California Department of Public Health

Solicitation

EVAL 20-10026

California Tobacco Control Program

The Teens, Nicotine, and Tobacco Project

June 01, 2020

California Department of Public Health
California Tobacco Control Program
MS 7206
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Sacramento, CA 95814
https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CTCB/Pages/CaliforniaTobaccoControlBranch.aspx

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Part I. INTRODUCTION

A. Background, Purpose, Goals and Objectives

1. Background and Authorizing Legislation

California Tobacco Control Background

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.). California's efforts to reduce tobacco use have reduced smoking rates in California to one of the lowest in the nation; yet tobacco-related diseases still account for approximately 40,000 deaths per year in California, representing 16 percent (%) of all deaths.[1-3] Tobacco use in California costs the state $18.1 billion in health care costs and lost productivity from illness and premature death.[4]

Two landmark acts have been essential for supporting the efforts of the California Department of Public Health (CDPH) California Tobacco Control Program (CTCP): the Tobacco Tax and Health Protection Act of 1988, also known as Proposition 99 (Prop 99), and the California Healthcare, Research, and Prevention Tobacco Act of 2016, also known as Proposition 56 (Prop 56). 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.

More recently, in 2016, Prop 56 added an additional $2.00 tax to each pack of cigarettes and an equivalent tax on other tobacco products, including electronic tobacco products. Prop 56 designated revenues to increase funding for existing healthcare programs, to University of California physician training, dental disease prevention programs, tobacco-related disease research, tobacco-related law enforcement efforts, and to California's comprehensive tobacco control program. Of the funds directed to CDPH/CTCP for a comprehensive tobacco control program, Prop 56 requires that CDPH/CTCP use a minimum of 15% of the funds to monitor and accelerate the rate of decline in tobacco-related disparities with a goal of eliminating tobacco-related disparities through social norm change. In service of this goal, CDPH/CTCP conducts surveillance on youth tobacco use across California.

Youth Tobacco Control Background

Since 2011, electronic cigarette (e-cigarette) use among high school aged youth nationally has increased immensely from 1.5% to 27.5% in 2019, [5, and 6] undermining the progress towards reducing overall tobacco use. This equates to over five million youth in the U.S. currently using e-cigarettes in 2019.[6] Despite the long-standing success of CTCP, similar e-cigarette use trends are occurring among California youth. E-cigarette use among California high school students increased from 8.6% in 2016 to 10.9% in

2018,[7] while the use of combustible tobacco products including cigarettes, hookah, and cigars decreased significantly. The cigarette smoking prevalence among California high school aged youth reached a historic low of 2.0% in 2018.

The rapid rise in e-cigarette use is paralleled by distinct trends in the increasing popularity of new vaping devices with continuously upgraded styles, varying nicotine concentrations, new flavor preferences, and changing terminology. Flavored tobacco products are in part driving youth experimentation with e-cigarettes. In 2018, 86% of California high school students who currently used a tobacco product reported using a flavored product[7] and most youth mentioned flavorings as a reason for the use of tobacco products.[8] Changing terminology poses a challenge to surveillance of e-cigarette use and behaviors among youth. For example, youth today do not 'use an e-cigarette', they 'vape' or 'Juul'.

Emerging products and new tobacco-related behaviors are also on the rise. New products, such as heat-not-burn, may be an attempt to undermine government regulation and/or to re-normalize smoking.[9] Other new products such as disposable vape pods or devices are smaller, slimmer, and more concealable than past devices. Behaviors surrounding the use of vaping devices have also been changing, such as the increased prevalence of vaping marijuana.

To respond to the rapidly changing tobacco landscape, CDPH/CTCP seeks to improve surveillance of youth tobacco use across California through the Teens, Nicotine, and Tobacco Project (TNT), a series of rapid online surveys and focus groups. The TNT Project will complement the California Student Tobacco Survey, which was administered to California 8th, 10th, and 12th grade school-children to monitor prevalence of tobacco-related use and behaviors. The new California Youth Tobacco Survey will replace the California Student Tobacco Survey and will remain as the main, annual surveillance system to determine the California statewide prevalence of tobacco-related use and behaviors. The California Youth Tobacco Survey will be administered yearly starting in 2021. The TNT Project will be administered at least three times per year and will help to inform the California Youth Tobacco Survey. More specifically, the TNT Project will keep CDPH/CTCP abreast of trends in youth's knowledge, attitudes, and perceptions on tobacco products, including new terminology or devices used by youth, to improve overall surveillance of youth tobacco use across the state.

CDPH/CTCP is releasing this Solicitation to recruit a Contractor that will: conduct online rapid assessments and focus groups to understand youth knowledge, attitudes, and perceptions on tobacco use and other products that intersect with tobacco use, emerging tobacco products, evolving terminology related to vape and other tobacco products, and other tobacco-related trends in California.

<u>Authorizing Legislation</u>

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 104375(b); 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 to 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 youth tobacco-product-use prevalence from the 1993 benchmark rate of 20%. These surveillance and evaluation activities may include, but need not be limited to, the following:

- Be based on sound evaluation principles.
- Monitor the overall statewide effect of health education efforts on smoking and tobacco use, and, to the extent feasible, the resulting effects on health.
- Monitor the effect of the programs on individual target populations identified by this article or designated by the department as meriting special attention.
- Provide an evaluation of the comparative effectiveness of individual program designs that shall be used in funding decisions and program modifications.
- Incorporate other aspects into the evaluation that have been identified by the department in consultation with state and local advisory groups, Local Lead Agencies (LLA) (i.e., local health departments), and other interested parties.
- 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 experienced agencies to understand, through online surveys and focus groups, youth tobacco-related knowledge, attitudes, and perceptions, emerging tobacco products, evolving terminology related to vape and other products and other tobacco-related trends in California. The selected Contractor will recruit 12-17 year old youth in California to participate in an online survey or focus group and submit the cleaned data to CDPH/CTCP on an established schedule.

