Request for Application #21-10198

African American/Black
Statewide Coordinating Center Bridge

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH
CALIFORNIA TOBACCO CONTROL PROGRAM

August 9, 2021

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Part I. Funding Opportunity Overview

A. Background and Authorizing Legislation

In November 1988, California voters approved passage of the *Tobacco Tax and Health Protection Act of 1988*, also known as Proposition 99 (Prop 99). This initiative increased the state cigarette tax by 25 cents per pack and added an equivalent amount on other tobacco products. The revenue from Prop 99 was designated for tobacco-related research, health education and promotion, health care services, and environmental programs. Enabling legislation adopted in 1989, established a comprehensive tobacco control program, known as the California Tobacco Control Program (CTCP) which is administered by the California Department of Public Health (CDPH).

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 its comprehensive tobacco control program, Prop 56 requires that a minimum of 15 percent of funds be used to accelerate and monitor the rate of decline in tobacco-related disparities with a goal of eliminating tobacco-related disparities.

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 104385 authorizes CDPH/CTCP to fund grants that prevent and reduce tobacco use and that do the following:

- Demonstrate community support for the grant.
- Design the grant to coordinate with other local health programs, school-based programs, or voluntary health organizations.
- Use and enhance existing services.
- Serve a priority population at high risk of starting tobacco use or developing tobacco-related illnesses.
- Demonstrate an understanding of the role community norms have in influencing behavior change regarding tobacco use.
- Indicate innovative or promising approaches that can be replicated by others.

B. Funding Purpose

In December 2017, the CDPH/CTCP awarded funding to four priority population statewide coordinating centers serving the 1) African American/Black; 2) Asian and Pacific Islander; 3) Hispanic/Latino; and 4) Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) populations for the term May 1, 2018 to April 30, 2023 as a result of *Request for Application (RFA) #17-10593 Priority Population Coordinating Centers.* These statewide coordinating centers are one component of a statewide initiative to accelerate reductions in tobacco-related disparities among the following eight priority populations: African American/Black, American Indian/Alaskan Native, Asian Pacific Islander, Hispanic/Latino, LGBTQ, Rural, Behavioral Health, and Low Socio-Economic Status (SES) groups. An overview of the statewide initiative is depicted in Appendix 1: *California Tobacco Control Program Statewide Initiative to Reduce Tobacco-Related Disparities Overview, Fiscal Year (FY) 2017/18 – FY 2024/25*.

RFA# 17-10593 Priority Population Coordinating Centers made up to $2.5 million available to each statewide coordinating center for the five-year grant term. The recipient of the African American/Black Statewide Coordinating Center grant was the URSA Institute, which requested and was awarded approximately $1.8 million. As a result of under-budgeting, the activities in the last 16-months of the African American/Black Statewide Coordinating Center are limited in scope and not comparable to the services being provided by the three other priority population statewide coordinating centers funded under *RFA #17-10593 Priority Population Coordinating Centers*.

CDPH/CTCP determined that it is of high public health importance to maintain full statewide coordinating center services for the African American/Black community. Because *RFA #17-10593 Priority Population Coordinating Centers* restricted augmentations to award recipients, CDPH/CTCP did not have the authority to augment the URSA Institute grant to maintain the full complement of statewide coordinating center activities. Consequently, the purpose of this RFA is to provide funding to a qualified applicant to provide specific African American/Black Statewide Coordinating Center services for the period January 1, 2022 through April 30, 2023 to ensure that the African American/Black population has access to services comparable to the other statewide coordinating centers.

During the period of the grant funded by this RFA, the URSA Institute African American/Black Statewide Coordinating Center will continue to operate, albeit providing limited activities that are complementary, but different from the activities requested through this RFA. To avoid duplication of effort with the URSA Institute project and to ensure that the activities provided are consistent with the other priority population statewide coordinating centers, applicants applying for funding under this RFA are required to implement the project activities provided in Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities*. Activities provided under this RFA will be statewide. However, it is expected that the Applicant will focus its support to the five (5) African American/Black regional projects and the three (3) African/American community-based projects described at the CTCP Priority Population Initiative website.

C. Funding Restrictions

This RFA will not fund the following:

- Development, implementation, and evaluation of policy, systems, and environmental change campaigns;
- Development and/or placement of mass media campaigns to support policy, systems, and environmental change campaigns;
- Activities that supplant or duplicate existing programs or services funded by CDPH/CTCP or another source;
- Objectives that solely focus on increased knowledge or awareness as outcomes;
- Purchase or improvement of land, or building alterations, renovations or construction;
- Fundraising activities;
- Lobbying;
- Provision of direct medical care, including provision of cessation pharmacotherapy;
- Reimbursement of professional licensure;
- Reimbursement of malpractice insurance;
- Reimbursement to health care providers for the delivery of health care services;
- Reimbursement in support of planning activities or preparation and submission of a grant application in response to the RFA;
- Reimbursement of costs incurred prior to the effective date of the Agreement;
- Reimbursement of costs currently covered by another CDPH contract or agreement;
- Reimbursement of costs that are not consistent or allowable according to local and state guidelines or regulations;
- Support of religious activities, including, but not limited to, religious instruction, worship, prayer, or proselytizing; and
- Growing or cultivating traditional tobacco.

D. Public Health Significance of Tobacco Use

Tobacco Use and Disease

Tobacco use remains the number one cause of preventable death, disease, and disability in the United States (U.S.).[1] Forty percent of all cancer diagnoses in the nation are attributed to tobacco use[2,3] while smoking accounts for 85 percent of lung cancers,[4] 80 percent of chronic obstructive pulmonary disease, 30 percent of cardiovascular disease, and 30 percent of cancer deaths.[1] Each year, tobacco-related diseases account for approximately 15 percent or 40,000 of deaths in California.[5,6]

Direct health care costs attributed to tobacco use in California are $13.29 billion annually and of this, California taxpayers spend $3.58 billion dollars each year to treat cancer and other smoking-related diseases through Medi-Cal.[5] To put this in perspective, the fiscal year (FY) 2020/2021budget for the CDPH was $3.2 billion.[7]

Tobacco Use in African American/Black Communities

Tobacco is immensely destructive in African American/Black communities, causing more deaths than AIDS, accidents, and homicide combined.[8] The African American/Black community experiences the greatest burden of tobacco-related mortality of any racial or ethnic

group in the U.S.[9] In California, death from tobacco-related diseases such as coronary artery disease, cardiovascular disease, lung/bronchus cancer, colon/rectum cancer, and pancreatic cancer are higher for African American/Blacks than any other racial or ethnic group.[10-12]

Tobacco companies systematically target African American/Black communities by saturating neighborhood stores with deceptive ads, and offering discounts on their products.[13,14] A 2018 study found that California stores were more likely to advertise menthol cigarettes and flavored cigars in neighborhoods with the highest proportion of African-American residents.[15] Besides menthol cigarettes, tobacco companies also push flavored little cigars and cigarillos, pricing them lower in African American/Black neighborhoods.[16] A Los Angeles County study found exterior store advertising for little cigars and cigarillos and the availability of these products was concentrated in predominately African American/Black communities.[17] Furthermore, a study that examined the differences in little cigar and cigarillo use among African American Blacks compared to Whites found that African American Blacks were more likely to use little cigars and cigarillos because of their affordability, the perception that they are less harmful, and advertising appeal.[18]

Overall tobacco and cigarette use are higher among California's African American/Black adult population compared to the overall population. In 2018, 20.3 percent of the California adult African American/Black population used any tobacco product compared to 18.8 percent for the overall adult population.[19] Cigarette smoking prevalence was 12.2 percent among California African American/Black adults compared to 10.7 percent among the overall adult population.[20] Among California African American/Black adults who smoke, 68.2 percent reported that they usually smoked menthol cigarettes compared to 30.2 percent of the general population.[21] A 2013 U.S. Food and Drug Administration report found that menthol cigarettes led to increased smoking initiation among youth and young adults, greater addiction, decreased success in quitting smoking and concluded that menthol cigarettes pose a public health risk above that seen with non-menthol cigarettes.[22] African American children are at the highest risk for secondhand smoke exposure in the home because they are the most likely to live with someone who smokes.[23]

These data demonstrate that California's African American/Black population is uniquely burdened by tobacco and harmed by systematic and pervasive marketing strategies meant to lure, addict and maintain tobacco use among this population. For these reasons, it is essential to ensure a fully functioning African American/Black Statewide Coordinating Center through April 2023.

