



# **California Department of Public Health**

## **Solicitation**

**EVAL 23-10033**

**California Tobacco Control Program**

**Online California Adult Tobacco Survey**

**~~April 10, 2023~~**

**April 26, 2023 (Amended Version)**

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California Tobacco Control Program  
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## Part I. Introduction

### A. Background, Purpose, Goal, and Objectives

#### 1. Background and Authorizing Legislation

##### 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 and prevent tobacco-related diseases have reduced smoking rates in California to one of the lowest in the nation;<sup>1</sup> yet smoking-related diseases still account for approximately 40,000 deaths per year in California,<sup>2</sup> representing 16 percent of all deaths.<sup>3</sup> Cigarette smoking in California costs the state \$43.54 billion in health care costs and lost productivity from illness and premature death.<sup>4</sup>

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 (Proposition 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.

In November 2016, California voters overwhelmingly approved the California Healthcare, Research, and Prevention Tobacco Act of 2016 (Proposition 56), by a 64 percent to 36 percent vote. Proposition 56 added an additional \$2.00 tax to each pack of cigarettes and an equivalent tax on other tobacco products, including electronic tobacco products. Proposition 56 designated revenues are used primarily to increase funding for existing healthcare programs; and additionally, to fund University of California physician training, dental disease prevention programs, and California's comprehensive tobacco control program, tobacco-related disease research, and tobacco-related law enforcement efforts. Of the funds directed to CDPH/CTCP for a comprehensive tobacco control program, Proposition 56 requires

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<sup>1</sup> Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. BRFSS Prevalence & Trends Data. Updated September 14, 2021. Accessed September 6, 2022. <http://www.cdc.gov/brfss/brfssprevalence/>.

<sup>2</sup> Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health; 2014.

<sup>3</sup> Centers for Disease Control and Prevention, National Center for Health Statistics. State and Territorial Data. Updated July 6, 2016. [https://www.cdc.gov/nchs/fastats/state and territorial data.htm](https://www.cdc.gov/nchs/fastats/state%20and%20territorial%20data.htm).

<sup>4</sup> Campaign for Tobacco Free Kids. The Toll of Tobacco in California. Updated October 19, 2022. Accessed December 21, 2022. [https://www.tobaccofreekids.org/problem/toll us/California](https://www.tobaccofreekids.org/problem/toll%20us/California)

that CDPH/CTCP use a minimum of 15 percent 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 tobacco-related behavior, knowledge, and attitudes across California's adult population. CDPH/CTCP has funded the administration of the Online California Adult Tobacco Survey (Online CATS) since 2016.

### Authorizing Legislation

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; California Health and Safety (H&S) Code 104375(b); and California 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.

## 2. Purpose

The purpose of this solicitation is to request competitive proposals from eligible experienced entities to conduct two online surveys annually. The surveys will be administered to a representative sample of California's adult population (aged 18 years or older). Survey topics include tobacco use behavior, cessation behavior, environmental exposure, attitudes related to tobacco and tobacco control policies, and demography. Services sought include sample design, survey development support, survey administration, data management, data analysis, and reporting of results. This solicitation is exempt from Part 2 of Division 2 (commencing with Section 10100) of the California Public Contract Code.

## 3. Goals and Objectives Overview

CDPH/CTCP seeks to contract with an established and accomplished agency to better understand behavior, knowledge, attitudes, and perceptions around tobacco use and other products that intersect with tobacco among California's adult population.

## **B. Eligibility Criteria**

### **1. Organizational Type and Conditions**

Any public or private entities with a permanent place of business in California or are qualified through the Secretary of State to do business in California are eligible to apply for these funds. Agencies claiming private non-profit status must submit proof of their non-profit status with their Proposal. Certification from the State of California, Office of Secretary of State, and a letter from the Department of Treasury, Internal Revenue Service (IRS) classifying the agency as a non-profit agency is acceptable proof. Non-profit agencies must certify their eligibility to claim non-profit status. For an example, see *Appendix 1: Sample Non-Profit Status Letter*.

All agencies submitting proposals must certify whether a conflict of interest exists with any tobacco, electronic cigarette (e-cigarette), cannabis, or related industries. If a conflict exists, the organization must provide additional clarification and documentation regarding the nature and extent of the Conflict of Interest. See *Appendix 2: Conflict of Interest Certification* for more details.

Agencies must also be able to provide a State of California 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, Section A.1.d, "Tax Debtor List" in this solicitation for more details.

By submitting a proposal, agencies acknowledge and agree to comply with all terms and conditions in the solicitation. Any costs incurred by those participating at any stages of this solicitation are the sole responsibility of the Proposer and will not be reimbursed by CDPH/CTCP.

### **2. Required Experience**

The Proposer and/or Subcontractors or Consultants should have a minimum of five (5) years of experience in the following areas:

- a. Managing projects with a budget of \$500,000 or greater per year;
- b. Recruiting survey participants, including at least three (3) years of experience recruiting adults for a probability-based online survey panel;
- c. Administering a population health survey;
- d. Providing high-level social-behavioral or social-psychological (or relevantly similar) qualitative and quantitative research expertise;
- e. Performing data analysis for survey data; and
- f. Developing and writing reports related to public health topics for local, state, federal, or tribal government.