3. Goals and Objectives

CDPH/CTCP seeks to contract with an established and accomplished agency to understand youth knowledge, attitudes, and perceptions on tobacco use and other products that intersect with tobacco use, emerging tobacco products, evolving terminology related to vape and other tobacco or tobacco-related products, and other tobacco-related trends in California.

The objectives of this project are to:

a. Provide an evidence-based Survey Sampling and Recruiting Plan and Survey Administration, Data Management and Analysis Plan.
b. Consult with CDPH/CTCP on survey development, providing high-level social-behavioral or social-psychological survey expertise. Analyze and provide results and interpretations from cognitive, pilot, and validity tests.
c. Administer multiple waves of a survey online to a minimum of 4,000 youth per year. Promptly provide CDPH/CTCP with the cleaned dataset, with appropriate survey weights.
d. Provide an evidence-based Focus Group Plan.
e. Conduct and analyze a set of at least three (3) focus groups per year, within a defined administrative-timeframe. Provide CDPH/CTCP with all methodology, transcripts, codebooks, data analysis methods, and summary of findings.
f. Provide CDPH/CTCP with consistent and effective communication by phone, in interim and annual reports, and during an annual teleconference to discuss the CDPH/CTCP youth tobacco surveillance program.

B. ELIGIBILITY CRITERIA

1. Organizational Type and Conditions

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

a. Any public, private nonprofit or for-profit organization that is currently operating a full-service office based in California.
    i. Non-profit organizations must certify their eligibility to claim nonprofit status. For an example, see Appendix 2: *Sample Non-Profit Status Letter*.
b. Organizations able to certify that no conflict of interest with tobacco, e-cigarette, cannabis, or related industries exists (see Appendix 1: *Certification of Non-Acceptance of Tobacco Funds).* The form can also be downloaded from the Online Tobacco Information System (OTIS). See Part II. F, Additional Documents in this Solicitation for details.
c. Agencies must be able to provide Franchise Tax Board Entity Status Letter to certify that they are in good standing, fiscally stable, and qualified to conduct business with the State of California. See Part II. F.,10. In this Solicitation for more details.

By submitting a proposal, agencies acknowledge and agree to comply with all terms and conditions in the Solicitation.

2. Required Experience

The Proposer and/or Subcontractors or Consultants should have five or more years of experience in the following areas:

a. Managing statewide projects with a budget of $1,500,000 or greater;
b. Recruiting survey participants and administering online surveys, including at least three (3) years of experience recruiting youth for online surveys;
c. Developing youth tobacco-use and behavior measures;
d. Providing high-level social-behavioral or social-psychological (or relevantly similar) qualitative and quantitative research expertise;
e. Developing, recruiting for, conducting, and analyzing focus groups, including at least three (3) years of experience conducting focus groups with youth.

C. CONTRACT TERM

The anticipated term is 36 months: March 1, 2021 to February 29, 2024. The contract term may change if CDPH/CTCP makes an award earlier than expected or later if CDPH/CTCP 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 $1,500,000 is available to fund the activities required in this project. Proposals must be for the entire 36-month period and shall not exceed $1,500,000. CTCP reserves the right to require the contractor to modify the funding budgeted for each year in order to sustain necessary activities and costs during the term of the contract, including but not limited to staffing; travel; collaboration; data collection, analysis, reporting; and administrative functions. The state fiscal year begins July 1 and ends on June 30 of the following year. Unexpended funds do not carry over from one state fiscal year to the next state fiscal year without prior approval and a contract amendment. 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.

E. PROJECT OBJECTIVES

This project has six (6) required Project Objectives, which are listed below. These objectives form the basis for the Project Narrative and Detailed Scope of Work (SOW) (see sections Part II B-C of this Solicitation).

The Teens, Nicotine, Tobacco (TNT) Project's goal is to understand youth knowledge, attitudes, and perceptions on tobacco use and other products that intersect with tobacco use, emerging tobacco products, evolving terminology related to vape and other tobacco products, and other tobacco-related trends in California. The primary activities of the project will be to complete a minimum of two (2) online surveys per year and a minimum of three (3) focus groups per year among 12-17 year old in California. The Contractor must have the capability to successfully complete all objectives described below.

OBJECTIVE 1. Submission of Survey Plans

The Contractor will develop and submit two (2) comprehensive survey plans for the TNT Project – a Survey Sampling and Recruiting Plan and a Survey Administration, Data Management and Analysis Plan. The Survey Sampling and Recruiting Plan should include a primary recruiting strategy, as well as at least one (1) secondary recruiting strategy to ensure adequate participation. Final Plans must be approved by CDPH/CTCP prior to project implementation. Survey Plans will be updated as requested by CDPH/CTCP. Updated Survey Plans will be submitted to and approved by CDPH/CTCP prior to the next survey wave.

OBJECTIVE 2. Provide Consultation and Survey Development

This survey is to track youth knowledge, attitudes, and perceptions on tobacco use and other products that intersect with tobacco use, emerging tobacco products, evolving terminology related to vape and other products, and other tobacco-related trends in California. Survey items may be quantitative or qualitative (e.g., opinion, scale, or free-response). Survey items may be added or removed at each wave. The final decision of included or excluded question items will remain at CDPH/CTCP's discretion. The Contractor will provide certified translation services to accurately translate the survey from English to Spanish.

The primary topics of the survey will include:

- Knowledge of current and emerging tobacco products and other products that intersect with tobacco use
- Attitudes and perceptions towards tobacco products, tobacco use, and other tobacco-related issues
- Current or new terminology used to describe tobacco products and their use

- Tobacco-related behaviors
- Demographics

The Contractor must provide consultation services, as requested by CDPH/CTCP, for survey measure development. The Contractor will provide CDPH/CTCP with a Survey Development Outline: (1) to cognitively test and pilot new survey items and (2) to assess validity of responses, as needed in order to improve survey development for additional waves of data. After CDPH/CTCP approves the Survey Development Outline, the Contractor will administer cognitive and pilot tests in English and Spanish. As needed, the Contractor will validity test responses. The Contractor will analyze and provide the results and interpretation from the cognitive tests, pilot tests, and validity testing to CDPH/CTCP.

