain need for account, etc.	

Save Information Cancel

If a Subcontractor will be submitted with the Application. Follow the "Request User Account" steps mention earlier; however, select Subcontractor > Account Access and list the "Subcontractor Organization" then "Save Information"

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Budget Section	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23	Total	Action(s)
A. Personnel Costs	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
B. Fringe Benefits	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
C. Operating Expenses	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
D. Equipment Expenses	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
E. Travel/Per Diem and Training	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
F. Subcontracts and Consultants	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	View
G. Other Costs	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0	[illegible]	View
H. Indirect Expenses	$ 0	$ 0	$ 0	$ 0	$ 0	[illegible]	$ 0	View
Total Expenses	$ 0	$ 0	$ 0	$ 0	$ 0	[illegible]	$ 0	

Once you have verified that your subcontractor has access to OTIS; you will need to go into "Budget Information > Budget Justification > Budget Section > F. Subcontractor and Consultants > View" to add/identify the Subcontractor.

Add Subcontracts and Consultants

Page Guides

Fields in RED are required.

Item	FY 17/18	FY 18/19	FY 19/20	FY 20/21	FY 21/22	FY 22/23
Title:	$ 0	$ 0	$ 0	$ 0	$ 0	$ 0

Description:

Enter all required information as directed in the RFA.

If a subcontractor is identified at the time of application submission you are required to enter a sub-budget. Once a subcontractor is identified the sub-budget and sub-contract must be approved by CTCP prior to invoicing for payment.

☑ This subcontract will have a sub-budget.

Check the "Checkbox".

Select the OTIS User Account of the Subcontractor who will be entering the sub-budget:

If the subcontractor you wish to select does not appear in the list, you must request a user account for that subcontractor. The request will need to be activated by the OTIS administrator before the account will be available here.

Her Majesty Secret Service

Request New Subcontractor OTIS User Account

Select the agency from the dropdown menu and "Save Information"

Save Information Cancel

OTIS California Tobacco Control Program Online Tobacco Information System

Welcome, James Bond! Messages (0)
My Account | My Agency | Logout

Logged in as: Subcontractor

MyOTIS | My Projects | Calendar | Announcements | Quick Links | Directories | Training | Help

Eval 17-10108 Tobacco Control Media Campaign Evaluation: Test Agency 2

Unable to load subcontractor budget.

The likely cause for this is that Test Agency Number 2 has not associated your organization with a subcontractor line item in their budget. You will not be able to enter your budget until they have selected your organization as the subcontractor for a line item.

If the Subcontractor indicates that they are viewing this. See previous slide.