E. California Tobacco Control Program Goals

Health Equity Statement: CDPH/CTCP is guided by the principle of health equity, which is defined as "efforts to ensure that all people have full and equal access to opportunities that enable them to lead healthy lives" (H&S Code Section 131019.5). To achieve health equity, CTCP prioritizes a focus on accelerating declines in tobacco-related disparities and engagement with priority population communities. As defined by the Tobacco Education and Research Oversight Committee's Plan, *Achieving Health Equity: Toward a Commercial Tobacco-Free California,2021-2022*, priority populations in California are those that use tobacco at higher rates, experience greater secondhand smoke exposure, are disproportionately targeted by the industry, and/or have higher rates of tobacco-related

disease. These include racial and ethnic minority groups, sexual and gender groups, people of low socioeconomic status, rural residents, military personnel and veterans, workers not covered by smoke-free workplace laws, people with behavioral health conditions, people with disabilities, and school-age youth. Among these groups, CDPH/CTCP focuses on American Indians/Alaskan Natives; African American/Blacks; Asian and Pacific Islander; Hispanic/Latino, LGBTQ; Rural; Low SES; and Behavioral Health populations.

Program Framework: The overarching framework for CDPH/CTCP is to change the social norms that "indirectly influence current and potential future tobacco users by creating a social milieu and legal climate in which tobacco becomes less desirable, less acceptable, and less accessible."[24] Sub-goals, referred to as priority areas, supporting the social norm change strategy are to:

1. **Limit Tobacco Promoting Influences**. Efforts supporting this goal seek to curb advertising and marketing tactics used to promote tobacco products and their use, counter the glamorization of tobacco use through entertainment and social media venues, expose tobacco industry practices, and hold tobacco companies accountable for the impact of their products on people and the environment.

2. **Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products**. Efforts supporting this goal address the impact of tobacco use on people, other living organisms, and the physical environment resulting from exposure to secondhand smoke, tobacco smoke residue, tobacco waste, and other non-combustible tobacco products.

3. **Reduce the Availability of Tobacco**. Efforts supporting this goal address the sale, distribution, sampling, or furnishing of tobacco products and other nicotine containing products that are not specifically approved by the Food and Drug Administration (FDA) as a treatment for nicotine or tobacco dependence.

4. **Promote Tobacco Cessation**. Efforts supporting this goal improve awareness, availability, and access to cessation assistance via Kick It California (formerly known as the California Smokers' Helpline), the health and behavioral care systems, and community.

Part II. Funding Opportunity Description

A. Eligibility Criteria

1. **Organizational Type**
   a. Only California public or private non-profit entities are eligible to apply for these funds.
   b. Applicants must submit proof of their non-profit status with their application. A 501(c)(3) letter from the Department of Treasury, Internal Revenue Service (IRS) classifying the agency as a non-profit agency is acceptable proof. For examples, see Appendix 3: *Sample Non-Profit Status Letter*. This letter must be uploaded into the Additional Documents section of OTIS.

2. **Agency Qualifications**
   a. **Minimum Experience**
   The Applicant must demonstrate a minimum of five (5) years of experience working with the African American/Black populations in California on tobacco use prevention and reduction efforts. The Applicant is to narratively describe this in the Agency Capability Section in response to the, Agency History and Record of Accomplishment prompt.
   b. **California Based Organization**
   The Applicant must demonstrate that it is a California-based organization with regular ongoing programming and/or services provided in California, and that it has a principal place of business in California. The Applicant is to narratively describe this in the Agency Capability, Agency Overview Section prompt.
   c. **Certify No Conflict of Interest**
   The Applicant certifies that it, proposed subcontractors, employees, officers, and directors of the Applicant do not have any real or apparent conflict of interest with the tobacco, electronic cigarette, or cannabis industry. The Applicant must download Appendix 4: *Certification of Non-Acceptance of Tobacco Funds* from the Tobacco Control Funding Opportunities and Resources website, complete it and upload the document to the Additional Documents Section of OTIS.
   d. **Agency is in Good Standing**
      1) The Applicant has not been prohibited from contracting with the following Agencies:
         a) Franchise Tax Board : Go to the Franchise Tax Board Entity Status Letter website and generate the Entity Status Letter for the applicant agency. Upload the letter to the Additional Documents Section of OTIS.
         b) California Department of Tax and Fee Administration (formerly known as the Board of Equalization)
         c) Department of Fair Employment and Housing
      2) The Applicant has not been suspended or barred from RFA or 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

B. Agreement Term, Funding Availability, and Proposition 56 Tobacco-Related Disparity Requirement

1. **Funding Term**
   a. One award will be made to a qualified agency for a sixteen-month period of January 1, 2022 through April 30, 2023.
   b. The resulting Agreement will be of no force or effect until it is signed by both parties and approved by CDPH. The Awardee is cautioned not to commence performance until all approvals are obtained. Should performance commence before all approvals are obtained, said services may be considered to have been volunteered without State reimbursement.
   c. CDPH/CTCP reserves the right to modify the term of the resulting Agreement via a formal amendment process to modify the activities or budget based on changes in a rapidly evolving tobacco control environment.

2. **Funding Amount**
   The total maximum award for the sixteen-month grant term is $605,000 for implementing the semi-prescribed activities found in Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities*. Funds will not be rolled forward from the first budget period to the second budget period.
   a. Budget Period One: The maximum award for the period January 1, 2022 – June 30, 2022 is $276,772.
   b. Budget Period Two: The maximum award for the period July 1, 2022 through April 30, 2023 is $328,228.

3. **Funding Availability**
   Funding and payment for performance under the resulting grant are dependent upon availability of future appropriations by the State Legislature and the Governor. No legal liability on the part of the State for any payment may arise under the resulting grant until funds are made available through an annual appropriation in the Budget Act.

4. **Funding Source(s)**
   The source of funding is Prop 56, the *California Healthcare, Research, and Prevention Tobacco Act of 2016* and/or Prop 99, the *Tobacco Tax and Health Protection Act* of 1988.

5. **Prop 56 Tobacco-related Disparity Requirement**
   Prop 56 and Revenue and Taxation Code 30130.55(b)(1) requires CDPH/CTCP to "award" not less than 15 percent of "health promotion, health communication, and evaluation and surveillance" Proposition 56 funds annually appropriated to it for the purpose of accelerating and monitoring the rate of decline in tobacco-related disparities with the goal of eliminating tobacco-related disparities. One hundred percent of the Prop 56 funds awarded as a result of this RFA should be counted towards meeting the 15 percent tobacco-related disparity award requirement.

C. Project Activities, Evaluator, Statewide Evaluation, and Budget Requirements

1. Project Activities: Applicants must use the pre-populated activities in Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities.*
    a. The objective, objective overview information, intervention categories, intervention and evaluation activity descriptions, copyright designation, Start/End Dates, and percent tracking measures must be used as stated without modification by the Applicant. No new objectives or activities are allowed
    b. The Applicant must provide the responsible parties.
2. Primary Objective: Objective 1 is to be designated as a primary objective and it requires an in-depth Final Evaluation Report. The primary objective requires an in-depth evaluation plan prepared in consultation with a qualified evaluator. Evaluation of the primary objective provides valuable knowledge and identifies replicable interventions and strategies to improve future interventions aimed at reducing tobacco-related disparities. The Final Evaluation Report (FER) for the primary objective must thoroughly describe the intervention, evaluation design, and outcomes. See Appendix 5: *Tell Your Story: Guidelines for Preparing Useful Evaluation Reports* for information regarding the preparation of Final, Brief, and Interim Evaluation Reports.
3. External Project Evaluator: Demonstrate the engagement of an external and qualified evaluator during the development of the application and implementation of the activities who is responsible for conducting technical aspects of the evaluation including the design, sampling, training of data collectors, data analysis, and summarizing evaluation results. The evaluator must demonstrate the following minimum requirements:
    - Completed at least one (1) course in study design or at least one (1) year of experience determining the study design for an evaluation, one (1) course in program evaluation or one (1) year of planning and implementing a program evaluation, and at least two (2) intermediate courses in statistics;
    - Demonstrates intermediate or higher proficiency in calculating sample size, developing a sampling scheme, determining appropriate data collection methods;
    - Demonstrates intermediate or higher proficiency in evaluating behavior change, policy, or media interventions; and
    - Demonstrates intermediate or higher expertise in using statistical software packages to analyze and interpret quantitative data.
4. State Evaluation Activities: As noted in the activities, the funded grantee must participate in a statewide evaluation of the Regional Initiative to Mobilize Communities to Reduce Tobacco-Related Disparities among African American/Black, Asian/Pacific Islander, Hispanic/Latino, and Lesbian Gay, Bisexual, Transgender, and Queer Populations being conducted on behalf of CDPH/CTCP by the University of California Los Angeles.
5. Budget for Participation in the following Training, Meetings, and Events: In-person events are subject to modification based on State COVID travel restriction guidance. However, at this time applicants are required to budget for participation in the events listed in Table 1. *CTCP Required Travel*.