### C. Contract Term

The anticipated initial term of the resulting agreement is expected to be five years (60 months). The initial term is anticipated to be effective from January 1, 2024, to December 31, 2028. 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

It is anticipated that up to \$500,000 per year (12 months) will be available for the contract term. The estimated total contract amount is \$2,500,000.

The actual contract award may be lower than the anticipated available funding. CDPH/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. Unexpended funds do not carry over from one state fiscal year to the next without prior approval and a contract amendment.

The state fiscal year begins July 1 and ends on June 30 of the following year. Funding is contingent upon available revenues, appropriation by the Legislature and the Governor, multi-year spending authority, and CDPH/CTCP funding priorities and/or legal or administrative limitations. Continued funding for the contract will be dependent upon successful Contractor performance. Performance will be evaluated based on required progress reports.

Funding must not exceed \$500,000 per 12-month period and must not exceed a total amount of \$2,500,000 for total contract amount.

<b>Fiscal Year (FY)</b>	<b>Total Months</b>	<b>Maximum Budget Per Awardee</b>
FY 23/24	6	\$250,000
FY 24/25	12	\$500,000
FY 25/26	12	\$500,000
FY 26/27	12	\$500,000

<b>Fiscal Year (FY)</b>	<b>Total Months</b>	<b>Maximum Budget Per Awardee</b>
FY 27/28	12	\$500,000
FY 28/29	6	\$250,000
<b>Total Maximum for 60 Month Contract Term</b>	<b>60</b>	<b>\$2,500,000</b>

## **E. Project Objectives**

This project has five (5) required project objectives, which are listed below. These objectives form the basis for the Project Narrative (see Part II, Section B, “Project Narrative” in this solicitation) and the Detailed Scope of Work (SOW) (see Part II, Section C, “Detailed Scope of Work” in this solicitation and *Appendix 3: Detailed Scope of Work*).

The Online CATS project’s goal is to understand adult behavior, knowledge, attitudes, and perceptions on tobacco use, as well as awareness and support for tobacco-related policies, 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 two (2) online surveys per year, one (1) survey to be fielded in the first half of each year (January to June) and one (1) survey to be fielded in the second half of each year (July to December). The Contractor must have the capability to successfully complete all objectives described below.

### **1. Objective 1: Submission of Survey Plans**

The Contractor will develop and submit three (3) survey plans for the Online CATS project:

- a. Survey Sampling and Recruiting Plan;
- b. Survey Administration and Data Management Plan; and
- c. Survey Analysis Plan.

#### **Survey Sampling and Recruiting Plan**

The Survey Sampling and Recruiting Plan should include a primary sampling and recruiting strategy, as well as at least one (1) secondary recruiting strategy to ensure adequate participation. A minimum of 2,000-3,000 California adults aged 18 years and older are to complete the online survey per survey wave, including both English and Spanish speakers. Each sample wave must contain:

- a. 300 non-Hispanic, African American or Black only respondents;
- b. 300 current smokers defined as past 30-day cigarette smoker; and



- c. 300 young adults aged 18 to 29 years.

The survey sample will aim to be representative of California's ethnically, culturally, and geographically diverse population. A minimum of 50 percent of the sample must be from a probability-based source. Respondents should not be able to take the survey in consecutive waves. The Survey Sampling and Recruiting Plan must be approved by CDPH/CTCP prior to project implementation and may be updated as needed or directed by CDPH/CTCP.

#### Survey Administration and Data Management Plan

The Survey Administration and Data Management Plan should include procedures on how the survey will be administered, when the survey will be administered, anticipated data cleaning procedures, and anticipated survey weighting methodology, fraudulent detection methodology, and a description of how data will be securely stored.

Two (2) waves of data collection will be conducted annually. One (1) survey should be fielded in the first half of each year (January to June) and one (1) survey should be fielded in the second half of each year (July to December). The survey is anticipated to average 12 to 17 minutes. As a reference point, timing information for the survey fielded in the Online CATS 2022 surveys can be found below in *Table 1: Timing Information for the Online California Adult Tobacco Survey 2022*.<sup>5</sup> The most recent version of the survey can be found in *Appendix 4: Online California Adult Tobacco Survey Fall 2022 Instrument*.

**Table 1. Timing Information for the Online California Adult Tobacco Survey 2022**

	<b>Current Cigarette Smoker</b>	<b>Former Cigarette Smoker</b>	<b>Never Cigarette Smoker</b>	<b>Overall</b>
<b>Spring 2022</b>	15:44 (average); 13:48 (median)	13:31 (average); 11:27 (median)	12:01 (average); 09:40 (median)	13:28 (average); 11:05 (median)
<b>Fall 2022</b>	14:06 (average); 12:29 (median)	13:10 (average); 11:20 (median)	11:30 (average); 09:38 (median)	12:31 (average); 10:37 (median)

<sup>5</sup> Survey duration based on the date and time the survey was started and the date and time the survey ended. The survey did not have to be completed in one session and could be taken over several days; therefore, we top-coded the survey duration to reduce the impacts of outliers. The top-coded value was determined by using the formula: (Interquartile Range x 1.5) + Third Quartile.

