California Department of Public Health

Solicitation

EVAL 23-10098

California Tobacco Control Program

Media Campaign Evaluation

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California Department of Public Health
California Tobacco Control Program
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Part I. Introduction

A. Background, Purpose, Goal, and Objectives

1. Background and Authorizing Legislation

   Background
   The California Department of Public Health (CDPH), California Tobacco Control Program (CTCP) was established in 1989 after California voters passed the Tobacco Tax and Health Protection Act of 1988 (Proposition 99). Prop 99 added a 25-cent tax to each pack of cigarettes, and an equivalent amount on other tobacco products, a portion of which funds CTCP.

   California voters renewed their support in the fight against tobacco use by passing the California Healthcare, Research and Prevention Tobacco Tax Act of 2016 (Proposition 56). This $2.00 tax per cigarette pack, and equivalent tax on other tobacco products including electronic smoking products, designates funding for California's comprehensive tobacco control program, tobacco-related research, and other health care and public health efforts.

   Positive outcomes resulting from California's comprehensive efforts to prevent and reduce tobacco use include:

   - Nearly 90 percent of Californian adults do not use any kind of tobacco product.[1]
   - High school youth in California vape less than the national average.[2] [3]
   - Since the passage of Proposition 56, overall tobacco use for all adult priority populations, and cigarette use specifically, decreased dramatically.[4]

   California's efforts to prevent and reduce tobacco use have resulted in California having one of the lowest smoking rates in the nation;[5] however, tobacco use remains the leading preventable cause of death and disease.[6] Smoking in

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[1] California Health Interview Survey. CHIS 2020 and CHIS 2021 Adult Files. Los Angeles, CA: UCLA Center for Health Policy Research; October 2022.
[2] Cooper M, Park-Lee E, Ren C, Cornelius M, Jamal A, Cullen KA. Notes from the Field: E-cigarette Use Among Middle and High School Students — United States, 2022. MMWR Morb Mortal Wkly Rep 2022;71:1283–1285.
[3] California Youth Tobacco Survey. CYTS 2022. Berkeley, CA: RTI International; 2023.
[4] California Department of Public Health, California Tobacco Control Program. California Tobacco Facts and Figures 2022. Sacramento, CA: California Department of Public Health; March 2023.
[5] Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. BRFSS Prevalence & Trends Data, 2021.
[6] U.S. Department of Health and Human Services. The Health Consequences of Smoking: 50 Years

California costs the state $43.54 billion in health care costs and lost productivity from illness and premature death.[7] And while California has one of the lowest youth vaping rates in the United States (U.S.), the tobacco industry's use of flavored tobacco products to lure youth to use their products remains a public health crisis resulting in teen addiction at unprecedented levels. In 2018, the U.S. Surgeon General declared vaping a youth epidemic.[8] Furthermore, the tobacco industry continues to spend more than $1 million *an hour* in the U.S. to attract new users and keep customers addicted.[9]

Research shows the most effective anti-tobacco media efforts educate both tobacco users and nonusers about the impact of secondhand smoke/vape, tobacco products' environmental damage, the tobacco industry's strategies to expand their customer base, and the overall magnitude of tobacco's harmful effects.[10]

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.

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

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of Progress. A Report of the Surgeon General. 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

[7] Campaign for Tobacco Free Kids. The Toll of Tobacco In California. https://www.tobaccofreekids.org/problem/toll-us/california.

[8] U.S. Surgeon General. *Surgeon General's Advisory on E-cigarette Use Among Youth*. *e-cigarettes*.surgeongeneral.gov. 2018.

[9] Federal Trade Commission. *Federal Trade Commission Cigarette Report for 2018*. December 2018

[10] US Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs – 2014*. 2014.

2. Purpose

The purpose of this Solicitation is to request competitive proposals from eligible organizations to conduct an evaluation of CDPH/CTCP's statewide Tobacco Prevention Media Campaign. The evaluation will assess the effectiveness of the media campaign to denormalize tobacco use and promote tobacco-free social norms which will reduce tobacco use, tobacco use disparities, and ultimately reduce the morbidity and mortality caused by tobacco use. For the purposes of this Solicitation, tobacco-related social norms are defined as the expression of negative attitudes or disapproval towards the tobacco industry, tobacco-related behaviors and support for policies and efforts that prevent tobacco's desirability, acceptability, and accessibility. Media campaigns will focus on California's multicultural market and target adult populations disproportionately affected by tobacco use, including but not limited to:

- Hispanic/Latino (English, Bilingual, Spanish)
- Asian (Chinese, Vietnamese, and Korean)
- Pacific Islander
- African American/Black
- American Indian/Alaskan Native
- Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ)
- People living in rural communities
- People experiencing mental and behavior challenges
- People with low-to-moderate incomes (LMI)

Media campaigns include Spanish and Asian language-specific and culturally relevant approaches to these populations. The evaluation will assess the effectiveness of the Multicultural English and Spanish language media campaigns to change tobacco-related knowledge, attitudes, beliefs, behaviors, and actions among targeted audiences, and increase support of tobacco prevention-related policies. Final decisions and activities regarding the 2024-2028 Tobacco Prevention Media Campaign will be shared with the successful Contractor of this Solicitation as they become available.

The services sought include development of comprehensive evaluation and analysis plans, using and interpreting existing data, developing and testing data collection instruments, collecting and interpreting new information and data, developing and maintaining an online data dashboard, conducting statistical analyses, reporting and disseminating results, and providing recommendations to CDPH/CTCP. CDPH/CTCP intends to award a single contract to the Proposer most responsive to the Solicitation requirements.

3. Goals and Objectives Overview

CDPH/CTCP seeks to establish a partnership with an established and accomplished agency to develop and implement a comprehensive evaluation of

the 2024-2028 Tobacco Prevention Media Campaign. The campaign aims to impact tobacco use by addressing the following key areas:

a. Denormalize tobacco use of any kind and promote tobacco-free social norms;
b. Eliminate the tobacco industry's influence, including predatory marketing and advertising;
c. Eliminate availability of tobacco products, including harmful products like vapes and emerging products like heated tobacco products;
d. Eliminate exposure to secondhand and thirdhand smoke and vapor; and
e. Eliminate exposure to toxic tobacco product waste.