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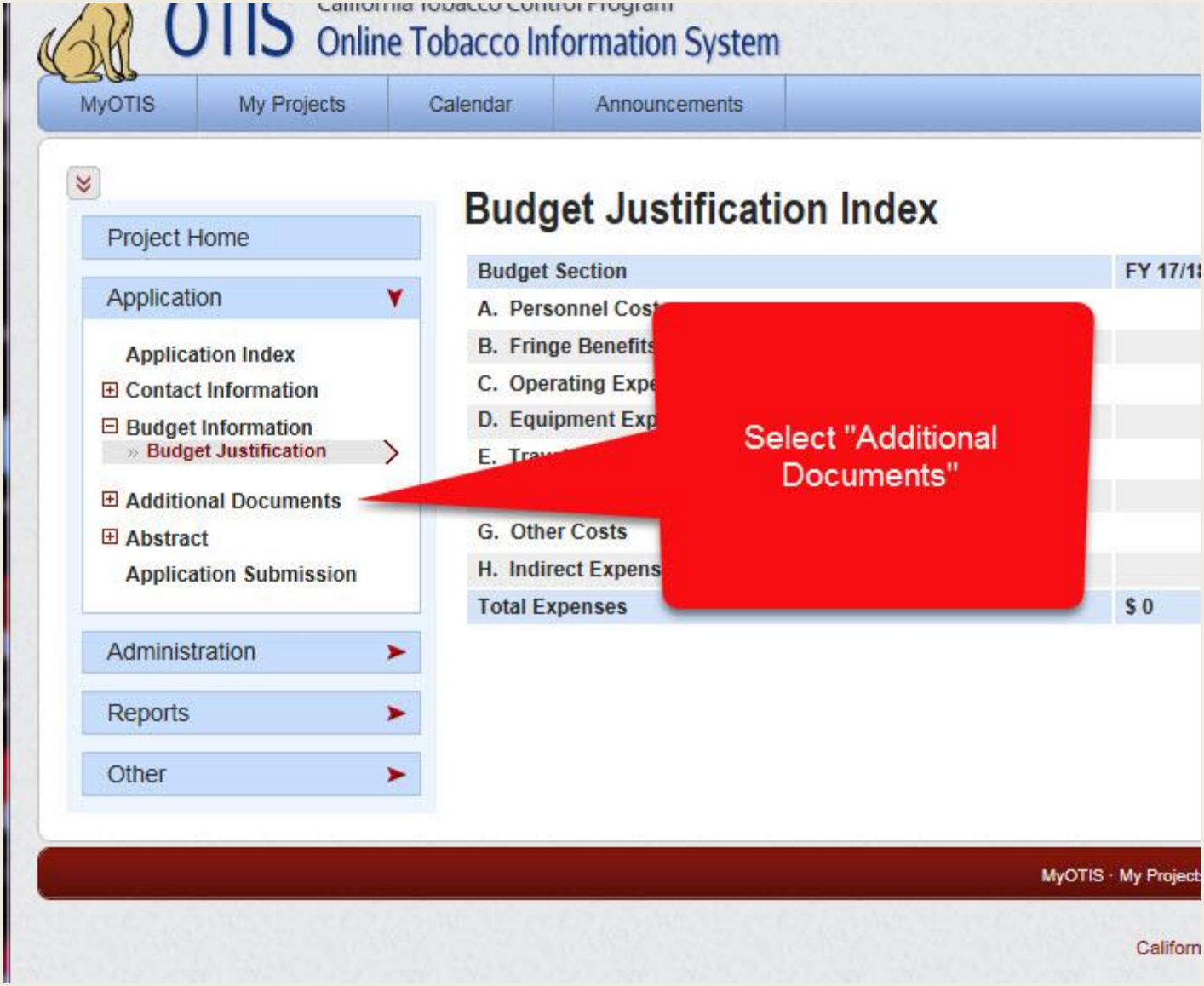
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C. Operating Exp
D. Equipment Exp
E. Trav
G. Other Costs
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Total Expenses
$ 0
Select "Additional Documents"
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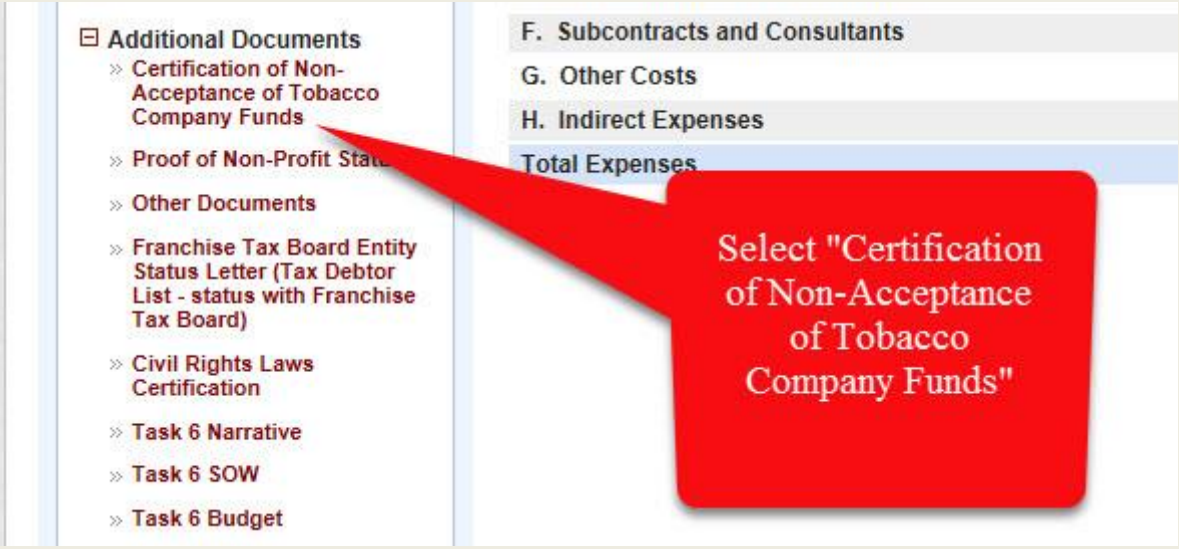
Californ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Select "Certification of Non-Acceptance of Tobacco Company Funds"