OBJECTIVE 3. Conduct Survey Sampling and Recruitment, Survey Administration, Data Management, Data Analysis

A. Survey Sampling and Recruiting

Following the protocols set forth in the Sampling and Recruiting Plan, the Contractor will sample and recruit youth for the TNT Project survey.

A minimum of 4,000 youth per year are to complete the online survey. CDPH/CTCP requires the sample size of each survey wave to be consistent; for example, four (4) survey waves per year with a sample size of about 1,000 youth per wave. The target population is California youth ages 12-17 years including both English and Spanish speakers. The survey sample will aim to be representative of California's ethnically, culturally, and geographically diverse youth population. At least 10% of the annual sample size must have been past 30-day tobacco users and at least 14% of the annual sample size must have been past 30-day marijuana users.

B. Survey Administration and Data Management

Following the protocols set forth in the Survey Administration, Data Management and Analysis Plan, the Contractor will administer, manage, and clean all data as appropriate, including developing sampling weights.

To provide a rapid assessment and monitor trends in youth's knowledge, attitudes, and perceptions of tobacco use, there will be a minimum of two waves of data collection per year. The average survey length should not exceed 20 minutes.

Each data collection wave will not exceed six weeks. Survey administration must occur primarily online, with the ability to monitor data collection in live time and provide CDPH/CTCP with weekly updates while the survey is in the field. The Contractor will allow CDPH/CTCP access to the raw survey data as it is collected.

The survey may not be a school-based survey, as to avoid interfering with the California Youth Tobacco Survey or other statewide school-based surveys.

C. Survey Data Analysis and Delivery

The Contractor will provide CDPH/CTCP with Survey Interim Reports no later than six (6) weeks after the data collection is complete for each survey wave. Based on the survey weight methodology approved in the Survey Administration, Data Management and Analysis Plan, cleaned datasets and Survey Interim Reports may be independent or cumulative for the TNT Project year. Survey Interim Reports will minimally include: detailed methodologies, codebooks, main results, and limitations.

No later than six (6) weeks after the data collection is complete for each survey wave, the Contractor will provide CDPH/CTCP with raw and cleaned datasets with appropriate weights and value labels submitted securely as a data file that can be opened in SPSS or SAS software, and all statistical code created to clean and analyze data that can be opened in a SPSS or SAS program file. Data files must be submitted to CDPH/CTCP via a secure system. Additionally, create a Public Use Data File (PUF) in SAS or SPSS data format for the annual dataset.

OBJECTIVE 4. Submission of a Focus Group Plan

The Contractor will submit a Focus Group Plan that includes a sampling and recruiting strategy, methods and guidelines to conduct focus groups, and analysis and interpretation of data. The Focus Group Plan must be approved by CDPH/CTCP prior to project implementation. The Focus Group Plan will be updated as needed or as requested by CDPH/CTCP. An updated Focus Group Plan will be submitted to and approved by CDPH/CTCP prior to the next set of focus groups.

The focus groups serve one of two purposes: (1) to be explanatory to the results of the most previous online youth surveys by going into more depth on topics chosen by CDPH/CTCP, or (2) to be exploratory with the potential of using the results from the focus groups to inform future CDPH/CTCP survey development.

OBJECTIVE 5. Conduct Focus Groups

A. Conduct Focus Groups

Following the protocols set forth in the Focus Group Plan, the Contractor will design the data collection tools, sample, recruit, and conduct the focus groups. The Contractor will complete a minimum of three (3) focus groups annually; one to two focus groups must occur between March 1 to May 31 in each calendar year in order to inform the California Youth Tobacco Survey. CDPH/CTCP will have the final decision for the choice of the main topics and demographic composition of each focus group and will give final approval to the Contractor before Contractor recruits for and conducts focus groups. The Contractor will reserve space for at least one to three CDPH/CTCP staff to observe each focus group.

B. Focus Group Data Analysis and Delivery

Based on the approved Focus Group Plan, the Contractor will analyze and interpret the data. The Contractor will also provide CDPH/CTCP with Focus Group Interim Reports that includes all transcripts, codebooks, data analysis methods, results and summary of findings, limitations, and suggestions / conclusions. The March 1 to May 31 Focus Group Interim Report will be due to CDPH/CTCP by June 30 in each calendar year. The contractor will provide CDPH/CTCP with the Focus Group Interim Report for other focus groups during the year no later than four (4) weeks after the data collection is complete.

OBJECTIVE 6. Maintain Communication

1. At the start of each project year, the Contractor will submit to CDPH/CTCP an annual project timeline for all survey waves and all focus groups. The annual project timeline must be approved by CDPH/CTCP prior to project implementation.

2. One to two times per month, the Contractor will have communications by either teleconference or in-person with CDPH/CTCP staff to ensure that SOW activities and deliverables are being met, whether the project is on schedule, limitations or challenges to completing the project, and to provide informal interim findings as requested by CDPH/CTCP.

3. Every six months, the Contractor will provide a written Progress Report submitted to CDPH/CTCP using a template provided by CDPH/CTCP. The Progress Reports will be due at the six-month mark of each project year and an expanded year-end report due at the end of the project year. The Progress Report will minimally include:
    a. Status of progress and accomplishments
    b. A description of any challenges or barriers encountered and how they were addressed
    c. Suggestions to avoid the experienced challenges or barriers in the future
    d. Suggestions for improvement or other changes to the TNT Project

4. Annually, the Contractor will attend one teleconference with CDPH/CTCP staff and youth surveillance contractors, to contribute to a discussion of the CDPH/CTCP youth tobacco surveillance program. Participate in ad-hoc meetings with CTCP staff as requested by Contractor or CTCP.

