California Department of Public Health

Solicitation

18-10190
California Tobacco Control Program
Tobacco Control Media Campaign Evaluation

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California Department of Public Health
California Tobacco Control Program
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To view the following documents, go to the TCFOR website, select the Funding Opportunities section, click on the Solicitation 18-10190 California Tobacco Control Program Media Campaign Evaluation link, and open the selected Appendix documents.

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Part I. INTRODUCTION

A. BACKGROUND, PURPOSE, GOALS, AND OBJECTIVES

1. Background and Authorizing Legislation

California's comprehensive state tobacco control and prevention efforts are widely recognized as one of the most successful programs in the United States (U.S.) The California Department of Public Health, California Tobacco Control Program's (CDPH/CTCP) media campaign is a key component in the longest running anti-tobacco program in the nation. Launched in 1990, it was first funded by the Tobacco Tax and Health Protection Act of 1988, also known as Proposition 99 (Prop 99). Prop 99 increased the state cigarette tax by 25 cents per pack, added an equivalent amount on other tobacco products, and designated the revenue for tobacco-related research, health education and promotion, as well as health care services. California's comprehensive tobacco control program was the first of its kind in the U.S.; and after more than 25 years, it continues to create thought-provoking paid advertising to prevent and reduce tobacco use, as evidenced by its 2015 launch of the nation's first aggressive advertising campaign to counter e-cigarettes.

In November 2016, California voters overwhelmingly approved the California Healthcare, Research, and Prevention Tobacco Act of 2016, Proposition 56 (Prop 56), by a 64 percent to 36 percent vote. Prop 56 added an additional $2.00 tax to each pack of cigarettes and an equivalent tax on other tobacco products, including electronic smoking devices (ESDs) and designated that a portion of the tobacco tax revenue be directed toward preventing and reducing tobacco use. Of the funds directed to CDPH for a comprehensive tobacco control program, Prop 56 requires that a minimum of 15 percent of the funds are used to accelerate and monitor the rate of decline in tobacco-related disparities with a goal of eliminating tobacco-related disparities.

California's efforts to reduce tobacco use and prevent tobacco-related diseases have reduced smoking rates in California to one of the lowest in the nation, yet tobacco use remains the leading preventable cause of death and disease in the state. Tobacco use in California costs the state $18.1 billion in health care costs and lost productivity from illness and premature death. Tobacco companies market tobacco products aggressively, spending on average over $1 million per day on advertising in California.

The hallmark of the CDPH/CTCP media campaign is to shift social norms related to tobacco use, and preventing and reducing tobacco use. Since 1990, CDPH/CTCP has led the U.S. in shifting social norms surrounding tobacco through this campaign.

In 2016, California took two significant steps forward in its 27-year history to combat the addiction, morbidity, and mortality caused by tobacco:

- First, five new tobacco-related laws became effective on June 9, 2016. These laws increased the age of sale for tobacco products from 18 to 21, added e-cigarettes to the 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 November 8, 2016, California voters overwhelmingly passed Prop 56, which added a $2 tax on cigarettes and a commensurate amount on other tobacco products and electronic smoking devices. The tax designates a portion of the revenue towards California's comprehensive tobacco control program and tobacco-related disease research. 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 CDPH/CTCP seeks to rapidly accelerate achieving a tobacco-free California.

With Prop 56 funding, CDPH/CTCP is creating an invigorated statewide Tobacco Control Media Campaign, which builds upon the strengths and current strategies of its long-running media campaign while introducing fresh, innovative ideas that will propel the campaign into its next evolution. The primary goal of the 2017/2018 - 2021/2022 Tobacco Control Media Campaign is to 'denormalize' tobacco and promote tobacco-free social norms; which, in effect, will reduce tobacco use disparities and ultimately reduce the morbidity and mortality caused by tobacco use. For the purposes of this Solicitation, tobacco related social norms are defined as the expression of negative attitudes or disapproval towards tobacco-related behaviors and support for policies and efforts that prevent and dissuade use of tobacco products. The campaign will focus on California's multicultural market and targeted adult populations disproportionately affected by tobacco use including Hispanics, Asians (Chinese, Vietnamese, and Korean), African Americans/Blacks, Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ), and persons living with low-to-moderate incomes (LMI). Advertising campaigns will include language-specific and culturally relevant approaches to these populations. Coordinated mass media and social media strategies will be used to extend the impact of paid advertising campaigns. Final decisions and activities regarding the 2017/2018 - 2021/2022 Tobacco Control Media Campaign will be shared with the successful Contractor of this Solicitation as they become available.

The enabling legislation for California's comprehensive tobacco control program is provided by the following: Assembly Bill (AB) 75 (Chapter 1331, Statutes of 1989), AB 99 (Chapter 278, Statutes of 1991), AB 816 (Chapter 195, Statutes of 1994), AB 3487 (Chapter 199, Statutes of 1996), Senate Bill (SB) 99 (Chapter 1170, Statutes

of 1991), SB 960 (Chapter 1328, Statutes of 1989), SB 493 (Chapter 194, Statutes of 1995); the annual State Budget; Health and Safety (H&S) Code Sections 104350-104480, 104500-104545; and Revenue and Taxation Code Sections 30121-30130.

H&S Code Section 104375 authorizes CDPH/CTCP to conduct statewide surveillance of tobacco-related behaviors, knowledge, and attitudes and evaluate local and state tobacco control programs. At a minimum, these evaluation activities are to use scientifically appropriate methods for monitoring the annual progress of the program in reducing the adult smoking prevalence from the 1993 benchmark rate of 20 percent and reducing cigarette consumption from the 1993 per capita benchmark rate of 4.84 packs per quarter. These surveillance and evaluation activities may include, but need not be limited to, the following:

a) Be based on sound evaluation principles.
b) Monitor the overall statewide effect of health education efforts on smoking and tobacco use, and, to the extent feasible, the resulting effects on health.
c) Monitor the effect of the programs on individual target populations identified by this article or designated by the department as meriting special attention.
d) Provide an evaluation of the comparative effectiveness of individual program designs that shall be used in funding decisions and program modifications.
e) Incorporate other aspects into the evaluation that have been identified by the department in consultation with state and local advisory groups, local lead agencies, and other interested parties.
f) Funds permitting, utilize a sample size that is adequate to produce county, regional, and ethnic specific estimates.

2. Purpose

This procurement is exempt from Part 2 of Division 2 (commencing with Section 10100) of the Public Contract Code.

The purpose of this Solicitation is 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 targeted audiences; to support tobacco control-related policy, system and environmental changes; and to motivate tobacco cessation and drive tobacco users to cessation services. The services sought include development of an evaluation plan, using and interpreting existing data, collecting and interpreting new information and data, conducting statistical analyses, reporting results, and providing recommendations to CDPH/CTCP.

CDPH/CTCP intends to award a single contract to the proposer most responsive to the Solicitation requirements.

3. Goals and Objectives

CTCP seeks to establish a partnership with an established and accomplished agency to develop and implement a comprehensive evaluation of the 2017/2018 - 2021/2022 Tobacco Control Media Campaign. The campaign aims to impact tobacco use by addressing the following key areas:

a) Denormalize all tobacco use and promote tobacco-free social norms;
b) Reduce exposure to secondhand and third hand smoke, particularly in multi-unit housing;
c) Counter tobacco industry messages and advertising, including e-cigarettes;
d) Promote tobacco cessation among smokers; and
e) Reduce toxic tobacco waste.

The successful proposer will assist CDPH/CTCP in assessing the impact of the media campaign across these five areas of focus, to determine if the expected media campaign outcomes are achieved, and to provide evidence-based recommendations for CDPH/CTCP's ongoing media activities. Specifically, the four primary objectives of this evaluation are:

a) Measure attitudes towards secondhand and third hand smoke and support for smoke-free policies;
b) Measure receptiveness to tobacco industry messages and perceptions of the tobacco industry;
c) Measure attitudes towards tobacco use and support for policies that encourage population-level reduction in tobacco use and tobacco-free environments; and
d) Measure attitudes towards tobacco waste and support for policies that reduce the impact of smoking on the environment.