The successful Proposer will assist CDPH/CTCP by assessing the impact of the media campaign across the above five areas of focus, by determining if the expected media campaign outcomes are achieved, and by providing evidence-based recommendations for CDPH/CTCP's ongoing media, evaluation, prevention, and policy activities. Specifically, the five primary objectives of this evaluation are to:

a. Measure knowledge related to tobacco prevention media campaign content and key messages; current tobacco policies; and harms from tobacco use or exposure to tobacco product waste, smoke, and vapor;
b. Measure attitudes related to tobacco prevention media campaign ads; tobacco use; exposure to tobacco waste, smoke, and vapor; and the tobacco industry;
c. Measure beliefs related to tobacco use; exposure to tobacco waste, smoke, and vapor; and the tobacco industry;
d. Measure behaviors and actions related to the tobacco prevention media campaign, tobacco use, tobacco avoidance, and tobacco prevention policy; and
e. Measure support for various tobacco prevention policies.

B. Eligibility Criteria

1. Organizational Type and Conditions

Any public, private nonprofit, or for-profit entity or organization qualified through the Secretary of State to do business in California, is eligible to apply for this Solicitation. Agencies claiming private non-profit status must submit proof of their non-profit status with their proposal. Either certification from the State of California, Office of Secretary of State, or a 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 1**: *Sample Non-Profit Status Letter.*

All agencies submitting proposals must certify whether a conflict of interest with any tobacco, e-cigarette, cannabis, or related industries exists. 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.e, "Tax Debtor List" in this Solicitation for more details. This document is not applicable to government agencies, including state universities and tribal governments.

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 demonstrate the following:

   a. At least five (5) years of experience in designing, planning, and implementing the evaluation of at least two (2) multimedia campaigns (i.e., multiple channels such as broadcast and cable television, terrestrial and digital radio, social media, out-of-home such as billboards) among multicultural target audiences (i.e., populations diverse by demographics, geography, economic status, language used, sexual orientation and/or gender identity, and other hard-to-reach populations);

   b. At least five (5) years of experience conducting complex quantitative analyses of social norm change, including consumer attitudes, public awareness, and attitude shifts;

   c. At least five (5) years of experience in online data collection and capacity for oversampling, especially among CDPH/CTCP populations of interest (i.e., people who are African American/Black, people who are Hispanic/Latino, people who speak Spanish, people are LGBTQ, people who have low incomes, and/or people experiencing mental health challenges);

   d. At least three (3) years of experience in survey development, including cognitive and pilot testing; recruiting survey participants of adults, including Spanish speaking adults, for an online survey panel (cross-sectional or longitudinal); conducting internet-based survey data collection; survey administration; and performing quantitative analysis of the survey data on the impact of advertisements on knowledge, attitudes, beliefs, behaviors and actions, and support for policy;

e. At least three (3) years of experience of staff, Subcontractors and/or Consultants across the following areas: media campaign evaluations, evaluation study design, online survey data collection, experience with large dataset management and creation of appropriate survey weights, utilizing a mix of media delivery measures (e.g., target ratings points, social media impressions), quantitative data analysis methods, results dissemination, and development and maintenance of a data dashboard; and

f. At least five (5) years of experience managing projects with a budget of $500,000 or greater per year.

C. Contract Term and Funding

1. Contract Term

   a. The anticipated initial term is five (5) years: 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.

   b. The resulting contract will be of no force or effect until signed by both parties and approved by CDPH. The contractor will not commence performance until all approvals are obtained. Should performance commence before all approvals are obtained, said services will be considered to have been volunteered without State reimbursement.

2. Funding

   The anticipated funding available is up to $5,000,000. Proposals must be for the entire five (5) year period and shall not exceed $5,000,000.

Fiscal Year (FY)	Total Months	Recommended Budget Per FY
FY 23/24	6	$500,000
FY 24/25	12	$1,000,000
FY 25/26	12	$1,000,000
FY 26/27	12	$1,000,000
FY 27/28	12	$1,000,000
FY 28/29	6	$500,000
Total Maximum for 60 Month Contract Term	**60**	**$5,000,000**

   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.

D. Project Scope of Work

This project has six required 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 4:** *Detailed Scope of Work*).

The 2024-2028 Tobacco Prevention Media Campaign Evaluation will focus on assessing campaign recall and the effectiveness of the media campaign to change tobacco-related knowledge, attitudes, beliefs, behaviors and actions, and support for policy among adults from targeted audiences. The evaluation should include evaluating the impact of the 2024-2028 Tobacco Prevention Media Campaign on California’s culturally diverse adult population, which includes language-specific, culturally relevant, and disproportionately affected populations. The Contractor must have the capability to successfully complete all of the tasks described below to evaluate the entire media campaign. It is expected that the selected Contractor will work with CDPH/CTCP to develop the final deliverables after the contract is awarded.

Objective 1: Submit the 2024-2028 Tobacco Prevention Media Campaign Comprehensive Evaluation Plan and Data Management and Analysis Plan

<u>Evaluation Plan</u>

The Contractor will develop and submit a comprehensive plan to evaluate the 2024-2028 Tobacco Prevention Media Campaign. The plan and sections therein will be updated as needed. The evaluation plan must specify the scope and focus of the evaluation and include the following sections: Evaluation questions, objectives, and hypotheses; an evaluation logic model; theoretical framework; methods for assessing the impact of the campaign on targeted and priority populations on tobacco-related knowledge, attitudes, beliefs, behaviors and actions, and support for policy; power analyses; study design and sampling plan; and additional data sources needed. The evaluation plan should address how to assess the impact of the Tobacco Prevention Media Campaign on California’s culturally diverse population, including, but not limited to:

- Adults 18 and older
- Hispanic/Latino (English, Bilingual, Spanish)
- African American/Black
- American Indian/Alaskan Native
- Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ)
- People living in rural communities
- People experiencing mental and behavior challenges
- People with low-to-moderate incomes (LMI)

Evaluation questions and hypotheses should reflect an understanding of the media campaign as outlined above. An evaluation logic model should show the linkages between the 2024-2028 CDPH/CTCP Tobacco Prevention Media Campaign and short- and medium-term outcomes and long-term impacts. The logic model should be theory informed, comprising a theoretical framework for this evaluation. Some theories that may be of use include social marketing theory, countermarketing theory, and social cognitive theory for social norms change, among others.

Past evaluation design and data collection utilized a cross-sectional design of adults, via a monthly statewide and national online survey of approximately 50,000 adults ages 18 to 55 per year with approximately 40,000 California residents and 10,000 adults residing outside of California. These data were being used to compare California residents exposed to the Tobacco Prevention Media Campaign in California to those not targeted by the campaign in the rest of the United States.

The above design, samples sizes, and comparison between California and national audiences are only a guide; the Proposer has the option to propose alternatives to a cross-sectional design (e.g., a longitudinal cohort), alternative comparison groups, and/or alternative frequency of data collection. A rationale for the type of sampling and comparison strategies proposed should be included. The final study design will be approved by CDPH/CTCP and may differ from what has been proposed. At minimum, sample sizes for each campaign target audience group should be sufficient to measure a moderate effect (Cohen's $d = 0.5$) with a power of 0.80.