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Certification of Non-Acceptance of Tobacco Company Funds

Applicants cannot accept funding from or have an affiliation or contractual relationship with a tobacco company, any of its subsidiaries or pa
California Tobacco Control Program. All applicants are required to sign and submit the "Certification of Non-Acceptance of Tobacco Compa

1. **Download** a copy of the certification form.
2. Fill out the for
3. Scan the completed fo nd upload it to OTIS.
4. Send the completed form to as a part of your application package.

This form has not been uploaded to the syst

Upload Certification

_____
Company/Organization Name

Please check one of the following:

☐ The Primary Agency named above hereby certifies that it will not accept funding from nor have an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, or parent company during the term of the contract from the California Department of Public Health, California Tobacco Control Program. Acceptance of such funds during the term of the contract is grounds for termination.

☐ University/Colleges Only

The Principal Investigator of the university or college named above hereby certifies that he/she or any of the investigators associated with (either paid, voluntary, or in-kind) this contract have not received funding from nor had an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, or parent company within the last five (5) years prior to the start date of the contract period. In addition, the Principal Investigator of the university or college named above hereby certifies that he/she or any of the investigators associated with this contract will not accept funding from nor have an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, or parent company during the term of the contract from the California Department of Public Health, California Tobacco Control Program. Acceptance of such funds during the term of the contract is grounds for termination.

CERTIFICATION

I, the official named below, hereby swear that I am duly authorized legally to bind the contractor or grant recipient to the above described certification. I am fully aware that this certification, executed on the date below, is made under penalty of perjury under the laws of the State of California.

Director of Agency or Principal Investigator:

_____ _____
Signature Date Print Name and Title

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California Tobacco Control Program. All applicants are required to sign and submit the "Certification of Non-Acceptance of Tobacco Compa

1. **Download** a copy of the certification form.
2. Fill out the form.
3. Scan the completed form and upload it to OTIS.
4. Send the completed form to CTCP as a part of your application package.

This form has not been uploaded to the system.

Upload Certification

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Proof of Non-Profit Status

California public or private non-profit organizations, including local health departments, are eligible to apply for these funds. For applicants claiming private non-profit status, **either** certification from the Secretary of State **or** a letter from the Department of the Treasury, Internal Revenue Service (IRS) classifying the applicant administrative agency as a private non-profit **MUST BE INCLUDED** with the

1. Scan the certification or letter and upload it to OTIS
2. Send the certification or letter to CTCP as a part of your application package.

This form has not been uploaded to the system.

Upload Certification

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Other Documents

Use this section to upload files with the following information:

- Applicant Capability (8 pages)
- 3 Letters of Reference
- Detailed Minimum Required Scope of Work Elements
- Project Narrative (20 pages)
- Project Personnel (3 pages, excluding organizational map)

Upload File

No documents have been uploaded to OTIS

Upload your files.

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Upload Other Document

Use this form to upload a file to Other Documents. Use the Document Title field to name the documents you are providing (e.g. Letter of Reference 1, Applicant Capabilit

Fields in RED are required.

Document Title: Poject X

File: C:\Users\HJurado\Desktop\OTIS_agenda_12_20_2017 Browse...