Each data collection wave will not exceed twelve weeks. Survey administration must occur 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 as prescribed in Objective 5. The Survey Administration and Data Management Plan must be approved by CDPH/CTCP prior to project implementation and may be updated as needed or directed by CDPH/CTCP.

#### Data Analysis Plan

The Data Analysis Plan will outline the data analysis and reporting, including the ability of the Contractor to create an annual report that is easily understandable to the general public as prescribed in Objective 4. It is anticipated that only univariable and bivariable (one way and cross tabulation) analyses will be conducted for this project and should be reflected in the Data Analysis Plan. The Data Analysis Plan must be approved by CDPH/CTCP prior to analyzing the data and may be updated as needed or directed by CDPH/CTCP.

#### Institutional Review Board

The Contractor should obtain an Institutional Review Board approval, exemption, or not human subject research determination for the project prior to any recruitment, data collection, or analysis.

## 2. Objective 2: Survey Development Support and Testing

In consultation with CDPH/CTCP, the Contractor will support CDPH/CTCP in developing a survey by conducting cognitive testing, providing translation services, programming the survey to be administered online, and pilot testing.

The primary topics of the survey will include:

- a. Knowledge of current and emerging tobacco products and other products that intersect with tobacco use;
- b. Attitudes and perceptions towards tobacco products, tobacco use, tobacco-related policies, and other tobacco-related issues;
- c. Current or new terminology used to describe tobacco products and their use;
- d. Awareness and support of tobacco-related policies;
- e. Tobacco-related behaviors; and
- f. Demographics.

The Contractor will collect race/ethnicity and/or sexual orientation/gender identity data in accordance with state laws AB 532, AB 1726, and AB 959 and as directed by CDPH/CTCP (see *Appendix 5: Required Language for Race/Ethnicity and Sexual*

*Orientation/Gender Identity Data Collection*). Details on these laws can be found in the following links:

- [https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=201520160AB532](https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160AB532)
- [https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill\\_id=201520160AB1726](https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201520160AB1726)
- [https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=201520160AB959](https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160AB959)

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.

### Cognitive Testing

The Contractor will recruit participants for the cognitive testing. The Contractor will conduct cognitive testing on new survey items. The purpose of the cognitive test is to investigate how well questions perform when asked, such as assessing whether respondents understand the intent of the question correctly. It is anticipated that there will be five to fifteen new questions per wave. At a minimum, cognitive testing should be conducted in English with ten to fifteen respondents annually. Based on the cognitive testing, the Contractor should provide CDPH/CTCP the cognitive test findings and, if applicable, provide recommendations to CDPH/CTCP.

### Translation Services

The Contractor will provide certified translation services to accurately translate the survey from English to Spanish. CDPH/CTCP will provide an initial Spanish translation of the most recent survey conducted. The Contractor will review the Spanish translation and make recommendations on items that may need to be retranslated. All new survey questions to be added in future waves will need certified Spanish translation.

### Survey Programming

The Contractor will program the draft survey instrument provided by CDPH/CTCP for pilot testing and main survey administration. The Contractor will provide CDPH/CTCP a survey for internal testing and make requested CDPH/CTCP revisions prior to pilot testing.

### Pilot Testing

The Contractor will recruit and administer a pilot test with 30 to 50 respondents before each survey. The purpose of the pilot test is to assess the length of the survey and fix survey programming issues. Based on the pilot testing, the Contractor should provide CDPH/CTCP of any findings and, if applicable, provide

recommendations to CDPH/CTCP. The Contractor will make requested revisions to the survey as approved by CDPH/CTCP.

### 3. Objective 3: Recruitment and Survey Administration

#### Survey Sampling and Recruiting

Following the protocols set forth in the Sampling and Recruiting Plan in Objective 1, the Contractor will sample and recruit California adults for the Online CATS project survey.

#### Survey Administration, Data Management, and Data Processing

Following the protocols set forth in the Survey Administration and Data Management Plan in Objective 1, the Contractor will administer, manage, and clean all data as appropriate, including developing sampling weights. The Contractor will provide weekly completion updates.

The Contractor will conduct data cleaning over the course of survey fielding. At a minimum, data cleaning will include removing duplicates, removing fraudulent cases, removing irrelevant data, reconciling inconsistent data, and reviewing and upcoding any open-ended “other” responses that are used for survey weight calibration in consultation with CDPH/CTCP.

Following data collection, the Contractor will develop sampling weights that incorporates the probability of selection and should be benchmarked to California's adult population from a secondary source agreed upon by the Contractor and CDPH/CTCP.