5. Annually, the Contractor will submit a comprehensive TNT Project Annual Report in Americans with Disabilities Act (ADA) compliant format, submitted at the end of each project year to CDPH/CTCP. The Annual Report should reflect work conducted across the entire project for that year (i.e., all survey waves and all focus groups) and must contain the following information at a minimum:
    a. Executive summary
    b. Background
    c. Detailed methodologies and codebooks, including key changes in methodology across survey waves, if applicable
    d. Main results, including key trends across survey waves, if applicable
        i. Presentation of results (e.g., data tables, data visualizations, key quotes that symbolize qualitative themes)
        ii. Mixed-methods results (e.g., how the focus group results informed survey methods; how the focus group results were used to achieve a deeper understanding of survey results)
    e. Methodology limitations
    f. Recommendations for the future
    g. Conclusion

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.
- Execute/implement/complete a component of the project, carryout implemented solutions, and/or perform a limited-term service/activity.
- Note: Subcontracts require a budget that includes personnel, fringe benefits, operating expenses, travel, and indirect expenses.

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 solving issues.
- Charges an hourly rate that is inclusive of all expenses.

G. KEY ACTION DATES

Table 1. Tentative Schedule* for Solicitation 20-10026:

ACTIVITY	ACTION DATE (all times in Pacific Time)
Solicitation Release	June 01, 2020
OTIS Open for Proposal Input	June 03, 2020
Informational Webinar	June 05, 2020
Submit Written Questions to CDPH/CTCP	June 05, 2020 to June 16, 2020, 5:00 PM
Responses to Questions Posted	June 24, 2020
Non-Mandatory Letter of Intent Due	July 07, 2020
Proposals Due	July 15, 2020, 5:00 PM
Oral Interviews (if required)	TBD
Public Notice of Intent to Award/Award Posted	September 08, 2020
Appeal Filing Due	September 16, 2020
Final Announcement of Award	September 18, 2020
All Documents Finalized for Submission	November 3, 2020
Contract Start Date	March 01, 2021
Contract End Date	February 29, 2024

**CDPH can revise dates and release an addendum at any time during the solicitation process.*

It is the Proposer's responsibility to check for notices and addenda for this Solicitation on the TCFOR website throughout the solicitation process. For assistance with the TCFOR website, please email CTCPEvaluation@cdph.ca.gov.

H. INFORMATIONAL WEBINAR

CDPH/CTCP will post an Informational Webinar on TCFOR. Those intending to submit a proposal are strongly encouraged to view the recorded webinar.

The Informational Webinar can be accessed at https://tcfor.catcp.org/.

Please see Table 1. *Tentative Schedule for Solicitation 20-10026* for the specific date and time of the webinar.

I. QUESTIONS

All questions regarding this Solicitation, including clarification on materials, instructions or requirements, must be submitted by the deadline indicated in Table 1. *Tentative Schedule for Solicitation 20-10026* to the following email address: CTCPEvaluation@cdph.ca.gov. Please include “CDPH/CTCP Solicitation 20-10026” in the subject line. All relevant questions and responses will be posted at https://tcfor.catcp.org by the deadline indicated in Table 1. *Tentative Schedule for Solicitation 20-10026*.

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. NON-MANDATORY LETTER OF INTENT

All Proposers intending to submit a proposal are requested to submit a letter notifying CDPH/CTCP of its intent to submit a proposal. The letter of intent is not binding and Proposers submitting a letter are not required to submit a proposal. See Appendix 3: *Non-Mandatory Letter of Intent* and Appendix 4: *Tobacco Control Funding Opportunities and Resources (TCFOR) User Instructions*.

Upload the signed Letter of Intent on the TCFOR website no later than the date and time listed in Table 1. *Tentative Schedule for Solicitation 20-10026*.

The letter of intent must be submitted on the Proposer's letterhead, include the signature of the 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 #20-10026). Print the letter, sign by an authorized proposer signatory or their official agent, scan the letter, and upload the letter to the TCFOR website.

Part II. SUBMISSION REQUIREMENTS

PROPOSAL REQUIREMENTS

The proposal requirements will include the following sections: agency capability, project narrative, detailed SOW, budget proposal, and cost proposal and narrative. Each document is to be prepared as a Word or PDF document, 12-point font, single-spaced with 1-inch margins, unless otherwise noted.

A. AGENCY CAPABILITY (13 page limit + Letters of Reference)

This section provides information regarding the Agency's capacity and capability to successfully complete the required SOW and manage the contract. In preparing the Agency Capability document, please respond to each of the items listed below. Some responses relate only to the Proposer and other responses may include information about proposed Subcontractors and/or Consultants.

1. Agency Work History and Capability: (eight (8) page limit)

   a. Flexibility and Responsiveness: Briefly describe the Agency's ability to anticipate and adapt to emerging issues that relate to the required Project Objectives.

   b. Work History and Experience: Describe the Agency's survey recruiting, development, survey administration, and survey data analysis experience, including examples of complex strategies, use of new technologies, incorporation of social-behavioral (or similar/relevant) expertise, incorporation of tobacco-use and behavior expertise, and incorporation of experience working with youth for research. Describe relevant qualitative research experience (design, administration, analysis, and reporting), notably focus group experience. In addition to documenting quality of experience, include years of experience required by this Solicitation.

   c. Fiscal and Contract Compliance: Describe the Agency's (and any applicable subcontractors' and/or consultants') performance within the last five (5) years with the management of funds (government and/or non-government) and activities. This includes 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.).

   d. Tax Debtor List: All Agencies 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 CDPH/CTCP's responsibility to check the list of ineligible vendors to confirm that the Agency is not on that list.

e. Audit History: Describe the 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 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.

f. Administrative Staffing: Describe the Agency'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.

2. Project Personnel (Contractor and Subcontractors): (five (5) page limit, not including an organizational chart.)

   a. Project Personnel Experience: Briefly describe the professional experience, formal education, publications as relevant to this Solicitation, other funding sources, and other qualifications of key personnel that will staff the project. Emphasis should be on the skills and qualifications related to large, complex survey development and survey administration, qualitative research, research and survey measures asked among youth, tobacco control research, epidemiologic sampling, survey design and analysis, experience with large data management and creation of appropriate survey weights, and epidemiologic and/or statistical formal education. Make clear how the Proposer will work with Subcontractors and/or Consultants to fulfill the Required Experience (Part I, Section B-2).

   b. Organizational Chart: Provide an organizational chart that depicts the Proposer's personnel, reporting relationships among personnel, proposed subcontractors and consultants, and the reporting relationship between Proposer's personnel and proposed subcontractors and consultants. CDPH/CTCP reserves the right to require modifications to the proposed staffing and reporting relationships to ensure that the budgeted staff and budget are allocated appropriately to fully support the activities.