Table 1. CTCP Required Travel

Event	FY 21-22 # of Events	FY 22-23 # of Events
Endgame Thought Leaders Meeting – In-person (Southern California)	1	Not Applicable (NA)
Health Equity Summit – In-person (Location TBD)	N/A	**1**
Capitol Information & Education Day – In-person (Sacramento, CA)	**1**	**1**
Statewide Projects Meetings - Virtual (Sacramento, CA)	**2**	**2**

D. Timeline and Award Schedule

Key dates are presented in Table 2. *Tentative RFA Timeline and Award Schedule*. CDPH/CTCP reserves the right to adjust any date and/or time as necessary. Date and time adjustments will be posted to the CDPH/CTCP Tobacco Control Funding Opportunities and Resources (TCFOR) website.

Table 2. Tentative RFA Timeline and Award Schedule

Key Action	Date (All Times in Pacific Time)
RFA Release Date	August 9, 2021
OTIS Open for Application Input	August 10, 2021
Informational Webinar	August 16, 2021 1:30 – 3:00 p.m.
Last Day to Submit Written Questions	August 31, 2021 5:00 p.m.
Responses to Written Questions Posted	September 7, 2021
Mandatory Letter of Intent Due Date	September 21, 2021 5:00 p.m.
Applications Due	October 6, 2021 5:00 p.m.
Awards Posted	November 15, 2021
Notice of Intent to Appeal Letter Due	November 12, 2021
Final Announcement of Awards	November 29, 2021
Grant Modification Finalization	December 1, 2021
Grant Document Finalization	December 8, 2021
Grant Start Date	January 1, 2022
Grant End Date	April 30, 2023

E. Applicant Questions and Reporting of Errors in the RFA

CDPH/CTCP will accept questions and reporting of errors related to this RFA. Questions may include, but are not limited to, clarification of eligibility, or about the instructions, requirements, or RFA materials. **All Applicants must follow the process below to submit a question. CDPH/CTCP will not respond to questions directed to individual CDPH/CTCP employees.**

Applicants that fail to report a known or suspected problem with this RFA and/or its accompanying materials or fails to seek clarification or correction of the RFA and/or its accompanying materials shall apply at their own risk. In addition, if an award is made, the successful Applicant shall not be entitled to additional compensation for any additional work caused by such a problem, including any ambiguity, conflict, discrepancy, omission, misinterpretation, or error.

1. **How to Submit Questions or Report an Error in this RFA**
   a. Submit questions or errors by email (CTCPCompetitiveGrants@cdph.ca.gov) with the subject line "CTCP RFA CG 21-10198." Verbal questions will not be accepted.
   b. CDPH/CTCP will send an email to confirm receipt of written questions. If confirmation is not received, Applicants may resubmit or call (916) 449-5500 prior to the stated deadline to confirm receipt of the questions by CDPH/CTCP.
   c. Submit written questions to CDPH/CTCP by the date specified in Table 2. *Tentative RFA Timeline and Award Schedule*.
   d. Errors in the RFA or its instructions may be reported up to the application submission due date.

2. **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, or issue in question or RFA discrepancy found.
   c. RFA 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.

3. **Response by CDPH/CTCP**
   a. CDPH/CTCP reserves the right to seek clarification of any inquiry received and to answer only questions considered relevant to this RFA. 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 2. *Tentative RFA Timeline and Award Schedule*. Written questions submitted prior to the Informational Webinar will be answered as time allows during the Informational Webinar described in Part III. Application Submission Requirements, B. Informational Webinar.
   c. Oral questions will not be accepted. All questions must be transmitted in written form according to the instructions in the RFA.
   d. 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.

Part III. Application Submission Requirements and Resources

A. Mandatory Non-Binding Letter of Intent

1. **Letter of Intent Requirement**
   Any entity intending to apply is required to submit a Letter of Intent (LOI) notifying CDPH/CTCP of its intent to apply. Those who do not submit a LOI will not be allowed to

submit an application. The LOI is not binding and those submitting a LOI are not obligated to submit an application.

2. Submitting a Letter of Intent

A signed LOI must be uploaded to the TCFOR website by 5:00 p.m. Pacific Time (PT), on the date identified in Table 2. *Tentative RFA Timeline and Award Schedule*. Letters submitted past the deadline will not be considered. It is strongly advised that Applicants submit their LOI prior to the due date in case technical difficulties are encountered. The electronic time stamp will be used to verify on-time submission. Technical difficulties will not relieve the Applicant of meeting the submission deadline. LOIs will NOT be accepted via email, fax, or mail.

The mandatory LOI is part of the "Overview: Applicant Registration Instructions" section on the TCFOR website. The LOI must include the information described below for each application to be submitted.

The Letter of Intent must:

- Be on the Applicant agency's letterhead and signed by an authorized agency signatory or their official agent
- State the name and number of the RFA, i.e., (African American/Black Statewide Coordinating Center Bridge #21-10198)

Prepare the letter using word processing software and save the document to your computer as a Word document or PDF. To upload the LOI, refer to the training courses on the Tobacco Control Funding Opportunities and Resources website: http://tcfor.catcp.org (*click 'Training Tutorials' for user instructions)*. For existing OTIS account users, view the training video "TCFOR Process for OTIS account users" and the "TCFOR Process for OTIS Account Users Checklist" for additional information. For Applicants without an OTIS account, view the training video "TCFOR Process for New Applicants" and the "TCFOR Process for New Applicants Checklist" for more information.

Once the Applicant creates a "User Account" and "Request to Apply" for the funding opportunity, a LOI can be uploaded. For technical assistance with uploading the LOI, call Humberto Jurado at 1(279) 667-0153 or Daniel Barraca at 1- (916) 324-2468. Please do not wait until 4:00 p.m. of the submission due date to ask for assistance, as the support team may not be available because they are assisting others.

B. Informational Webinar

An optional virtual Informational Webinar will be conducted to assist those intending to apply. The purpose of the Informational Webinar is to provide interested parties with an opportunity to ask questions about the preparation and submission of the application. The Informational Webinar access code is posted at the TCFOR website. Questions must be submitted in writing to CTCPCompetitiveGrants@cdph.ca.gov by the date and time identified in Table 2. *Tentative RFA Timeline and Award Schedule,* or via the chat box during the webinar. Responses to written questions submitted prior to and during the webinar (through the chat box) will be answered as time allows following the RFA overview presentation. Written

responses to all questions submitted by the deadline will be posted on TCFOR by the date and time identified in Table 2. *Tentative RFA Timeline and Award Schedule.*

C. Application Submission

Applications are due by the date and time listed in Table 2. Tentative RFA Timeline and Award Schedule. Applications are to be submitted through OTIS. Applications received after the due date/time will not be reviewed. Submission before the deadline date is advised in case you experience technical difficulties with submitting your application through OTIS. The OTIS electronic time stamp will be used to verify on-time submission. Technical difficulties will not relieve the Applicant of meeting the submission deadline. Please be aware that OTIS includes an electronic submission check system that will prevent submission of an application that does not meet minimum submission requirements (e.g., required form not completed). CTCP may not be able to respond to your requests for help on the deadline date.

For technical assistance regarding the use of the TCFOR or OTIS websites contact Humberto Jurado at 1- (279) 667-0153 or Daniel Barraca at 1 - (916) 324-2468. Please do not wait until 4:00 p.m. of the submission due date to ask for assistance, as the support team may not be available because they are assisting others.