No later than six (6) weeks after the data collection is complete for each survey wave, the Contractor will provide CDPH/CTCP with an interim survey report and a cleaned, deidentified, public-use dataset with appropriate survey weights. The interim survey report will minimally include wave-specific administration information and a codebook with unweighted frequencies. The datasets will be submitted securely in a format that can be opened in Statistical Package for the Social Sciences (SPSS) software or Statistical Analysis System (SAS) software.

### 4. Objective 4: Data Analysis and Reporting

Based on the Data Analysis Plan submitted in Objective 1, the Contractor will compile the results from the two waves in each calendar year to create an annual report that is easily understandable to the general public. The annual report will contain at a minimum:

- a. Executive summary;
- b. Background;
- c. Brief methodology regarding the project;

- d. Main results;
- e. Conclusions; and
- f. CDPH/CTCP remarks (if requested by CDPH/CTCP).

The Contractor shall format the annual report to be accessible to people with disabilities and compliant with [Section 508 of the Rehabilitation Act](#).

## 5. Objective 5: Communications

At the start of each project year, the Contractor will submit to CDPH/CTCP an annual project timeline. The annual project timeline must be approved by CDPH/CTCP prior to project implementation.

Once per month, the Contractor will have communications by teleconference or phone 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 interim findings as requested by CDPH/CTCP. Participate in ad-hoc meetings as requested by the contractor or CDPH/CTCP.

Every six months, the Contractor will submit a progress report submitted to CDPH/CTCP using a template provided by CDPH/CTCP. The progress reports will be due one month after the six-month mark of each project year and an expanded comprehensive progress report will be due at the end of the project. 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 or planned to be addressed;
- c. Suggestions to avoid the experienced challenges or barriers in the future; and
- d. Suggestions for improvement or other changes to the project.

## F. Subcontractors and Consultants

The use of Subcontractors and/or Consultants is allowed, if their use is necessary and justified to accomplish the SOW. All subcontractors must certify whether a conflict of interest with any tobacco, e-cigarette, cannabis, or related industry exist. See *Appendix 2: Conflict of Interest Certification* for more details.

In addition, per [State Contracting Manual Vol.1](#), Section 3.06, there are limitations on the amount or percentage of subcontracting that is allowable for public universities. Public universities are limited to up to \$50,000 or 25 percent of the total contract, whichever is less, before subcontracting is subject to conditions.

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.

See, Part II. *Submission Requirements*, K. *Preference Programs*, 2. *Commercially Useful Function*, beginning on page 22 for additional information.

## **G. Key Action Dates**

Below is the tentative schedule for this solicitation.

**Table 2. Tentative Solicitation Timeline and Award Schedule**

<b>Activity</b>	<b>Action Date (all times in Pacific Time)</b>
Solicitation Release Date	April 10, 2023
Informational Webinar	April 14, 2023, 11:00 A.M.
Online Tobacco Information System (OTIS) Open for Proposal Input	April 14, 2023
Submit Written Questions to CDPH/CTCP	April 21, 2023, 5:00 P.M.
Responses to Questions Posted	May 5, 2023
Non-Mandatory Letter of Intent Due	June 5, 2023, 5:00 P.M.

Activity	Action Date (all times in Pacific Time)
<b>Stage 1: Written Proposals Due</b>	June 12, 2023, 5:00 P.M.
Stage 2: Oral Presentations (if required)	TBD
Public Notice of Intent to Award Posted	July 31, 2023
Appeal Filing Date	August 10, 2023, 5:00 P.M.
Final Announcement of Award*	August 11, 2023
Contract Start Date	January 1, 2024

\* *Final Awards cannot be made until all appeals have been resolved.*

Proposals must be submitted using OTIS. See Part II, Section E “Submission of Solicitation Materials” in this solicitation for more details. Proposals submitted by postal mail, email, or fax will **not** be accepted. Stated deadlines for submitting materials to CDPH/CTCP are strictly enforced.

CDPH/CTCP reserves the right to amend dates at any time during the solicitation process. It is the Proposers’ responsibility to check for notices and addenda for this solicitation on the Tobacco Control Funding Opportunities and Resources ([TCFOR website](https://tcfor.catcp.org/) (<https://tcfor.catcp.org/>)) throughout the solicitation process. For assistance with the website, please email [CTCPEvaluation@cdph.ca.gov](mailto:CTCPEvaluation@cdph.ca.gov).

## H. Informational Webinar

CDPH/CTCP has scheduled an optional informational webinar on Zoom for interested proposers. The Request for Proposal (RFP) informational webinar will be held on the date identified in *Table 2: Tentative Solicitation Timeline and Award Schedule*. Those intending to apply for this solicitation are strongly encouraged to participate. The purpose of the informational webinar is to provide interested parties with an opportunity to ask questions about the preparation and submission of the proposal. The informational webinar registration information is posted on the [TCFOR website](https://tcfor.catcp.org/) (<https://tcfor.catcp.org/>).