B. ELIGIBILITY CRITERIA

The following entities and organizations are invited to apply for this Solicitation:

1. Organizational Type and Conditions

- Any public or private nonprofit or for-profit entity that is currently operating a full-service office based in California.
- Agencies able to certify that no conflict of interest with tobacco, e-cigarette, or related industries exists.
- Agencies able to certify that they are 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.
- By submitting a proposal, agencies acknowledge and agree to comply with all terms and conditions in the Solicitation.

2. Required Experience

Proposers should demonstrate the following qualifications, at a minimum:

- At least five (5) years of experience designing, planning, and implementing program evaluations of complex health promotion and prevention programs implemented among diverse populations (i.e., demographically, geographically, economically, language, and sexual orientation;
- Experience designing and conducting at least two (2) previous outcome evaluations for media campaigns in complex and multi-layered media environments;
- At least five (5) years conducting complex quantitative analyses of social norm change, including consumer attitudes, public awareness and attitude shifts;
- At least five (5) years of experience managing evaluation projects with a budget of $500,000 per year or greater; and
- At least three (3) years of experience performing:
    a) Quantitative evaluation of the impact of advertisements on awareness, knowledge, and behavior; and
    b) Conducting and analyzing internet-based surveys.

C. CONTRACT TERM

The anticipated term is 60 months: Please see Key Action Dates section of this solicitation. The contract term may change if CDPH makes an award earlier than expected or later if CDPH cannot execute the agreement because of unforeseen delays.

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

Up to $5,000,000 is available to fund the activities required in the Tobacco Control Media Campaign Evaluation (See Appendix 1: *Detailed Minimum Required Scope of Work Elements*). Proposals must be for the entire 60-month period and shall not exceed $5,000,000. Actual expenditures may not exceed $1,000,000 in any fiscal year and any fraction of fiscal year may not exceed the maximum amount as prorated to $1,000,000. Unexpended funds do not carry over from fiscal year to the next fiscal year without prior approval and a contract amendment. The fiscal year begins July 1 and ends June 30 of the following year. Funding is contingent upon available revenues, appropriation by the Legislature and the Governor, multi-year spending authority, and CDPH/CTCP funding

priorities and/or legal or administrative limitations. Continued funding for the contract will be dependent upon successful Contractor performance. Performance will be evaluated based on required progress reports.

At its sole discretion, CDPH/CTCP shall have the option to provide additional funding for a supplemental evaluation project or analyses related to the Tobacco Control Media Campaign for a total of $1,500,000, beginning in Fiscal Year 2018/2019, and not to exceed $300,000 per 12-month fiscal year. Proposers must submit a supplemental evaluation project if funds are requested to conduct a supplemental evaluation project or analysis.

E. SCOPE OF WORK (SOW)

The selected Contractor will develop an evaluation plan, collect data online, conduct data analyses, and report results and provide recommendation for a continuation of the statewide Tobacco Control Media Campaign. The evaluation will focus on assessing the effectiveness of the media campaign to change tobacco-related knowledge, attitudes, and behaviors among adults from targeted audiences; support tobacco control-related policy, system and environmental changes; and to promote cessation. The evaluation plan should include evaluating the impact of the 2017/2018 - 2021/2022 Tobacco Control Media Campaign on California's culturally diverse adult population, which includes language-specific, culturally relevant, and disproportionately affected populations. The 2017/2018 - 2021/2022 Tobacco Control Media Campaign will be conducted between November 2017 and September 2022. The Contractor must have the capability to successfully complete all of the tasks described below to evaluate the entire media campaign. It is expected that the selected Contractor will work with CTCP to develop the final survey instruments and sampling plan after the contract is awarded.

TASK 1. Submission of Evaluation Plan

The Contractor will develop a plan to evaluate the 2017/2018 - 2021/2022 Tobacco Control Media Campaign. The evaluation plan will specify the scope and focus of the evaluation, including methods such as the sampling plan and survey instruments, data analysis and interpretation plan. The evaluation plan will focus on assessing the extent to which the media campaign had the desired effects on outcomes targeted by the Tobacco Control Media Campaign. The evaluation plan should address how to assess the impact of the Tobacco Control Media Campaign on California's culturally diverse population, including, but not limited to: younger adults aged 21-34 and older adults aged 35-55 (potential parents audiences); non-Hispanic Whites; Hispanics; Asian communities (Chinese, Vietnamese, and Korean); African Americans/Blacks; LGBTQ; LMI; and rural populations.

TASK 2. Development of the Scope of Work (SOW)

Develop a detailed SOW that describes how each of the above specified objectives will be addressed with step-by-step activities that will be implemented to achieve each objective. The SOW is to include all data collection methods, sampling plan, sample

sizes, study power to identify change, targeted audiences, data collection instrument development, recruitment of survey participants, data collection, data cleaning, data weighting, coordination tasks, data analysis, report preparation, submission of interim and final reports, submission of interim and final data sets, and dissemination activities.

For each activity, describe what will be done, quantify how much will be done, who will be involved, start dates and end dates (Month/Year), responsible parties for completing the activity, tracking measures to verify completion, and the percent deliverable that the activity reflects (percent deliverables must total 100%).

TASK 3. Evaluation Design, Data Collection, and Data Analyses

Online Adult Survey Data Collection

The evaluation design and data collection are to focus on a cross-sectional survey design comprised of adults, which is to include an ongoing statewide online survey of California adults ages 21 to 55. In addition to their use in this evaluation, these data and associated findings will support the rapid deployment of targeted media campaigns and enable CDPH/CTCP to make strategic adjustments and implement continuous quality improvement in the media campaign activities. This survey should be administered monthly at minimum. Of critical importance is the sampling of the media campaign's target audiences and CTCP priority populations, in addition to the general adult population. Target audiences include, but are not limited to parents and concerned residents as well as social influencers and change makers. Priority populations include: Hispanics (including Spanish language media consumers), Asians (specifically speakers of Mandarin, Cantonese, Vietnamese, Korean and Tagalog), and populations with unique cultures and tobacco-related challenges such as African Americans and LGBTQ. CTCP recognizes that some priority populations may be difficult to reach with an online survey panel. In-language populations in particular, may be difficult to survey on a regular, ongoing basis. Therefore, proposers may propose alternative sampling and survey methods in order to reach these populations, as long as the alternative methods are demonstrably evidence-based and methodologically robust. The online survey must also include a subset of comparable adult participants per year aged 21 to 55 from outside of California. These data will be used to compare California residents exposed to the Tobacco Control Media Campaign to those not targeted by the campaign.

An ongoing survey as is envisaged by CDPH/CTCP will allow the Contractor to pool data from various survey waves to address campaign-related questions for small population subgroups. The online survey panel is to be geographically diverse and include oversampling of California adults from the targeted and the priority populations. In addition to the overall adult online survey, specific evaluation efforts are to target smaller in-language media campaigns, such as Spanish and Asian languages.

