Request for Application #23-10060

Empowering Rural Communities to End the Tobacco Epidemic

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH
CALIFORNIA TOBACCO PREVENTION PROGRAM
(CDPH/CTPP)

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PART I. FUNDING PURPOSE

A. INITIATIVE OVERVIEW

This Request for Application (RFA) seeks to fund up to six (6) local projects for a period of 15 months. The purpose is to build momentum toward ending California's tobacco epidemic through policy, systems, and environmental change strategies by increasing community engagement in these initiatives within populations that have been disproportionally targeted by the tobacco industry, including rural residents.

Both new Applicants who meet the qualifications of this funding opportunity and current grantees funded under the California Department of Public Health, California Tobacco Prevention Program (CDPH/CTPP) Competitive Grant (CG) 18-10122, *Regional Rural Initiative to Reduce Tobacco-Related Disparities* are encouraged to apply.

For this RFA, Applicants are required to select their jurisdiction(s) of focus and justify the selection with supporting data in the application. CDPH/CTPP strongly recommends all Applicants review tobacco use disparities data sources in **Appendix 1:** *Tobacco Use Disparities Among Rural Populations* and include additional relevant local or regional data to justify their selections.

To bolster momentum toward a tobacco endgame, this RFA requires awardees to work on a local policy objective focused on indicators that will engage rural residents to end the tobacco epidemic. Awardees must also focus on recruiting organizations and individuals to support local policy campaign(s).

B. ENDING THE TOBACCO EPIDEMIC

For more than 30 years, CTPP has administered a comprehensive policy, system, and environmental change program. The program changes social norms relating to tobacco use to make tobacco undesirable, unacceptable, and inaccessible.

Building on decades of success, CTPP has shifted its focus from "controlling" the industry-created tobacco epidemic to ending it. CTPP seeks to transform California by eradicating the tobacco industry's manipulative, predatory, and deadly influence to equitably increase the health, environmental, and economic well-being of California's diverse populations. See **Appendix 2**: *Local Lead Agency Campaign to End Commercial Tobacco* for more information. This RFA supports ending the tobacco epidemic by increasing community engagement, prioritizing inclusion of rural residents, and accelerating policy change in communities disproportionately and adversely impacted by tobacco.

C. TOBACCO USE IN PRIORITY POPULATIONS

CDPH/CTPP is guided by the principle of health equity, which is defined as "efforts to ensure that all people have full and equal access to opportunities that enable them to lead healthy lives." [1] To achieve health equity, CTPP prioritizes a focus on accelerating declines in tobacco-related disparities and engagement with priority population communities. As defined by the Tobacco Education and Research Oversight Committee's Plan, *Achieving Health Equity: Breaking the Commercial Tobacco Industry's Cycle of Addiction, Death, and Environmental Degradation, 2023–2024*, priority populations in California are those that use tobacco at higher rates, experience greater secondhand smoke exposure, are disproportionately targeted by the industry, and/or have higher rates of tobacco-related disease. Priority populations include but are not limited to: African American/Black, Asian American, Native Hawaiian, and Pacific Islander (AANHPI); Latino; and Lesbian, Gay, Bisexual, Transgender, and Queer or Questioning (LGBTQ+) communities; people of low socioeconomic status or with limited education; rural residents; military personnel and veterans; individuals employed in jobs not covered by smoke-free workplace laws; people with substance use disorders or behavioral health conditions; people with disabilities; and school-age youth.[2]

This RFA will focus specifically on one primary priority population: rural residents; however, Applicants are encouraged (but not required) to consider the intersectionality of rural communities and the inclusion of other secondary priority population groups listed above.

Since CTPP began in 1989, adult smoking prevalence has declined by 61.1 percent from 23.7 percent (1988) to eight percent (2021).[3] Disparities remain for cigarette use among groups defined by gender identity and sexual orientation, race and ethnicity, age, education, income, geography and among those experiencing psychological stress and disabilities.[4] These high-risk groups, historically targeted by the tobacco industry, suffer disproportionately from tobacco-related illnesses and death despite the progress made in reducing adult tobacco use in California. Nearly 56 percent of adult California smokers made a quit attempt in 2021.[5] In California, 40,000 annual deaths are attributed to adults who smoke cigarettes, the annual health related cost of smoking at $15.54 billion, and Medicaid-related health care costs at approximately $3.85 billion.[6]

D. TOBACCO USE AMONG RURAL RESIDENTS

Tobacco-related disparities are a significant problem in rural communities, and health disparities have been well-established for people living in rural communities compared to individuals from urban areas.[7][8] People living in rural communities are more likely to use tobacco compared to their city and suburban counterparts,[9] and initiation of tobacco use at an early age is associated with greater nicotine dependence and sustained tobacco use, leading to long-term health effects.[10] People living in rural communities are also more likely to be exposed to secondhand

smoke at work and at home than people living in urban areas.[11] In California, the current adult tobacco use prevalence rate amongst rural residents is 13.5 percent-representing a higher prevalence than that of urban residents (10.6 percent) and California overall (10.9 percent).[4] Moreover, rural youth report the highest current use prevalence for vapes, little cigars or cigarillos (LCC), big cigars, and smokeless tobacco.[12]

For decades, public health professionals have dedicated considerable resources to curb the perpetuating cycle of tobacco industry influence, as well as the personal and social acceptance of smoking in rural communities where tobacco retailers tend to have the lowest tobacco product prices, highest prevalence of tobacco promotions and advertising, and more stores that sell tobacco per 100,000 residents than counties in general (93.4 vs, 78.0). [13][11] The tobacco industry has historically and disproportionately targeted people living in rural communities through exploitive messaging that presents frontier life, country, and rugged individualism across images depicting figures of cowboys, farmers, and hunters; and through sponsorships of tobacco barns, rodeos, car racing, bull riding, and sporting events that identify with cultural and societal traditions relatable to people living in rural communities.[14]

A significant proportion of rural communities are geographically isolated from one another leading to physical and social barriers that contribute to poor health outcomes. Examples of such barriers include reduced accessibility to tobacco cessation resources, primary health care, employment, disease prevention services, treatment for behavioral health and substance use disorders, and anti-tobacco media messaging. Furthermore, rural communities are intersectional and diverse, resulting in a need for tailored strategies and collective approaches to policy, systems, and environmental changes in tobacco prevention.

Because the industry has historically targeted people in rural communities and caused these disparities, this RFA intends to fund partners who can engage rural communities to join the fight and ultimately end the industry-caused tobacco epidemic. See **Appendix 3**: *Reducing the Impact of Tobacco on Rural California Communities, A Policy Platform* for more information.

E. FUNDING TERM AND FUNDING AVAILABILITY

1. Funding Term

a. The term of the Grant Agreement is expected to be up to 15 months and is anticipated to begin on April 1, 2024, through June 30, 2025. The Grant term may change if CDPH/ CTPP cannot execute the Grant Agreement in a timely manner due to unforeseen delays.
b. The resulting Grant Agreement will be of no force or effect until it is signed by both parties and approved by CDPH/CTPP. The Applicant is cautioned not to commence work until all approvals are obtained. Should work commence before all approvals are obtained, said services may be considered to have

been volunteered without State reimbursement.

c. CDPH/CTPP reserves the right to modify the term of the resulting Grant via a formal amendment process.

2. Funding Availability

The total maximum amount to be distributed among all Awardees is anticipated to be $1.8 million for up to 15 months for implementing a prescribed Scope of Work (SOW). See **Appendix 4:** *Prescribed Scope of Work* for more details. **Table 1.** *Maximum Fiscal Year Award* displays the maximum budget per awardee for each fiscal year (FY). Unexpended funds do not carry over from one FY to the next FY without prior approval and grant amendment. The state FY begins July 1 and ends June 30 of the following year. Funding is contingent upon available revenues, appropriation by the Legislature and the Governor, multi-year spending authority, and CDPH/CTPP funding priorities and/or legal or administrative limitations. No legal liability on the part of the State for any payment may arise under the resulting grant until funds are made available through an annual appropriation in the Budget Act. Continued funding for the Grant will be dependent upon successful Applicant performance. CDPH/CTPP reserves the right to initiate amendments as necessary to redistribute funds between fiscal years to meet the needs of the State. For more information, please see **Appendix 5**: *Background and Authorizing Legislation.*

Funding must not exceed $60,000 for the first three-month period and $240,000 per remaining 12-month period. Funding must not exceed a total amount of $300,000 for the 15-month grant term.