## I. Questions

Questions about this solicitation, including clarification on materials, instructions, or requirements, must be submitted in writing to [CTCPEvaluation@cdph.ca.gov](mailto:CTCPEvaluation@cdph.ca.gov) by the date and time identified in *Table 2: Tentative Solicitation Timeline and Award Schedule* or during the informational webinar. Responses to written questions submitted prior to and during the webinar will be answered as time allows following the informational webinar. Written responses to all questions submitted by the deadline will be posted on

[TCFOR website \(https://tcfor.catcp.org/\)](https://tcfor.catcp.org/) by the date and time identified in *Table 2: Tentative Solicitation Timeline and Award Schedule*. 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 entities 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. Submitting a letter is not required to submit a proposal. See *Appendix 6: Non-Mandatory Letter of Intent* and *Appendix 7: Tobacco Control Funding Opportunities and Resources (TCFOR) User Instructions*.

Entities submitting a letter of intent must upload the signed letter of intent to the [TCFOR website \(https://tcfor.catcp.org/\)](https://tcfor.catcp.org/) no later than 5:00 p.m. Pacific Time (PT), on the date identified in *Table 2: Tentative Solicitation Timeline and Award Schedule*. The letter of intent must be submitted on the entity's letterhead, include the signature of the authorized signatory or their official agent, and must include the name and number of the solicitation under which the proposal will be submitted (Online California Adult Tobacco Survey, EVAL 23-10033).



## Part II. Submission Requirements

The proposal requirements will include the following sections: Agency Capability, Project Narrative, Detailed Proposed Scope of Work, and 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. Prepare in a Word or a PDF format, an Agency Capability narrative and upload into the OTIS Additional Documents section. In preparing the Agency Capability document, please respond to each of the items listed below. Some responses relate only to the proposed Contractor and other responses may include information about proposed Subcontractors and/or Consultants.

1. Agency Work History and Capability: (eight (8) page limit)
  - a. Work History and Experience: Describe the Agency's experience with survey recruitment of adults, including Spanish speaking adults, especially in an online setting; survey development; survey administration; and survey data analysis. Include examples of complex strategies, use of new technologies, incorporation of social-behavioral (or similar/relevant) expertise, translation of surveys into Spanish, and incorporation of experience working with adults for research. Describe relevant qualitative research experience (design, administration, analysis, and reporting). Describe experience with report writing and communication with funding agencies. In addition to documenting quality of experience, include years of experience required by this solicitation.
  - b. Flexibility and Responsiveness: Briefly describe the Agency's ability to anticipate and adapt to emerging issues that relate to the required Project Objectives.
  - 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 California 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 State of 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 it is 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, Subcontractors, and Consultants): (five (5) page limit, not including an organizational chart and resumes)
- 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 adults, health 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, "Required Experience" in this solicitation). Provide resumes of key project personnel.
  - b. Organizational Chart: Provide an organizational chart that depicts the Proposer's personnel, reporting relationships among personnel, proposed Subcontractors and/or Consultants, and the reporting relationship between Proposer's personnel and proposed Subcontractors and/or 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 References: (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 is encouraged to be** from one of those agencies.

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

- a. The address, telephone number, email, 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; and
- 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:

- a. Successfully managed grant or contract funds;
- b. Successfully managed large statewide projects;
- c. Strong capacity to sample and recruit survey adult participants, particularly in an online setting;
- d. Strong capacity to develop survey instruments, administer surveys and manage complex data, particularly in an online setting;
- e. Experience cleaning, weighting, analyzing data for a public health setting;
- f. Relevant social-behavioral expertise required by this solicitation or successful experience to subcontract; and
- g. Strong capacity to sample, recruit, administer, and develop measurements, including tobacco measures, for an adult population health survey.

## **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 Part I, Section D, “Project Objectives” in this solicitation for more details). The Project Narrative also describes how the Proposer will use their expertise to facilitate the administration of the project.

## **C. Detailed Scope of Work (No Page Limit)**

Complete *Appendix 3: 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, measurable, 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:

1. What will be done and quantify activities, as applicable (ranges may be used, e.g., three to five focus groups);
2. Percentage of the total deliverable that the activity represents (percent deliverables must total 100 percent for the entire Scope of Work);
3. Start and end dates for each activity;
4. Personnel responsible (i.e., position title) for completion of each activity, including Subcontractors/Consultants; and
5. Tracking measure (i.e., product or deliverable) that will be submitted to CDPH/CTCP to document the progress and/or completion of each activity.

## **D. Budget Proposal, Cost Proposal, and Narrative**

Complete *Appendix 8: Budget Proposal* and *Appendix 9: Cost Proposal and Narrative*. These forms are downloadable from OTIS in the Additional Documents–Other Documents section.

## **E. Submission of Solicitation Materials**

All Solicitation proposals are to be submitted by using OTIS. Proposals submitted by any other means will not be accepted. Refer to *Appendix 10: 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 proposals, review and score proposals, 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 proposals.