D. Description of the Online Tobacco Information System (OTIS)

1. What is the OTIS?

Responses to this RFA shall be submitted through OTIS. OTIS is a secure, passcode protected knowledge management system that is used to submit applications, review and score applications, negotiate the activities and budget, and submit and approve progress reports. The system is accessible 24 hours per day, seven (7) days per week, and provides access to several reports and a communication system. Applicants and Awardees are required to use OTIS for the submission of their applications, progress reports, and maintaining grant-related communications.

2. What help is available for using OTIS?

a. User Account Instructions: For guidance on how to submit an "Applicant Registration" form and LOI, and create an OTIS "User Account," see the *Application Registration Instructions* found on the TCFOR Overview webpage.
b. Webinar Training: The Informational Webinar will review the requirements of this RFA; provide information on requesting a "User Account," and how to use OTIS.
c. 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. See Appendix 6**:** *Instructions for Accessing the OTIS Applicant Training Course: Creating Your Application/Plan.*
d. OTIS Page Guides: While working in a plan or application; located on the top right corner is the Page Guide button in red. The OTIS Page Guides provides User Manuals, Training Videos, and Budget downloadable PDFs clarifying how to complete the requested information. Page Guides are quick access information aiding in completing a task without leaving the page you are working on.
e. OTIS and TCFOR Telephone Assistance: Call Humberto Jurado at 1-(279) 667-0153 or Daniel Barraca at 1- (916) 324-2468.

Part IV. Completing the OTIS Application

A. Contact Information

Complete the Contact Information (Required but not Scored)

The purpose of this section is to collect information about the Applicant, the geographic service area of the proposed project, proposed Project Coordinator, agency fiscal contacts, and Official Agency Signatory. Input the requested information into the Contact Information section in OTIS.

1. **My Agency**
   Provide the Applicant's name, phone and fax numbers, physical and mailing addresses, Federal Employer Identification Number, and the health jurisdiction in which the Applicant is located. The 58 counties and three (3) cities of Berkeley, Long Beach, and Pasadena are designated as health jurisdictions.

2. **Contact Information**
   Provide specific contact information for the Project Coordinator, Primary Tobacco Contact (these should be the same person), Agency Fiscal Officer or Day-to-Day Fiscal Contact, and Official Agency Signatory.

B. Agency Capability

Complete the Agency Capability (Required and Scored)

The Agency Capability section describes the Applicant's ability to implement the proposed project and demonstrates their programmatic, evaluation, and administrative organizational capacity. This section of the Application consists of three parts:

- Narrative Description**:** Describes the Applicant organization, subcontractors, and consultants describing the program and administrative qualifications and experience.
- Evaluator Information: This web-based form describes the Local Program Evaluator's (LPE) education and experience and certifies that the LPE reviewed the objectives and evaluation plan. See the OTIS web-based training: *Creating Your Application/Plan; module: Evaluator Information* for instructions on how to invite, identify, and select the Plan Evaluator and how to manage the certification process.
- Letters of Reference: Provided by external agencies and uploaded as PDF documents. These are to speak to the Applicant's qualifications to implement the proposed activities and its capacity to satisfactorily administer state grant funds and comply with administrative grant requirements.

1. **Program Experience**

   a. Agency Overview: Briefly describe the Applicant's mission, length of operation, overall governance and organizational structure, annual organizational budget and sources of funding, and how the Applicant organization is led by and/or inclusive of staff reflecting the African American/Black population.

b. Agency History and Record of Accomplishment: Describe for how long and in what ways the Applicant has worked on tobacco control efforts with California's African American/Black population and its record of accomplishment promoting health justice for the African American/Black population. (Please note the response to this question will be used in determining if the Applicant meets the Applicant Eligibility requirement of a minimum of five (5 years of experience working with the African American/Black Population in California on tobacco use prevention and reduction efforts.)
c. History of Productive Relationships: Provide recent examples, within the last two years, of the Applicant working collaboratively with communities, community-based organizations, local health departments, stakeholders, academia, and funders to accomplish tangible outcomes.
d. Program Staff Qualifications and Experience: Briefly describe the educational background, professional, and lived experience of the key program and evaluation-related staff, subcontractors and consultants including degrees, years of experience, and types of work experience.
e. Organizational Start Up: Describe the Applicant's capability, equipment, and other resources to begin implementation of activities within two (2) weeks of the grant start date and deliver services related to implementation and management of this project.
f. Administrative/Fiscal Staff Qualifications and Experience: Describe the educational and professional experience of the administrative staff responsible for grant management, invoicing, fiscal controls, and oversight of timely and accurate grant documents such as fiscal documentation and progress reports.
g. Fiscal and Contract/Grant Compliance: Describe the Applicant's past performance within the last three (3) years with the management of government and/or non-government funds and activities, including timely and accurate completion of tracking measures; submission of fiscal, program, evaluation documentation; and compliance with government requirements.
h. Audit History: Describe the Applicant's fiscal and (if any) programmatic audit history within the last two (2) years. Information is to include frequency of the audits, dates of the audits, and a summary of the audit findings. Thoroughly explain any negative audit findings and their resolution. If the Applicant was audited by a governmental agency within the last two (2) years, provide the name of the government agency, the agency's contact person and phone number, the year the audit was conducted, and the audit findings and resolution.

2. Evaluator Information

a. Plan Evaluator/Project Evaluator Selection
   1) The Applicant agency must identify and select a Plan Evaluator who will review and certify review of the objective and evaluation plan.
   2) If the Application is awarded funding, the Plan Evaluator or another individual is to be identified as the Project Evaluator.
   3) The Project Evaluator is responsible for consulting with the grantee through the term of the project on evaluation activities such as data collection, data analysis, and the preparation of evaluation reports.
   4) In order for the Applicant to select a Plan or Project Evaluator, the individual or agency must first be registered with the Local Program Evaluator Directory available at the TCFOR website.
b. Certification of the Evaluator's Role in Preparing the Activities.

1) After the Plan Evaluator is selected, the selected Plan Evaluator must complete and submit through OTIS the "Certification of the Evaluator's Role in Preparing the Activities." This form is completed independently of the Applicant.
2) Please be sure that the Plan Evaluator is aware of this certification submission requirement and that he/she will receive an email from OTIS inviting the completion and submission of the certification form.
3) The grant Application will not be successful until the Plan Evaluator completes and submits the certification form in OTIS. Technical difficulties will not relieve the Applicant of meeting the submission deadline

3. Letters of Reference

Applicants must solicit, scan, and upload two (2) letters of reference from two (2) separate entities into the Agency Capability section of OTIS. Letters of reference must be addressed to the Applicant. No more than two (2) letters will be accepted. If the Applicant is currently receiving or has received funding from a governmental agency, other than CDPH/CTCP, within the last two (2) years, one of the references should be from one of these agencies. The additional letter may come from the Local County Health Department or another reference. Do not include letters of reference from the Applicant's parent organization or its subcontractors. Each letter must be on the reference provider's letterhead and include:

- The address, telephone number, e-mail, name, and title of the letter's author.
- A description of the capacity in which the reference provider worked with the Applicant.
- A description of the Applicant's ability to assist CDPH/CTCP local and regional African American/Black tobacco control projects to integrate tobacco control knowledge into their work; foster coordination, collaboration and mutual support among these projects; organize and broker training and technical assistance from CDPH/CTCP training and technical assistance providers; provide leadership training; and organize educational outreach to elected officials and policy makers.
- The Applicant's ability to fulfill the fiduciary and grants management functions.
- The Applicant's ability to establish and maintain positive collaborative relationships with partners such as community members, community-based organizations, local health departments, stakeholders, academia, and funders.

C. Project Activities: Intervention Plan, Evaluation Plan and Narrative Summary

Complete the Project Activities (Required and Scored)

The Project Activities provides the project's roadmap and includes a narrative justification of the need and approach taken along with a narrative summary of the primary intervention and evaluation activities. Each objective provided consists of the three parts described below. See the OTIS web-based training unit Creating Your Application/Plan for more information.

- Intervention Plan: Describes the objectives and activities that will lead to accomplishment of the objective.
- Evaluation Plan: Describes the evaluation design, sampling, data collection methods, reporting, and dissemination of findings.
- Narrative Summary: Describes the audience, community need, underlying theory of change for the strategy and activities, and a brief narrative summary

of the intervention and evaluation activities.