Save Information Cancel

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Other Documents

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- 3 Letters of Reference
- Detailed Minimum Required Scope of Work Elements
- Project Narrative (20 pages)
- Project Personnel (3 pages, excluding organizational map)

Upload File

Document Title	Action
Poject X	Delete

Continue adding "Other Documents

Or Delete and Re-upload

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State of California, Franchise Tax Board Entity Status Letter (Tax Debtor List - status with Franchise Tax Board)

All bidders must address the requirements of the Tax Debtor List for the reason described in Public Contract Code Section 10295.4. Vendors are ineligible to enter into, or renew any contract with the state for goods or services if a vendor is delinquent with paying state income tax in excess of $100,000.00 to the California Franchise Tax Board. Prior to submitting a bid or proposal and prior to executing any state contract or renewal of goods or services a vendor must certify that it is not on the list of ineligible vendors prohibited from doing business with the State of California. During the bid evaluation, it is the buyer's responsibility to check the list of ineligible vendors to confirm that the bidder is not on that list. Contact the California Franchise Tax Board to confirm your status. Provide a copy of your agency's Entity Status Letter as part of the application package.

This form has not been uploaded to the system.

Upload Entity Status Letter

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California Civil Rights Laws Certification

The California Civil Rights Laws Certification form is a California Department of General Services document and applies to all contracts for services and is include approval process.

- Download a copy of the Civil Rights Laws Certification below.
- Fill out the form.
- Print the completed form.
- Form to be signed by the agency's authorized signatory.
- Scan the completed form and upload it to OTIS.

Civil Rights Laws Certification Template: **Download** (Right+Click then select "Save Link As...")

This form has not been uploaded to the system.

Upload Civil Rights Laws Certification

STATE OF CALIFORNIA
CALIFORNIA CIVIL RIGHTS LAWS ATTACHMENT
DGS OLS 04 (Rev. 01/17)

DEPARTMENT OF GENERAL SERVICES
OFFICE OF LEGAL SERVICES

Pursuant to Public Contract Code section 2010, a person that submits a bid or proposal to, or otherwise proposes to enter into or renew a contract with, a state agency with respect to any contract in the amount of $100,000 or above shall certify, under penalty perjury, at the time the bid or proposal is submitted or the contract is renewed, all of the following:

1. CALIFORNIA CIVIL RIGHTS LAWS: For contracts executed or renewed after January 1, 2017, the contractor certifies compliance with the Unruh Civil Rights Act (Section 51 of the Civil Code) and the Fair Employment and Housing Act (Section 12960 of the Government Code); and

2. EMPLOYER DISCRIMINATORY POLICIES: For contracts executed or renewed after January 1, 2017, if a Contractor has an internal policy against a sovereign nation or peoples recognized by the United States government, the Contractor certifies that such policies are not used in violation of the Unruh Civil Rights Act (Section 51 of the Civil Code) or the Fair Employment and Housing Act (Section 12960 of the Government Code).

CERTIFICATION

I, the official named below, certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct. *Proposer/Bidder Firm Name (Printed)*	*Federal ID Number*
By (Authorized Signature)	
Printed Name and Title of Person Signing	
Date Executed	*Executed in the County and State of*