1. 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](https://tcfor.catcp.org/) (<https://tcfor.catcp.org/>).
2. Webinar Training: The Informational Webinar will review the requirements of this Solicitation; provide information on requesting a “User Account,” and how to use OTIS.
3. 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 proposal components. The budget instructions of this training are applicable to Proposers of this solicitation. See *Appendix 10: 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 (279) 667-0153 or [Humberto.Jurado@cdph.ca.gov](mailto:Humberto.Jurado@cdph.ca.gov). Please do not wait until the submission due date to seek assistance as the support team may not be available.

The following email is to be used for all correspondence regarding this solicitation: [CTCPEvaluation@cdph.ca.gov](mailto:CTCPEvaluation@cdph.ca.gov). Proposals submitted to this address will not be considered.

## F. Additional Documents

Complete 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. Agency Capability (8-page limit, single-spaced, 12-point font, 1-inch margins)\*
2. Project Personnel (5-page narrative limit, single-spaced, plus an organizational chart, 12-point font, 1-inch margins)\*
3. Letters of Reference (three letters)\*
4. Project Narrative (20-page limit, single-spaced, 12-point font, 1-inch margins)\*
5. Proof of Non-Profit Status (only applicable to non-governmental non-profit agencies; see *Appendix 1: 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)\*

6. *Appendix 2: Conflict of Interest Certification\**
7. *Appendix 3: Detailed Scope of Work (no page limit)\**
8. *Appendix 8: Budget Proposal\**
9. *Appendix 9: Cost Proposal and Narrative\**
10. State of California Franchise Tax Board Entity Status Letter (generate this letter at: [https://www.ftb.ca.gov/online/self\\_serve\\_entity\\_status\\_letter/index.asp](https://www.ftb.ca.gov/online/self_serve_entity_status_letter/index.asp); uploaded documentation by agency)\*
11. *Appendix 11: California Civil Rights Laws Attachment\**
12. *Appendix 12: Contractor's Confidentiality Statement\**
13. *Appendix 13: Bidders Declaration (GSPD-05-105)\**
14. *Appendix 14: Darfur Contracting Act\**

\* Upload to the Additional Documents section in OTIS.

## **G. Importance of Meeting All Solicitation Deadlines**

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

## **H. Communications between CDPH/CTCP and Proposers**

### **1. Proposer Questions and Reporting of Errors in the Solicitation**

CDPH/CTCP will accept questions related to this solicitation by the date and time specified in *Table 2: Tentative Solicitation Timeline and Award Schedule*. 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.

#### How to Submit Questions or Report an Error in this Solicitation

- 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](mailto: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 2: Tentative Solicitation Timeline and Award Schedule*.
- 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. 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](https://tcfor.catcp.org/) (<https://tcfor.catcp.org/>) on the date identified in *Table 2: Tentative Solicitation Timeline and Award Schedule*.

- c. CDPH/CTCP may issue an addendum to address errors in the RFP until the proposal submission deadline. These will be posted on the [TCFOR website \(https://tcfor.catcp.org/\)](https://tcfor.catcp.org/). 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 California 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.

<b>Confirmed DVBE Participation of:</b>	<b>DVBE Incentive</b>
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 percent and 5 percent 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.
  - d. An explanation of the (DVBE) Incentive can be found at the Internet website: <https://www.dgs.ca.gov/PD-OSDS>.
  - e. 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 DVBE's 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 Operating System for Distributed Switching (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/gspd/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](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

CDPH Small Business (SB) 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:

CDPH SB/DVBE Advocate  
(916) 445-5645 / [sbdvbe@cdph.ca.gov](mailto:sbdvbe@cdph.ca.gov)

6. Small Business Proposal Preference

Certified small businesses or microbusinesses can claim the 5 percent preference when submitting a Proposal on a State contract. A non-small business may receive a preference of 5 percent if the business commits to subcontract at least 25 percent of its net Proposal price with one or more small businesses or microbusinesses. The 5 percent preference is used only for computation purposes, to determine the winning proposer and does not alter the amounts of the resulting contract. The preference will be given to the highest responsive responsible bidder's total score. A contract awarded based on the 5 percent 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 15: Non-Small Business Subcontractor Preference Instructions*. For additional information go to <https://www.dgs.ca.gov/PD/Services/Page-Content/Procurement-Division-Services-List-Folder/Certify-or-Re-apply-as-Small-Business-Disabled-Veteran-Business-Enterprise>.

7. See optional *Appendix 16: Commercially Useful Function (CUF) 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" (California 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. Stage 1: Written 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 70 points or more. However, scoring 70 or more does not guarantee you will be awarded this contract. The maximum point value of each section is as follows:

Written Section	Point Value
Agency Capability	32
Project Narrative	35
Detailed Scope of Work	13
Budget Proposal, Cost Proposal, and Narrative	20
<b>Total</b>	<b>100</b>