Table 1. Maximum Fiscal Year Award

Fiscal Year (FY)	Total Months	Maximum Budget Per Awardee
FY 23/24	3	$60,000
FY 24/25	12	$240,000
Total Maximum for 15-Month Grant Term	**15**	$300,000

3. Funding Augment

CDPH/CTPP reserves the right to negotiate additional work with the successful Applicant that is consistent with the work components identified in Part III. Completing the Online Tobacco Information System (OTIS) Application should there be a need and additional funding becomes available. Additional funding is contingent upon available revenues, and appropriations by the Legislature and the Governor.

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

5. **Prop 56 Tobacco-Related Disparity Statement**
   Pursuant to Revenue and Taxation Code Section 30130.55(b)(1), CDPH/CTPP is required to "award" not less than 15 percent of health promotion, health communication activities, and evaluation and tobacco use surveillance funds being awarded to accelerate and monitor the rate of decline in tobacco-related disparities with the goal of eliminating tobacco-related disparities. For this reason, all Prop 56 funds awarded through this RFA count towards the 15 percent requirement.

F. ELIGIBILITY CRITERIA

1. **Organizational Type**
   a. California public or private non-profit entities with a permanent business in California or are qualified through the Secretary of State to do business in California are eligible to apply for these funds.
   b. Eligible entities include, but are not limited to: Local Health Departments, Hospitals, Community Clinics, Voluntary Health Organizations, American Indian Tribes, Colleges and Universities, County Offices of Education, School Districts, Health Maintenance Organizations, Professional Health Associations, and Professional Health Education Associations.
   c. Applicants claiming private non-profit status must submit proof of their non-profit status with their Application. 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 6**: *Sample Non-Profit Status Letter*.
   d. Local Lead Agency (LLA) Applicants: Pursuant to H&S Code Section 104440, **LLAs are ineligible for awards under the competitive grants program unless the Applicant is a participant within a consortium of community-based organizations or non-profit agencies**. Each member of the consortium must be located and/or working in one or more of the counties within the region. Consortium partners do not need to be funded equally. If a consortium application includes an LLA, the LLA must be the Applicant agency and serve as the administrative hub for the consortium partners. An LLA consortium Applicant should include no more than two additional partners. In an LLA consortium application, the LLA may not be the recipient of more than one-third of the budget request. Ineligible applications will not be reviewed.
   e. Non-LLA Applicants: May submit an application reflecting a consortium of up to three (3) agencies, including the prime Applicant. Consortium partners do

not need to be funded equally. If a consortium application is submitted, the lead organization must be the Applicant that will serve as the administrative hub for the consortium partners.

f. State of California agencies other than state universities, colleges, and community colleges are not eligible.

2. Submission of Multiple Applications

a. Each entity may submit only one application. However, more than one application from a fiscal agent/parent organization will be accepted as long as the scope of work, objectives, and activities in the applications are unique and non-duplicative in terms of geographical areas.

b. Applications must propose to conduct tobacco use prevention activities focused on at least one (1) primary population of focus: rural residents.

3. Required SOW

The purpose of this funding opportunity is to accelerate endgame initiatives across the state by engaging rural residents that have been disproportionally targeted by the tobacco industry. Applicants are required to utilize the prescribed intervention and evaluation activities that are programmed in OTIS and found in **Appendix 4:** *Prescribed Scope of Work*. The prescribed activities are comprehensive, and the asset objective is designed to support the selected policy objective(s).

4. Rural Jurisdiction Selection

SOW jurisdiction selections (e.g., city, unincorporated county, etc.) must meet **at least one** of the following criteria:

a. The jurisdiction selection is a rural community located within an LLA self-designated rural county. LLA self-designated rural counties are those that CTPP LLAs self-designated as having a rural "Jurisdiction Health Characteristic" (i.e., rural, suburban, or urban) as part of the LLA 2022-2025 Comprehensive Tobacco Control Guidelines in FY 21/22. Please see **Appendix 7**: *Rural Jurisdictions* for full list of rural jurisdictions designated by LLAs.

b. The jurisdiction selection is NOT in an Urban Area **as defined by the United States Census Bureau**:

    a. The Census Bureau defines rural as any population, housing, or territory NOT in an urban area.

        i. "Urbanized Areas" have a population of 50,000 or more.

        ii. "Urban Clusters" have a population of at least 2,500 and less than 50,000.

Proposed work in jurisdictions other than those that meet the rural jurisdiction selection criteria above will not be funded.

5. **Certify No Tobacco Industry Conflict**

To avoid any real or apparent conflict of interest, the Applicant must certify that it and any of its proposed subcontractors, employees, officers, and directors will not accept funding from nor have an affiliation, contractual relationship, or engage in a corporate responsibility with the tobacco industry, tobacco industry subsidiaries, electronic cigarette/vaping companies and cannabis companies, or related industries. Please see **Appendix 8**: *Certification of Non-Acceptance of Tobacco Funds*.

With regard to universities or colleges, the Principal Investigator (PI) of the university or college must certify that they or any of the investigators associated with the Grant (either paid, voluntary, or in-kind) have not received funding from nor had an affiliation or contractual relationship with a commercial tobacco company, electronic cigarette or cannabis company, any of its subsidiaries, or any company involved in the production, distribution or marketing of tobacco and electronic cigarette products, cannabis products, and related industries within the last five (5) years prior to the start date of the Grant period. In addition, the PI of the university or college must certify that they or any of the investigators associated with this grant will not accept funding from, nor have an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, or parent company during the term of the grant with CDPH/CTPP. The PI's certification to this effect is required at the time the application is submitted.

G. FUNDING RESTRICTIONS

This RFA will **not** fund the following:

- Activities that supplant or duplicate existing programs or services funded by CDPH/CTPP or another source.
- Purchase or improvement of land, or building alterations, renovations, or construction.
- Fundraising activities.
- Sponsorship activities that do not align with the CTPP Policy Manual.
- Voluntary policy adoption.
- Lobbying or election-related activities.
- Provision of direct medical care, including the provision of cessation pharmacotherapy.
- Reimbursement of costs incurred prior to the effective date of the Agreement.
- Reimbursement of costs currently covered by another CDPH/CTPP Grant or agreement.
- Reimbursement of costs that are not consistent or allowable according to local and state guidelines or regulations.
- Support of religious activities, including, but not limited to, religious instruction, worship, prayer, or proselytizing.
- Electronic smoking device (ESD) detection systems.
- Growing or cultivating traditional tobacco.

PART II. KEY ACTION DATES AND RESOURCES

A. TIMELINE AND AWARD SCHEDULE

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

Table 2. Tentative RFA Timeline and Award Schedule

Key Action	Date (All Times in Pacific Time)
RFA Release Date	July 13, 2023
OTIS Open for Application Development	July 13, 2023
Informational Webinar	July 19, 2023 10:00 a.m.–11:30 a.m.
Written Questions Due (Round 1)	**July 21, 2023, 5:00 p.m.**
Responses to Written Questions Posted	August 10, 2023
Written Questions Due (Round 2)	**August 17, 2023, 5:00 p.m.**
Responses to Written Questions Posted	August 31, 2023
Applications Due	**September 12, 2023, 5:00 p.m.**
Notice of Intent to Award Posted	October 24, 2023
Notice of Intent to Appeal Letter Due	**October 31, 2023, 5:00 p.m.**
Final Announcement of Awards*	November 6, 2023
Grant Start Date	April 1, 2024
Grant End Date	June 30, 2025

**Final Awards cannot be made until all appeals have been resolved. It is the Applicant's responsibility to check for notices and addenda for this RFA on the TCFOR website throughout the RFA process.*

B. INFORMATIONAL WEBINAR

An optional virtual Informational Webinar will be conducted to assist those intending to apply. The purpose of the Informational Webinar is to provide interested parties with an opportunity to ask questions about the preparation and submission of the application. The Informational Webinar registration information is posted on the TCFOR website.