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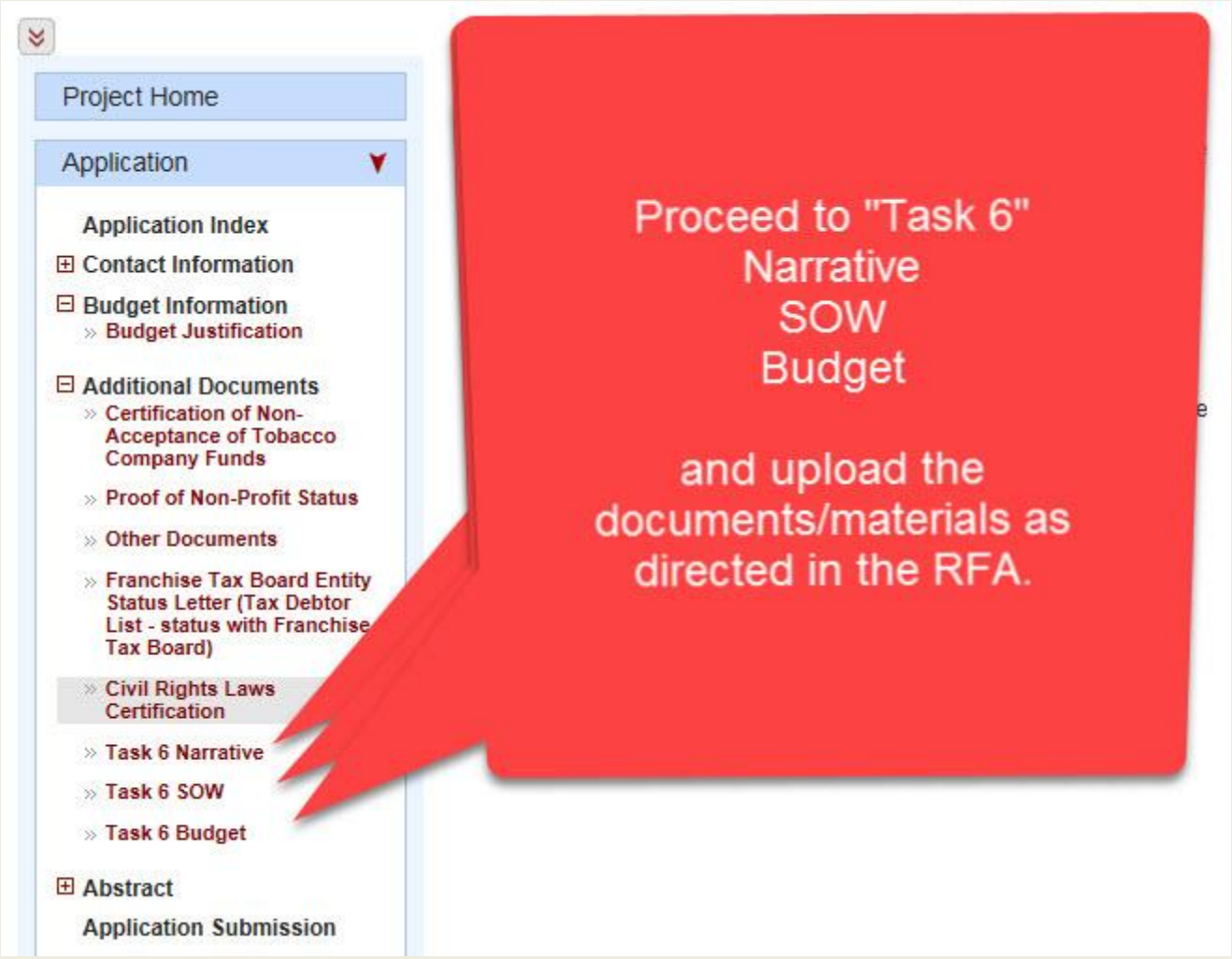
- Scan the completed form and upload it to OTIS.

Civil Rights Laws Certification Template: **Download** (Right+Click then select "Save Link As...")

This form has not been uploaded to the system.

Upload Civil Rights Laws Certification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Proceed to "Task 6"
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Select "Abstract > Project Abstract"

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of General Services document and applies to all contrac

proc

- Scan the completed form and upload it to OTIS.

Civil Rights Laws Certification Template: **Download** (Right+Click then select "Save Link As...")

This form has not been uploaded to the system.