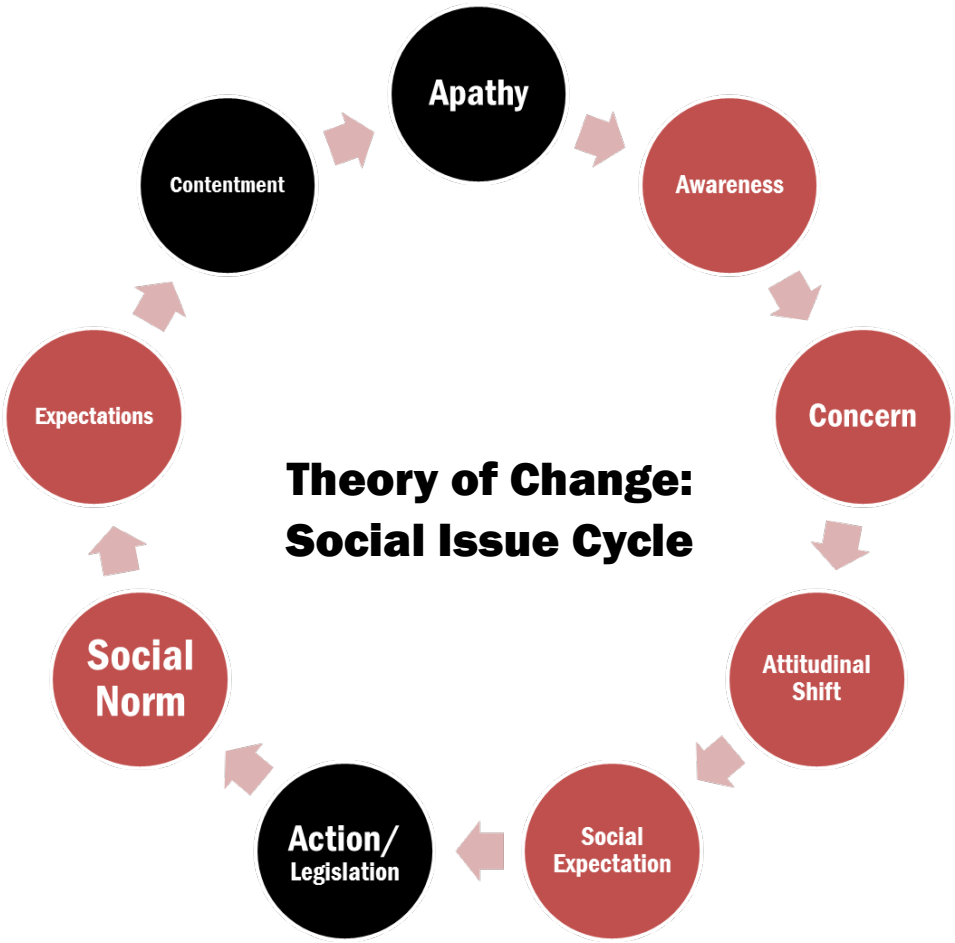
Proposers are to provide a detailed description of the sampling plan and survey design. The proposer is to recommend and justify overall and priority population sample sizes in the Project Narrative section of the proposal. Because the primary goal of this

evaluation is to measure attitude and social norm change over time and across multiple California populations, the sample must be of sufficient size to measure meaningful and statistically significant change in social attitudes annually. At a minimum, sample sizes from each priority population, language group, and target audience should be sufficient to measure a moderate effect (Cohen's *d* = 0.5) with a power of 0.80.

Online Survey Instrument Modules

The adult online survey instrument is to include three components: 1) ongoing core module, for the purpose of tracking overall core tobacco-related attitudes and social norms in priority and target audiences, 2) campaign-specific survey modules, to be rotated at minimum, monthly and according to the media campaign advertising schedule and administered to survey participants in conjunction with the core module, and 3) in-language survey modules, specific to in-language media campaign activities. The Contractor is expected to work with CDPH/CTCP to develop survey instruments and to obtain CDPH/CTCP's final approval of all survey instruments. Wherever possible, core module questions should be taken from the Behavioral Risk Factor Surveillance System (BRFSS), California Health Interview Survey (CHIS), National Health Interview Survey (NHIS), and the Tobacco Use Supplement of the Current Population Survey (TUS CPS), to optimize validation and comparison of the California-based surveys with the U.S. population.

The survey modules should be focused on developing questions that measure the key components of the social issue cycle central to CDPH/CTCP's Theory of Change (figure below).



Core Module measurements must include:

1. Demographics – Age, race, sex and gender, sexual orientation, household income, education, employment, household size, marital status, parent or guardian to minor child(ren);
2. Attitudes towards key tobacco policies (smoke-free policies, flavoring restrictions etc.); social norms surrounding tobacco use, perceptions of and attitudes towards different tobacco products, and perceptions of the tobacco industry;
3. Secondhand smoking/vaping policies in workplace and home exposure;

4. Measure tobacco use behaviors, including cigarette smoking, e-cigarette, cigar, little cigar/cigarillo, hookah, smokeless tobacco etc., cessation behaviors or quit attempts; and
5. One key question from each of the campaign specific modules.

Campaign Specific and Non-English Language Modules may include:

1. Receptivity to specific campaign ads;
2. Receptivity to tobacco ads; and
3. Ads tracking measurements including perceptions, recall, and sentiments.

Analytic Framework and Data Analyses

The analytical framework shall include a comprehensive analysis framework by theme or objective to analyze data collected in core- and campaign-specific surveys. The analysis framework is to include, but not be limited to: description of measurement, targeted population, and analysis plan. Data analyses shall be designed to produce and deliver ongoing results on the effectiveness of media campaign activities on tobacco use, attitudes, and behaviors in the population.

- The analytical framework shall include detailed monitoring and tracking analysis designed to evaluate campaign recall, effectiveness, attitude, and perception change produced as a result of associated campaigns. Data analyses should employ appropriate and rigorous analytical methods to track change over time across survey participants, while also tracking change in specific demographic groups targeted by individual campaign components. The framework will detail how appropriate confidence intervals will be computed for all estimates, and at what level of uncertainty or small sample sizes will be suppressed.
- Data analyses may include comprehensive analytics of social/digital media contents and assets stratified by audience age groups (young adults and older adults, etc.) and other important characteristics (gender, region, etc.).
- Data analyses shall include the examination of the interaction between broadcast media implementation (TV, radio, mobile) and social media/digital campaign.
- Data analyses shall include the comparison of media campaign-related outcomes between California (statewide or county) and other geographic locations (i.e. other states, the rest of U.S.) and describe, in detail, how this will be implemented. To facilitate this, it is expected that some of the survey questions in the core and campaign-specific modules, particularly those specific to tobacco use behavior, will be aligned with existing survey data from outside California, as appropriate, to triangulate with primary survey data from the media campaign.

TASK 4. Campaign Impact Analysis

The analysis of the campaign's impact shall include the development of strategies for evaluating the impacts of the 2017/2018 - 2021/2022 Tobacco Control Media Campaign

in the adult population, as well as in multi-cultural and targeted groups. Analyses should be tailored to the specific goals of each media campaign deployed, and most critically, should measure the media campaign's role in shifting tobacco-related social norms in California. Analyses should be based on validated scientific and innovative analytical methodology to assess the impacts of the media campaign, while considering that the outcomes could be influenced by other factors that occur simultaneously with the campaign (e.g., legislation, court rulings, etc.). 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.

TASK 5. Reporting and Communication

1. The Contractor shall have **monthly** communications with CDPH/CTCP staff to ensure that activities and approaches are on the right track, whether the project is on schedule, and provide interim findings and results.

    a) The Contractor will have monthly check-in meetings with CDPH/CTCP that are convened either by phone or in-person;
    b) The Contractor will submit **monthly** electronic reports, in a format specified by CDPH/CTCP, containing standard descriptive results including reach of the campaign from data collection and in-language surveys; and
    c) The Contractor will provide monthly electronic reports, in a format specified by CDPH/CTCP, to the contractor for the media campaign containing descriptive results from data collection and in-language surveys.

2. The Contractor will submit written progress reports every **six months** from both the Contractor and subcontractor(s). The reports must contain the following information at a minimum:

    a) A list of active projects and deliverables;
    b) Status of progress and accomplishments;
    c) Provide interim results and significant findings, when possible; and
    d) Description of the steps remaining for completion of the project, including the date each step will be completed.

3. The Contractor shall submit a written **annual** progress report due by **March 31** each year covering the previous full or partial calendar year. The report must contain the following information at a minimum:

    a) A brief summary of work performed detailed for the full or partial calendar year, including the steps, methods, and value achieved (including any subcontracted work); and
    b) A detailed report of data collected and analyzed to date, as well as significant findings.