3. Letters of Reference: (three letters)

   Solicit three (3) letters of reference from three separate agencies. Letters of reference must be written to the Proposer and must have been written 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 include:

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

The three letters of reference cumulatively demonstrate that the Proposer has:

1. Successfully managed grant or contract funds;
2. Successfully managed large statewide projects;
3. Strong capacity to sample and recruit survey youth participants, particularly in an online-setting;
4. Strong capacity to develop survey instruments, administer surveys and manage complex data, particularly in an online-setting;
5. Experience cleaning, weighting, analyzing data for a public health setting;
6. Relevant social-behavioral expertise required by this Solicitation or successful experience to subcontract;
7. Strong capacity to sample, recruit, survey, and develop survey measurements, including tobacco measures, for a youth (12-17 year old) population;
8. Experience developing, recruiting for, conducting, and analyzing focus groups, highlighting experience conducting focus groups with youth.

Upload Agency Capability Section and each Letter of Reference into the OTIS Additional Documents – Other Documents section.

B. PROJECT NARRATIVE (20-page limit)

The purpose of the Project Narrative is to define the project methodology and provide the technical and scientific rationale for all the activities necessary to achieve each Project Objective (see Project Objectives for more details). The Project Narrative also describes how the Proposer will use their expertise to facilitate the administration of the project.

a. Provide a comprehensive and detailed Survey Sampling and Recruiting Plan and Survey Administration, Data Management and Analysis Plan. Describe the approach for developing these plans.
b. Provide a comprehensive and detailed Survey Development Outline. Describe the approach for developing these plans. Describe how the Proposer (and/or Subcontractor) will use their expertise to facilitate survey measure development.

c. Describe the approach for conducting survey sampling, recruiting, administration, data management, and data analysis.
d. Provide a comprehensive and detailed Focus Group Plan. Describe the approach for developing these plans.
e. Describe the approach for developing, conducting, and analyzing focus groups.
f. Provide a comprehensive and detailed, annual TNT Project Timeline. The timeline should show the recruiting, administration, and data delivery timeframes for the survey waves and focus groups. The timeline should incorporate time for communication with CDPH/CTCP (e.g. collaboration and feedback). Describe the approach for maintaining consistent and effective communication with CDPH/CTCP.

Upload the Project Narrative into the OTIS Additional Documents – Other Documents section.

C. DETAILED SCOPE OF WORK (no page limit)

Complete Appendix 5: *Detailed Scope of Work* to detail the activities described in the Project Narrative that will serve as the “roadmap” for completing all project activities. It is to provide specific, measureable, attainable, and time limited activities to reach the Project Objectives. Write activities in chronological order to clearly demonstrate how activities will be implemented to achieve each objective. The Proposer may propose modified or additional activities.

For each activity, describe:

- What will be done and quantify activities, as applicable (ranges may be used, e.g., three to five focus groups)
- The percentage of the total deliverable that the activity represents (percent deliverables must total 100%).
- Start and end dates for each activity;
- The personnel responsible (i.e., position title) for completion of each activity, including Subcontractors/Consultants;
- The tracking measure (i.e., product or deliverable) that will be submitted to CDPH/CTCP to document the progress and/or completion of each activity;

Upload the proposed Detailed SOW into the OTIS Additional Documents - Other Documents section.

D. BUDGET PROPOSAL, COST PROPOSAL AND NARRATIVE

- Complete Appendix 6: *Budget Proposal* and *Appendix 7: Cost Proposal.* These forms are downloadable from OTIS in the Additional Documents – Other Documents section.
- Upload Appendix 6: *Budget Proposal* into the OTIS Additional Documents – Other Documents section.

- Upload the Appendix 7: *Cost Proposal and Narrative* into the OTIS Additional Documents section.

E. SUBMISSION OF SOLICITATION MATERIALS

All Solicitation proposals are to be submitted by using OTIS. Applications submitted by any other means will not be accepted. Refer to Appendix 8: *Instructions for Accessing the Online Tobacco Information System (OTIS) Training Course*.

OTIS is a secure, passcode protected knowledge management system that is used to submit applications, review and score applications, and to negotiate the SOW and budget.

The system is accessible 24 hours per day, seven (7) days per week, and provides access to several reports and a communication system. Proposers are required to use OTIS for the submission of their applications.

- User Account Instructions: For guidance on how to submit an "Applicant Registration" form or Letter of Intent, or to create an OTIS "User Account," see the *Application Registration Instructions* found on the TCFOR website.
- Webinar Training: The Informational Webinar will review the requirements of this Solicitation; provide information on requesting a "User Account," and 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 applicable to Proposers of this solicitation. See Appendix 8: *Instructions for Accessing the Online Tobacco Information System (OTIS) Training Course.*

For technical assistance regarding the use of the TCFOR or OTIS websites contact: Humberto Jurado at (916) 449-5474 or Daniel Barraca at (916) 324-2468.

The following email is to be used for all correspondence regarding this Solicitation: CTCPEvaluation@cdph.ca.gov. Proposals submitted to this address will not be considered.