1. **Intervention Plan**
   The Applicant must use the pre-populated activities found in Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities.* Please see Appendix 7: CTCP - Program Letter 12-03 Allowed Policy Activities for additional information about the Information & Education Day activities. For the Intervention Plan component of the project activities, the Applicant must complete the responsible parties for each activity. Do not add or change the objective or activity descriptions. **Items bolded below are the items that the Applicant is responsible for completing**.

   a. Objective: Use the objective provided in the project activities; do not modify it.
   b. "Primary Objective" Use the "Primary Objective" status provided in the project activities; do not modify it.
   c. Priority Area(s) and Indicator(s): Use the Priority Area(s) and Indicator(s) in the activities; do not modify.
   d. Target Audiences: Use the Target Audiences provided in the activities; do not modify.
   e. Evaluation Design: Use the Evaluation Design provided in the activities; do not modify.
   f. Summary Intervention Topics: Use the Intervention Topics in the activities; do not modify.
   g. Activities: Use the activities provided; do not modify.
   h. Activity Fields: Complete these fields as described below.
      1) Copyright: Use the Copyright designation provided in the activities; do no modify.
      2) Percent Tracking Measures: Use the percent tracking measures provided in the activities.; do not modify.
      3) Start/End Dates: The start date indicates the progress report period in which an activity will begin and the progress report in which the activity will be completed. Use the start/end date provided in the activities; do not modify.
      4) **Responsible Parties**: Based on your Budget Justification, identify the budgeted personnel (e.g., staff positions, consultants and subcontractors, and non-budgeted entities such as volunteers, advisory council members) responsible for completing activities. Budgeted staff titles must be consistent with the titles used in the Budget Justification.

5) Tracking Measures: Use the Tracking Measures and the submission status designated in the activities; do not modify. Tracking Measures submitted to CTCP substantiate completion of each activity and must be submitted to receive full reimbursement of invoices. Tracking measures in which the percent tracking measure is greater than zero percent must be designated as being "submitted" with the progress report, rather than "on file."

2. Evaluation Plan

The Applicant must use the pre-populated activities found in Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities*. For the Evaluation Plan component of the activities, the Applicant must complete the responsible parties for each activity. Do not add or change the evaluation activities. **Items bolded below are the items that the Applicant is responsible for completing.**

a. Evaluation Activity Narrative: Use the Evaluation Activity narratives provided; do not modify them. Each Evaluation Activity describes the evaluation activity including: the instrument to be used, topic or focus of the data collection, data collection method, who or what is being sampled, sample size, sampling method, and where the data will be collected.
b. Evaluation Activity Fill-in Boxes: The fill-in boxes provide additional information about the evaluation. Use the information provided in the activities; do not modify unless directed to do so. Provide the information requested for the items that are bolded.
   1) Evaluation Type: This describes whether the evaluation activity will be used for process, outcome or both process and outcome data analysis. Do not modify.
   2) Data Collection Waves: This identifies how many separate and distinct waves of data collection will occur, (e.g., use (1) wave for continuous data collection such as website analytics or media activity records; use (2) for a pre-post design). Do not modify.
   3) Data Collection Training: This identifies whether the Applicant will train data collectors on how to collect the data, (e.g., youth data collectors). Do not modify.
   4) Copyright: This is used to designate those evaluation work products that are subject to copyright. Do no modify.
   5) Percent Tracking Measure: Use the percent tracking measure provided in the activities.; do not modify.
   6) Start/End Dates: The start date indicates the progress report period in which an activity will begin and the progress report in which the activity will be completed. Use the start/end date provided in the activities; do not modify.
   7) **Responsible Parties**: Based on your Budget Justification, identify the budgeted personnel (e.g., staff positions, consultants and subcontractors, and non-budgeted

entities such as volunteers, advisory council members) responsible for completing activities. Budgeted staff titles must be consistent with the titles used in the Budget Justification.

8) Tracking Measures: Use the Tracking Measures and the submission status designated in the activities; do not modify. Tracking Measures submitted to CTCP substantiate completion of each activity and must be submitted to receive full reimbursement of invoices. Tracking measures in which the percent tracking measure is greater than zero percent must be designated as being "submitted" with the progress report, rather than "on file." Do not modify.

c. Evaluation Reporting Section: Use the information provided in the Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities*. This section describes how the evaluation data will be analyzed and disseminated, designate the progress report period in which the Final or Brief Evaluation Report will be submitted to CTCP. For this section complete the following information:
   - **Responsible Parties**
   - **Limitations and Challenges**

3. Narrative Summary

The only portion of the Narrative Summary the Applicant is responsible for completing is the Community Assessment Analysis. **See bolded item**. Do not modify the text in the other sections.

a. **Community Assessment Analysis (600-word limit)**: The Community Assessment Analysis is to justify and support the selection of the priority population of focus, the proposed objectives, and activities. Applicants may demonstrate the need for the intervention using community needs assessment findings; local, state, or national data that describe the problem; or a summary of evidence-based literature and/or community-defined evidence. To cite data or literature, please state the author, publication title, and year, (e.g., Mamudu, et.al, Public Health Management & Practice, 2016).

   The first two sentences of the Community Assessment Analysis narrative must begin with and complete the two statements below. Immediately following these statements, briefly provide community needs assessment findings that justify the need for the objective and intervention activities.
   - "This project will primarily address the following groups…"
   - "This project will primarily work in the following geographical communities: (identify the communities and describe the demographics of the community)."

b. Major Intervention Activities (400-word limit): **Do not modify**. In a narrative format, this section summarizes the activities to be implemented, and how these activities will accelerate the adoption, implementation, and

impact of policy/system change campaigns, as well as full accomplishment of the objectives.

c. Theory of Change (300-word limit): **Do not modify**. This section describes the underlying rationale for the proposed intervention, either using a formal or informal theory of change that explains how and why the proposed activities will lead to the desired change described in the objective.

d. Evaluation Summary Narrative (500-word limit): **Do not modify**. The Evaluation Summary summarizes the evaluation design, outcome, and process evaluation activities to be conducted. It describes how process evaluation activities will be used to improve or tailor the intervention and the plan to disseminate evaluation findings to others.

D. Budget and Budget Justification

Complete the Budget and Budget Justification (Required and Scored)

The Budget and Budget Justification must adhere to the requirements provided in Part II, Section B, Project Activities, Evaluation, Statewide Evaluation and Budget Requirements of the RFA and utilize the eight (8) budget line items provided in the OTIS budget justification index (*See Appendix 8: Budget Justification Instructions for Funding Opportunities* for guidance). Applicants are required to do the following:

1. **Budget Time Periods and Funding Level Per Budget Period**
   a. Sixteen-Month Budget with Project Activities Alignment: Develop a 16-month budget based on the objectives and intervention and evaluation activities in the semi-prescribed activities. Verify that each activity (that results in an expenditure of funds) is reflected in the budget.
   b. Maximum Fiscal Year Budget Request: Ensure the total dollar amount for each budget period does not exceed the stated maximum amount allowed in each budget period.
      i. January 1, 2022 -June 30, 2022: $276,772
      ii. July 1, 2022 – April 30, 2023: $328,228.

2. **Budget Formulas**
   Provide easy to follow formulas to substantiate how costs were calculated. (The format for formulas is described in Appendix 8: *Budget Justification Instructions* as well as in the OTIS Wizards).

3. **Explain Budget Items with Zero Fund Request**
   Provide an explanation and include the funding source when zero funds or insufficient funds are budgeted for a standard cost (e.g., in-kind contributions for space, personnel, indirect costs, subcontracts). CTCP reserves the right to completely exclude activities and budget implemented with in-kind funds (e.g., federal funds) if the use of those funds obscures the quality, reach, and evaluation of the impact of the tobacco control program efforts.

4. **Personnel**
   Designate personnel with full time equivalent (FTE) percentages that are reasonable and based on the tracking measure amounts connected to the responsible parties in the activities. Provide personnel costs that reflect salaries comparable to State Civil Service classification rates (associated duties must also be comparable). Salaries that are above comparable State Civil Service classification rates must be completely justified. (See Appendix 9: *Comparable State Civil Service Classifications*).