4. The Contractor shall submit a campaign-specific evaluation report, which will provide campaign-specific findings and recommendations on the effectiveness of the campaign upon the request from CDPH/CTCP.

5. The Contractor shall submit a final evaluation report no later than **six months** and a clean dataset no later than **three months** after the conclusion of data collection which must include, at a minimum:

    a) A complete description of all analytical methods;
    b) Main findings from the overall data analyses as well as findings related to specific campaign activities and targeted populations;
    c) Overall evaluation of and recommendations for the media campaign; and
    d) Datasets are to be transferred to CDPH/CTCP using Partners, a secure and encrypted CDPH website.

TASK 6. Supplemental Evaluation Project

At its sole discretion, CDPH/CTCP shall have the option to provide additional funding of up to a total of $1,500,000, beginning in Fiscal Year ~~19/20~~ **18/19**, and not to exceed $300,000 per 12-month fiscal year, for a supplemental evaluation project or analysis related to the Tobacco Control Media Campaign. CDPH/CTCP requests each proposer to include information on a supplemental evaluation project. This supplemental evaluation project and activities must include innovative evaluation activities that are different from the required SOW covered in Tasks 1 - 5, and advance the goals and objectives of the 2017/2018 - 2021/2022 Tobacco Control Media Campaign evaluation. The Task 6 SOW must focus on one of two areas: 1) an analysis of one or more of the priority populations identified in this Solicitation, or 2) an econometric analysis of media campaign activities. The supplemental evaluation project must include a detailed explanation of how the supplemental activities add value to the overall evaluation. Proposers should submit a proposed Supplemental Evaluation Project for Task 6, including an additional Task 6 Narrative covering the project strategy, approach, rationale and a SOW.

F. SUBCONTRACTORS

The use of subcontractors and/or consultants is allowed, if their use is necessary and justified to accomplish the SOW. All subcontractors are expected to certify that they have no conflict of interest with any tobacco, e-cigarette, or related industry. For public universities there are limitations on the amount or percentage of subcontracting that is allowable, which is limited to up to $50,000 or 25% of the total contract, whichever is less.

A Subcontractor is an individual, a company, or an agency qualified to:

- Complete a specialized task that is directly related to the project's SOW activities; and

- Execute/implement/complete a component of the project, carryout implemented solutions, and/or perform a limited-term service/activity.

A Consultant is an individual who:

- Possesses a level or area of expertise that extends beyond those held by the Contractor's staff;
- Supports the skills and effort of the Contractor's staff but does not duplicate those skills or effort;
- Provides technical advice on programmatic activities and problem solves issues; and
- Charges an hourly rate that is inclusive of all expenses.

G. KEY ACTION DATES

Below is the tentative schedule for this Solicitation:

Key Action Dates	
ACTIVITY	**ACTION DATE**
Solicitation Release Date	May 24, 2018
Webinar Information Meeting	June 08, 2018 10:00 AM to 1:00 PM Pacific Time
Webinar Questions Deadline	June 12, 2018
Responses to Questions Posted	June 14, 2018
Mandatory Letter of Intent Deadline	June 14, 2018, 5:00 P.M. Pacific Time
Proposal Submission Deadline	July 06, 2018, 5:00 P.M. Pacific Time
Oral Interviews (if required)	TBD
Notice of Intent to Award	TBD
Contract Start Date	November 01, 2018
Contract End Date	October 31, 2023

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

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

H. VOLUNTARY PRE-PROPOSAL WEBINAR

CDPH/CTCP has scheduled an optional Online GoToMeeting© Informational Webinar. Those intending to submit a proposal are strongly encouraged to participate. The purpose of the Informational Webinar is to provide interested parties with an opportunity

to ask questions about the preparation and submission of the proposal, and to gain information about the media campaign that will be valuable in preparing a proposal.

The Webinar Information Meeting access codes are posted at https://tcfor.catcp.org/.

The Webinar Information Meeting is scheduled as indicated in "Key Action Dates."

I. QUESTIONS

All questions regarding this Solicitation, including clarification on materials, instructions or requirements, must be submitted by the deadline indicated in Key Action Dates to the following email address: CTCPMediaEvaluation@cdph.ca.gov. Please include "CDPH/CTCP Solicitation18-10190" in the subject line. Any verbal communication with CDPH/CTCP staff concerning this Solicitation is not binding on the State and shall in no way alter a specification, term, or condition of the Solicitation.

J. MANDATORY LETTER OF INTENT

For the purpose of planning the Solicitation review process, all proposers intending to submit a proposal are required to submit a letter notifying CDPH/CTCP of its intent to submit a proposal. Proposers that do not submit a mandatory letter of intent will not be considered for funding. The letter of intent is not binding and proposers submitting a letter are not required to submit a proposal. See Appendix 2 for a sample letter. See Appendix 4: *Instructions for Submitting Applications Using TCFOR.*

Upload the signed letter of intent to the Tobacco Control Funding Opportunities and Resources (TCFOR) website (https://tcfor.catcp.org/) no later than the date and time listed in the Key Action Dates. Letters submitted past the deadline will not be considered. Proposers are strongly advised not to wait until the final due date and time to upload the letter, as the deadline will not be waived for technical difficulties.

The letter of intent must be submitted on the proposer's letterhead, signed by an authorized proposer signatory or their official agent, and must include the name and number of the Solicitation under which the proposal will be submitted (Solicitation #18-10190).

Part II. EVALUATION CRITERIA

This section explains how the proposals will be screened, reviewed, evaluated, and scored. Each proposal will be evaluated and scored based on its response to the information requested in this Solicitation. By submitting a proposal, the proposer agrees that CDPH/CTCP is authorized to verify any and all information and any references named in the proposal. Proposals received by CDPH/CTCP are subject to the provisions of the "California Public Records Act" (Government Code, Section 6250 et seq.) and are not considered confidential after completion of the selection process.

Administrative and Completeness Screening

CDPH/CTCP will screen proposals for on-time submission, completeness and compliance with administrative and organizational eligibility requirements. The OTIS electronic time stamp will be used to verify on-time submission. A late or incomplete proposal will be considered non-responsive and will be disqualified and eliminated from further review.

Proposals submitted from non-eligible proposers will not be reviewed. Omission of any required document or form, failure to use required formats for response, or failure to respond to any requirement will lead to rejection of the proposal prior to review.

CDPH/CTCP may waive any immaterial deviation in a proposal; however, this waiver shall not excuse a proposal from full compliance with the contract terms if a contract is awarded.

Proposal scoring (100 points)

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. However, scoring 75 or more does not guarantee funding at the level requested.

The maximum point value of each section is as follows:

Written Section	Total Point Value
Agency Capability	35
Project Narrative and SOW	35
Cost Proposal	30
Total	**100**

Oral Presentation, if required

Oral Presentations will only be conducted if deemed necessary by CDPH to clarify capability, capacity, understanding of the CTCP mission and objectives, and the evaluation plan for the Tobacco Control Media Campaign Evaluation. If required, up to three finalists will be contacted to schedule a time for the oral presentation. If only one finalist moves forward to the Oral Presentation stage, the single finalist must score at least 20 points in the Oral Presentation to be awarded funding. 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.