F. ADDITIONAL DOCUMENTS

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

1. Appendix 1: *Certification of Non-Acceptance of Tobacco Funds*
2. Agency Capability (8 page limit, single-spaced, 12-point font, 1 inch margins)*
3. Project Personnel (5 page narrative limit, single-spaced, plus an organizational chart, 12-point font, 1 inch margins)*

4. Letters of Reference (3 letters)*
5. Project Narrative (20 page limit, single-spaced, 12-point font, 1 inch margins)*
6. Appendix 5: *Detailed Scope of Work* (no page limit)
7. Appendix 6: *Budget Proposal**
8. Appendix 7: *Cost Proposal and Narrative*
9. Proof of Non-Profit Status (only applicable to non-governmental non-profit agencies. See Appendix 9*: 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)
10. Franchise Tax Board Entity Status Letter (Generate this letter at: https://www.ftb.ca.gov/online/self_serve_entity_status_letter/index.asp (Uploaded documentation by agency)
11. California Civil Rights Laws Attachment
12. Additional Tobacco Control Funding Form
13. Appendix 12: Contractor's Confidentiality Statement*
14. Appendix 13: Bidders Declaration (GSPD-05-105)*
15. Appendix 14: Darfur Contracting Act*

**Upload to the Other Documents section of Additional Documents in OTIS.*

G. IMPORTANCE OF MEETING ALL SOLICITATION DEADLINES

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

H. COMMUNICATION BETWEEN CDPH/CTCP AND PROPOSERS

1. Proposer Questions and Reporting of Errors in the Solicitation

   CDPH/CTCP will accept questions related to this Solicitation. Questions may include, but are not limited to, clarification of eligibility, services sought, instructions, requirements, or Solicitation materials. CDPH/CTCP shall respond to all Proposers. All Proposers must follow the process below to submit a question. CDPH/CTCP will not respond to questions directed to individual CDPH/CTCP employees nor verbal questions.

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

   <u>How to Submit Questions or Report an Error in this Solicitation:</u>

a. Verbal questions will not be accepted. All questions must be transmitted in written form.
b. Submit written questions or errors by email to (CTCPEvaluation@cdph.ca.gov).
c. CDPH/CTCP will send an email to confirm receipt of written questions. If confirmation is not received, Proposers may resubmit or call (916) 449-5500 prior to the stated deadline to confirm receipt of the questions by CDPH/CTCP.
d. Submit written questions to CDPH/CTCP by the date and time specified in Table 1. *Tentative Schedule for Solicitation 20-10026*.
e. Errors in the Solicitation or its instructions may be reported up to the proposal submission due date.

What to Include in an Inquiry:

a. Name of inquirer, name of the organization represented, mailing address, area code and telephone number, and email address.
b. A description of the subject, concern, issue in question, or Solicitation discrepancy found.
c. Solicitation section, page number, and other information useful in identifying the specific problem, concern, or issue in question.
d. Proposed remedy sought or suggested, if any.

Response by CDPH/CTCP:

a. CDPH/CTCP reserves the right to contact an inquirer to seek clarification of any inquiry received and to only answer questions considered relevant to this Solicitation. At its discretion, CDPH/CTCP may consolidate and/or paraphrase similar or related inquiries.
b. Questions and answers received through the process outlined will be published on the TCFOR website on the date identified in Table 1. *Tentative Schedule for Solicitation 20-10026*.
c. CDPH/CTCP may issue an addendum to address errors in the RFA until the application submission deadline. These will be posted on the TCFOR website. It is the responsibility of the proposer to monitor TCFOR for addenda issued.

2. Deviations and Modifications

All submissions must be complete when received at CDPH/CTCP. No changes, modifications, corrections, or additions may be made once they are submitted to CDPH/CTCP. CDPH/CTCP 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/CTCP 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/CTCP reserves the right to contact Proposers at any stage of the proposal process to collect additional clarifying information, if deemed necessary.

I. PROPERTY OF CDPH/CTCP

All 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/CTCP and CDPH/CTCP reserves the right to use them. Acceptance or rejection of the submission will not affect this right in any way.

J. COST OF SUBMISSIONS

CDPH/CTCP 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 Budget Proposal.

K. PREFERENCE PROGRAMS

The following Preference Programs can be applied for qualifying Proposers.

1. Disabled Veteran Business Enterprise (DVBE) Program Incentive

    a. The DVBE Program requirement for this solicitation has been waived; however, the DVBE Incentive still applies.
    b. DVBE Incentive
        1) 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.
        2) 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
5% or Over	5%
2% to 2.99% Inclusive	3%
1% to 1.99% Inclusive	1%

        3) For awards based on high score awards:
            a) The incentive shall be between 1% and 5% of the total possible available points, not including points for socioeconomic incentives or preferences.
            b) The incentive points are included in the sum of non-cost points.
            c) The incentive points cannot be used to achieve any applicable minimum

point regulations.

4) 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.
5) Regulations are located at 2 CCR §1896.99.100 et seq.

2. Commercially Useful Function

a. 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.
b. 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.
c. 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:
   1) Is responsible for the execution of a distinct element of the work of the contract (including the supplying of services and goods.);
   2) Carries out its obligation by actually performing, managing, or supervising the work involved;
   3) Performs work that is normal for its business services and functions;
   4) 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.
   5) Is not further subcontracting a portion of the work that is greater than that expected to be subcontracted by normal industry practices.
      a. 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 DVBE participation.
      b. 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.

3. Declaration Forms

a. 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 https://www.documents.dgs.ca.gov/dgs/fmc/gs/pd/gspd05-105.pdf

b. 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 DVBE Declarations form(s) DGS PD 843 (formerly STD. 843). All disabled veteran owners and disabled veteran managers of the DVBE(s) must sign the form(s). This form is located at https://www.documents.dgs.ca.gov/dgs/fmc/gs/pd/pd_843.pdf

4. 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.

5. CDPH Advocate

   a. CDPH Small Business and DVBE 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:

      Sabel Davis, CDPH Advocate
      (916) 650-0134 / Sabel.Davis@cdph.ca.gov

6. Small Business PROPOSAL Preference

   a. 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 based on 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 10: *Non-Small Business Subcontractor Preference Instructions*. For additional information go to https://www.dgs.ca.gov/PD/About/Page-Content/PD-Branch-Intro-Accordion-List/Office-of-Small-Business-and-Disabled-Veteran-Business-Enterprise/Certification-Program

7. See optional Appendix 11: *Commercially Useful Function Certification.*

Part III. 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.