In addition to being used for the evaluation, these data may be used to support CDPH/CTCP media, evaluation, prevention, and policy work (see Objective 4: Data Dashboard), which requires rapid and rolling collection of data throughout the project period that is accessible to CDPH/CTCP. Proposers should discuss how their proposed data collection efforts will aid CDPH/CTCP with this goal.

The rolling nature of data collection should allow the Contractor to pool data from various survey waves to address campaign-related questions for smaller population subgroups. The online survey panel is to be geographically diverse and include oversampling of California adults from the following multicultural target audiences: people who are African American/Black; people who are English-speaking, bilingual, or Spanish-speaking Hispanic/Latino; people who are LGBTQ; people who are American Indian/Alaskan Native; and persons residing in rural areas. In addition to

the overall online survey, specific evaluation efforts are to target Spanish speakers who are served in-language media campaign ads. Proposers are to provide a detailed description of the survey design needed in order to address oversampling of target populations as described.

Data Management and Analysis Plan

The Data Management and Analysis Plan should include information regarding:

- how the data will be stored
- a data security plan
- a plan to deliver individual survey wave and final datasets securely to CDPH/CTCP
- detailed information regarding how the data will be de-identified and completeness checks conducted before weighting
- detailed information on the calculation of sample weights
- detailed description of all statistical methods used to clean, transform, or recode variables
- a detailed description of all statistical analyses to be performed, including a description of how confounding factors will be accounted for
- an analysis plan for alternative survey methods for hard-to-reach or smaller populations
- a plan to incorporate existing Media Campaign Evaluation data into this evaluation project

Specifically, the data analysis plan shall include a comprehensive analysis framework to answer evaluation questions and test hypotheses and minimally include a description of which statistical analyses will be used to answer evaluation questions, test hypotheses, examine campaign short- and long-term impacts, and examine campaign target and priority population knowledge, attitudes, beliefs, behaviors and actions, and support for policies over time. Data analyses should employ appropriate and rigorous analytical methods to track change over time across survey participants, while also tracking change in specific demographic groups targeted by individual campaign components. Data analyses shall include the comparison of ad modalities/delivery method as it relates to key knowledge, attitudes, beliefs, behaviors and actions, and support for policy. Finally, the analysis plan should be informed by both the Proposer's evaluation logic model and theoretical framework.

Data analyses shall also include a proposal for constructing comparison group(s) to assess media campaign-related outcomes. The Proposer may suggest different comparison groups, such as between geographic regions (e.g., state vs. state, county vs. county, state vs. rest-of-the-U.S., etc.) or populations, and should describe in detail how this will be implemented and how these comparisons are expected to achieve the evaluation objectives. To facilitate this, it is expected that

the survey questions in the core and campaign-specific modules (see objective 2) will be aligned with existing survey data from California, as appropriate, to triangulate with primary survey data from the evaluation.

Objective 2: Develop and test data collection instruments and obtain institutional review board (IRB) approval.

Online Survey Instrument Modules

The online survey instrument is to include two components: 1) a core module for the purpose of tracking overall core tobacco prevention measures including long-term knowledge, attitudes, and beliefs, plus favorability of certain key tobacco prevention policies and 2) campaign specific modules including campaign-specific knowledge, attitudes, and beliefs and behaviors. The Proposer will examine and utilize items from the existing Media Campaign Evaluation surveys and modules. The Proposer is expected to work with CDPH/CTCP to update existing survey instruments and modules; new survey questions and modules are to be approved by CDPH/CTCP prior to use before each wave.

There will be an anticipated three (3) to seven (7) campaign-specific modules which will be administered on a rotating basis alongside the core module. All modules will be administered in English and Spanish.

Core Module measurements may include, but are not limited to:

1. Demographics: Age, race, gender identity, sexual orientation, household income, education, employment and education, household size, marital status, parent or guardian to minor child(ren).

   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. 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/billTextClient.xhtml?bill_id=201520160AB1726
   - https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160AB959

2. Tobacco use behaviors: Cigarette, e-cigarette/vape/electronic smoking device, cigar, little cigar/cigarillo, hookah, smokeless tobacco, and emerging tobacco product use, plus cessation behaviors.
3. Knowledge, attitudes, beliefs, behaviors/actions, and/or policy support related to:
   a. Tobacco product use (e.g., smoking, vaping)
   b. Secondhand smoke and vape exposure

   c. Tobacco product waste
   d. Tobacco-related harms
   e. Tobacco industry
   f. Tobacco products
   g. Other tobacco-related issues to be determined
4. At least one key question from each of the campaign specific modules.
5. Other health questions/behaviors: Cannabis use and behaviors; mental health issues.

Campaign-Specific Modules may include, but are not limited to:

1. Attitude toward specific campaign ads;
2. Knowledge of ad messages;
3. Ad tracking measures, including perceptions, recall, and sentiment.

Translation Services

The Contractor will provide certified translation services to accurately translate the survey from English to Spanish of all new survey questions. The Contractor will review the Spanish translation and make recommendations on items that may need to be retranslated.

Cognitive Testing of New Questions

The Contractor will recruit ten (10) to fifteen (15) participants for cognitive testing in both English and Spanish. The Contractor will cognitively test a subset of old survey items plus all new survey items. The purpose of the cognitive testing 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 (5) to fifteen (15) new questions per module, with one (1) to three (3) campaign modules to be developed annually. Based on the cognitive testing, the Contractor should provide CDPH/CTCP a summary of the cognitive test findings and, if applicable, provide recommendations to CDPH/CTCP on question construction and interpretation of the results from each response.

Survey Programming

The Contractor will program the draft survey instrument for pilot testing and main survey administration. The Contractor will provide CDPH/CTCP an online survey link 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 in both English and Spanish before each survey that includes new survey items. 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 that would prevent the timeliness of the survey launch and make appropriate revisions with guidance from CDPH/CTCP.

Obtain and Maintain Institutional Review Board (IRB) Approval

Prior to the start of the survey, the Proposer will obtain approval or exemption of their IRB for the evaluation. The Proposer will maintain, renew, or revise its IRB application as appropriate and maintain IRB oversight or exemption over the course of the evaluation.

Objective 3: Recruitment, Survey Administration, and Data Delivery

Survey Sampling and Recruiting

Following the guidance set forth above in Objective 1, the Contractor will sample and recruit California adults ages 18 and older (and additional comparison adult audiences as proposed) for the Media Evaluation survey.