1. Agency Capability (32 Points)

<b>Agency Work History and Capability Criteria</b>	<b>Point Value</b>
Demonstrates at least five (5) years of experience managing complex projects with a budget of \$500,000 per year or greater.	3
Demonstrates at least five (5) years of high quality, survey sampling and recruiting experience, including three (3) years of experience recruiting adults for a probability-based online survey.	3
Demonstrates at least five (5) years of high quality, survey administration and data management experience.	3
Demonstrates at least five (5) years of experience providing high-level social-behavioral or social-psychological quantitative or qualitative research expertise.	3
Demonstrates at least five (5) years of high quality, survey data analysis experience.	3
Demonstrates at least five (5) years of experience developing reports related to public health for local, state, federal, or tribal governments.	3
Demonstrates a comprehensive organizational chart depicting reporting relationships.	2
<b>Subtotal</b>	<b>20</b>

<b>Administrative and Fiscal Experience Criteria</b>	<b>Point Value</b>
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 and/or consultant documents; fiscal stability to manage reimbursement in arrears; and no major negative audit findings.	3
Demonstrates that administrative/fiscal staff has the appropriate educational background, skills, and the experience to manage all aspects of payroll, bookkeeping, invoicing, subcontract and/or consultant monitoring, and other administrative controls associated with acceptance of government funds.	3
<b>Subtotal</b>	<b>6</b>

<b>Letters of Reference Criteria</b>	<b>Point Value</b>
<p>The three (3) letters of reference cumulatively demonstrate that the Proposer has:</p> <ol style="list-style-type: none"> <li>1. Successfully managed grant or contract funds;</li> <li>2. Successfully managed large statewide projects;</li> <li>3. Strong capacity to sample and recruit survey adult participants, particularly in an online setting;</li> <li>4. Strong capacity to develop survey instruments, administer surveys and manage complex data, particularly in an online setting;</li> <li>5. Experience cleaning, weighting, analyzing data for a public health setting;</li> <li>6. Relevant social-behavioral expertise required by this solicitation or successful experience to subcontract; and</li> <li>7. Strong capacity to sample, recruit, administer, and develop measurements.</li> </ol>	6
<b>Subtotal</b>	<b>6</b>

2. Project Narrative (35 Points)

<b>Project Narrative Criteria</b>	<b>Point Value</b>
Describes the approach for developing the Survey Sampling and Recruitment Plan, the Survey Administration and Data Management Plan, and the Data Analysis Plan.	9
Describes the approach in providing survey consultation services, translation services, and cognitive testing of newly developed survey questions.	6
Describes the approach for survey sampling, recruiting, and administering the online survey for the project to meet the required survey quotas as listed in this solicitation.	6
Describes the approach for data cleaning, data quality checks, and, if necessary, de-identification.	4

<b>Project Narrative Criteria</b>	<b>Point Value</b>
Describes the approach to create survey weights that accounts for the sampling design and will allow data to be representative of California's adult population.	4
Describes the approach for developing the annual report in collaboration with CDPH/CTCP.	4
Describes the approach for maintaining consistent and effective communication with CDPH/CTCP.	2
<b>Subtotal</b>	<b>35</b>

3. Detailed Scope of Work (13 Points)

<b>Detailed Scope of Work Criteria</b>	<b>Point Value</b>
Detailed SOW demonstrates a robust project plan which aligns with the Project Narrative.	4
Detailed SOW is reasonable and follows a logical timeline.	3
Detailed SOW has appropriate tracking measures that includes feedback and approval from CDPH/CTCP.	3
Detailed SOW has responsible parties that lists staff, Subcontractors and/or Consultants responsible for each activity and percent deliverables that are adequately partitioned.	3
<b>Subtotal</b>	<b>13</b>

4. Budget Proposal, Cost Proposal, and Narrative (20 Points)

<b>Budget Proposal, Cost Proposal, and Narrative Criteria</b>	<b>Point Value</b>
Budget Proposal aligns well with all the activities in the proposed SOW.	5
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
<b>Subtotal</b>	<b>20</b>

### C. Stage 2: Oral Presentation Scoring (If Needed)

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. Oral presentations will be conducted virtually and will be done before a review panel.

<b>Oral Presentation Section</b>	<b>Point Value</b>
Demonstrates understanding of CDPH/CTCP's mission and objectives.	5
Demonstrates experience and capability to conduct a statewide assessment of California's adult population.	5
Demonstrates of a cost-effective and high-quality methodological plan to sample, recruit, and survey.	5
Demonstrates ability to analyze data survey data and provide reports for the general population.	5
Responses to questions.	5
<b>Total</b>	<b>25</b>



## **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 \(https://tcfor.catcp.org/\)](https://tcfor.catcp.org/). 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 (California 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 California 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, the 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 non-responsive 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 2: Tentative Solicitation Timeline and Award Schedule* 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 proposals. The OTIS date stamp will be used to verify on-time submission.
2. It contains false or intentionally misleading statements or references which do not support an attribute or condition contended by the Proposer.
3. The proposal is intended to mislead the State erroneously and fallaciously 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. The Proposer has been prohibited from contracting with the following agencies:
  - a. [State of California Franchise Tax Board](#)
  - b. [California Department of Tax and Fee Administration](#)