A. 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 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.

B. PROPOSAL SCORING

A review committee will evaluate and score each written proposal according to the below selection criteria. To be eligible for funding a proposal must receive a score of 75 points or more. However, scoring 75 or more does not guarantee you will be awarded this contract.

The maximum point value of each section is as follows:

Written Section	Total Point Value
Agency Capability	31
Project Narrative	25
Detailed SOW	24
Budget Proposal, Cost Proposal and Narrative	20
Total	**100**

C. ORAL PRESENTATIONS (IF REQUIRED)

Oral presentations will only be conducted if deemed necessary by CDPH/CTCP to clarify capability, capacity, and understanding of the CDPH/CTCP mission and objectives, and the methodological work plan for the project. CDPH/CTCP may contact up to three finalists for an oral presentation. If only one finalist moves forward to the oral presentation stage, the single finalist must score 20 points or more in the oral presentation to be awarded funding. CDPH/CTCP will provide instructions 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 conduct a statewide rapid assessment of youth	5
Demonstration of a cost-effective and high quality methodological	5

plan to sample, recruit, and survey youth	
Collaboration with subcontractors/specialists and overall value of subcontractors/specialists	5
Responses to questions	5
Total	**25**

D. AGENCY CAPABILITY (31 POINTS)

Agency Work History and Capability Criteria	**Point Value**
Proposer demonstrates at least five (5) years of experience managing complex statewide projects with a budget of $500,000 per year or greater.	1
Proposer demonstrates at least five (5) years of high quality, complex, online survey sampling and recruiting experience, including at least three (3) years of experience recruiting youth for online surveys	4
Proposer demonstrates at least five (5) years of high quality, complex online survey administration, survey data management, and survey data analysis experience.	4
Proposer demonstrates at least five (5) years of experience developing youth tobacco-use and behavior measures.	2
Proposer demonstrates at least five (5) years of experience providing: • High-level social-behavioral or social-psychological (or relevantly similar) qualitative research expertise • High-level social-behavioral or social-psychological (or relevantly similar) quantitative research expertise; • Demonstrated experience to consult on creating measures for knowledge, attitudes, perceptions etc.	3
Proposer demonstrates qualitative research and focus group experience: • At least five (5) years of experience developing, recruiting for, conducting, and analyzing focus groups, • At least three (3) years of experience developing, recruiting for, conducting, and analyzing focus groups with youth, • Experience developing, recruiting for, conducting, and analyzing focus groups on public health, social-behavioral, or similarly relevant topics.	4

Agency Work History and Capability Criteria	**Point Value**
Proposer demonstrates a comprehensive organizational chart depicting reporting relationships.	2
Subtotal	20

Administrative and Fiscal Experience Criteria	**Point Value**
The Proposer demonstrates at least five (5) 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.	4
The Proposer demonstrates that administrative/fiscal staff has the appropriate educational background, skills and the experience to manage all aspects of payroll, bookkeeping, invoicing, subcontract/consultant monitoring, and other administrative controls associated with acceptance of government funds.	3
Subtotal	7

Letters of Reference Criteria	**Point Value**
The three (3) letters of reference cumulatively demonstrate that the Proposer has: 1. Successfully managed grant or contract funds; 2. Successfully managed large statewide projects; 3. Strong capacity to sample and recruit survey youth participants, particularly in an online-setting; 4. Strong capacity to develop survey instruments, administer surveys and manage complex data, particularly in an online-setting; 5. Experience cleaning, weighting, analyzing data for a public health setting; 6. Relevant social-behavioral expertise required by this Solicitation or successful experience to subcontract; 7. Strong capacity to sample, recruit, survey, and develop survey	4

measurements for a youth (12–17 year old) population; 8. Experience developing, recruiting for, conducting, and analyzing focus groups, highlighting experience conducting focus groups with youth.	
Subtotal	4

E. PROJECT NARRATIVE (25 POINTS)

Project Narrative Criteria	**Point Value**
The Project Narrative presents the project methodology and provides the technical and scientific rationale for all the activities necessary to achieve each Project Objective. The Proposer describes how they will use their expertise to facilitate the administration of the project. Points allocated to each Project Objective section are:	
Provided a comprehensive and detailed Survey Sampling and Recruiting Plan and Survey Administration, Data Management and Analysis Plan. Described the approach for developing these plans.	6
Provided a comprehensive and detailed Survey Development Outline. Describe the approach for developing these plans. Described how the Proposer (and/or Subcontractor) will use their expertise to facilitate survey measure development.	5
Described the approach for conducting survey sampling, recruiting, administration, data management, and data analysis.	2
Provided a comprehensive and detailed Focus Group Plan. Described the approach for developing these plans.	6
Described the approach for developing, conducting, and analyzing focus groups.	3
Provided a comprehensive and detailed, annual TNT Project Timeline. The timeline shows the recruiting, administration, and data delivery timeframes for the survey waves and focus groups. The timeline incorporates time for communication with CDPH/CTCP (e.g. collaboration and feedback). Described the approach for maintaining consistent and effective communication with CDPH/CTCP.	3
Subtotal	25

F. DETAILED SCOPE OF WORK (24 POINTS)

Detailed Scope of Work Criteria	Point Value
The Appendix 5: *Detailed Scope of Work* activities detail a robust plan with a reasonable and logical timeline, appropriate tracking measures that include feedback and approval from CDPH/CTCP, and responsible parties and percent deliverables are both adequately partitioned. Points allocated to each Project Objective section are:	
Project Objective 1	3
Project Objective 2	5
Project Objective 3	5
Project Objective 4	2
Project Objective 5	7
Project Objective 6	2
Subtotal	24

G. BUDGET PROPOSAL, COST PROPOSAL AND NARRATIVE (20 POINTS)

Budget Proposal, Cost Proposal and Narrative Criteria	Point Value
The Budget Proposal demonstrates an understanding of CDPH/CTCP's policies and regulations and aligns well with all the activities in the proposed Detailed SOW.	5
The Cost Proposal and Narrative demonstrates that the Proposer's agency provides services that are both cost-effective and cost-competitive based on the price per number of surveys completed and based on the Narrative.	15
Subtotal	20

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 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/CTCP 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/CTCP 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/CTCP to award a contract. CDPH/CTCP 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/CTCP 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/CTCP may reissue a new Solicitation at a later date.