Survey Administration, Data Management, and Data Processing

The Proposer will administer the survey as proposed, then manage and clean all data as appropriate, including developing sampling weights. The Contractor will provide completion updates during weekly or monthly meetings outlined in "Objective 6: Implement and Maintain Oral and Written Progress Reporting to CDPH/CTCP." 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 four (4) weeks after the data collection wave is complete, the Contractor will upload data to an online dashboard (see Objective 4: Data Dashboard) and deliver a cleaned, deidentified dataset with appropriate survey weights to CDPH/CTCP. The datasets will be submitted securely in a format that can be opened in Statistical Analysis System (SAS), Statistical Package for the Social Sciences (SPSS), or Stata format. Upon upload of data to the dashboard and delivery of data set, the Proposer will notify CDPH/CTCP and provide wave-specific administration information and an updated variable codebook with unweighted frequencies by wave and cumulatively.

Objective 4: Develop and Continuously Update a Data Dashboard

The Proposer will develop a web accessible data dashboard for use by CDPH/CTCP staff and its media contractors. The data dashboard should minimally include a visual comparison of when campaigns were in-field to when data collection was conducted (i.e., a timeline); participant demographics by wave and cumulatively; data on participant survey responses to knowledge, attitude, belief, behavior/action, and policy support questions; allow for queries of questions by key participant demographics and calculate statistical tests (e.g., trend analyses, chi-square tests); and, allow for the creation of easily interpretable data visualizations or table.

As part of the data dashboard build, the Proposer will import existing Media Campaign Evaluation data. The Proposer will continuously update the dashboard with new data as each wave of data collection closes and notify CDPH/CTCP when the dashboard is updated. The Proposer should consider that CDPH/CTCP will likely need dashboard access after the close of the evaluation contract; therefore, the Proposer should have ability to transfer all dashboard content to CDPH/CTCP at the end of the contract.

Objective 5: Data Analysis, Reporting, and Dissemination

CDPH/CDPH requires the Proposer to provide one (1) to three (3) individual campaign reports annually, one (1) to six (6) rapid ad-hoc analyses annually, one (1) to three (3) in-depth ad-hoc analyses and reports annually, and a final, comprehensive report at the end of Year 5 with a merged, final dataset with codebook. Lastly, the Proposer will produce one (1) to two (2) manuscripts in collaboration with CDPH/CTCP using data collected during the evaluation and/or results of this evaluation. Reports require the following:

<u>Individual Campaign Reports</u>

The Contractor shall submit one (1) to three (3) campaign specific evaluation reports annually, which will provide campaign specific findings and recommendations on the effectiveness of the campaign. At the close of each individual campaign, the Contractor will provide a report with pre-post campaign results of both core knowledge, attitudes, and beliefs and policy support by key campaign audiences. As part of this activity, the Proposer is expected to coordinate with CDPH/CTCP's media advertising contractor to gather contextual information and additional data (e.g., campaign impressions by channel and media market, ad buys, etc.). Individual campaign reports should be written for a broader audience of tobacco prevention stakeholders such as CDPH/CTCP staff, advertising contractor, community members, and other government officials. The Contractor shall format campaign reports as slides for CDPH/CTCP staff use in presentations.

Rapid Ad-hoc Analyses

At CDPH/CTCP's request, the contractor will perform rapid ad-hoc analyses of evaluation data (e.g., pooled analyses on key questions) for presentations or to aid with strategic planning between one (1) and six (6) times annually. Results of these analyses will include tables, charts, and other graphics. The Contractor shall format rapid ad-hoc analyses as slides for CDPH/CTCP staff to use in presentations, and include Excel tables containing data analyses.

In-depth Ad-hoc Analyses and Reports

In consultation with CDPH/CTCP, the contractor will perform one (1) to three (3) advanced ad-hoc analyses annually resulting in a report based on CDPH/CTCP needs. These in-depth analyses would be the equivalent to a scientific journal research brief. Potential ad-hoc analyses could include results specific to a single campaign target or priority population, significant findings from core and campaign-specific modules by campaign target or priority population, preliminary impact analyses, or other topics to be determined. In addition, the Proposer should provide report appendices or supplemental files of all analyses conducted. These reports would either be in written (Word) or slide (PowerPoint) format.

Cumulative Year 5 Evaluation Report and Final Dataset Delivery

This summative evaluation report will discuss the main evaluation findings on the implementation, exposure, outcomes, and impacts of the media campaign on campaign-targeted knowledge, attitudes, beliefs, and policy support, plus any associated impacts on policy adoption and tobacco use or secondhand smoke or vape exposure. The report should also include a complete description of all analytical methods used and overall recommendations for the media campaign. In addition, the Proposer should provide report appendices or supplemental files of all analyses conducted. The report will incorporate CDPH/CTCP edits and include final combined data by the conclusion of the contract. The final report should be formatted to be accessible to people with disabilities and compliant with Section 508 of the Rehabilitation Act. The final combined dataset should be merged, weighted, and in SAS, SPSS, or Stata format, with a technical report that includes a final codebook with descriptive statistics, user documentation for entered/computed variables, and data weights.

Manuscripts

The Proposer will be required to produce one (1) to two (2) manuscripts for submission to a peer review journal with CDPH/CTCP co-authors on evaluation findings. The topic of the manuscript will be decided jointly between the Proposer and CDPH/CTCP.

Objective 6: Implement and Maintain Communication and Progress Reporting with CDPH/CTCP

The Proposer will be required to stay in communication with CDPH/CTCP staff in a variety of ways, including meetings, through progress reports, and through presentations at CDPH/CTCP events.

The Contractor shall have **weekly and monthly** communications with CDPH/CTCP staff to ensure that activities and approaches are on the right track, whether the project is on schedule, and provide interim findings and results. Ad-hoc meetings may be requested at any time by CDPH/CTCP. All meetings will be by phone or online (e.g., Zoom or Microsoft Teams). Contractor will be responsible for meeting minutes to be shared with CDPH/CTCP. Meeting types are as follows:

a. The Contractor will have **weekly** check-in meetings with CDPH/CTCP that to facilitate coordination of campaign materials and modules for use in surveys.
b. The Contractor will have **monthly** check-in meetings with CDPH/CTCP staff to discuss long-term planning, media scheduling, scientific paper writing, or other issues.
c. The Contractor will participate in **one (1) to four (4)** meetings annually with CDPH/CTCP's media advertising contractor(s) to gather additional information (e.g., background, impressions data, ad buys, etc.) for the production of individual campaign reports.
d. The Contractor will have **ad-hoc** meetings with CDPH/CTCP staff as needed.