Upload Civil Rights Laws Certification

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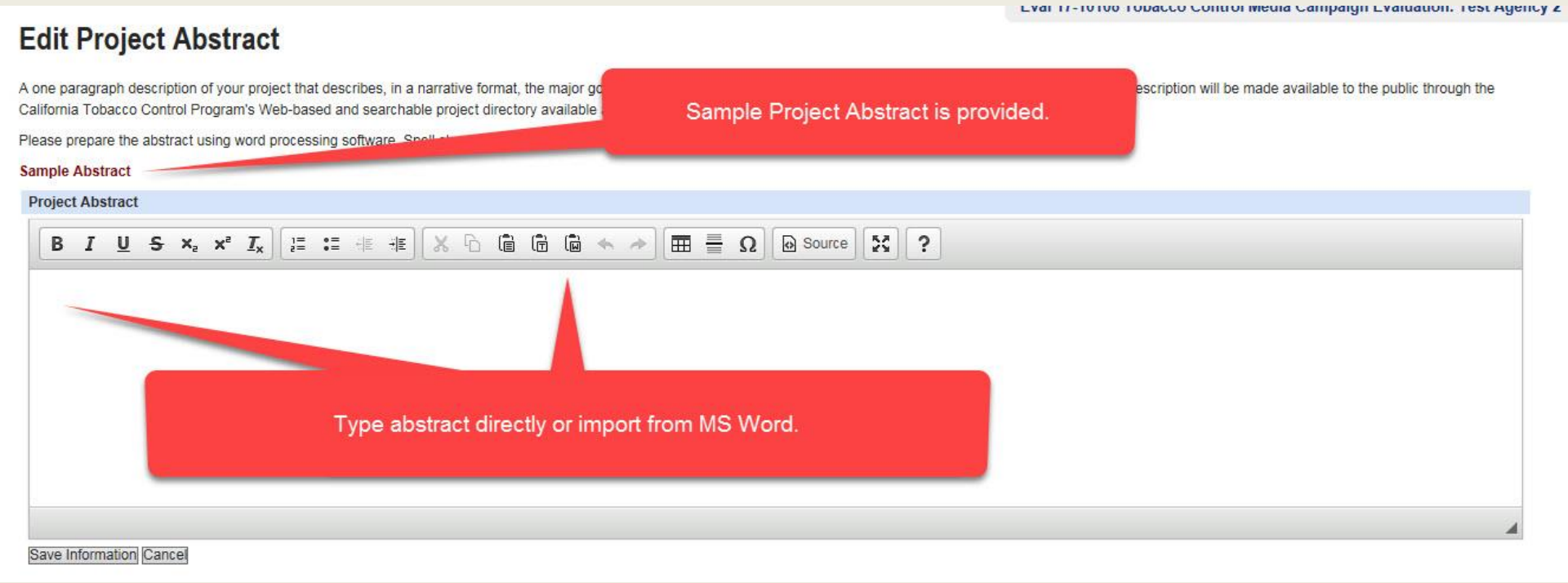
Project Abstract

A one paragraph description of your project that describes, in a narrative format, the major goals, strategies, targeted populations and geographic coverage of your project. Your description will be made av
California Tobacco Control Program's Web-based and searchable project directory available at **https://otis.catcp.org/public/projectDirectory/**.

Edit Abstract

Project Abstra

No Abstract Saved


Edit Project Abstract
A one paragraph description of your project that describes, in a narrative format, the major go
escription will be made available to the public through the
California Tobacco Control Program's Web-based and searchable project directory available
Please prepare the abstract using word processing software.
Sample Abstract
Sample Project Abstract is provided.
Project Abstract
Source
Type abstract directly or import from MS Word.
Save Information
Cancel

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major goals, strategies, targeted populations and geographic coverage of your project. Your descriptio

vailable at https://otis.catcp.org/public/projectDirectory/.

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Plan Submission

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Your plan is not ready for submission.