Oral Presentation Section	Total Point Value
Demonstrates understanding of CTCP mission and objectives	5
Experience and capability to improve the media campaign evaluation	5
Leadership and organizational skills	5
Collaboration with subcontractors and overall value of subcontractors	5
Responses to questions	5
Total	**25**

A. AGENCY CAPABILITY

(Point Value: 35 points)

- Agency Work History and Capability

Criterion	Point Value
The proposer demonstrates significant experience in measuring and analyzing social norm change, including consumer attitudes, public awareness and attitude shifts	7
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.	5
The proposer demonstrates experience conducting at least two previous outcome evaluations for media campaigns in complex and multi-layered media environments	5
The proposer provides evidence of adequate professional experience and formal education among the key personnel and subcontractors, which is consistent with the proposed SOW	5
The proposer provides evidence of considerable expertise and at least three years of experience in complex evaluation design, online data collection, and scientific data analysis including at least five years conducting quantitative analysis of consumer attitudes.	5
Subtotal	**27**

- Administrative and Fiscal Experience

Criterion	Point Value
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.	3
The proposer demonstrates three years of satisfactory performance with administrative, fiscal and program management of government and/or non-government funds, including timely and satisfactory submission of fiscal, program, evaluation, and subcontractor/consultant documents, fiscal stability to manage reimbursement in arrears, and no major negative audit findings.	2
Subtotal	**5**

- Letters of Reference

Criterion	Point Value
The letters of reference demonstrate that the proposer has successfully and satisfactorily: 1) Demonstrates strong capacity to evaluate large-scale media campaigns; 2) Experience conducting and managing large-scale online data collection; 3) Demonstrates cultural competency for evaluation of non-English language and other priority-population targeted campaigns; 4) Managed grant or contract funds; 5) Demonstrates capacity to successfully fulfill the activities and functions identified in the SOW.	3
Subtotal	**3**

B. PROJECT NARRATIVE AND SOW

(Point Value: 35 points)

Criterion	Point Value
The proposal narrative presents an overall evaluation plan, design, and methods that are appropriate for evaluating the impact of a multicultural,	8

multilayered statewide advertising campaign aimed at changing tobacco-related social norms.	
The project narrative describes logical linkages between media inputs/activities, the Tobacco Control Media Campaign goals, and provides appropriate measurements on outcomes.	6
The proposer offers a reasonable and appropriate basis for choosing the particular evaluation design, sampling and recruiting plan for data collection.	8
The proposed SOW adequately demonstrates a robust and scientific plan for detailed data analyses for the Tobacco Control Media Campaign specific reports and annual evaluation report.	8
The proposed SOW demonstrates an appropriate plan for interpreting data results and determining their relevancy to CTCP needs, and an effective and achievable plan for reporting and communicating these to CTCP.	5
The Task 6 Project Narrative describes a supplemental evaluation project or analysis related to the Tobacco Control Media Campaign. The project or analysis focuses on either: one or more of the priority populations identified in the Solicitation or an econometric analysis of the media campaign, and describes: innovative evaluation activities including the strategy, approach, detailed description of the methods and a justification as to how the supplemental project adds value to the overall evaluation.	Pass or Fail
Subtotal	**35**

C. COST PROPOSAL

(Scoring: 30 points)

Criterion	Point Value
The proposer demonstrates that their agency provides the best value for the services proposed through a cost-proposal that is both cost-effective and cost-competitive. The Proposed Budget Summary demonstrates an understanding of CDPH/CTCP's priorities and all the requirements of the SOW.	30
Subtotal	30

Part III. SUBMISSION REQUIREMENTS

A. PROPOSAL REQUIREMENTS

1. Agency Capability Section

This section provides information regarding the Agency's capacity and capability to successfully complete the required SOW and manage the contract. Prepare in a Word or a PDF format, an Agency Capability Narrative and upload into the OTIS Additional Documents section. In preparing the Agency Capability document, please respond to each of the items listed below. Some responses relate only to the proposed Contractor and other responses may include information about proposed subcontractors and/or consultants.

- Agency Work History and Capability: (eight [8] page limit, not including the three [3] page limit for the description of Project Personnel. Use a 12-point font, single-spaced with one [1] inch margins.)

  - Specific expertise: Describe the experience of the Agency and principal staff in designing, planning and implementing program evaluation of complex health promotion and prevention programs among diverse populations; and experience in evaluating media campaigns in complex and multi-layered media environments.

  - Methods: Briefly describe the experience of the Agency and principal staff in measuring and analyzing large scale social norm change, consumer attitudes, public awareness, and attitude shifts including in developing survey instruments, online and other modes of data collection, evaluation/analysis, dissemination of information and/or publishing results related to public health, media campaign evaluation, and/or tobacco control projects.

- Tobacco Control Experience: Describe any work the principal staff have performed on tobacco control issues in California.

- Flexibility and Responsiveness: Briefly describe the Agency's ability to anticipate and adapt to emerging issues that relate to the 2017/2018 - 2021/2022 Tobacco Control Media Campaign Evaluation Minimum Required SOW Elements (Section I, subsection E of this document).

- Fiscal and Contract Compliance: Describe the Agency's (and any applicable subcontractors' and/or consultants') performance within the last three (3) years with the management of government and/or non-government funds and activities, including administrative, fiscal, program, and evaluation functions such as: timely and accurate completion of deliverables; submission of fiscal, program, and evaluation documentation; subcontract/consultant monitoring; compliance with government requirements; and fiscal ability to manage payments in arrears. Also describe the Agency's fiscal stability and capacity to handle a contract of this size and scope (e.g., number of U.S. based employees, annual gross revenue or grants, etc.).

- Tax Debtor List: All proposers 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 agreement 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 proposal and prior to executing any state agreement or renewal of goods or services, a vendor must certify that is it not on the list of ineligible vendors prohibited from doing business with the State of California. During the proposal evaluation, it is the CDPH/CTCP's responsibility to check the list of ineligible vendors to confirm that the proposer is not on that list.

- Audit History: Describe the proposer Agency's fiscal and (if any) programmatic audit history within the last three (3) years. Information is to include frequency of the audits, dates of the audits, and a summary of the major audit findings. Negative audit findings should be thoroughly explained. Indicate if the proposer Agency has been audited by a governmental agency within the last three (3) years. If yes, include the name of the agency, the agency's contact person and phone number, the year the audit was conducted, and the outcome of the audit.

- Administrative Staffing: Describe the proposer's current administrative staffing pattern for activities such as contract management and oversight, payroll, bookkeeping, invoicing, and tracking of contractual, administrative, and fiscal controls. Describe the educational background and qualifications of key

- administrative staff; including their experience with monitoring government funds, and overseeing and managing the administrative and contractual functions of subcontractors and/or consultants.

- Project Personnel: (three [3] page limit, not including the organizational chart. Use a 12-point font and one [1] inch margins.): Briefly describe the professional experience, formal education, and qualifications of key personnel that will staff the project. Provide an organizational chart that depicts the proposer's personnel, reporting relationships among personnel, proposed subcontractors and consultants, and the reporting relationship between the proposer and subcontractors and consultants. Emphasis should be on the skills and qualifications related to the Media Evaluation Minimum Required Scope of Work Elements, including expertise in media campaign evaluation, evaluation study design, online data collection, data analysis and data dissemination. Demonstrate that staff and any subcontractors or consultants have the necessary knowledge of issues and trends in advertising campaigns, the social media environment, and California's approach to tobacco control. Knowledge of relevant tobacco control laws in the state is highly desirable. Staff experience designing and implementing studies of the tobacco control media evaluation will also be highly valued.

- Letters of Reference: (three [3] letters): Solicit, scan, and upload three letters of reference from three (3) separate agencies into OTIS. Letters of reference must be written to the proposer and be within the last month. No more than three (3) letters will be accepted. If the proposer is currently receiving, or within the last three years, has received funding from a local, state or federal agency other than CDPH/CTCP, one of the references **must be** from one of those agencies.

  Each letter must be on the reference provider's letterhead and must include:

  1. The address, telephone number, e-mail, and title of the letter's author;
  2. A description of the capacity in which the reference provider worked or is known by the proposer;
  3. A description of the proposer's ability to complete projects and contracts from the perspective of the reference provider; and
  4. The proposer's fiscal and administrative ability to manage government funds through timely and accurate submission of fiscal, program, and evaluation documents.