<u>Six-month Progress Report</u>

The Contractor will submit written progress reports every **six (6) months**. The reports must contain the following information at a minimum:

a. Status of progress and accomplishments, including progress of work by any subcontractors, including a marked-up SOW table with a list of active projects and deliverables.
b. Provide interim results and significant findings, when possible.
c. Description of the steps remaining for completion of the project, including the date each step will be completed.
d. A description of any challenges or barriers encountered and how they were addressed.
e. Suggestions to avoid the experienced challenges or barriers in the future.
f. Appendices containing completed individual campaign reports and completed reports from ad-hoc analyses.

E. 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 exists using **Appendix 2:** *Conflict of Interest Certification*. For public universities there are limitations on the amount or percentage of subcontracting that is allowable, which is limited to up to $50,000 or 25% of the total contract, whichever is less.

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

- Complete a specialized task that is directly related to the project's SOW activities.
- Execute/implement/complete a component of the project, carryout implemented solutions, and/or perform a limited-term service/activity.
- Note: Subcontracts require a budget that includes personnel, fringe benefits, operating expenses, travel, and indirect expenses.

A Consultant is an individual who:

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

See, Part II. Submission Requirements, K. Preference Programs, 2. Commercially Useful Function, beginning on page 27 for additional information.

F. Key Action Dates

Below is the tentative schedule for this Solicitation.

Table 1. Tentative Solicitation Timeline and Award Schedule

Activity	**Action Date (all times in Pacific Time)**
Solicitation Release Date	June 20, 2023
Online Tobacco Information System (OTIS) Open for Proposal Input	June 23, 2023
Informational Webinar	June 29, 2023, 10:00 A.M. – 11:30 A.M.

Activity	Action Date (all times in Pacific Time)
Submit Written Questions to CDPH/CTCP	June 20 - July 6, 2023, 5:00 P.M.
Responses to Questions Posted	July 17, 2023, 5:00 P.M.
Stage 1: Written Proposals Due	August 1, 2023, 5:00 P.M.
Stage 2: Oral Presentations (if required)	To Be Determined
Public Notice of Intent to Award Posted	September 8, 2023
Appeal Filing Date	September 15, 2023
Final Announcement of Award*	September 18, 2023
Contract Start Date	January 1, 2024
Contract End Date	December 31, 2028

* *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 throughout the solicitation process. For assistance with the website, please email CTCPEvaluation@cdph.ca.gov.

G. Informational Webinar

CDPH/CTCP has scheduled an optional informational webinar on Zoom for interested applicants. The RFA informational webinar will be held on the date identified in Table 1. *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.

H. Questions

Questions about this Solicitation, including clarification on materials, instructions, or requirements, must be submitted in writing to CTCPEvaluation@cdph.ca.gov by the dates identified in Table 1. *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 by the date and time identified in Table 1. *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.

Part II. Submission Requirements

The proposal requirements will include the following sections: Agency Capability, Project Narrative, Detailed Proposed Scope of Work, 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. <u>Work History and Experience Conducting Media Evaluations</u>:

        i. Demonstrate the Proposer's five (5) years of experience in designing, planning, and implementing the evaluation of at least two (2) multimedia campaigns (i.e., multiple channels such as broadcast and cable television, terrestrial and digital radio, social media, out-of-home such as billboards) among multicultural target audiences (i.e., populations diverse by demographics, geography, economic status, language used, sexual orientation and/or gender identity, and other hard-to-reach populations).

        ii. Demonstrate the Proposer's five (5) years of experience conducting complex quantitative analyses of social norm change, including consumer attitudes, public awareness, and attitude shifts. The Proposer should describe any experience the principal evaluation staff have with multimedia campaigns that focus on social issues, public health, and/or tobacco control and prevention issues. Highlight any specific experience with assessing and analyzing quantitative data, including design, administration, analysis, and reporting related to knowledge, beliefs, attitudes, behaviors/actions, and policy support to social issues, especially tobacco control- and prevention-related efforts. Describe analysis methods and software used to conduct analyses relevant to this project.

        iii. Demonstrate the Proposer's five (5) years of experience in online data collection and capacity for oversampling, especially among CDPH/CTCP populations of interest (i.e., people who are African

American/Black, people who are Hispanic/Latino, people who speak Spanish, people are LGBTQ, people who have low incomes, and/or people experiencing mental health challenges).

iv. Demonstrate the Proposer's three (3) years of experience in survey development, including cognitive and pilot testing; recruiting survey participants of adults, including Spanish speaking adults, for an online survey panel (cross-sectional or longitudinal); conducting internet-based survey data collection; survey administration; and performing quantitative analysis of survey data on the impact of advertisements on knowledge, attitudes, beliefs, behaviors and actions, and support for policy.

v. Describe experience with report writing and communication with funding agencies.

b. Data Dashboard: Describe the Agency's capacity to develop, manage, and maintain an easy-to-use data dashboard accessible to CDPH/CTCP that contains the requirements outlined in Objective 4 in the Project Scope of Work, including the ability to calculate statistical tests and output graphics and tables for use in presentations or other products for stakeholders.

c. Collaboration, Flexibility, and Responsiveness: Describe the types of programs and services conducted, and the audiences, groups, and organizations that the Agency works with in carrying out evaluation activities and ensure the scientific integrity of projects. Briefly describe the Agency's ability to anticipate and adapt to emerging issues that relate to the required Objectives 1 through 6 in Part I, Section D: Project Scope of Work.

d. Fiscal and Contract Compliance: Demonstrate the Agency's (and any applicable Subcontractors' and/or Consultants') five (5) years of experience managing projects with a budget of $500,000 or greater per year. 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. 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.).

e. 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 is it not

on the list of ineligible vendors prohibited from doing business with the State of California. During the proposal evaluation, it is CDPH/CTCP's responsibility to check the list of ineligible vendors to confirm that the Agency is not on that list.

f. 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.

g. 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 National Institutes of Health formatted biographical sketches and organizational chart)

   a. Project Personnel Experience Summary: Describe the project personnel's minimum three (3) years of professional experience, formal education, and publications as relevant to this Solicitation, funding sources, and other qualifications of key personnel that will staff the project.

      Emphasis should be on the skills and qualifications to evaluate media campaigns related to tobacco control and/or prevention, public health, or social issues, and tasks outlined in the Scope of Work (Part I, Section D, Project Scope of Work), including expertise in media campaign evaluations, evaluation study design, online data collection, experience with large dataset management and creation of appropriate survey weights, utilizing a mix of media delivery measures (e.g., target ratings points, social media impressions), quantitative data analysis methods, results dissemination, and development and maintenance of a data dashboard. Demonstrate experience in using a mix of media delivery measures, such as target ratings points and social media impressions.