5. **Fringe Benefits**
   Provide a description of Fringe Benefits for eligible personnel and identify personnel that will not receive benefits.

6. **Operating Expenses**
   The costs for the operating expenses associated with completing the activities must be justified. Additional subcategories may be proposed in this category.

7. **Equipment**
   Allowable equipment expenses include computer hardware/software, desks, chairs, and cell phones. Provide the costs and a detailed description of any equipment, and who on the project will be using it.

8. **Travel**
   Travel and training expenses are to be consistent with the needs of the project and directly support activities. Travel and Per Diem costs must adhere to the rates set by the California Department of Human Resources (CalHR). Use the following travel line items in your budget justification:

   a. Project Travel/Training: Includes airfare, meals, lodging, mileage, incidental expenses, and non-CTCP conference/training registration fees, which are essential to complete the activities.
   b. CTCP Travel/Training: CTCP and our statewide contractors may offer a range of optional trainings/conferences each year.
   c. Required CTCP Travel/Training: Refer to the solicitation for specific information on required travel training.
   d. Out-of-State Travel (OST): OST must be approved by CTCP during the grant modification process. The OST must include details such as a description of the trip, location, reason for

travel, role of the attendee, benefit to the State and/or Agency, and a description of costs.

9. **Subcontractors and Consultant Costs**
   a. Designate personnel, including Subcontractors and Consultants, full time equivalent (FTE) percentages that are reasonable and based on tracking measure amounts connected to the responsible parties in the activities.
   b. Detail and justify any Subcontractor/Consultant costs necessary to implement the activities. Clearly distinguish the responsibilities for each Subcontractor/Consultant from budgeted personnel and link the services to the activities. Describe and justify travel costs necessary to implement the activities and tie expenditures to applicable activities.
   c. Separately list the name of each subcontractor and/or consultant who will provide the specialized effort directly related to activities.
   d. Verify that each subcontractor and/or consultant listed in this section of the Budget justification is also referenced with the same title in the Project Activities' "Responsible Parties."
   e. Provide the following details:
      1) Name of each subcontractor and/or consultant. Identify subcontractors and/or consultants, who have not been selected at the time of submission, as "To Be Determined."
      2) Explanation on how Applicant obtained each subcontractor and what scoring method or bidding process they used.
      3) Description of the activities/services to be performed.
      4) Amount of service time in increments of hours, days, weeks, months.
      5) Salary or hourly rate.
      6) Formula that substantiates how the costs were determined and the total cost.

10. **Other Costs**
    Other Costs include costs associated with completing the Activities not listed in Operating Expenses. Four standard cost line items that must appear in the budget justification are: Educational Materials, Incentives, Paid Media, and Booth Rental/Facility Fees. (See Appendix 10: CTCP Program Letter 18-01 Incentive Materials). Additional Other Cost subcategories may be proposed with appropriate justification.

11. **Media Requirements**: Applicants may choose to incorporate both earned and/or paid media activities to support the proposed strategies. The following are guidelines to adhere to when including media in the activities:
    a) <u>Communication Plan</u>: Applicants are required to include an activity to create a Communication Plan for each objective that includes any **paid**

media activities using a template provided by CTCP. An activity for a Communication Plan is recommended, but not required for earned media.

b) The Communication Plan must be submitted within the first six (6) months of the project through the OTIS progress report system and must be updated annually.

c) No more than $99,999 may be budgeted for paid media and marketing activities during the entire term of the grant.

12. **Indirect Expenses**
Indirect Expenses must not exceed a maximum of 25 percent of Total Personnel Services (Personnel Costs plus Fringe Benefits) or 15% of Total Allowable Direct Costs. Please see Appendix 8: *Budget Justification Instructions for Funding Opportunities* for a more detailed description of Indirect Expenses.

E. Additional Documents

Complete the Additional Documents (Required and Not Scored)

The Additional Documents required documents are used to determine the Applicant's Eligibility and provide supplemental information to avoid duplication of effort and supplanting. Provide the following additional documents as described below.

1. **Proof of Non-Profit Status**
This document is used to determine the eligibility of non-government non-profit agency Applicants. The Applicant must upload their Proof of Non-Profit Status; see Appendix 3: *Sample Non-Profit Status Letter*.

2. **Tax Debtor List – *Franchise Tax Board Entity Status Letter***
This document is used to determine the eligibility of Applicants. Generate this letter at the Franchise Tax Board website and upload the letter.

3. **Certification of Non-Acceptance of Tobacco Company Funding**
This document is used to determine the eligibility of Applicants. Complete and upload this form; see Appendix 4: *Certification of Non-Acceptance of Tobacco Funds.* This form is used to assess for duplication of effort.

4. **Additional Tobacco Control Funding**
This document is used to determine other sources of tobacco control funding the Applicant is receiving to assess for duplication of effort and supplanting. If the Applicant agency is receiving funds for any tobacco control efforts whether they are from local, state, federal or private sources, the Applicant is required to describe the funding

source, amount of funds, the term of the award, and a description of the activities funded. (Online form, documentation uploaded by applicant).

Part V. Selection Process and Scoring Criteria

This section explains how the applications will be reviewed, evaluated, and scored. Each application will be evaluated and scored based on the responses to the information requested in this RFA. By submitting an application, the Applicant agrees that CDPH/CTCP is authorized to verify any information and any references named in the application. Applications received by CTCP are subject to the provisions of the "California Public Records Act" (Government Code, Section 6250 et seq.) and are not considered confidential upon completion of the selection process.

A. Application Review Process

STAGE ONE: ADMINISTRATIVE AND COMPLETENESS SCREENING

1. CDPH/CTCP will review applications for on-time submission **and** compliance with eligibility, administrative requirements, and completeness.
2. Only Applicants that meet the eligibility requirements and are compliant with administrative requirements and completeness will be reviewed.
3. The OTIS electronic time stamp will be used to verify on-time submission and a late or incomplete application will be considered non-responsive and will be disqualified and eliminated from further evaluation.
4. Omission of any required document or form, failure to use required formats for response, or failure to respond to any requirement may lead to rejection of the application prior to review.
5. CDPH/CTCP may waive any immaterial deviation in an application; however, this waiver shall not excuse an application from full compliance with the grant terms if a grant is awarded.

STAGE TWO: APPLICATION SCORING (100 POINTS)

Each application passing Stage One will be evaluated and scored according to the selection criteria by a review committee on a scale of zero to 100 points. Table 3 describes the maximum point value for each RFA section. The review committee may include representatives of CDPH, other state agencies, and non-scoring subject matter experts. To be eligible for funding, an application must receive a score of 75 points or more. However, scoring 75 or more does not guarantee funding or funding at the level requested. CTCP reserves the right to not fund any of the applications received for this RFA.

Table 3. Maximum Point Value for RFA Sections

Application Component	Total Point Value
Agency Capability	40
Project Activities – Intervention Plan	10
Project Activities – Evaluation Plan	10
Project Activities – Narrative Summary	10
Budget and Budget Justification	30
TOTAL	100

STAGE THREE: NOTIFICATION OF DECISION

Each Applicant, whether selected or denied for funding, will be notified in writing of the decision. Applicants may receive, upon written request to CDPH/CTCP, a copy of the scoring summary page that provides the score and overall strengths and weaknesses for their application.

STAGE FOUR: GRANT MODIFICATIONS

CDPH/CTCP reserves the right to reject any proposed project or project component(s). Following the award notification, CDPH/CTCP may require modifications to the application as a condition of the award. The awardee is required to submit a detailed Budget, Budget Justification, and Project Activities in accordance with CDPH/CTCP requirements, which will become part of the final grant. Upon completion and approval of these documents, the grant documents will be submitted to CDPH for execution. Work may not commence until the grant is fully executed.

B. Selection Criteria

Table 4. *Scoring Criteria and Rating Points* provides the selection criteria and the associated point value that will be used to evaluate and score applications.