Questions must be submitted in writing to CTPPCompetitiveGrants@cdph.ca.gov by the dates and times identified in **Table 2.** *Tentative RFA Timeline and Award Schedule,* or via the chat box during the webinar. Responses to written questions submitted before and during the webinar (through the chat box) will be answered as time allows following the RFA overview presentation. Written responses to all questions submitted by the deadlines will be posted on TCFOR by the dates and times identified in **Table 2.** *Tentative RFA Timeline and Award Schedule.*

LLAs may provide information and consultation to prospective Applicants on current tobacco prevention initiatives in their jurisdiction, and/or community needs for additional tobacco prevention projects. **Please note, to avoid any actual or perceived conflict of interest, currently funded Statewide Training and Technical Assistance Providers and Statewide Priority Population Coordinating Centers may not provide direct technical assistance via email, telephone, or training to prospective Applicants** of RFA CG #23-10060 *Empowering Rural Communities to End the Tobacco Epidemic.*

C. ONLINE TOBACCO INFORMATION SYSTEM (OTIS) AND APPLICATION SUBMISSION

1. What is OTIS?

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

2. What help is available for using OTIS?

a. User Account Instructions: For guidance on how to submit an "Applicant Registration" form, and create an OTIS "User Account," see **Appendix 9:** *TCFOR User Instructions*.
b. Webinar Training: The Informational Webinar will review the requirements of this RFA; provide information on requesting a "User Account," and how to use OTIS.
c. Web-based Tutorial: OTIS includes a web-based training tutorial entitled, *Creating Your Application/Plan*. This training explains how to use the system and instructions for completing each of the application components. See **Appendix 10**: *Instructions for Accessing the OTIS Applicant Training Course.*
d. OTIS Page Guides: While working in a plan or application, the Page Guide button can be located on the top right corner in red. The OTIS Page Guides provide User Manuals, Training Videos, and downloadable Budget documents clarifying how to complete the requested information. The Page Guides are quick access information aiding in completing a task without

leaving the page you are working on.

e. Telephone and Email Assistance: Call Humberto Jurado at (707) 640-0745 or email at Humberto.Jurado@cdph.ca.gov.

D. APPLICATION SUBMISSION

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

Applicants will be required to establish and verify a unique PIN for each OTIS account holder, and PIN verification is required prior to Application submission in OTIS. CDPH Security and Privacy guidelines outline that a lost or forgotten PIN may only be retrieved via phone call to CTPP. A PIN will not be verified via email.

For technical assistance regarding PIN verification, the use of the TCFOR or OTIS websites contact the support team, Humberto Jurado at (707) 640-0745 or via email at Humberto.Jurado@cdph.ca.gov. Please do not wait until 4:00 p.m. or later on the submission due date to seek assistance, as the support staff may be assisting others with requests and may not be available.

E. APPLICANT QUESTIONS AND REPORTING OF ERRORS IN THE RFA

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

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

1. How to Submit Questions or Report an Error in this RFA

a. Submit written questions or report errors by email (CTPPCompetitiveGrants@cdph.ca.gov) with the subject line "CTPP RFA CG 23-10060." Oral questions will not be accepted.
b. CDPH/CTPP will send an email to confirm receipt of written questions. If confirmation is not received, Applicants may resubmit or call (916) 449-5500 prior to the stated deadline to confirm receipt of the questions by CDPH/CTPP.
c. Submit written questions to CDPH/CTPP by the dates specified for Round One and Round Two in Table 2. *Tentative RFA Timeline and Award Schedule*.
d. Errors in the RFA or its instructions may be reported up to the application submission due date.

2. What to Include in an Inquiry

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

3. Response by CDPH/CTPP

CDPH/CTPP reserves the right to seek clarification of any inquiry received and to answer only questions considered relevant to this RFA. At its discretion, CDPH/CTPP may consolidate and/or paraphrase similar or related inquiries.

a. Questions and answers received through the process outlined will be published on the TCFOR website on the dates identified in **Table 2.** *Tentative RFA Timeline and Award Schedule*.
b. CDPH/CTPP may issue an addendum to address errors in the RFA until the application submission deadline. These will be posted on the TCFOR website.

PART III. COMPLETING THE OTIS APPLICATION

The application requirements include the following sections: Contact Information, Agency Capability, Scope of Work: Intervention and Evaluation Plan, Scope of Work: Narrative Summary, Budget and Budget Justification and Additional Documents.

Each application will be evaluated and scored based on its response to the information requested in this RFA. To be eligible for funding, an application must receive a score of 75 points or more. However, scoring 75 or more does not guarantee funding.

CDPH/CTPP reserves the right to not fund any of the applications received for this RFA. Funding decisions may also be made to ensure:

- No duplication or overlap of efforts with existing CDPH/CTPP-funded projects.

- Balanced representation of the types of organizations funded, jurisdictions selected, and work proposed.

The maximum point value for each section is as follows:

Application Section	Total Point Value
Agency Capability	50
Scope of Work: Intervention and Evaluation Plans	10
Scope of Work: Narrative Summary	20
Budget and Budget Justification	20
TOTAL	**100**

A. CONTACT INFORMATION (REQUIRED BUT NOT SCORED)

COMPLETE THE CONTACT INFORMATION
The purpose of this section is to collect information about the Applicant, the geographic service area of the proposed project, proposed Project Director/Project Coordinator, Agency Fiscal Contacts, and Official Agency Signatory. Input the requested information into the Contact Information section in OTIS.

1. **My Agency:**
   Provide the Applicant's name, phone and fax numbers, email and mailing addresses, and Federal Employer Identification Number.

2. **Contact Information:**
   Provide specific contact information for the Project Director, Primary Tobacco Contact, Agency Fiscal Officer or Day-to-Day Fiscal Contact, and Official Agency Signatory. All roles should be filled by different people associated with the Application.

B. AGENCY CAPABILITY (50 POINTS)

This section provides instructions and scoring criteria on the Applicant's ability to successfully implement the prescribed SOW. Using the narrative fields provided in OTIS, the Applicant should demonstrate organizational capacity based on current and past successes, and lessons learned. Please respond to each item below and address each prompt in full. All examples provided should be unique and the Applicant should not include more examples than the number each item requests.

It is highly recommended that Applicants to this RFA contact the LLAs and competitive grantees that are funded beyond April 2024 in the jurisdictions they propose to work in to coordinate policy and system change initiatives to avoid duplication of efforts. See List of CTPP Local Lead Agencies for LLA contact

information and List of CTPP Competitive Grantees for Grantee contact information.

Application Component	Applicant Capability Scoring Criterion	Point Value
Applicant Overview		
Funding	Does the Applicant currently receive funding from a local, state, and/or federal governmental agency, other than CDPH/CTPP?	0
Mission	Describe how the Applicant's mission, types of programs and services, targeted audiences, and partners are consistent with the goals of this RFA. Include details on how the Applicant's values and understanding of health equity and social justice will support the movement to engage the population(s) of focus in ending the tobacco epidemic.	2
Operational Capacity	Describe the Applicant's operational capacity by uploading an organizational chart that fully illustrates the proposed staffing structure (including subcontractors and Internships, and Community Engagement Agreements (CEAs) if applicable), full-time equivalencies (FTE), and supervisorial relationships. In addition, include a brief narrative description to define the typical work schedules, work locations (city/county), and work scenarios (i.e., in-person office, hybrid home/office, or fully remote) of all proposed staff to demonstrate the ability to provide services Monday-Friday.	2
Applicant Experience		
History and Experience with Population	Describe the Applicant's successful history and experience working with the rural population of focus within the last five (5) years, especially focusing on the Applicant's experience and/or presence within the proposed jurisdiction(s).	4
Diverse Sectors	Provide three (3) examples of successful collaboration with different organizations that represent diverse sectors of rural communities (e.g., agricultural, athletics,	6

Application Component	Applicant Capability Scoring Criterion	Point Value
	arts, music and culture, community safety, economic development, environmental, faith-based, family services, food security/access, healthcare treatment, housing, government, labor, schools, tribes, social justice, human rights, etc.). Briefly describe the collaboration with each organization, how the collaboration was initiated and maintained, and what outcomes resulted from each collaboration.	
Demonstrated Policy and System Change Work	Provide one (1) example of the Applicant's work on voluntary or legislated policy, systems, and environmental change work that contributed to achievement of tangible and meaningful change in their community within the last five (5) years. The example should include details on the Applicant's role, how they engaged the community in their efforts, and the outcome(s) achieved.	3
Demonstrated Community Engagement and Capacity Building	Provide two (2) examples describing the Applicant's experience in community capacity-building and engagement with the rural population of focus within the last five (5) years. Each example should include how the Applicant built new and/or improved existing relationships with or within these rural communities, how relationships have been sustained, and how any challenges/barriers were overcome.	4
Rural Jurisdiction Selection	• Demonstrate how the proposed jurisdiction selection meets the Rural Jurisdiction Selection criteria outlined in Section E: Eligibility Criteria of the RFA. • Describe the rural community(ies) of focus selected for the Project (e.g., geography, demographics, population size, social determinants of health etc.).	6
Formative Research	Describe the Applicant's proactive work to	3