      Describe staff or subcontractor knowledge of relevant tobacco control and prevention laws in California or other states. Make clear how the Proposer will work with Subcontractors and/or Consultants to fulfill the Required Experience.

b. Project Personnel Biographical Sketches: Submit National Institutes of Health-formatted biographical sketches ("Biosketches") for senior and key evaluation personnel who will be directly responsible for this project and are listed in the organizational chart.

c. 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 Reference

Solicit three (3) letters of reference from three (3) separate agencies. Letters of reference must be written to the Proposer and must have been written within the previous 30 days prior to application submission. No more than three (3) letters will be accepted. If the Proposer is currently receiving or, within the last three (3) years, has received funding from a local, state or federal agency other than CDPH/CTCP, one of the references 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, e-mail, and title of the letter's author;

b. a description of the capacity in which the reference provider worked or is known by the Proposer;

c. a description of the Proposer's ability to complete projects and contracts from the perspective of the reference provider; 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 should cumulatively demonstrate that the Proposer has:

a. strong capacity to conduct a complex media campaign evaluation and/or evidence of successful completion of a media or social issue campaign evaluation;

b. ability to successfully sample and recruit adult participants for a survey, particularly in an online setting and especially hard to reach/recruit populations of interest to CDPH/CTCP;

c. strong capacity to develop survey instruments, administer surveys and manage complex data, particularly in an online setting;

d. experience cleaning, weighting, analyzing data for a public health setting; and

e. relevant statistical expertise required by this Solicitation to perform appropriate data analyses or successful experience to subcontract.

B. Project Narrative (20 Page Limit)

The purpose of the Project Narrative is to demonstrate understanding of the Tobacco Prevention Media Campaign Evaluation through a logic model, define the theoretical framework for evaluation, describe the proposed project methodology, and provide the technical and scientific rationale for all the activities necessary to achieve each Project Objective (see Part I, Section A.3, "Goals and Objectives Overview" 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 and should integrate activities/descriptions of activities from the detailed Scope of Work (see Part I, Section D, "Project Scope of Work"; Part II, Section C, "Detailed Scope of Work" below; and, Appendix 4, "Detailed Scope of Work") as appropriate to support the Project Narrative.

C. Detailed Scope of Work (No Page Limit)

Complete **Appendix 4:** *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% 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 and Cost Proposal and Narrative

Complete **Appendix 5:** *Budget Proposal* and **Appendix 6:** *Cost Proposal and Narrative*. These forms are downloadable from OTIS in the Additional Documents – Other Documents section.

Once completed, upload **Appendix 5:** *Budget Proposal* and **Appendix 6:** *Cost Proposal and Narrative* into the OTIS Additional Documents – Other Documents section.

E. Submission of Solicitation Materials

All Solicitation proposals are to be submitted by using OTIS. Applications submitted by any other means will not be accepted. Refer to **Appendix 7:** *Instructions for Accessing the OTIS Applicant Training* Course and **Appendix 8:** *Tobacco Control Funding Opportunities and Resources (TCFOR) User Instructions*.

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

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

1. User Account Instructions: For guidance on how to submit an "Applicant Registration" form, or to create an OTIS "User Account," see the *Application Registration Instructions* found on the TCFOR website.

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 application components. The budget instructions of this training are applicable to Proposers of this Solicitation. See **Appendix 7:** *Instructions for Accessing the OTIS Applicant 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. 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. 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 Additional Documents section of OTIS. Instructions are provided in the OTIS Applicant Training Course: *Additional Documents* module.

1. **Appendix 2:** *Conflict of Interest Certification*
2. **Appendix 3:** *Certification of Non-Acceptance of Tobacco Funds*
3. Agency Capability (8-page limit, single-spaced, 12-point font, 1-inch margins)
4. Project Personnel Experience Summary (5-page narrative limit, single-spaced, 12-point font, 1-inch margins)
5. Project Personnel Biographical Sketches (Biosketches should not exceed 5 pages each)
6. Organizational Chart
7. Letters of Reference (3 letters)
8. Project Narrative (20-page limit, single-spaced, 12-point font, 1-inch margins)
9. **Appendix 4:** *Detailed Scope of Work* (no page limit)
10. **Appendix 5:** *Budget Proposal*
11. **Appendix 6:** *Cost Proposal and Narrative (3-page limit)*
12. 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)
13. 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;) (not applicable to government agencies)
14. **Appendix 9:** *California Civil Rights Laws Attachment* (not applicable to government agencies)
15. **Appendix 10:** *Additional Tobacco Control Funding*
16. **Appendix 11:** *Contractor's Confidentiality Statement*
17. **Appendix 12:** *Bidders Declaration (GSPD-05-105)*
18. **Appendix 13:** *Darfur Contracting Act*, if applicable
19. **Appendix 15:** *Commercially Useful Function (CUF) Certification*, if applicable
20. **Appendix 16:** *Disabled Veteran Business Enterprise Declarations*, if applicable

G. Importance of Meeting All Solicitation Deadlines

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

H. 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 1. *Tentative Solicitation Timeline and Award Schedule*. Questions may include, but are not limited to, clarification of eligibility, services sought, instructions, requirements, or Solicitation materials. 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 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).
   c. CDPH/CTCP will send an email to confirm receipt of written questions. If confirmation is not received, Proposers may resubmit or call (916) 449-5500 prior to the stated deadline to confirm receipt of the questions by CDPH/CTCP.
   d. Submit written questions to CDPH/CTCP by the date and time specified in Table 1. *Tentative 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 on the date identified in Table 1. *Tentative Solicitation Timeline and Award Schedule*.

c. CDPH/CTCP may issue an addendum to address errors in the RFA until the application submission deadline. These will be posted on the TCFOR website. It is the responsibility of the proposer to monitor TCFOR for addenda issued.

2. Deviations and Modifications

All submissions must be complete when received at CDPH/CTCP. No changes, modifications, corrections, or additions may be made once they are submitted to CDPH/CTCP. CDPH/CTCP may, at its sole discretion, waive any immaterial deviation or defect in a submission. However, the waiver of an immaterial deviation or defect in a submission will in no way modify the document or excuse the proposer from full compliance with the Solicitation requirements if awarded the contract. Items may be considered “immaterial” by CDPH/CTCP if, for example, they do not affect the amount of the Cost Proposal, or if allowing the deviation does not give a proposer an advantage or benefit that would not be granted to all other Proposers.

CDPH/CTCP reserves the right to contact Proposers at any stage of the proposal process to collect additional clarifying information, if deemed necessary.

I. Property of CDPH/CTCP

All submission materials will not be returned to the Proposer. All proposed ideas or adaptations of the ideas contained in any submission become the property of CDPH/CTCP and CDPH/CTCP reserves the right to use them. Acceptance or rejection of the submission will not affect this right in any way.