Table 4. Scoring Criteria and Rating Points

AGENCY CAPABILITY		
Application Component	**Scoring Criterion**	**Point Value**
Agency Overview	Does the Applicant demonstrate it is organizationally and fiscally sound and can work effectively statewide with California's African American/Black population, including CTCP African American/Black regional and community-based projects, stakeholders, and community members?	6

AGENCY CAPABILITY		
Application Component	**Scoring Criterion**	**Point Value**
Agency History and Record of Accomplishment	Does the Applicant demonstrate it is experienced in working on tobacco control issues and that it has an ongoing record of accomplishment in advancing health justice for California's African American/Black populations?	6
History of Productive Relationships	Does the Applicant demonstrate a history of productive collaborative relationships with communities, community-based organizations, local health departments, stakeholders, academia, and funders to accomplish tangible outcomes?	6
Program and Evaluation Staff, Subcontractors, and Consultant Qualifications and Experience	Does the Applicant demonstrate that the proposed program and evaluation team (e.g., personnel, subcontractors, and consultants) is qualified based on their educational disciplines, professional experiences, and lived experiences, and that their involvement will facilitate achievement of the objectives and completion of all activities?	5
Administrative Fiscal Staff Qualifications and Experience	Does the Applicant demonstrate that key administrative/fiscal staff have the appropriate educational background, skills, and experience to satisfactorily manage all aspects of grants management and raise confidence that their involvement will facilitate compliance with payroll; invoicing; fiscal documentation; sound hiring and personnel management practices; subcontract/consultant monitoring; and timely accurate reporting?	5
Organizational Start-Up and Equipment	Does the Applicant demonstrate that they: 1) have resources provided by their agency to support the project in the form of office furniture;	3

AGENCY CAPABILITY		
Application Component	**Scoring Criterion**	**Point Value**
	communication and computer equipment; Internet access; hard drive encryption and antiviral software; computer software application access to support email, word processing, spreadsheets, PowerPoint, databases, website and website maintenance; and physical space are adequate for the proposed project; 2) will facilitate implementation of activities beginning within two weeks of the grant start; and 3) will ensure staffing availability Monday through Friday between the hours of 8 a.m. and 5 p.m., Pacific Time (PT)?	
Administrative/Fiscal Performance	Does the Applicant demonstrate at least three (3) years of satisfactory grants management performance including timely accurate submission of invoices, fiscal, program, evaluation, and subcontractor/consultant documentation and that it has not had any major negative audit findings in the past two years?	3
Evaluator Information Evaluator Qualifications and Certification	Does the Applicant demonstrate that it engaged a qualified Local Program Evaluator who has: 1) completed at least one course in study design or at least one year of experience determining the study design for an evaluation; 2) one course in program evaluation or one year of planning and implementing a program evaluation; 3) completed at least two intermediate courses in statistics; 4) has intermediate or higher proficiency in calculating sample size, developing a sampling scheme, and determining appropriate data collection methods; 5) has intermediate or higher proficiency in evaluating behavior	3

AGENCY CAPABILITY		
Application Component	**Scoring Criterion**	**Point Value**
	change, policy, or media interventions; 6) has intermediate or higher expertise in using statistical software packages to analyze and interpret quantitative data.	
Letters of Reference	Do letters of reference raise confidence in the Applicant's ability to assist CDPH/CTCP African American/Black tobacco control projects to integrate tobacco control knowledge into their work; foster coordination, collaboration and mutual support among these projects; organize and broker training and technical assistance; provide leadership training; organize and conduct educational outreach to elected officials and policy makers; fulfill fiduciary and grants management functions; and establish and maintain collaborative relationships with diverse groups such as community members, community-based organizations, local health departments, stakeholders, academia, and funders?	3
	SUBTOTAL	**40**

PROJECT ACTIVITIES - INTERVENTION PLAN		
Application Component and Page Number	**Scoring Criterion**	**Point Value**
Intervention Plan – Objective Overview	Did the Applicant include all the information provided in the **Objective Overview** section of Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities* without modification?	3
Intervention Plan – Activity Descriptions	Did the Applicant include all the **activity descriptions, copyright designation, start/end dates, percent tracking measures, and tracking measures** in	3

	Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities* without modification?	
Intervention Plan – Responsible Parties	Did the Applicant complete the **Responsible Parties** (e.g., staff positions, subcontractors, consultants, volunteers) for each activity and are they appropriate for the complexity of the activity?	4
	SUBTOTAL	**10**

PROJECT ACTIVITIES - EVALUATION PLAN		
Application Component	**Scoring Criterion**	**Points Value**
Evaluation Plan – Narrative Activity Description	Did the Applicant include all the information provided in the **Evaluation Narrative Activity** description of Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities* without modification?	2
Evaluation Plan – Evaluation Type, Data Collection Waves, Data Collection Training, Copyright, Start/End Dates, Percent Tracking Measures, and Tracking Measures	Did the Applicant include all the information provided for the **Fill-In Boxes related to: Evaluation Type, Data Collection Waves, Data Collection Training, Copyright, Start/End Dates, Percent Tracking Measures** that is in Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities* without modification?	2
Evaluation Plan – Responsible Parties	Did the Applicant complete the **Responsible Parties** (e.g., staff positions, subcontractors, consultants, volunteers) for each activity and are they appropriate for the complexity of the activity?	2
Evaluation Reporting - Description	Did the Applicant include all the information provided in the **Evaluation Reporting** section of Appendix 2: *African American/Black Statewide Coordinating Center Bridge Request for*	2

PROJECT ACTIVITIES - EVALUATION PLAN		
Application Component	**Scoring Criterion**	**Points Value**
	Application Project Activities without modification?	
Evaluation Reporting –, Responsible Parties, , Limitations and Challenges	For the **Evaluation Reporting** activity, did the Application include the Responsible Parties and the Limitations, Challenges, and are they appropriate for the term of the project and complexity of the project?	2
	SUBTOTAL	**10**

PROJECT ACTIVITIES - NARRATIVE SUMMARY		
Application Component	**Scoring Criterion**	**Point Value**
Community Assessment Analysis	Did the Applicant complete the Community Assessment Analysis: by 1) identifying the specific priority population and geographic communities to be addressed; and 2) providing data support the relevance of the project to California's African American/Black populations?	7
Major Intervention Categories Analysis	Did the Applicant include the Major Intervention Categories Analysis section of Appendix 2: African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities without modification?	1
Theory of Change	Did the applicant include the Theory of Change section of Appendix 2: African American/Black Statewide Coordinating Center Bridge Request for Application Project Activities without modification?	1
Evaluation Summary	Did the Applicant include the Evaluation Summary section of Appendix 2: African American/Black Statewide Coordinating Center Bridge	1

PROJECT ACTIVITIES - NARRATIVE SUMMARY		
Application Component	**Scoring Criterion**	**Point Value**
	Request for Application Project Activities without modification?	
	SUBTOTAL	**10**

PLAN COMPONENT: BUDGET AND BUDGET JUSTIFICATION		
Application Component	**Scoring Criterion**	**Points Possible**
Budget and Budget Justification	Did the proposed budget adhere to the instructions provided in Appendix 8: *Budget Justification Instructions for Funding Opportunities* and the OTIS web-based training, including the following factors? • Each activity that results in an expenditure of funds is reflected in the budget. • The proposed Budget Justification clearly describes how the costs associated with the implementation of the proposed activities were determined. • The narrative includes easy to follow formulas and accurate calculations to substantiate how the costs were calculated (e.g., monthly/unit rates are provided).	10
	Does the proposed budget justification narrative include detailed descriptions/explanations for each of the eight-line items and the corresponding sub-line items are identified in the OTIS Budget Justification? If non-Prop 99 or Prop 56 funds are contributing to the implementation of the activities, are the budget activities are clearly identified as "In-Kind" and specify the source of	8

PLAN COMPONENT: BUDGET AND BUDGET JUSTIFICATION		
Application Component	**Scoring Criterion**	**Points Possible**
	the in-kind funding, (e.g., federal funds CDC grant, etc.)?	
	Are the proposed subcontract personnel and consultant costs reasonable, do they directly support the proposed activities, and are they consistent with the needs of the project and level of responsibility? For non-governmental non-profit agencies only: are salaries that appear high in relationship to state salaries in Appendix 8: *Comparable State Civil Service Classifications* substantiated with a detailed justification? For Paid Media, are no more than $10,000 of an annual 12-month budget allocated for this purpose?	7
	Are travel and Per Diem costs reasonable and necessary based on the proposed activities? Are all required trainings budgeted as instructed and clearly justified based on the Applicant's proximity to the event? Do travel and Per Diem costs adhere to rates set by the California Department of Human Resources (CalHR) in Appendix 11: *Travel Reimbursement Information*?	5
	SUBTOTAL	**30**

Part VI. Award Administration Information

A. RFA Defined

The competitive method used for this procurement of services is a Request for Application (RFA). Applications submitted in response to this RFA will be scored and ranked based on the Selection Criteria. Every application must establish in writing the Applicant's ability to perform the RFA tasks.