Application Component	Applicant Capability Scoring Criterion	Point Value
to Address Tobacco-Prevention Needs and Gaps	ensure that prescribed objectives and activities in the selected jurisdiction(s) and with the rural population of focus do not duplicate existing efforts by: • Contacting agencies and organizations (such as LLAs) and other resources of information to identify the need in the community and demonstrate there is no duplication of existing tobacco prevention efforts. See List of CTPP Local Lead Agencies for LLA contact information and List of CTPP Competitive Grantees for Grantee contact information; and • Conducting formative research to identify how the community and intervention jurisdiction(s) were selected and the anticipated impact of the intervention.	
Staff and Organizational Qualifications *Tax Debtor List verification to be uploaded in the Additional Documents section of OTIS*		
Program Staff and Subcontractor(s) Qualifications/Hiring Plan	Describe the qualifications of the proposed project staff and key subcontractors (if applicable) including: • The formal educational background, training, and professional experience of staff and subcontractors; and • The Project Director/Project Coordinator's ability to provide overall programmatic management and administrative oversight, their qualifications to oversee evaluation activities, and their ability to ensure that work is conducted in a professional and timely manner. If new staff will be hired for this project post-award, the Applicant should describe the educational and professional experience desired, a recruitment and hiring plan to ensure that staff with the desired skill set will be identified to fill the vacancies, a timeline for filling vacant	4

Application Component	Applicant Capability Scoring Criterion	Point Value
	positions, and the proposed structure of support and supervision for new staff.	
Project Evaluator Qualifications	Demonstrate selection of a qualified Project Evaluator, at five to ten percent FTE, who has: • Completed at least one course in study design or at least one year of experience determining the study design for an evaluation; • Completed one course in program evaluation or one year of planning and implementing a program evaluation; • Completed at least two intermediate courses in statistics; • Has intermediate or higher proficiency in calculating sample size, developing a sampling scheme, and determining appropriate data collection methods; • Has intermediate or higher proficiency in evaluating behavior change, policy, or media interventions; and • Has intermediate or higher expertise in using statistical software packages to analyze and interpret quantitative data.	2
Administrative and Fiscal Requirements	• Demonstrate that the administrative/fiscal staff have 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. • Demonstrate three (3) years of satisfactory performance with administrative, fiscal, and program management of government and/or non-government funds; including timely and satisfactory submission of fiscal, program, evaluation, and subcontractor/consultant documents.	3

Application Component	Applicant Capability Scoring Criterion	Point Value
	• Demonstrate fiscal stability to manage payments in arrears; no major negative audit findings; and compliance with Tax Debtor List to meet requirements of Public Contract Code Section 10295.4.	
Organizational Start-Up	Demonstrate the ability to: • Provide at least 50 percent of resources to support the project in the form of office furniture; communication and computer equipment; Internet access; hard drive encryption and antivirus software; computer software application access to support email, word processing, spreadsheets, PowerPoint and databases; and • Begin implementing activities within six (6) weeks of the Grant start date.	2
Applicant's Letters of Recommendation and Work Products *Work Product is to be uploaded in the Additional Documents section of OTIS*		
Letters of Recommendation	Upload three (3) Letters of Recommendation. Letters must be written to the Applicant. Do not include letters of recommendation from any person or organization within the Applicant's Application, including the Applicant's proposed co-applicant/consortium partners, subcontractors, or consultants. Each letter should include the RFA name and number and be on the recommendation provider's letterhead (including address, telephone, e-mail, name, and title of the letter's author). Each letter should demonstrate the Applicant's ability to establish and maintain positive collaborative relationships with organizations, and include a description of the capacity in which the recommendation provider worked with the Applicant.	6

Application Component	Applicant Capability Scoring Criterion	Point Value
	In addition, any one of the three letters should: • Include a description outlining similar work experience with the prescribed SOW. See **Appendix 4:** *Prescribed Scope of Work.* • Include a description of the Applicant's ability to fulfill the fiduciary and grant management functions. If the Applicant is currently receiving or has received funding from a local, state, and/or federal governmental agency, other than CTPP, within the last two years, one of the recommendations must be from one of these agencies.	
Work Products: Subject Matter Expert	Upload one (1) sample of work (e.g., community presentation, educational material, etc.) produced within the last three (3) years for the rural population of focus related to health education and prevention or public health policy, system, and environmental change. The work product should demonstrate the Applicant's ability to effectively engage the rural population of focus.	3
Section Total		**50**

C. SCOPE OF WORK: INTERVENTION AND EVALUATION PLAN (10 POINTS)

The most competitive Applications will be those that include the following requirements:

a) Scope of Work (SOW)

The SOW is to be commensurate with the costs included in the Budget and Budget Justification, considering the number of jurisdictions selected and activity ranges included. Utilize the 15-month SOW in **Appendix 4**: *Prescribed Scope of Work* to complete the SOW in OTIS. Objectives and activities listed in Appendix 4 include comments with additional instructions that provide context on and basis for the activities, as well as which activities are optional or required.

Applicants have the option to remove/delete optional activities as appropriate, if justification is provided in the Narrative Summary (e.g., if key informant interviews were completed within the last two years, the Key Informant Interview

Evaluation Activity in the Evaluation Plan may be removed, and an explanation must be provided how previously collected data will be used to support the objective provided in the Narrative Summary). Required activities may not be removed/deleted. It is recommended that Applicants refrain from adding additional activities due to the comprehensive nature of the prescribed SOW.

The Applicant must also complete other details in the SOW such as defining the activity ranges, and modifying the preloaded responsible parties, program deliverable percentages, and start/end dates commensurate to the objectives, activities, and Budget proposed. Be sure to review each objective and activity carefully to ensure this additional detail is present and accurate.

Details to be completed in the SOW are identified by the use of brackets with prompts in the text of activities. Bracketed text should be deleted and replaced with the Applicant's tailoring of the activity. For example, when the following activity appears in the SOW:

> **[CONDUCT/ATTEND] [# RANGE]** community engagement events or meetings. Participants will be **[INSERT DESCRIPTION OF PARTICIPANTS].** Participants will be **[INSERT RECRUITMENT METHODS OR AUDIENCES such as existing relationships, partner organization's followers, social media networks, etc.].** Participants will be asked to **[INSERT INTENDED ACTIONS OR ACTIVITIES FOR PARTICIPANTS]**.

The Applicant should remove the bracketed text and replace with details that appropriately tailor the activity to their work. For example:

> **Conduct 3-6** community engagement events or meetings (e.g., town halls, forums, presentations) with participation by approximately **25-50** individuals at each event. Participants will be **adult community members from chosen neighborhoods/districts identified on the Midwest Academy Strategy Chart throughout the jurisdiction.** Participants will be **recruited through targeted social media posts, through our listservs, and by our subcontractors' networks.** Participants will be asked to **signing postcards to policymakers in support of comprehensive smoke-free air laws, including smoke-free multi-unit housing.**

OR

> **Attend 5-10** community engagement events or meetings with participation by approximately **50-200** individuals at

each event. Participants will be **community members attending existing community events (e.g., National Night Out, Neighborhood Block Parties, Community Parades, Farmers' Markets).** Participants will be **recruited through activities/games hosted at our table/booth.** Participants will be asked to participate in project activities by **signing up for our listserv to receive newsletters, following our social media page(s), and signing postcards to policymakers in support of comprehensive smoke-free air laws, including smoke-free multi-unit housing.**

b) Priority Population Requirement

Applicants may work with multiple secondary populations of focus as appropriate within their selected jurisdictions, but rural residents must be the primary population of focus. If secondary populations of focus are selected, the Applicant should add them as "Specific Ethnic Population Groups" in the OTIS Objective Overview, as well as demonstrate narrative justification within the Applicant Capability and Narrative Summary section(s) in OTIS.

c) Two Objective Requirement

Applicants are required to apply with two (2) objectives only–one (1) asset objective and one (1) policy-based objective. Please note that the objectives are written to achieve bold policies that Applicants should strive toward. Grantees are only held to the completion of activities, not objectives. Deliverables are only assigned to activities and not the objective. See **Appendix 4**: *Prescribed Scope of Work.*

a. **(Required) Asset Objective:** One (1) objective must be based on Asset 2.5 Community Engagement in Tobacco Control and Asset 2.4 Youth Engagement in Tobacco Control. Inclusion of Asset 2.4 does not require that the Applicant work directly with youth (although they may choose to do so) but encourages them to at least engage with youth-serving organizations. The purpose of the Asset objective is to build a group of community organizations that will support the policy campaign(s) described in the required Policy objective(s).