J. Cost of Submissions

CDPH/CTCP assumes no responsibility or liability for costs incurred by Proposers. Costs of developing and delivering submissions and presentations will not be billable to the State of California or included in the Budget Proposal.

K. Preference Programs

The following Preference Programs can be applied for qualifying Proposers.

1. Disabled Veteran Business Enterprise (DVBE) Program Incentive

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

   b. DVBE Incentive

      i. 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.

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

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

      iii. For awards based on high score awards:

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

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

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

d. An explanation of the Disabled Veteran Enterprise Program (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 Disabled Veteran Business Enterprise Services (OSDS) certified DVBEs who perform a commercially useful function relevant to this Solicitation, may be used to satisfy the DVBE program requirements. Proposers are to verify each DVBE subcontractor's certification with OSDS to ensure DVBE eligibility.

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

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

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

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

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

iv. 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.

v. 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

   i. Complete **Appendix 12:** *Bidder 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 the TCFOR website.

   ii. Complete **Appendix 15:** *Commercially Useful Function* and include it when submitting the application. Every certified Small Business (SB), Micro Business (MB), and DVBE, prime or subcontractor, must complete this form if they will perform an element of the work.

   iii. If applicable, complete **Appendix 16:** *Disabled Veteran Business Enterprise Declarations* and include it when submitting the application. 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).

4. Additional Information

   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 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:

   (916) 445-5645 / SBDVBE@cdph.ca.gov

6. Small Business Proposal Preference

   Certified small businesses or microbusinesses can claim the 5% preference when submitting a Proposal on a State contract. A non-small business may receive a preference of 5% if the business commits to subcontract at least 25%

of its net Proposal price with one or more small businesses or microbusinesses. The 5% preference is used only for computation purposes, to determine the winning proposer and does not alter the amounts of the resulting contract. The preference will be given to the highest responsive responsible bidder's total score. A contract awarded based on the 5% preference is awarded to the small business, microbusiness or non-small business for the actual amount of its Proposal. A non-small business, which qualifies of this preference, may not take an award from a certified small business. See optional **Appendix 14:** *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. If applying as a certified Small Business, Micro Business, or DVBE, complete **Appendix 15:** *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. For the purpose of administrative screening, required documents include:

- **Appendix 2:** *Conflict of Interest Certification*
- **Appendix 3:** *Certification of Non-Acceptance of Tobacco Funds*
- Proof of Non-Profit Status (If Applicable)
- Franchise Tax Board Entity Status Letter (If Applicable)
- **Appendix 9:** *California Civil Rights Laws Attachment* (If Applicable)

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	40
Project Narrative	30
Detailed Scope of Work	10
Budget Proposal and Cost Proposal and Narrative	20
Total	**100**

1. Agency Capability (40 Points)

Agency Work History and Capability Criteria	**Point Value**
The Proposer demonstrates at least five (5) years of experience in designing, planning, and implementing the evaluation of at least two (2) multimedia campaigns (i.e., multiple channels such as broadcast and cable television, terrestrial and digital radio, social media, out-of-home such as billboards) among multicultural target audiences (i.e., populations diverse by demographics, geography, economic status, language used, sexual orientation and/or gender identity, and other hard-to-reach populations).	4
Demonstrate the Proposer's five (5) years of experience conducting complex quantitative analyses of social norm change, including consumer attitudes, public awareness, and attitude shifts. The Proposer should describe any experience the principal evaluation staff have with multimedia campaigns that focus on social issues, public health, and/or tobacco control and prevention issues. Highlight any specific experience with assessing and analyzing quantitative data, including design, administration, analysis, and reporting related to knowledge, beliefs, attitudes, behaviors/actions, and policy support to social issues, especially tobacco control- and prevention-related efforts. Describe analysis methods and software used to conduct analyses relevant to this project.	4
The Proposer demonstrates at least five (5) years of experience in online data collection and capacity for oversampling, especially among CDPH/CTCP campaign target populations of interest (i.e., people who are African American/Black, people who are Hispanic/Latino, people who speak Spanish, people are LGBTQ,	4

Agency Work History and Capability Criteria	Point Value
people who have low incomes, and/or people experiencing mental health challenges).	
The Proposer demonstrates at least three (3) years of experience in recruiting survey participants for an online survey panel for the type of sampling proposed (including Spanish speaking adults); survey development; survey administration; and, performing quantitative analyses of survey data, including the methods and software used, to conduct analyses relevant to this project (e.g., the impact of advertising on knowledge, attitudes, beliefs, behaviors, and actions, and support for policies).	4
The Proposer describes their experience with report writing and communication with its funder.	1
The Proposer demonstrates the experience and capacity to develop, manage, and maintain an easy-to-use data dashboard as outlined in Objective 4 of the Scope of Work, including the capacity to perform queries and statistical tests, and output graphics and tables for use in reports and presentations.	4
The Proposer demonstrates the capacity to manage a complex evaluation project via collaboration, flexibility, and responsiveness, including describing the programs/services conducted and the audiences, groups, and organizations the Proposer has worked with while conducting evaluations; ability to anticipate and adapt to emerging issues, and ensure the scientific integrity of projects.	2
Subtotal	**23**

Project Personnel (Contractor, Subcontractors, and Consultants) Criteria	Point Value
The Proposer demonstrates three (3) years professional experience, formal education, publications as relevant to this Solicitation, funding sources, and other qualifications of key personnel that will staff the project. Emphasis is on the skills and qualifications to evaluate media campaigns related to tobacco control and/or prevention, public health, or social issues, and tasks outlined in the Scope of Work (Part I, Section D, Project Scope of Work), including expertise in media campaign evaluations, evaluation study design, online data collection, experience with large dataset management and creation of appropriate survey weights, utilizing a mix of media delivery measures (e.g., target	3

Project Personnel (Contractor, Subcontractors, and Consultants) Criteria	Point Value
ratings points, social media impressions), quantitative data analysis methods, results dissemination, and development and maintenance of a data dashboard. The Proposer demonstrates experience in using a mix of media delivery measures, such as target ratings points and social media impressions. Proposer highlights staff or subcontractor knowledge of relevant tobacco control and prevention laws in California or other states. Makes clear how the Proposer will work with Subcontractors and/or Consultants to fulfill the Required Experience.	
The Proposer submitted National Institutes of Health-formatted biographical sketches ("Biosketches") for senior and key evaluation personnel who will be directly responsible for this project and are listed in the organizational chart	1
The Proposer submitted an organizational chart depicting 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.	1
Subtotal	**5**