- c. [California Civil Rights Department](#) (formerly the California Department of Fair Employment and Housing)
- 8. The Proposer has been suspended or barred from contracting with the State at the following websites:
  - a. [California Secretary of State](#)
  - b. [Air & Water Polluters](#) (pursuant to California Government Code 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](https://tcfor.catcp.org/) (<https://tcfor.catcp.org/>). If any Proposer, prior to the award of a contract, appeals the award, on the grounds that CDPH/CTCP has committed an error in the bid process sufficiently material to justify invalidation of its proposed award, the contract shall not be awarded until either the appeal has been withdrawn or CDPH has decided the matter. An example of a material error would be, among others, failure of the CDPH/CTCP to follow pertinent State statutes and regulations of the provisions of this RFP. When scores of an Evaluation Committee are at issue, more than the opinion of the appellant that scores should have been different, or that different scores could have been awarded based on the same information, is required to invalidate scoring decisions. Appeals submitted without proof of a material error as described above will be rejected. Only those submitting a proposal consistent with the requirements of this RFP 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. A Proposer may appeal the award decision. The Proposer must submit a notice of intent to appeal to [CTCPEvaluation@cdph.ca.gov](mailto:CTCPEvaluation@cdph.ca.gov) by 5:00 p.m. (PT) on the date listed in *Table 2. Tentative Solicitation Timeline and Award Schedule*. Within five (5) calendar days after filing the initial appeal, the proposer shall file a detailed statement specifying the grounds for the appeal. It is suggested that the Proposer submit any appeal by certified or registered mail with:

<b>U.S. Mail</b>	<b>Courier (e.g., FedEx)</b>
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	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

1. 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.
2. Upon resolution of any appeal and subsequent award of the contract, The Awardee will be required to complete and submit to the CDPH/CTCP the required documents listed in Part V., B. Contractor Required Documents.

## **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 23-10033.

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 timelines, 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](http://tcfor.catcp.org/) (<http://tcfor.catcp.org/>). 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/CTCP 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. Administrative Details

### A. Contract 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 [California 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) and Payee Data Record Supplement (STD 205), if applicable, 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, which can be found in OTIS.
3. The contractor must furnish to the State a certificate of insurance showing that a limit of liability of not less than \$1,000,000 per occurrence for bodily injury and property damage liability combined, is presently in effect for the contractor.

Note: \$1,000,000 per occurrence is the minimum acceptable limit of insurance; higher limits should be required in cases of higher-than-usual.

At a minimum, the certificate of insurance shall show that the contractor is protected through commercial general liability insurance. Additional insurance may be required. Please refer to the following list of examples:

- Automobile Liability—a statutory requirement for contractors with employees.
- Aircraft Liability—if an aircraft is used in the performance of the work.
- Crime Coverage—if work involves handling of State money or securities.
- Pollution Liability—if work involves the handling of hazardous waste or the application of chemicals.
- Professional Liability—if work is of a professional nature such as physicians, architects, engineers, accountants, or consultants.
- Watercraft Liability—if watercraft is used in the performance of the work.
- Workers' Compensation—a statutory requirement for contractors with employees.

Contractor is responsible to notify the State within 5 business days of any cancellation, non-renewal or material change that affects required insurance coverage.

The policy must provide additional insurance language as follows:

The State of California, its officers, agents and employees are included as additional insured, but only with respect to work performed for the State of California under the contract. The additional insured endorsement must accompany the certificate of insurance.

The certificate of insurance shall meet such additional standards as may be determined by the contracting State agency, either independently or in consultation with Department of General Services (DGS)/Office of Risk and Insurance Management (ORIM), as necessary for protection of the State.

4. Resumes of key employees to be part of Contract Document, Exhibit F.
5. Establish the Headquarters for State Travel Reimbursement for budgeted staff and subcontractors/consultants. Further information on [CalHR's State Travel Reimbursement Policies](http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx) are located here:  
<http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx>.
6. *Appendix 17: Follow-on Consultant Contract Disclosure.*

## **C. Use of Funds**

Funding may not be used for any of the following:

1. Purchase or improvement of land, building alterations, renovations or construction;
2. Support of religious activities, including, but not limited to, religious instruction, worship, prayer, or proselytizing;

3. Fundraising activities;
4. Lobbying;
5. Reimbursement of costs incurred prior to the effective date of the agreement;
6. Reimbursement of costs currently covered by another CDPH contract or agreement;
7. Reimbursement of costs that are not consistent or allowable according to local and state guidelines or regulations; or
8. 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." To learn more about the prompt payment program please visit the DGS [website](#).

#### **E. Audit Requirements**

Proposition 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 Proposition 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 [TCFOR website](https://tcfor.catcp.org): <https://tcfor.catcp.org>.
- c. CDPH/CTCP reserves the right to fund any or none of the proposals submitted in response to this solicitation. CDPH/CTCP may also waive any immaterial deviation in any proposal. CDPH/CTCP waiver of any immaterial deviation shall not excuse an proposal 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 proposal component(s) as a condition of the contract award.

### **3. Termination**

CDPH/CTCP reserves the right to terminate the contract if the proposal 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.