B. RFA Cancellation and Addendums

If it is in the State's best interest, CDPH/CTCP reserves the right to do any of the following:

- Cancel this RFA.
- Modify this RFA as needed; or,
- Reject any or all applications received in response to this RFA.

If the RFA is modified, the CDPH/CTCP will post an Addendum to the TCFOR website. Applicants are responsible for periodically checking the website for updates and may sign-up for email alerts.

C. Immaterial Defect

At its sole discretion, CDPH/CTCP may waive any immaterial defect or deviation contained in an Applicant's application. CDPH/CTCP's waiver shall in no way modify the application or excuse the successful Applicant from full compliance.

D. Grounds to Reject an Application

An Application 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 Applicant.
3. The application is intended to erroneously and fallaciously mislead the State in its evaluation of the application and the attribute, condition, or capability is a requirement of this RFA.
4. There is a conflict of interest.
5. It contains confidential information.
6. It is not submitted through the OTIS and prepared in the mandatory format described.
7. It does not literally comply, or it contains caveats that conflict with the RFA and the variation or deviation is not material, or it is otherwise non-responsive.
8. Applicant 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
d) Applicant has been suspended or barred from RFA or contracting with the state at the following websites:
   - Secretary of State
   - Air & Water Polluters pursuant to GC section 4475-4482
   - Plastic trash bag content noncompliance
   - Federal Excluded parties List
e) The Applicant has received a substantive negative contract performance from the State.

E. Notice of Awards

1. Upon successful completion of the review process, CDPH/CTCP will post a notice of intent to award funds on the TCFOR website.
2. Upon written request to CDPH/CTCP, Applicants will receive a summary copy of their review-rating sheet by email.

F. Appeal Process

1. Notice of the proposed award shall be posted on the TCFOR website. If any Applicant, prior to the award of a grant, appeals the award, on the grounds that the Applicant would have been awarded the grant had CDPH/CTCP correctly applied the evaluation standard in the RFA, or if CDPH/CTCP followed the evaluation and scoring methods in the RFA, the grant shall not be awarded until either the appeal has been withdrawn or CDPH has decided the matter. It is suggested that the Applicant submit any appeal by certified or registered mail. Only those submitting an application consistent with the requirements of this RFA and are not awarded a grant may appeal. There is no appeal process for applications that are submitted late, noncompliant, or incomplete. No awarded Applicant may appeal the grant award-funding amount.

2. An Applicant may appeal the award decision. The Applicant must submit a notice of intent to appeal to CTCPCompetitiveGrants@cdph.ca.gov by 5:00 p.m. (PT) on the date listed in Table 3. *Tentative RFA Timeline and Award Schedule*. The Applicant shall then have five (5) calendar days to file a detailed written statement specifying the grounds for the appeal and send the Appeal Letter to:

U.S. Mail	**Courier** (e.g., FedEx)
Maria Ochoa, MPA, Assistant Deputy Director (or designee) Center for Healthy Communities California Department of Public Health MS 7206 P.O. Box 997377 Sacramento, CA 95899-7377 Phone: (916) 449-5500	Maria Ochoa, MPA, Assistant Deputy Director (or designee) Center for Healthy Communities 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 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 grant, The Awardee will be required to complete and submit to the CDPH/CTCP the required documents listed in Part VII, C. Awardee Required Documents.

G. Disposition of Applications

1. Upon application opening, all documents submitted in response to this RFA will become the property of the State of California, and will be regarded as public records under the California Public Records Act (PRA) (Government Code Section 6250 et seq.) and subject to review by the public.

2. Application packages may be returned only at the Agency's expense, unless such expense is waived by CDPH/CTCP.

H. Inspecting or Obtaining Copies of Application Materials

Persons wishing to view or inspect any application or award related materials must follow the California Public Records Act (CPRA) process.

Part VII. Important Administrative Details

A. Cost of Developing the Application

The Applicant is responsible for the cost of developing and submitting an application. This cost cannot be charged to the State.

B. Awardee Requirements

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

1. All CDPH/CTCP-funded projects and grants are required to:
   a) Utilize OTIS for grant management.
   b) Obtain and maintain an active Partners account. Partners is a web-based communication system. CDPH/CTCP-funded projects and grants are required to access Partners at least once a week to review weekly updates.
   c) Maintain an active Internet account.

2. The Awardee 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 Awardees that are approved for "prompt payment." To learn more about the prompt payment program please visit the Department of General Services website.

3. The Awardee shall employ fiscal/administrative staff with the appropriate training and experience to maintain fiscal accountability and track grant 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 Awardee.

4. The Awardee 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 grant. 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, The Awardee is to maintain fiscal and program records documenting expenditures and program implementation for three years beyond the date of the final grant payment.

5. The Awardee is required to expend the grant funds to implement the agreed upon activities and consistent with Appendix 8: *Budget Justification Instructions*, and Appendix 12: *Local Lead Agency and Competitive Grantee Administrative and Policy Manual*.

C. Awardee Required Documents

Upon award of the grant, the Awardee will be required to complete and submit to the awarding agency:

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.
2. All pages of the Contractor Certification Clauses (CCC 04/2017), 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. Board Resolution – all local government agencies are required to submit a Board Resolution with each grant. Resolutions must be submitted after notice of award and prior to full execution of grant. Resolutions must indicate local government approval of the grant.

D. Standard Payroll and Fiscal Documents

The Awardee shall maintain adequate employee time recording documents (e.g., timesheets, time cards, and payroll schedules) and fiscal documents based on Generally Accepted Accounting Principles (GAAP) on practices, Code of Federal Regulations and OMB Circular Nos. A-21, A-87, A-110, A-122, and A-133. It is the responsibility of the Awardee to adhere to these regulations.

E. Progress Reports

1. The Awardee is required to submit semi-annual progress reports on time, complete, through the OTIS, and in conformance with CTCP instructions.
2. The final progress report is due on the last day of the grant term. The final report is to be a cumulative report that summarizes all activities and outcomes during the term of the grant and is to include all tracking measures including the Brief Evaluation Report.
3. If the Awardee fails to submit timely, complete progress reports documenting satisfactory progress, CDPH/CTCP will withhold payment of invoices and may terminate the grant.

F. Invoices

1. Documentation: The Awardee is required to maintain backup documentation for all expenditures and provide the backup documentation for an invoice if requested by the CTCP. The Awardee 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: The Awardee is required to submit invoices no less than once per quarter, no more than once a month. The Awardee 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 Prompt Payment Act requires the State to properly submit undisputed invoices within 45 calendar days of initial receipt.

G. Dispute Resolution, CDPH Rights, and Grant Termination

1. Resolution of Differences Between RFA and Contract Language:
   If an inconsistency or conflict arises between the terms and conditions appearing in the final grant and the proposed terms and conditions appearing in this RFA, any inconsistency or conflict will be resolved by giving precedence to the grant.

2. CDPH Rights:
   In addition to the rights discussed elsewhere in this RFA, CDPH/CTCP reserves the right to do any of the following:
   a. Modify any date or deadline appearing in this RFA.
   b. Issue clarification notices, addenda, alternate RFA instructions, forms, etc. If this RFA is clarified, corrected, or modified, CDPH/CTCP intends to post all clarification notices and/or RFA addenda on CDPH/CTCP TCFOR website.
   c. CDPH/CTCP reserves the right to fund any or none of the applications submitted in response to this RFA. 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 grant terms if a grant is awarded.
   d. CDPH/CTCP reserves the right to withdraw any award or request modifications to the activities and/or budget of any application component(s) as a condition of the grant award.

3. Termination:
   CDPH/CTCP reserves the right to terminate the grant if the application submitted, awarded, negotiated, and approved by CDPH/CTCP as a result of this RFA is not implemented satisfactorily, or if work is not completed by the due dates prescribed in the grant's activities.

Part VIII. References

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