2. Verification of Proposer Information: By submitting a proposal, Proposers agree to authorize CDPH/CTCP to:

    a. Verify any and all claims made by the Proposer including, but not limited to, verification of prior experience and the possession of other required qualifications.
    b. Check any reference identified by a Proposer or other resources known by the State to confirm the Proposer’s business integrity and history of providing effective, efficient, competent, and timely services.

3. Nonresponsive Proposals: A Proposal may be deemed nonresponsive and subsequently rejected if any of the following occurs:

    a. At any time a submission is received after the exact time and date set forth in Table 1. *Tentative Schedule for Solicitation 20-1002* for receipt of each submission.

b. The Proposer fails to meet any of the eligibility requirements as specified in Part I, Section B, “Eligibility Criteria”.
c. The Proposer fails to submit any required information as instructed in this Solicitation.
d. The submission contains false, inaccurate, or misleading statements or references.
e. The Proposer is unwilling or unable to fully comply with the proposed contract provisions.

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 applications. 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 application 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 a 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/CTCP 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. Within five (5) days after filing the initial appeal, the Proposer shall file a detailed statement specifying the grounds for the appeal with:

U.S. Mail	**Courier** (e.g., FedEx)
Maria Ochoa (or designee) Assistant Deputy Director Center for Healthy Communities California Department of Public Health MS 7206 P.O. Box 997377 Sacramento, CA 95899-7377 Phone: (916) 445-1298	Maria Ochoa (or designee) Assistant Deputy Director Center for Healthy Communities California Department of Public Health MS 7206 1616 Capitol Avenue, Suite 74.422 Sacramento, CA 95814 Phone: (916) 445-1298

3. At the sole discretion of the Assistant Deputy Director, or his/her designee, a hearing may be held. The decision of the Assistant Deputy Director or his/her designee shall be final. There is no further administrative appeal. Appellants 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, Awardees will be required to complete and submit to CDPH/CTCP:

   a. The Payee Data Record (STD 204), to determine if the Awardee is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. This form can be downloaded in OTIS under Additional Documents. No payment shall be made unless a completed STD 204 has been returned to CDPH/CTCP.
   b. Page one (1) of the Contractor Certification Clauses (CCC) which can be downloaded in OTIS under Additional Documents.
   c. Evidence of $1,000,000 commercial general liability insurance or a certification of self-insurance signed by the authority to bind the agency.

   d. Establish the Identifying Headquarters for State Travel Reimbursement for budgeted staff and subcontractors/consultants. Further information on CalHR State Travel Reimbursement policies is located here: http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx.
   e. Appendix 12: *Follow-on Consultant Contract Disclosure*.

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

F. CONTRACTS

CDPH/CTCP 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 20-10026.

The successful Proposer must enter into a formal contract with CDPH/CTCP 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/CTCP no later than ten (10) state working days after the Proposer receives the contract from CDPH/CTCP, 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 CDPH/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 CDPH/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 CDPH/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 CDPH/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 Awardee is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. This form can be found in OTIS. No payment shall be made unless a completed STD 204 has been returned to CDPH/CTCP.
2. Page one (1) of the CCC, which can be found in OTIS.
3. Evidence of $1,000,000 commercial general liability insurance or a certification of self-insurance signed by the authority to bind the agency.
4. Establish the Headquarters for State Travel Reimbursement for budgeted staff and subcontractors/consultants. Further information on CalHR State Travel Reimbursement policies is located here: http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx.
5. Appendix 12: *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, 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.

D. INVOICES

1. Documentation: 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. Submission of Invoices: 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 submits invoices to CDPH/CTCP for incurred expenses from the previous work period and is then reimbursed. Invoices shall be submitted a minimum of no less than once per quarter and no more than once per month, in arrears. The State has up to 45 days to pay invoices for Contractors that are approved for "prompt payment."

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. Modify any date or deadline appearing in this Solicitation.
   b. 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 website.
   c. CDPH/CTCP reserves the right to fund any or none of the applications submitted in response to this Solicitation. CDPH/CTCP may also waive any immaterial deviation in any application. CDPH/CTCP waiver of any immaterial deviation shall not excuse an application from full compliance with the contract terms if a contract is awarded.
   d. CDPH/CTCP reserves the right to withdraw any award or request modifications to the SOW and/or Budget of any application component(s) as a condition of the contract award.

3. Termination: CDPH/CTCP reserves the right to terminate the contract if the application 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.

PART VI. REFERENCES

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2. Centers for Disease Control and Prevention, *Best Practices for Comprehensive Tobacco Control Programs — 2014*, U.S. Department of Health and Human Services. 2014, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health: Atlanta
3. Centers for Disease Control and Prevention and National Center for Health Statistics. *State and Territorial Data - Deaths: Final Data for 2014. 2017*. July 14, 2017; Available from: https://www.cdc.gov/nchs/fastats/state-and-territorial-data.htm.
4. Max, W., et al., *The Cost of Smoking in California.* Nicotine Tob Res, 2016. 18(5): p. 1222-9.
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6. Karen A. Cullen, Andrea S. Gentzke, Michael D. Sawdey. “E-Cigarette Use Among Youth in the United States, 2019.” JAMA (2019). doi:10.1001/jama.2019.18387
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8. Ambrose BK, Day HR, Rostron B, et al. Flavored Tobacco Product Use Among US Youth Aged 12-17 Years, 2013-2014. JAMA. 2015;314(17):1871-1873.
9. Truth Initiative. “*What are ‘Heat-Not-Burn’ Cigarettes?*” September 12, 2017; Available from: http://truthinitiative.org.960elmp02.blackmesh.com/research-resources/emerging-tobacco-products/what-are-heat-not-burn-cigarettes