Criteria	Status	Section
Agency & Contract Information		
Contacts must be selected.	Unsuccessful	Project Director/Primary Tobacco Contact Fiscal Officer/Fiscal Contact Agency Signatory
Budget Justification		
Indirect Expenses cannot exceed either 25% of the Total Personnel Expenses each budget year, (i.e., 25% of Salary Costs plus Fringe Benefit Costs = Indirect Expenses.) OR 15% of Total Direct Expenses	Successful	
Pre-check for Initial Application Submission: the maximum amount allowed in each individual application is $5,000,000	Successful	
Proof of Non-Profit Status		
Proof of non-profit status submitted.	Unsuccessful	Proof of Non-Profit Status
Certification of Non-Acceptance of Tobacco Company Funds		
Certification of non-acceptance of tobacco funds submitted.	Unsuccessful	Certification of Non-Acceptance of Tobacco Company Funds
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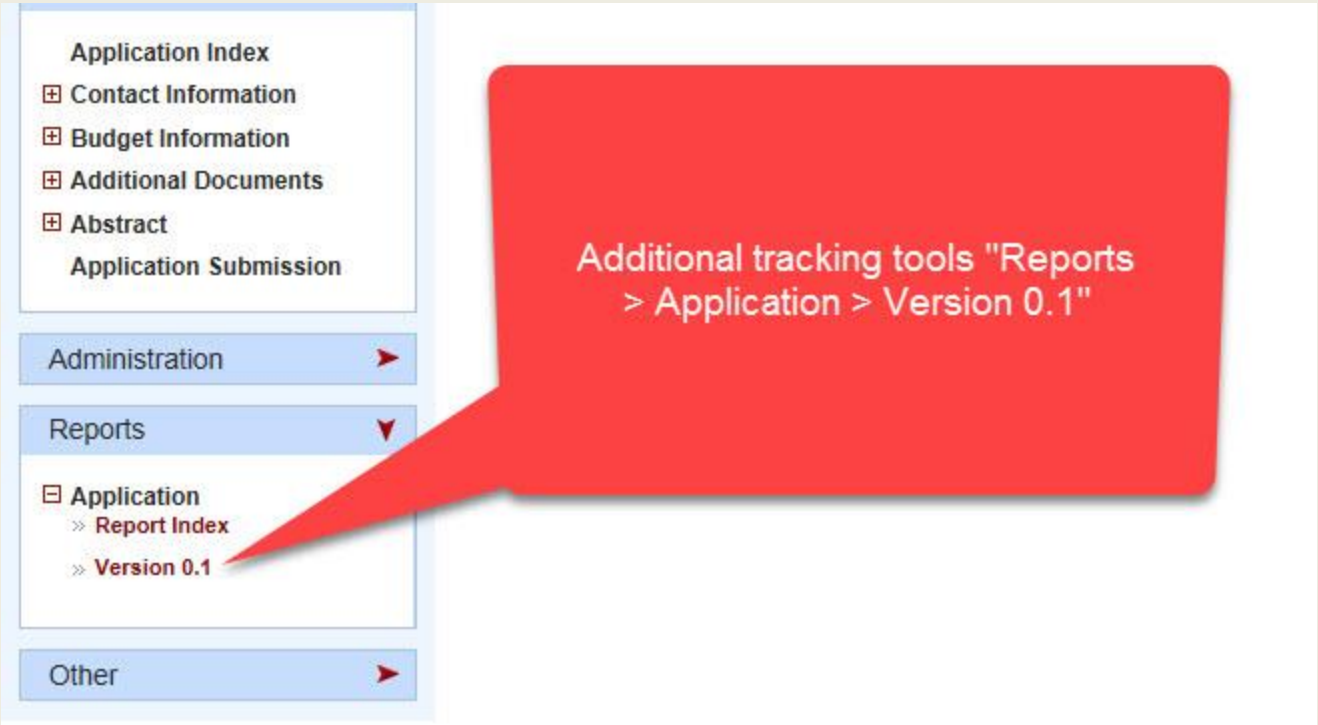
Franchise Tax Board Entity Status Letter submitted.	Not Required	
Civil Rights Laws Certification		
Civil Rights Laws Certification submitted.	Unsuccessful	Civil Rights Laws Certification
Task 6 Narrative		
Task 6 Narrative submitted.	Unsuccessful	Task 6 Narrative
Task 6 SOW		
Task 6 SOW submitted.	Unsuccessful	Task 6 SOW
Task 6 Budget		
Task 6 Budget submitted.	Unsuccessful	Task 6 Budget
Project Abstract		
Project Abstract Entered	Unsuccessful	Project Abstract
Criteria	Status	Section

Use this as a tool to track your application status. Once all the statuses shows green "Successful" a button at the bottom left will appear to "Begin Submission"


Application Index
Contact Information
Budget Information
Additional Documents
Abstract
Application Submission
Administration
Reports
Application
Report Index
Version 0.1
Other
Additional tracking tools "Reports > Application > Version 0.1"

Project Home
Application
Administration
Reports
Application
Report Index
Version 0.1
Other

Report Index

Application Reports

Open and print either "Web or Word" views.