> **Objective Language:** By June 30, 2025, partner with at least [X] organizations representing or serving the population of focus to work on and contribute to the project's tobacco prevention policy campaigns. Organizations should represent diverse sectors of the community (e.g., business, environment, faith, health, housing, labor, social justice, youth, etc.).

b. **(Required) Policy Objective:** One (1) objective must be based on **Option A**. Indicators 2.2.35 Smoke-free Outdoor Public Places **and** 2.2.13 Smoke-free

Multi-Unit Housing; OR **Option B**. Indicators 3.2.1 Tobacco Retail Licensing **and** 2.2.29 Eliminate Tobacco Product Sales to Address Tobacco Waste, **and/or** 3.2.17 No Sale of Tobacco Products. The purpose of these policy options is to build a movement across California that prepares and transitions communities to end the tobacco epidemic and make all California communities tobacco-free. A focus on comprehensive secondhand smoke and comprehensive tobacco retail policies will accelerate efforts to make tobacco undesirable, unacceptable, and inaccessible in our communities. See **Appendix 2**: *Local Lead Agency Campaign to End Commercial Tobacco* for more information. Please note that cessation-focused objectives are not a policy option as CDPH/CTPP is funding other organizations to do this work in separate funding opportunities. Applicants may choose to work on one of the following policy objectives:

i. **Objective Language–Option A**: By June 30, 2025, at least one jurisdiction in [INSERT JURISDICTION(S)] will adopt both 1) a policy that prohibits smoking and vaping of all products from multi-unit housing of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process; **and** 2) a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places (including parks/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances. The policy will exclude any provision that criminalizes a person for the use or possession of tobacco products.

ii. **Objective Language–Option B**: By June 30, 2025, at least one jurisdiction in [INSERT JURISDICTION(S)] will adopt 1) a policy that eliminates the sale of all tobacco products, **and/or** 2*)* a comprehensive tobacco retail licensing policy that requires tobacco retailers to obtain a license to sell tobacco products, and includes elimination of the sale of classes of tobacco products or product packaging that demonstrably contributes to tobacco product waste, elimination of flavored and menthol tobacco sales, a minimum retail sale price for tobacco products set in conjunction with minimum package/volume size, restrictions on the redemption of coupons or other discounts on tobacco products, and designates a portion of the annual licensing fee ensure adequate enforcement of the policy. The policy will exclude any provision that criminalizes a person for the purchase, use, or possession of tobacco products.

c. All three possible objectives with corresponding activities will be preloaded into the Applicant's Application. Only two (2) objectives are required (one [1] Asset objective and one [1] Policy objective). The Applicant may not apply with all three objectives. <u>The Applicant must delete either Policy Objective A</u>

or Policy Objective B in OTIS prior to submitting their Application.

i. Both Policy Objective A and Policy Objective B have been designated as the Plan Type: "Adoption Only" vs. "Adopt and Implement" to concentrate efforts on policy adoption within the 15-month timeframe. If an Applicant proposes to modify the Plan Type to Adopt and Implement, justification must be provided within each Narrative Summary that highly demonstrates community and policymaker readiness.

d. Proposed work on alternative objectives or indicators besides those listed in **Appendix 4**: *Prescribed Scope of Work* will not be funded.

d) Minimum Jurisdictions

Applicants are required to focus the Policy Objective on a minimum of one (1) rural jurisdiction to concentrate efforts on policy adoption within the 15-month timeframe. Grantees are only held to the completion of activities, not objectives or number of jurisdictions selected. Deliverables are only assigned to activities and not the objective. See **Appendix 4**: *Prescribed Scope of Work.*

e) Prescribed Activities Instructions

a. Each preloaded SOW Objective (i.e., Asset Objective, and Policy Objective A, or Policy Objective B) contains a standard set of activities to support the Objective. Applicants are encouraged not to add activities but may delete the "Optional" activities if they have been previously completed in the Applicant's selected jurisdictions within the last two years. Applicants must provide justification for all deleted activities in the Narrative Summary section of the SOW and note how any deliverables from those activities will be utilized in the prescribed SOW.

Application Component	Scope of Work: Intervention and Evaluation Plan Scoring Criterion	Point Value
Scope of Work: Objectives and Intervention Plan		
Objectives and Intervention Plan: Required Activities	• Include two (2) Objectives, with one (1) being an Asset Objective and one (1) being a Policy Objective with a minimum of one (1) jurisdiction (i.e., city/county) selected from the Rural Jurisdiction Selection criteria as described in Section F: Eligibility Criteria. • Include all Intervention Plan activities and Tracking Measures labeled as Required from **Appendix 4**: *Prescribed Scope of Work,* **without modification.** ○ The Applicant included the required Policy Cessation Activity C-8, provided in **Appendix 4**: *Prescribed Scope of Work*,	2

Application Component	Scope of Work: Intervention and Evaluation Plan Scoring Criterion	Point Value
	without modification and if Media Activity M-1 (not required) is included in the Application, Media Activity M-6 Media Activity Record is included.	
Intervention Plan: Activity Descriptions	• Replace all bracketed text in Intervention Activity Descriptions (e.g., activity ranges) commensurate with the Objectives proposed. • Modify the Program Deliverable Percentages and Responsible Parties commensurate with the activity ranges and Objectives proposed. • Modify the Start/End Dates commensurate with the activities proposed.	3
Scope of Work: Evaluation Plan		
Evaluation Plan: Required Activities	• Include all Evaluation Activities and Tracking Measures labeled as Required from **Appendix 4**: *Prescribed Scope of Work,* **without modification.** • Modify the Evaluation Plan Type(s) provided in the Evaluation Plan of **Appendix 4**: *Prescribed Scope of Work* commensurate to the Objectives and SOW activities proposed.	2
Evaluation Plan: Activity Descriptions	• Replace all bracketed text in Evaluation Activity Descriptions (e.g., activity ranges, Methods to Disseminate Findings, Study Limitations or Challenges) commensurate with the Objectives proposed. • Modify the Program Deliverable Percentages and Responsible Parties commensurate with the activity ranges and Objectives proposed. • Modify the Data Collection Training information, Waves of Data Collection and Data Collection Periods commensurate with the activities proposed.	3
Section Total		**10**

D. SCOPE OF WORK: NARRATIVE SUMMARY (20 POINTS)

Narrative Summary: The Narrative Summary is required for each objective and provides the overarching story of the need to implement the prescribed SOW within the rural population of focus, how the major intervention activities will be implemented by the Applicant, the underlying theory of change or rationale for the prescribed intervention, and how it will be evaluated. The Applicant must complete the following sections: Community Assessment Analysis, Major Intervention Activities, and Evaluation Narrative. The Theory of Change section will be prepopulated for all Applicants and is not scored.

Applicants may work with multiple populations as a means of addressing intersectionality, but a primary population of focus must be specified. The Narrative Summary for the objective must include justification for all populations of focus.

Application Component	Scope of Work: Narrative Summary Scoring Criterion	Point Value
Community Assessment Analysis	Complete the Community Assessment Analysis (600-word limit) to demonstrate the need for the intervention for the rural priority population of focus using community needs assessment findings; local, state, or national data that describe the problem; a summary of evidence-based literature and/or community-defined evidence. Data sources are listed in **Appendix 1:** *Tobacco Use Disparities Among Rural Populations.* To cite data or literature, please state the author, publication title, and year, (e.g., Duber, et.al, Public Health Management & Practice, 2020). Begin the Community Assessment Analysis narrative with the following statements: • "This project will primarily address the following priority population(s) of focus: (list the population(s) of focus for this application)." • "This project will primarily work in the following geographical communities: (identify the chosen jurisdiction(s) and describe the demographics of the community)."	10
Major Intervention Activities	Complete the Major Intervention Activities (400-word limit): Provide a concise summary of how the Applicant intends to implement the intervention activities in the SOW. Describe how the Applicant will sequence the community engagement, community organizing, education, outreach, training, and policy activities to achieve the objective. Explain how members of the community and/or CTPP-funded projects will be	5

Application Component	Scope of Work: Narrative Summary Scoring Criterion	Point Value
	engaged and how activities will be tailored to advance tobacco prevention initiatives within rural communities. If Optional Activities were deleted from the Objective, justification must be provided.	
Evaluation Summary Narrative	Complete the Evaluation Summary Narrative (500-word limit): Provide a concise summary of how the evaluation activities will be used to improve or tailor the intervention activities for rural residents. Describe the plan to disseminate evaluation findings to CTPP-funded partners, community organizations, and/or stakeholders. Include information about the intended participants, the anticipated number of participants, and the frequency of evaluation activities. If there are activities that were deleted from the Objective, justification must be provided.	5
Section Total		**20**

E. BUDGET AND BUDGET JUSTIFICATION (20 POINTS)

Applicants must develop a 15-month Budget and Budget Justification that supports the implementation of **Appendix 4**: *Prescribed Scope of Work.* The Budget and Budget Justification must adhere to the requirements provided in this section and in the following appendices: **Appendix 11**: *Budget Justification Instructions;* **Appendix 12**: *Comparable State Civil Service Classifications*; and **Appendix 13**: *CTPP Program Letter 18-01 Incentive Materials.*

1. **SOW Alignment**
   Each activity in the SOW that results in an expenditure of funds must be reflected in the Budget.