B. PROJECT NARRATIVE (20-page limit. Use a 12-point font and one [1] inch margins.)

Using the *SOW referenced in* ***Section I, subsection E of this document*****,** prepare a detailed proposed Project Narrative as a Word or PDF document and upload it into the Additional Documents section of OTIS. The Project Narrative should provide a detailed description and justification of the activities to be conducted as described in Appendix 1:

Detailed Minimum Required Scope of Work Elements. The Project Narrative is to describe the activities and provide the technical and scientific rationale for all activities, including detailed descriptions of data collection methods, sampling plans, survey methods, and recruitment strategies. The Project Narrative is to describe proposed methods for data management and preparation and data analysis. In addition, the Project Narrative must include timely and efficient plans for reporting, communicating, and disseminating results; and an analytic plan that provides statewide results and comparisons to national trends in tobacco use.

Additionally, the Project Narrative must address the following specific items:

1. The 2017/2018-2021/2022 Tobacco Control Media Campaign was launched in November 2017, before the start of evaluation activities, which means that no traditional baseline data will have been collected. The narrative should provide detail about how the proposer will handle and account for missing baseline data regarding baseline attitudes and social norms surrounding tobacco, particularly related to the five goals and objectives of the campaign. The Project Narrative should describe strategies to obtain or infer baseline data retrospectively, or propose alternative methods to measure baseline attitudes.

2. The presence of confounding factors and social influences external to California will have an impact on the attitudes of Californians towards tobacco products, policies, and use of tobacco products. The Project Narrative should include a description of potential confounders and a detailed description of how the proposer will control for these, in order to accurately assess the impact of campaign activities on the stated goals and objectives.

C. DETAILED PROPOSED SOW

Using Appendix 1: *Detailed Minimum Required Scope of Work Elements*, develop a detailed SOW that describes all objectives and step-by-step activities that will be implemented to achieve the objective, and upload into the Additional Documents section of OTIS. The SOW is to include all data collection methods, sampling plan, sample sizes, targeted audiences, data collection instrument development, recruitment of survey participants, data collection, data cleaning, data weighting, coordination tasks, data analysis, report preparation, submission of interim and final reports, submission of interim and final data sets, and dissemination activities.

For each activity, describe:

- What tasks will be undertaken;
- The personnel responsible for completion of each activity, including subcontractors;
- The product or deliverable that will be submitted to CDPH/CTCP upon completion of each activity;
- Start and end dates for each activity;

- The percentage of the total deliverable that the activity represents (percent deliverables must total 100%); and
- The tracking measures to be used to verify completion of the activity.

D. COST PROPOSAL

- Complete the Budget Proposal Form, Exhibit B, Attachment 1 downloadable from OTIS in the Additional Documents section.
- Complete the Cost Proposal (Appendix 12). This document is required. Please provide a fully-loaded per-survey unit cost for each survey type, as well as the proposed number of surveys to be completed. Survey cost and quantity must equal the total budget request.

E. TASK 6 SUPPLEMENTAL EVALUATION PROJECT

1. Task 6 Project Narrative (five [5] page limit. Use a 12-point font and one [1] inch margins.) Prepare a separate Project Narrative for Task 6 and upload to the Additional Documents section. The Task 6 Project Narrative is to describe a supplemental evaluation project or analysis focused on one of the two areas of focus outlined in Section 1, Subsection E of this document. The project narrative must include a detailed explanation of how the supplemental project or analysis adds value to the overall evaluation. The description is to describe: the strategy, approach and rationale for the additional project or analysis; a justification for how the additional project or analysis directly address one or more of the five goals and objectives of the 2017/2018-2021/2022 Media Campaign; and a detailed description of the methods to be used to complete the additional project activity(ies).
2. Complete Appendix 8: Task 6 Supplemental Evaluation Project SOW and upload to the Additional Documents section. Include all proposed activities, deliverables, tracking and reporting measures, and timelines for completing the activity(ies) described in the Task 6 Narrative. Should CTCP decide to release funding for Task 6, this SOW will become incorporated into the primary SOW subject to modification by CTCP.
3. Include a separate additional budget and cost proposal for the additional activities described in the Project Narrative. The additional budget and cost proposals are to be uploaded in OTIS in the Additional Documents section. The total cost for Task 6 may not exceed $1,500,000 and no 12-month fiscal year period cost may exceed $300,000.

F. SUBMISSION OF SOLICITATION MATERIALS

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.

All Solicitation proposals are to be submitted by using OTIS. Proposals submitted by any other means will not be accepted. Refer to Appendix 3 for *Instructions for*

Accessing the OTIS Training Course. OTIS is a secure, passcode protected knowledge management system that is used to submit proposals, review and score proposals, and to negotiate the SOW and budget. The system is accessible 24 hours per day, seven days per week, and provides access to several reports and a communication system.

User Account Instructions: For guidance on how to submit an "Applicant Registration" form and Letter of Intent, and create an OTIS "User Account," see the *Application Registration Instructions* found on the TCFOR Overview webpage.

Webinar Training: The Informational Webinar will review the requirements of this Solicitation; provide information on requesting a "User Account," and on how to use OTIS.

Web-based Tutorial: OTIS includes a web-based training tutorial entitled, *Creating Your Application/Plan*. This training explains how to use the system and instructions for completing each of the application components. The budget instructions of this training are not applicable to proposers of this solicitation. See Appendix 3: *Instructions for Accessing the OTIS Applicant Training Course: Creating Your Application/Plan.*

For technical assistance regarding the use of the TCFOR or OTIS websites contact: Humberto Jurado (916) 449-5474.

The following email is to be used for all correspondence regarding this Solicitation, but proposals submitted to this address will not be considered:

CTCPMediaEvaluation@cdph.ca.gov

G. ADDITIONAL DOCUMENTS

Provide the following **required** additional documents and upload as PDF documents into the Additional Documents or Other Documents section of OTIS: (Instructions are provided in the OTIS Applicant Training Course: *Additional Documents* module)

1. Letters of Reference (3 letters)
2. Agency Capability (8 page limit, 12-point font, 1 inch margins)
3. Project Personnel (3 page narrative limit plus an organizational chart, 12-point font, 1 inch margins)
4. Project Narrative (20 page limit, 12-point font, 1 inch margins)
5. Appendix 1: *Detailed Minimum Required Scope of Work Elements* (No page limit)
6. Task 6 Supplemental Evaluation Project
   a) Task 6 Supplemental Evaluation Project Narrative (5 page narrative limit, 12-point font, 1 inch margins)
   b) Task 6 Supplemental Evaluation Project SOW (No page limit)
   c) Task 6 Supplemental Evaluation Project Budget (No page limit)
7. Appendix 12: *Cost Proposal Form*
8. Budget Proposal Form, Exhibit B, Attachment 1
9. Certification of Non-Acceptance of Tobacco Company funds

10. Proof of Non-Profit Status-(only applicable to non-governmental non-profit agencies. See Appendix 7*: Sample Non-Profit Status Letter*, either certification from the State of California, Office of Secretary of State or a letter from the Department of the Treasury, Internal Revenue Service classifying the proposing administrative agency as a private non-profit)
11. Tax Debtor List-Entity Status Letter (Generate this letter at: https://www.ftb.ca.gov/online/self_serve_entity_status_letter/index.asp **(Uploaded documentation by agency)**
12. California Civil Rights Laws Attachment

H. IMPORTANCE OF MEETING ALL SOLICITATION DEADLINES

Proposers are responsible for ensuring that all proposal materials are successfully uploaded to OTIS prior to the submission deadline. Proposals submitted by postal mail, email, or fax will not be accepted. Stated deadlines for submitting materials to CDPH and are strictly enforced. Submissions that are incomplete or received after the stated deadline will be rejected.

I. COMMUNICATION BETWEEN CDPH AND PROPOSERS

1. Proposer Questions

   Should any proposer need to communicate with CDPH regarding the Solicitation or the proposal review process, the proposer should do so in writing and send it by email to: CTCPMediaEvaluation@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 Solicitation'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 Solicitation, the proposer shall immediately notify CDPH of such error in writing and request modification or clarification of the document by the 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. 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 Solicitation 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.