MS Word 2000 or later is needed for proper viewing of the Word version of the reports.

Many of these reports are better printed in Landscape format. The print format orientation may usually be changed from the 'Page Setup...' or 'Printer Sett' dialog in the applicatio being used to print the report.

After loading a Word 2000 report, you may need to change the view from a Web layout to a print layout. You change the layout from the View menu.

Title	View Type		
Agency Certification	Web	Web (Black & White)	Word 2000
Agency & Contract Information	Web	Web (Black & White)	Word 2000
Contact Information	Web	Web (Black & White)	Word 2000
Budget Summary	Web	Web (Black & White)	Word 2000
Budget Justification	Web	Web (Black & White)	Word 2000
CMU -- Individual Budget Year 1	Web	Web (Black & White)	Word 2000
CMU -- Individual Budget Year 2	Web	Web (Black & White)	Word 2000
CMU -- Individual Budget Year 3	Web	Web (Black & White)	Word 2000
CMU -- Individual Budget Year 4	Web	Web (Black & White)	Word 2000
CMU -- Individual Budget Year 5	Web	Web (Black & White)	Word 2000
CMU -- Individual Budget Year 6	Web	Web (Black & White)	Word 2000
Project Abstract	Web	Web (Black & White)	Word 2000

Tips and Advice

- Do NOT open two instances of OTIS in the same browser! It will confuse the system and you will lose data.
- Do NOT use the Back Button on your browser, nor the backspace key to navigate to a previous page.
- Be aware that different users can accidentally save over the work of another user, if they're on the same page at the same time. If you have multiple users entering data, try to designate different sections.
- Save early, Save often and Save before walking away from the computer. Don't lose your data by getting timed-out!
- Have all of your data and information collected, edited and finalized before starting the OTIS process… this greatly increases the speed of the data entry.
- At any time before doing the final Submit, you can go back and Edit your information. Once the Application has been submitted in OTIS, it's final. Consider it like dropping a letter in the mail slot at the Post Office. It's gone!
- Go back and review all sections before Final Submit
- Data Entry process in OTIS may take an entire day or two. Plan accordingly!
- Basic process is: Start from the top, click Edit/Add, fill out info, Save, go down to next item, repeat!

Help Desk Support

- POC: Humberto Jurado
- humberto.jurado@cdph.ca.gov
- (916) 449-5474

Application Review & Scoring (p.17)

Application Component	Total Point Value
Applicant Capability	40
Project Narrative and SOW	40
Budget and Budget Justification	20
TOTAL	**100**

Application Review & Scoring (p.17)

A. AGENCY CAPABILITY

(Point Value: 40 points)

- Agency Work History and Capability

Criterion	Point Value
The Proposer demonstrates at least five years of experience designing, planning, and implementing program evaluation of complex health promotion and prevention programs among diverse populations (i.e., demographically, geographically, economically, language, and sexual orientation/identity).	6
The Proposer demonstrates the capacity to manage a complex evaluation project, ensure the scientific integrity of the project, meeting deadlines and that it has at least five years of experience managing projects of $500,000 per year or greater.	6
The Proposer provides evidence of adequate professional experience and formal education among the key personnel and subcontractors, which is consistent with the proposed SOW, including at least three years of experience performing in at least one of the three following areas: quantitative evaluation of the impact of advertisements on awareness, knowledge, and behavior; conducting and analyzing internet-based surveys; or conducting outcome evaluation for media campaigns in complex multi-layered media environments.	6
The Proposer provides evidence of considerable expertise and at least	

Yes! These are the criteria and points that will be used to score your Application!!!

Please send questions to:

CTCPMediaEvaluation@cdph.ca.gov

Responses to questions will be posted on TCFOR on
Thursday, January 25, 2018.