2. **Budget Formulas and Narratives**
   a. Provide accurate and easy-to-follow formulas to substantiate how costs were calculated. The format for formulas is described in **Appendix 11**: *Budget Justification Instructions*.
   b. Provide a clear and comprehensive Budget Justification narrative for each of the eight-line items and corresponding sub-line items.
   c. Explain and include the funding source when zero funds or insufficient funds are budgeted for a standard and/or required cost (e.g., in-kind contributions for space, personnel, indirect expenses, subcontracts). CDPH/CTPP reserves the right to completely exclude activities and associated budget implemented with in-kind funds (e.g., federal funds) if the use of those funds obscures the quality, reach, and evaluation of the impact of the tobacco prevention program efforts.

3. **Budget RFA Requirements and Guidance by Category**
   a. **Personnel**
   Applicants must include the required positions listed in **Table 3.** *Required Staffing and Minimum Duties* in the Budget. Applicants must provide personnel costs that reflect salaries comparable to State Civil Service Classification rates and associated duties must also be comparable. See **Appendix 12**: *Comparable State Civil Service Classifications*. Salaries above the Comparable State Civil Service Classifications rate must be justified.
      i. Individual budgeted staff or subcontracted employees on one or multiple projects funded by CDPH/CTPP may not work more than 1.0 full time equivalent (FTE) in combined total without prior written approval from your CTPP Procurement Manager and Program Consultant.
      ii. An individual budgeted staff may not act as more than one of the required staffing positions outlined in **Table 3.** *Required Staffing and Minimum Duties* for this project.

Table 3. Required Staffing and Minimum Duties

Staffing	Position	Responsibilities
Required: 50-100% FTE	Project Director/ Project Coordinator	This position must be listed as the Primary Tobacco Contact in OTIS and act as the primary day-to-day point of contact for CDPH/CTPP communication to the Agency. This position is responsible for overall and day-to-day management to implement and evaluate the project; provides oversight of the SOW, budget, progress reports, and invoices; oversees maintenance of required documents for auditing purposes; implements evaluation activities; prepares required reports; and devotes a minimum of ten percent of a full-time position (equivalent to four hours per week) to overseeing evaluation activities.
Required: 50-100% FTE	Community Engagement Coordinator	This position works to broaden community engagement in tobacco prevention efforts, coordinates with LLAs, and seeks regular consultation with statewide partners to increase coordination and training in the selected jurisdiction(s) and implements efforts to ensure and track diversity, engagement, and satisfaction among

Staffing	Position	Responsibilities
		community members through such activities as tracking the quantity and types of activities in which community members were engaged.
Required: One 5-10% FTE Staff or Subcontractor	Evaluator	This position implements activities such as development of data collection instruments and protocols; provides data collection training; oversees sampling methodology; data analysis; and report writing. Duties may also include assisting with data translation and dissemination of evaluation results. The individual designated as the Evaluator must meet the following minimum requirements: 1) at least one course in study design or at least one year of experience determining the study design for an evaluation; 2) have intermediate or higher proficiency in calculating sample size, developing a sampling scheme, and determining appropriate data collection methods; 3) completed one course in program evaluation or one year of planning and implementing a program evaluation; 4) have intermediate or higher proficiency in evaluating behavior change, policy, or media interventions; 5) at least two intermediate courses in statistics; and 6) have intermediate or higher expertise in using statistical software packages to analyze and interpret quantitative data.
Optional: Paid Internship (Public Health Pipeline)	Intern	Paid Internships offer people entering the workforce or considering a career change to engage in various public health opportunities. By offering opportunities for paid internships to people in health fields, policy, communication, public health and other related disciplines the development and diversification of the public health workforce expands.

Staffing	Position	Responsibilities
		Paid Internships for this project may be limited term and paid as personnel, through a subcontract, or with a stipend.

b. **Fringe Benefits**
Describe Fringe Benefits for eligible personnel and identify personnel that will not receive benefits. See **Appendix 11:** *Budget Justification Instructions* for more information on Fringe Benefits, including what benefits may not be included.

c. **Operating Expenses**
Include costs for operating expenses associated with completing the activities in the prescribed SOW. Justification must be provided if zero funds or insufficient funds are budgeted for the following standard cost sub-line items: CTPP Communications Network (Partners) and Space Rent/Lease.

Additional operating expense subcategories may be proposed in this category, such as office supplies, communications, and postage. See **Appendix 11**: *Budget Justification Instructions* for more details.

d. **Equipment**
Agencies are required to have at least one computer system for use by the project to complete the prescribed SOW. Allowable equipment purchases include: Computer software/hardware, and items such as desks and chairs. Provide detailed equipment descriptions including the estimated purchase price and identify which budgeted staff will utilize it.

Please note, the Applicant must provide in-kind at least 50 percent of the required office equipment, computers, and software for the proposed project.

e. **Travel/Per Diem and Training**
Applicants are required to budget for travel, training, and/or conference expenses that are consistent with the needs of the project and directly support the prescribed SOW. Please see **Appendix 11:** *Budget Justification Instructions* for formulas and additional information. Travel and Per Diem costs must adhere to the rates set by CalHR on their website. Travel may be budgeted in the four categories described below.

i. Project Travel/Training: Budget this line item for local travel essential to your prescribed SOW and coordination and/or collaboration with partners. Registration fees for staff development/training necessary for the completion of the

prescribed SOW may also be included.

ii. CTPP Travel/Training: Budget this line item if you plan to attend any of the optional trainings or conferences hosted by CTPP or other Public Health Organizations. See **Table 4.** *CTPP Travel/Trainings*, for a list of training opportunities occurring during this project's term. These trainings and conferences are optional. Budget for these events as your budget permits.

Table 4. CTPP Travel/Trainings

Optional Travel/Training	FY 23/24	FY 24/25
CTPP or other Public Health Organization Summits/Conferences to counter unanticipated and emerging threats from the tobacco/cannabis industry	1	2-5
CTPP Technical Assistance Provider Trainings	1	2-5

iii. Required CTPP Travel and Training: These travel/trainings are required. A minimum of one (1) project staff member is required to attend the travel/training noted in **Table 5.** *Required CTPP Travel/Trainings*. Budgeted costs typically include registration fees, airfare, mileage, meals, lodging and incidental expenses.

Table 5. Required CTPP Travel/Trainings

Required Travel/Training	FY 23/24	FY 24/25
Projects' Meeting		X
Capitol Information and Education Training and Day		X

iv. Potential Out-of-State Travel (OST) Opportunities: CDPH/CTPP is interested in Awardees taking the opportunity to learn from the work being done in other states and disseminating their project-related findings nationally. Each Awardee is eligible to send one to two staff to OST events. Please note that OST is optional and CDPH/CTPP reserves the right to change this policy at any time, deny OST, and/or pay only a portion of the proposed OST costs. In the OST Budget Justification narrative, the Applicant must include details such as: description of the trip; location; reason for travel; role of attendee (e.g., presenter, panel member, trainee, etc.); benefit to State and/or Agency; description of costs associated to the OST; and SOW activity that justify

the OST.

Table 6. *Potential Out-of-State Travel Opportunities* summarizes some of the events that CDPH/CTPP would support Awardee staff attending. Please note that CDPH/CTPP funds may not be utilized to travel to a State that has enacted a law, after June 26, 2015, that discriminates against individuals who identify as lesbian, gay, bisexual, or transgender. See https://oag.ca.gov/ab1887 for states subject to travel prohibition.