J. PROPERTY OF CDPH

Submission materials will not be returned to the proposer. 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.

K. 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.

L. PREFERENCE PROGRAMS

The following Preference Programs can be applied for qualifying proposers.

Disabled Veteran Business Enterprise (DVBE) Program Requirements and Incentive

The DVBE Program requirement for this solicitation has been waived; however, the DVBE Incentive still applies.

Disabled Veteran Business Enterprise (DVBE) Incentive

In accordance with section 999.5(a) of the Military and Veterans Code, an incentive will be given to proposers who exceed the DVBE program requirement. For evaluation purposes only, the State shall apply an incentive to PROPOSALs that propose California certified DVBE participation as identified on the Proposer Declaration GSPD-05-105 and confirmed by the State. The incentive amount for awards based on high score will vary in conjunction with the percentage of DVBE participation.

The following incentive award will apply. Incentive points will be applied to the non-cost points section for evaluation purposes.

Confirmed DVBE Participation of:	DVBE Incentive
3% or Over	5%
2% to 2.99% Inclusive	3%
1% to 1.99% Inclusive	1%

For awards based on high score awards:

The incentive shall be between 1% and 5% of the total possible available points, not including points for socioeconomic incentives or preferences.

The incentive points are included in the sum of non-cost points.

The incentive points cannot be used to achieve any applicable minimum point regulations.

An explanation of the Disabled Veteran Enterprise Program (DVBE) Incentive can be found at the Internet web site http://www.pd.dgs.ca.gov/dvbe/dvbeincentive.

Regulations are located at 2 CCR §1896.99.100 et seq.

Commercially Useful Function

Only State of California, Office of Small Business and DVBE Services certified DVBEs who perform a commercially useful function relevant to this solicitation, may be used to satisfy the DVBE program requirements. Proposers are to verify each DVBE subcontractor's certification with OSDS to ensure DVBE eligibility.

Definition of Commercially Useful Function: California Code of Regulations, Title 2, § 1896.61(l) The term "DVBE contractor, subcontractor or supplier" means any person or entity that satisfies the ownership (or management) and control requirements of §1896.61(f); is certified in accordance with §1896.70; and provides services or goods that contribute to the fulfillment of the contract requirements by performing a commercially useful function.

As defined in MVC §999, a person or an entity is deemed to perform a "commercially useful function" if a person or entity does all of the following:

Is responsible for the execution of a distinct element of the work of the contract (including the supplying of services and goods.).

Carries out its obligation by actually performing, managing, or supervising the work involved.

Performs work that is normal for its business services and functions.

Is responsible, with respect to products, inventories, materials and supplies required for the contract, for negotiating price, determining quality and quantity, ordering, installing, if applicable and making payment.

Is not further subcontracting a portion of the work that is greater than that expected to be subcontracted by normal industry practices.

A contractor, subcontractor, or supplier will not be considered to perform a commercially useful function if the contractor's, subcontractor's, or supplier's role is limited to that of an extra participant in a transaction, contract, or project through which funds are passed in order to obtain the appearance of disabled veteran business enterprise participation.

The CDPH Advocates listed herein can be contacted to provide assistance in identifying DBVE vendors that may perform a commercially useful function applicable to the scope of this solicitation.

Declaration Forms

Complete the Proposer Declaration GSPD-05-105 and include it with the proposal response. When completing the declaration, proposers must identify all subcontractors proposed for participation in the contract. Proposers awarded a contract are contractually obligated to use the subcontractors for the corresponding work identified unless the State agrees to a substitution and it is incorporated by amendment to the contract. This form is located at http://www.documents.dgs.ca.gov/pd/poliproc/MASTER-PROPOSALDeclar08-09.pdf

If applicable, proposers who have been certified by California as a DVBE (or who are proposing rental equipment and have obtained the participation of subcontractors certified by California as a DVBE) must also submit a completed form(s) STD. 843 (Disabled Veteran Business Enterprise Declaration). All disabled veteran owners and disabled veteran managers of the DVBE(s) must sign the form(s). This form is located at http://www.documents.dgs.ca.gov/pd/poliproc/STD-843FillPrintFields.pdf

At the State’s option prior to award, proposers may be required to submit additional written clarifying information. Failure to submit the requested written information as specified may be grounds for proposal rejection.

CDPH SB/DVBE Advocate

CDPH Small Business and Disabled Veteran Business Enterprise Advocates are available to answer questions regarding the SB/DVBE Programs and Incentives and to help identify possible SB/DVBE vendors. If you need additional information contact:

CDPH SB/DV BE Advocate
(916) 650-0134 / sbdvbe@cdph.ca.gov

Small Business Proposal Preference

Certified small businesses or microbusinesses can claim the 5% preference when submitting a Proposal on a State contract. A non-small business may receive a preference of 5% if the business commits to subcontract at least 25% of its net Proposal price with one or more small businesses or microbusinesses. The 5% preference is used only for computation purposes, to determine the winning proposer and does not alter the amounts of the resulting contract. The preference is will be given to the highest responsive responsible bidder's total score. A contract awarded on the basis of the 5% preference is awarded to the small business, microbusiness or non-small business for the actual amount of its Proposal. A non-small business, which qualifies of this preference, may not take an award from a certified small business. See optional Appendix 11: *Non-Small business Subcontractor Preference Instructions*. For additional information go to http://www.dgs.ca.gov/pd/Programs/OSDS.aspx.

See optional Appendix 10: *Commercially Useful Function (CUF) Certification.*

PART IV. CONTRACT AWARD

A. NOTICE OF INTENT TO AWARD A CONTRACT

Award of the contract will be to the most responsive and qualified proposer who earns the highest total Solicitation score. A Notice of Intent to Award a Contract identifying the selected Contractor will be posted on the TCFOR website. All finalists 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 details 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 Notice 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 Solicitation 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 Solicitation, or to amend or cancel this Solicitation if it is in the best interest of the State. CDPH may, at its sole discretion, cancel this Solicitation after the receipt of 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 Solicitation 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.

D. GROUNDS TO REJECT A PROPOSAL

A Proposal shall be rejected if:

1. It is received after the exact date and time set for receipt of proposals. The OTIS date stamp will be used to verify on-time submission.

2. It contains false or intentionally misleading statements or references which do not support an attribute or condition contended by the proposer.

3. The proposal is intended to erroneously and fallaciously mislead the State in its evaluation of the Proposal and the attribute, condition, or capability is a requirement of this Solicitation.

4. There is a conflict of interest.

5. It is not submitted through OTIS and prepared in the mandatory format described.

6. It does not literally comply or it contains caveats that conflict with the Solicitation and the variation or deviation is not material, or it is otherwise non-responsive.

7. Proposer has been prohibited from contracting with the following Agencies:
   a) Franchise Tax Board

b) California Department of Tax and Fee Administration (formerly known as the Board of Equalization)
c) Department of Fair Employment and Housing

8. Proposer has been suspended or barred from contracting with the state at the following websites:
   a) Secretary of State
   b) Air & Water Polluters pursuant to GC section 4475-4482
   c) Plastic trash bag content noncompliance
   d) Federal Excluded parties List

9. The proposer has received a substantive negative contract performance from the State.

E. APPEAL PROCESS

1. Notice of Intent to Award shall be posted on the TCFOR website at: https://tcfor.catcp.org/. If any proposer, prior to the award of an contract, appeals the award on the grounds that the proposer would have been awarded the contract had CDPH/CTCP correctly applied the evaluation standard in the Solicitation, or if CDPH/CTCP followed the evaluation and scoring methods in the Solicitation, the contract shall not be awarded until either the appeal has been withdrawn or CDPH has decided the matter. It is suggested that appeals are submitted by certified or registered mail. Only those submitting a Proposal consistent with the requirements of this Solicitation and are not awarded a contract may appeal. There is no appeal process for Proposals that are submitted late, noncompliant, or incomplete. No awarded proposer may appeal the contract award funding amount.