Administrative and Fiscal Experience Criteria	Point Value
The Proposer demonstrates five (5) years of experience (including any applicable Subcontractor and/or Consultant experience) managing projects with a budget of $500,000 or greater per year. Includes timely and satisfactory submission of deliverables; submission of fiscal, program, evaluation, and subcontractor/consultant documents; subcontractor and/or consultant monitoring; compliance with government requirements; fiscal stability to manage reimbursement in arrears; demonstration fiscal capacity to handle a contract of this size and scope; and audit history in the last three (3) years with thorough explanation of any negative audit findings.	3
The Proposer demonstrates that administrative/fiscal staff has the appropriate educational background, skills, and experience to satisfactorily manage all aspects of payroll, bookkeeping, invoicing, subcontract/consultant monitoring, and other administrative controls associated with acceptance of government funds.	3

Administrative and Fiscal Experience Criteria	Point Value
Subtotal	**6**

Letters of Reference Criteria	Point Value
Each of the three (3) letters is on provider's letterhead and contains the organization/provider's address, telephone number, and author's title, plus a description of the capacity in which the reference provider worked or is known by the Proposer; a description of the Proposer's ability to complete projects and contracts from the perspective of the reference provider; and the Proposer's fiscal and administrative ability to manage government funds through timely and accurate submission of fiscal, program, and evaluation documents. The three (3) letters of reference cumulatively demonstrate that the Proposer has: 1. Strong capacity to conduct a complex media campaign evaluation and/or evidence of successful completion of a media or social issue campaign evaluation; 2. Sample and recruit adult participants for a survey, particularly in an online setting and especially hard to reach/recruit populations of interest to CDPH/CTCP; 3. Strong capacity to develop survey instruments, administer surveys and manage complex data, particularly in an online setting; 4. Experience cleaning, weighting, analyzing data for a public health setting; and 5. Relevant statistical expertise required by this Solicitation to perform appropriate data analyses or successful experience to subcontract.	6
Subtotal	**6**

2. Project Narrative (30 Points)

Project Narrative Criteria	Point Value
The proposal narrative presents an evaluation logic model, theoretical framework, and an evaluation plan that demonstrates	6

Project Narrative Criteria	Point Value
the evaluation design and methods that are appropriate for evaluating the impact of a multicultural, multimedia campaign	
The project narrative describes logical linkages between media inputs/activities (integrating SOW elements as appropriate), the Tobacco Prevention Media Campaign goals, and provides appropriate means for measuring outcomes.	6
The Proposer offers a reasonable and appropriate basis for the project's evaluation design, sampling, and recruiting plan for online data collection, including for populations of interest, integrating SOW elements as appropriate.	6
The Project Narrative integrates SOW elements to adequately demonstrate a robust and scientific plan for detailed data analyses for the Tobacco Prevention Media Campaign evaluation specific reports and annual evaluation report.	6
The Project Narrative integrates SOW elements to demonstrate an appropriate plan for interpreting data results and determining their relevancy to CDPH/CTCP needs, and an effective and achievable plan for reporting and communicating these to CDPH/CTCP.	6
Subtotal	**30**

3. Detailed Scope of Work (10 Points)

Detailed Scope of Work Criteria	Point Value
Detailed SOW demonstrates a robust project plan which aligns with the Project Narrative.	3
Detailed SOW is reasonable and follows a logical timeline to accomplish all tasks to be completed.	3
Detailed SOW has appropriate tracking measures that includes feedback and approval from CDPH/CTCP.	2
Detailed SOW has responsible parties that lists staff or positions reflected in the organizational chart, Subcontractors and/or Consultants responsible for each activity and percent deliverables that are adequately partitioned.	2
Subtotal	**10**

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

Budget Proposal and Cost Proposal and Narrative Criteria	**Point Value**
Budget Proposal aligns well with all the activities in the proposed SOW and does not exceed the maximum funding amount budgeted for the 60-month contract period.	5
Cost Proposal demonstrates that the Proposer's agency provides services that are both cost-effective and cost-competitive based on the price per number of surveys.	5
Narrative demonstrates a detailed narrative justification of the total 60-month costs including Personnel, Subcontractors and consultants, Equipment, Travel, and Other Direct Costs.	10
Subtotal	**20**

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. This presentation will be conducted virtually and will be done before a review panel.

Oral Presentation Section	**Point Value**
Demonstrates understanding of CDPH/CTCP's mission and objectives.	5
Demonstrates experience and capability to conduct an evaluation of CDPH/CTCP's media campaign.	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, including the development of a data dashboard.	5
Responses to questions.	5

Oral Presentation Section	Point Value
Total	**25**

Part IV. Contract Award

A. Notice of Intent to Award a Contract

Award of the contract will be to the most responsive and qualified Proposer who earns the highest total score. A Notice of Intent to Award a Contract identifying the selected Contractor will be posted on the TCFOR website. All finalists will be notified by email regarding the contract award decision.

B. Confidentiality of Proposals

Financial records received by CDPH/CTCP will be kept confidential and will be destroyed at the time of the contract award. All other portions of proposal responses not containing financial details requested will be subject to disclosure in accordance with the California Public Records Act (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 nonresponsive and subsequently rejected if any of the following occurs:

   a. At any time, a submission is received after the exact time and date set forth in Table 1. *Tentative 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 applications. The OTIS date stamp will be used to verify on-time submission.

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

3. The application is intended to 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. 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 Solicitation. 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 Solicitation and are not awarded a contract may appeal. There is no appeal process for proposals that are submitted late, noncompliant, or incomplete. No awarded Proposer may appeal the contract award funding amount.

2. A Proposer may appeal the award decision. The Proposer must submit a notice of intent to appeal to CTCPEvaluation@cdph.ca.gov by 5:00 p.m. (PT) on the date listed in Table 1. *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:

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	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

a. 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 consideration of the written material submitted.

b. 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. Contract

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 23-10098.

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. 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 Contractor 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), 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 ("Biosketches") of key employees to be part of Contract Document, Exhibit F

5. A letter that establishes the Headquarters for State Travel Reimbursement for budgeted staff and subcontractors/consultants. Further information on CalHR's State Travel Reimbursement Policies 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 Department of General Services 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.
   c. CDPH/CTCP reserves the right to fund any or none of the applications submitted in response to this Solicitation. CDPH/CTCP may also waive any immaterial deviation in any application. CDPH/CTCP waiver of any immaterial deviation shall not excuse an application from full compliance with the contract terms if a contract is awarded.
   d. CDPH/CTCP reserves the right to withdraw any award or request modifications to the SOW and/or budget of any application component(s) as a condition of the contract award.

3. Termination

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