Table 6. Potential Out-of-State Travel Opportunities

Event/Conference (Examples)	FY 23/24	FY 24/25
American Public Health Association (APHA)	0	1
National Conference on Tobacco or Health (NCTOH)	0	1

f. **Subcontracts and Consultants**

i. Community Engagement Agreements (CEAs): CEAs are optional and not required. A CEA is a type of subcontract, valued at less than $5,000 (e.g., $4,999). A CEA does not require a competitive bid process, but the primary awardees must be selected in a fair and unbiased manner to eliminate any real or perceived allegation of preference (e.g., favoritism, bias, or nepotism). During the entire project term, a prime agency may not award a subcontractor a single or multiple CEA award(s) totaling $5,000 or more. CEAs must be included in the budget. These Community Engagement Agreements (CEA Recipients) may be limited term and must be paid through a subcontract. Please see **Appendix 11**: *Budget Justification Instructions* for further instructions regarding CEA agreements.

ii. The agency may budget for other subcontracting relationships to fulfill the requirements of the SOW, following the instructions in **Appendix 11**: *Budget Justification Instructions*.

g. **Other Costs**

Other Costs include costs associated with completing activities, not listed in Operating Expenses, including Educational Materials, Incentives, Booth Rental/Facility Fees, and Paid Media. Applicants are not required to budget for each of these line items, and additional line items may be proposed with detailed justification.

h. **Indirect Expenses**

The Indirect Rate used by Applicants must not exceed a maximum of 25 percent of the Total Personnel Services (Personnel Costs plus Fringe Benefits Cost) or 15 percent of Total Allowable Direct Costs. Please see **Appendix 11**: *Budget Justification Instructions* for a more detailed description of Indirect Expenses.

Application Component	Budget and Budget Justification Criterion	Point Value
SOW Alignment	• Each activity in the SOW that results in an expenditure of funds is reflected in the budget.	**4**
Budget Formulas and Narratives	• Applicant provides accurate and easy-to-follow formulas to substantiate how costs were calculated. • Applicant provides a clear and comprehensive budget justification narrative for each of the eight-line items and corresponding sub-line items. • Applicant explains and includes the funding source when zero or insufficient funds are budgeted for standard and/or required costs (e.g., in-kind federal funds).	**12**
RFA Requirements	<u>Required Personnel</u> • The Budget includes a Project Director at minimum 50% FTE. At least ten percent FTE is devoted to overseeing evaluation activities. • The Budget includes a Community Engagement Coordinator at minimum 50% FTE. • The Budget includes a Project Evaluator at five percent-ten percent FTE (budgeted under personnel or subcontracts). <u>Required Travel</u> • The Budget includes a minimum of one participant to attend the required Travel/Trainings listed in Table 5 of the RFA and travel costs adhere to rates set by CalHR.	**4**
	Section Total	**20**

F. ADDITIONAL DOCUMENTS (REQUIRED AND NOT SCORED)

The required Additional Documents are used to determine the Applicant's eligibility and provide supplemental information to avoid duplication of effort and supplanting. Provide the following additional documents as described below. See **Appendix 10**: *Instructions for Accessing the OTIS Applicant Training Course*, module "Additional Documents" for more information.

1. **Proof of Non-Profit Status**
   Non-profit agencies must upload their Proof of Non-Profit Status. This document is not applicable to government agencies, including state universities and tribal governments. For an example, see **Appendix 6**: *Sample Non-Profit Status Letter.*

2. **Certification of Non-Acceptance of Tobacco Funds**
   Complete and upload **Appendix 8**: *Certification of Non-Acceptance of Tobacco Funds.* This document is used to determine the eligibility of Applicants and is downloadable from OTIS in the Additional Documents–Required Administrative Documents section.

3. **Franchise Tax Board Entity Status Letter**
   Generate this letter at the Franchise Tax Board website and upload the letter to OTIS. This document is not applicable to government agencies, including state universities and tribal governments.

4. **Additional Tobacco Prevention Funding**
   Complete and upload **Appendix 14**: *Additional Tobacco Prevention Funding.* This document is used to determine other sources of tobacco prevention funding the Applicant is receiving to assess for duplication of effort and supplanting. If the Applicant agency is receiving funds for any tobacco prevention efforts whether they are from local, state, federal, and/or private sources, the Applicant is required to describe the funding source, amount of funds, the term of the award, and a description of the activities funded.

5. **California Civil Rights Law Attachment**
   Complete and upload **Appendix 15:** *California Civil Rights Law Attachment*. This form is downloadable from OTIS in the Additional Documents–Required Administrative Documents section.

PART IV. APPLICATION REVIEW PROCESS

This section explains how applications will be reviewed, evaluated, and scored. Each application will be evaluated and scored based on the responses to the information requested in this RFA. By submitting an application, the Applicant agrees that CDPH/CTPP is authorized to verify any information and any references named in the

application. Applications received by CDPH/CTPP are subject to the provisions of the "California Public Records Act" (Government Code, Section 6250 et seq.) and are not considered confidential upon completion of the selection process.

A. STAGE ONE: ADMINISTRATIVE AND COMPLETENESS SCREENING

1. CDPH/CTPP will review applications for on-time submission and compliance with administrative requirements and completeness. The OTIS electronic time stamp will be used to verify on-time submission.
2. A late or incomplete application will be considered non-responsive and will be disqualified and eliminated from further evaluation.
3. Applications submitted from non-eligible entities will not be reviewed.
4. Omission of any required document or form, failure to use required formats for response, or failure to respond to any requirement may lead to rejection of the application prior to review. For the purpose of administrative screening, required documents include:
    - Certification of Non-Acceptance of Tobacco Company Funds
    - Proof of Non-Profit Status
    - Franchise Tax Board Entity Status Letter
    - California Civil Rights Law Attachment
5. CDPH/CPCP may waive any immaterial deviation in an application; however, this waiver shall not excuse an application from full compliance with the grant terms if a grant is awarded.

B. STAGE TWO: APPLICATION SCORING (100 POINTS)

Each application passing Stage One will be evaluated and scored according to the selection criteria by a review committee on a scale of zero to 100 points. The review committee may include representatives of CDPH, other state agencies, and non-scoring subject matter experts. To be eligible for funding, an application must receive a score of 75 points or more. However, scoring 75 or more does not guarantee funding or funding at the level requested. CDPH/CTPP reserves the right to not fund any of the applications received for this RFA. Funding decisions may also be made to ensure:

- No duplication or overlap of efforts with existing CDPH/CTPP-funded projects.
- Balanced representation of the types of organizations funded.

C. STAGE THREE: NOTIFICATION OF DECISION

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

D. STAGE FOUR: GRANT MODIFICATIONS

CDPH/CTPP reserves the right to reject any proposed project or project

component(s). Following the award notification, CDPH/CTPP may require modifications to the application as a condition of the award. Upon completion and approval of application documents, the grant documents will be submitted to CDPH for execution. All grant document modifications must be complete and accepted by the date listed in **Table 2.** *Tentative RFA Timeline and Award Schedule* or CDPH/CTPP may withdraw the grant award. Work may not commence until the grant is fully executed and any work done before the full execution of the grant will be deemed voluntary.

PART V. AWARD ADMINISTRATION INFORMATION

A. RFA DEFINED

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

B. RFA CANCELLATION AND ADDENDUMS

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

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

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

C. IMMATERIAL DEFECT

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

D. GROUNDS TO REJECT AN APPLICATION

An Application shall be rejected if:

1. It is received after the exact date and time set for receipt of applications. The OTIS date stamp will be used to verify on-time submission.
2. It contains false or intentionally misleading statements or references, which do not support an attribute or condition contended by the Applicant.

3. The application is intended to erroneously and fallaciously mislead the State in its evaluation of the application and the attribute, condition, or capability as a requirement of this RFA.
4. There is a conflict of interest.
5. It contains confidential information.
6. It is not submitted through the OTIS and prepared in the mandatory format described.
7. It does not literally comply with the RFA, contains caveats, variations or deviations that conflict with the RFA, or it is otherwise non-responsive.
8. Applicant has been prohibited from contracting with the following Agencies:
   a) Franchise Tax Board
   b) California Department of Tax and Fee Administration (formerly known as the Board of Equalization)
   c) Department of Fair Employment and Housing
9. Applicant has been suspended or barred from contracting with the state at the following websites:
   a) Secretary of State
   b) Air & Water Polluters pursuant to GC section 4475-4482
   c) Plastic trash bag content non-compliance
   d) Federal Excluded parties List
10. The Applicant has received a substantive negative contract performance from the State.

E. NOTICE OF AWARDS

1. Upon successful completion of the review process, CDPH/CTPP will post a notice of intent to award funds on the TCFOR website.