2. The proposer may appeal the award decision. The Intent to Appeal Letter is due by 5:00 p.m. on the date listed in the Key Action Dates. The proposer shall file a detailed statement specifying the grounds for the appeal and send the appeal letter to:

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

3. At the sole discretion of the Division Chief, or his/her designee, a hearing may be held. The decision of the Division Chief, or his/her designee shall be final. There is no further administrative appeal. Applicants will be notified of decisions

regarding the appeal in writing within fifteen (15) working days of the hearing date or the consideration of the written material submitted, if no hearing is conducted.

4. Upon resolution of any appeal and subsequent award of the contract, Contractors will be required to complete and submit to CDPH/CTCP:

   a) The Payee Data Record (STD 204), to determine if the Contractor is subject to state income tax withholding pursuant to California Revenue and Taxation
   b) Code Sections 18662 and 26131. This form can be found on the Internet at https://www.documents.dgs.ca.gov/dgs/fmc/pdf/std204.pdf. No payment shall be made unless a completed STD 204 has been returned to CDPH/CTCP.

   c) Page one (1) of the Contractor Certification Clauses (CCC), at http://www.dgs.ca.gov/ols/Resources/StandardContractLanguage.aspx

   d) Evidence of $1,000,000 commercial general liability insurance or a certification of self-insurance signed by the authority to bind the proposer

   e) Proposer Documentation Requirements

5. One award will be made to the responsible proposer earning the highest overall score.

F. 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 selected proposer will be required to sign a contract that details legal and programmatic obligations. The contract number will be 18-10190.

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 Solicitation and responses to this Solicitation 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.

G. CONTRACT FORMS AND EXHIBITS

State contract forms and exhibits are available under “Contract Documents” in the Solicitation on the Funding Opportunity page 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 Solicitation will be prepared on a “Standard Agreement” (Form STD 213).

CDPH reserves the right to adjust the language in the contract awarded from this Solicitation. 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 Solicitation, any inconsistency or conflict will be resolved by giving precedence to the final contract.

PART V. IMPORTANT ADMINISTRATIVE DETAILS

A. CONTRACTOR REQUIREMENTS

The following are required to enter into a fully executed agreement with CTCP:

1. Maintain an active Internet account.

2. The Contractor incurs expenses for the previous work period and is then reimbursed by invoice(s) submitted to CTCP no more than once per month. The State has up to 45 days to pay invoices for Contractor’s that are approved for “prompt payment.” To learn more about the prompt payment program please visit the Department of General Services website.

3. The Contractor shall employ fiscal/administrative staff with the appropriate training and experience to maintain fiscal accountability and track CTCP funds. Staff shall be knowledgeable of and practice: standard accounting and payroll practices (including state and federal tax withholding requirements), maintenance of fiscal/administrative records/documents, appropriate tracking and review/approval of expenditures, and other administrative policies and procedures which will maintain the fiscal integrity of the funds awarded to the Contractor.

4. The Contractor should maintain accounting records that reflect actual expenditures including, but not limited to accounting books, ledgers, documents, and payroll records, including signed timesheets, etc., and will follow standard accounting procedures and practices that properly reflect all direct and indirect expenses related to the funding. These records shall be kept and made available to CTCP for three (3) years from the date of the final contract payment.

B. CONTRACTOR REQUIRED DOCUMENTS

Upon award of the contract, the Contractor will be required to complete and submit:

1. The Payee Data Record (STD 204), to determine if the Contractor is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131.
2. Page one (1) of the Contractor Certification Clauses (CCC), which is a Department of General Services form.
3. Evidence of commercial general liability insurance.
4. Establish the Headquarters for State Travel Reimbursement for budgeted staff and subcontractors/consultants.
5. Appendix 9: Submission of Follow-on Consultant Contract Disclosure.

C. USE OF FUNDS

1. Funding may not be used for any of the following:
   a) Purchase or improvement of land, or building alterations, renovations or construction;
   b) Support of religious activities, including, but not limited to, religious instruction, worship, prayer, or proselytizing;
   c) Fundraising activities;
   d) Lobbying;
   e) Reimbursement of costs incurred prior to the effective date of the Agreement;
   f) Reimbursement of costs currently covered by another CDPH contract or agreement;
   g) Reimbursement of costs that are not consistent or allowable according to local and state guidelines or regulations; or
   h) Reimbursement of professional licensure.

2. The Contractor is required to submit invoices no less than once per quarter, no more than once a month.

   a) The Contractor is required to maintain backup documentation for all expenditures and provide the backup documentation for an invoice if requested by CTCP.

D. INVOICES

1. <u>Documentation</u>: Contractor shall maintain for review and audit purposes, adequate documentation of all expenses claimed. All invoice detail, fiscal records, or backup documentation shall be prepared in accordance with generally accepted accounting principles. CDPH/CTCP has the right to request documentation at any time to determine an agency's allowable expenses.

2. <u>Submission of Invoices</u>: The Contractor is required to submit invoices no less than once per quarter and no more than once a month. The Contractor must be

able to fund up to 60 days of payroll, indirect expenses, and operating costs, as well as expenditures incurred by a subcontractor or consultant prior to reimbursement by the State. The Contractor incurs expenses for the previous work period and is then reimbursed by invoice(s) submitted to CDPH/CTCP a minimum of no less than once per quarter, no more than once per month, in arrears. The State has up to 30 days to pay invoices for Contractors that are approved for "prompt payment" and up to 45 days to pay invoices for others.

E. AUDIT REQUIREMENTS

Prop 56, subsection 30130.56 (a) states that the California State Auditor shall at least biennially conduct an independent financial audit of the state and local agencies who are recipients of Prop 56 funds. As such, Contractors are to maintain fiscal and program records documenting expenditures and program implementation for three years beyond the term of the contract award.

F. DISPUTE RESOLUTION, CDPH RIGHTS, AND CONTRACT TERMINATION

1. Resolution of Differences Between Solicitation and Contract Language:
   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 Solicitation, any inconsistency or conflict will be resolved by giving precedence to the contract.

2. CDPH Rights:

   In addition to the rights discussed elsewhere in this Solicitation, CDPH/CTCP reserves the right to do any of the following:
   a) Cancel this Solicitation after the receipt of submissions if the number of submissions is inadequate or if there is insufficient competition among qualified proposers. In the event of such cancellation, CDPH/CTCP may reissue a new Solicitation at a later date.
   b) Modify any date or deadline appearing in this Solicitation.
   c) Issue clarification notices, addenda, alternate Solicitation instructions, forms, etc. If this Solicitation is clarified, corrected, or modified, CDPH/CTCP intends to post all clarification notices and/or Solicitation addenda on the CDPH/CTCP TCFOR web site at https://tcfor.catcp.org/.
   d) Fund any or none of the proposals submitted in response to this Solicitation.
   e) Waive any immaterial deviation in any proposal. CDPH/CTCP waive of any immaterial deviation shall not excuse a proposal from full compliance with the contract terms if a contract is awarded.
   f) Verify any all claims made by the proposer, including, but not limited to, verification of prior experience and the possession of other required qualifications.

g) Check any reference identified by the 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.
h) Withdraw any award if an acceptable final SOW, Budget, Budget Justification, or any other required forms are not received by CDPH/CTCP within five (5) calendar days of requesting modifications that bring the proposal into conformance with the Solicitation and contract requirements.
i) Withdraw any award or request modifications to the SOW and/or Budget of any proposal component(s) as a condition of the contract award.

3. Termination:

   CDPH/CTCP reserves the right to terminate the contract if the SOW submitted, awarded, negotiated, and approved by CDPH/CTCP as a result of this Solicitation is not implemented satisfactorily, or if work is not completed by the due dates prescribed in the Solicitation SOW.