2. Each Applicant will be notified in writing of the funding decision. Applicants may receive, upon emailing CTPPCompetitiveGrants@cdph.ca.gov, a copy of the scoring summary page that provides the score and overall strengths and weaknesses of their application.

F. MODIFICATIONS

CDPH/CTPP reserves the right to reject any proposed project or project component(s). Following the award notification, CDPH/CTPP may require modifications to the application as a condition of the award. Upon completion and approval, the Grant documents will be submitted to CDPH for execution. Work may not commence until the Grant is fully executed and any work done before the full execution will be deemed voluntary.

G. APPEAL PROCESS

1. Notice of the proposed award shall be posted on the TCFOR website. If any Applicant, prior to the award of a grant, appeals the award, on the grounds that

CDPH/CTPP has committed an error in the bid process sufficiently material to justify invalidation of its proposed award, the grant 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/CTPP to follow pertinent State statutes and regulations of the provisions of this RFA. 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. It is suggested that the Applicant submit any appeal by certified or registered mail. Only those submitting an application consistent with the requirements of this RFA and are not awarded a grant may appeal. There is no appeal process for applications that are submitted late, noncompliant, or incomplete. No awarded Applicant may appeal the Grant award-funding amount.

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

U.S. Mail	**Courier** (e.g., FedEx)
Maria Ochoa, MPA, Assistant Deputy Director (or designee) Center for Healthy Communities California Department of Public Health MS 7206 P.O. Box 997377 Sacramento, CA 95899-7377 Phone: (916) 449-5500	Maria Ochoa, MPA, Assistant Deputy Director (or designee) Center for Healthy Communities California Department of Public Health MS 7206 1616 Capitol Avenue, Suite 74.516 Sacramento, CA 95814 Phone: (916) 449-5500

3. The decision of the Assistant Deputy Director or their 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.

4. Upon resolution of any appeal and subsequent award of the Grant, The Awardee will be required to complete and submit to CDPH/CTPP the required documents listed in Part VI., B. Awardee Required Documents.

H. DISPOSITION OF APPLICATIONS

Upon application opening, all documents submitted in response to this RFA will become the property of the State of California and will be regarded as public

records under the California Public Records Act (PRA) (Government Code Section 6250 et seq.) and subject to review by the public.

I. INSPECTING OR OBTAINING COPIES OF APPLICATION MATERIALS

Persons wishing to view or inspect any application or award related materials must follow the California PRA process.

PART VI. IMPORTANT ADMINISTRATIVE DETAILS

A. COST OF DEVELOPING THE APPLICATION

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

B. AWARDEE REQUIRED DOCUMENTS

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

1. The Payee Data Record (STD. 204) and Payee Data Record Supplement (STD. 205), if applicable, to determine if the Awardee is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131.

2. All pages of the Contractor Certification Clauses (CCC 04/2017), which is a Department of General Services form.

3. Evidence of $1,000,000 commercial general liability insurance or a certification of self-insurance signed by the authority to bind the agency.

4. Establish the Headquarters for State Travel Reimbursement for budgeted staff and subcontractors/consultants. Further information on CalHR State Travel Reimbursement policies can be found here: http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx.

5. Board Resolution (if applicable)–all local government agencies are required to submit a Board Resolution with each grant. Resolutions must be submitted after notice of award and prior to full execution of grant. Resolutions must indicate local government approval of the grant.

C. AWARDEE REQUIREMENTS

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

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

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

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

4. The Awardee should maintain accounting records that reflect actual expenditures including, but not limited to accounting books, ledgers, documents, and payroll records, including signed timesheets, etc., and will follow standard accounting procedures and practices that properly reflect all direct and indirect expenses related to the grant. Prop 56, subsection 30130.56 (a) states that the California State Auditor shall at least biennially conduct an independent financial audit of the state and local agencies who are recipients of Prop 56 funds. As such, The Awardee is to maintain fiscal and program records documenting expenditures and program implementation for three years beyond the date of the final grant payment.

5. The Awardee is required to expend the grant funds to implement the agreed upon prescribed SOW per **Appendix 4**: *Prescribed Scope of Work* and adhere to **Appendix 11**: *Budget Justification Instructions,* **Appendix 16**: *CTPP Policy Manual, and* **Appendix 17**: *CTPP Administrative Manual.* CTPP Administrative and Policy Manuals are located in OTIS under the Training Menu and User Manuals, where users can view and download the latest version of the policy manual as a PDF file.

D. STANDARD PAYROLL AND FISCAL DOCUMENTS

The Awardee shall maintain adequate employee time recording documents (e.g., timesheets, timecards, and payroll schedules) and fiscal documents based on

Generally Accepted Accounting Principles (GAAP) on practices, Code of Federal Regulations and OMB Circular Nos. A-21, A-87, A-110, A-122, and A-133. It is the responsibility of the Awardee to adhere to these regulations.

E. PROGRESS REPORTS

1. The Awardee is required to submit two progress reports on time, complete, through OTIS, and in conformance with CDPH/CTPP instructions.

2. The final progress report is due on the last day of the grant term. The final progress report is to be a cumulative report that summarizes all activities and outcomes during the term of the grant.

3. Each Awardee will participate in the development and production of a Final Evaluation Report (FER), which will include a description of activities conducted, policies adopted and implemented, challenges and barriers, lessons learned. The FER will be submitted with the final progress report.

4. If the Awardee fails to submit timely, complete progress reports documenting satisfactory progress, CDPH/CTPP will withhold payment of invoices and may terminate the Grant Agreement.

F. INVOICES

1. Documentation

The Awardee is required to maintain backup documentation for all expenditures and provide the backup documentation for an invoice if requested by the CDPH/CTPP. The Awardee shall maintain for review and audit purposes, adequate documentation of all expenses claimed. All invoice detail, fiscal records, or backup documentation shall be prepared in accordance with generally accepted accounting principles. CDPH/CTPP has the right to request documentation at any time to determine an agency's allowable expenses.

2. Submission of Invoices

The Awardee is required to submit invoices no less than once per quarter, no more than once a month. The Awardee must be able to fund up to *60 days* of payroll, indirect expenses, and operating costs, as well as expenditures incurred by a subcontractor or consultant prior to reimbursement by the State. The Contractor incurs expenses for the previous work period and is then reimbursed by invoice(s) submitted to CDPH/CTPP a minimum of no less than once per quarter, no more than once per month, in arrears. The Prompt Payment Act requires the State to properly submit undisputed invoices within 45 calendar days of initial receipt.

G. DISPUTE RESOLUTION, CDPH RIGHTS, AND GRANT TERMINATION

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

2. **CDPH Rights**

   In addition to the rights discussed elsewhere in this RFA, CDPH/CTPP reserves the right to do any of the following:

   a. Modify any date or deadline appearing in this RFA.
   b. Issue clarification notices, addenda, alternate RFA instructions, forms, etc. If this RFA is clarified, corrected, or modified, CDPH/CTPP intends to post all clarification notices and/or RFA addenda on CDPH/CTPP TCFOR website.
   c. CDPH/CTPP reserves the right to fund any or none of the applications submitted in response to this RFA. CDPH/CTPP may also waive any immaterial deviation in any application. CDPH/CTPP waiver of any immaterial deviation shall not excuse an application from full compliance with the grant terms if a grant is awarded.
   d. CDPH/CTPP 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 grant award.

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

PART VII. REFERENCES

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3. Centers for Disease Control and Prevention. Behavioral Risk Factor Surveillance System, 1988-2021. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. Accessed 02/13/2023.

4. California Department of Public Health, California Tobacco Control Program. (2021). *California Tobacco Facts and Figures 2021*. Sacramento, CA: California Department of Public Health. https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CTCB/CDPH%20Document%20Library/ResearchandEvaluation/FactsandFigures/CaliforniaTobaccoFactsAndFigures2021-V3A.pdf

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6. Centers for Disease Control and Prevention. Smoking-Attributable Mortality, Morbidity, and Economic Costs (SAMMEC) - Smoking Attributable Mortality (SAM). 2020; https://chronicdata.cdc.gov/Health-Consequences-and-Costs/Smoking-Attributable-Mortality-Morbidity-and-Econo/4yyu-3s69. Accessed November 9,2022.

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12. Centers for Disease Control and Prevention. Best Practices User Guide: Health Equity in Tobacco Prevention and Control. Atlanta: 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, 2015

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15. National Cancer Institute. *The Role of the Media in Promoting and Reducing Tobacco Use.* Tobacco Control Monograph No. 19. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute. NIH Pub. No. 07-6242, June 2008.