# Appendix 11: Application Scoring Criteria

For **RFA CG 24-10002: The Statewide End to California's Tobacco Epidemic** there are three (3) scored Application Sections. The chart below describes the maximum point value for each section.

| Application Section | Total Point Value |
|---|---|
| Agency Capability | 55 |
| Scope of Work: Narrative Summary | 25 |
| Budget and Budget Justification | 20 |
| **TOTAL** | **100** |

See below for each Application Section's specific scoring table which describes the applicant component, scoring criteria, and possible point value.

## A. AGENCY CAPABILITY (55 POINTS)

The Agency Capability Scoring Table outlines the application component, scoring criteria, and possible point value for this Application Section. The total possible point value for this section is 55.

**Agency Capability Scoring Table**

| Application Component | Agency Capability: Scoring Criteria | Point Value |
|---|---|---|
| **Organizational Background** | | |
| **Funding** | Does the Applicant currently receive funding from a local, state, and/or federal government 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 end the tobacco epidemic. | 3 |
| **Operational Capacity** | Describe the Applicant's operational capacity by uploading an organizational chart that fully illustrates the proposed staffing structure (including subcontractors), full-time | 3 |

| Application Component | Agency Capability: Scoring Criteria | Point Value |
|---|---|---|
| | 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. | |
| **Organizational Reach** | Describe the Applicant's capacity to work with partners from geographically and regionally diverse areas of California. Include information on outreach and interface methods. | 4 |
| **Community Based Experience** | | |
| **History and Experience** | Describe the Applicant's successful history and experience fostering collaboration, facilitating community engagement, and utilizing capacity-building expertise to empower local communities to advance policies designed to end the tobacco epidemic in California. | 3 |
| **Diverse Sectors** | Provide three (3) examples of successful collaboration with different organizations that represent diverse sectors of the community (e.g., arts, music, and culture, community safety, economic development, environmental, faith-based, 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. | 6 |
| **Community-based Coalitions Participation** | Provide two (2) examples of participation in community-based coalitions, workgroups, and/or advisory boards, not hosted or operated by the Applicant, within the last five (5) years. Briefly describe the Applicant's role and contributions to these groups. | 4 |

| Application Component | Agency Capability: Scoring Criteria | Point Value |
|---|---|---|
| **Training/Partner Support (Technical Assistance) Experience** | | |
| **Training/Partner Support (Technical Assistance)** | Provide three (3) examples describing the Applicant's experience with providing training and/or technical assistance to partner organizations, community-based organizations, community leaders, and stakeholders. Each example should describe how the Applicant built new and/or improved existing relationships, the type/method of support (e.g., phone call, webinar, group facilitation, etc.), frequency of support, and the measures used to measure the effectiveness of the services provided. Examples should include any experience with providing support for policy and system change interventions, details on how relationships have been sustained, and information on challenges/barriers that were overcome. | 6 |
| **Advisory Committee/Youth Board/ and/or Coalition** | Demonstrate the Applicant's ability to recruit, maintain, and engage an advisory council, board and/or coalition including:<br>• The Applicant's ability to recruit and engage new partners representing the area of focus (Community Engagement and Organizing; Policy Development and Implementation; Youth and Young Adult Advocacy) If Applicant does not have existing experience, they should describe the planned process of creating and maintaining an advisory committee, board and/or coalition.<br>• A detailed description of the Applicant's vision to host a successful advisory committee, board, and/or coalition to support CDPH/CTPP-funded projects and other partners who have a vested interest in a tobacco-free California for their selected project focus (i.e., Endgame Advisory Council, Youth and Young Adult Board of Directors or Statewide Coalition). | 6 |

| Application Component | Agency Capability: Scoring Criteria | Point Value |
|---|---|---|
| **Staff and Organizational Qualifications** | | |
| **Program Staff and Subcontractor(s) Qualifications/Hiring Plan** | Describe the qualifications of the proposed project staff and key subcontractors (if applicable) including:<br>• The formal educational background, training, and professional experience of staff and subcontractors;<br>• 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 the work is conducted in a professional and timely manner.<br><br>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 positions, and the proposed structure of support and supervision for new staff. | 3 |
| **Project Evaluator Qualifications** | Demonstrate the engagement of a qualified Project Evaluator who has:<br>• Completed at least one course in study design or at least one year of experience determining the study design for an evaluation.<br>• Completed one course in program evaluation or one year of planning and implementing a program evaluation.<br>• Completed at least two intermediate courses in statistics.<br>• Has intermediate or higher proficiency in calculating sample size, developing a sampling scheme, and determining appropriate data collection methods. | 2 |

| Application Component | Agency Capability: Scoring Criteria | Point Value |
|---|---|---|
| | • Has intermediate or higher proficiency in evaluating behavior change, policy, or media interventions.<br>• Has intermediate or higher expertise in using statistical software packages to analyze and interpret quantitative data. | |
| **Administrative & 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 and consultant monitoring, and other administrative controls associated with acceptance of government funds.<br>• Demonstrates three (3) years of satisfactory performance with administrative, fiscal, and program management of government and/or nongovernment funds; including timely and satisfactory submission of fiscal, program, evaluation, and subcontractor/consultant documents.<br>• 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. | 3 |
| **Organizational Start-Up** | Demonstrate the ability:<br>• 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.<br>• To begin implementing activities within six (6) weeks of the Grant start date. | 2 |
| **Unscored Question: Additional Activity** | Applicants may suggest one or more additional activities for consideration in the SOW Intervention and/or Evaluation Plan. Please | 0 |

| Application Component | Agency Capability: Scoring Criteria | Point Value |
|---|---|---|
| | note that it is not guaranteed that any proposed activity will be accepted. A proposed additional activity cannot be used as a substitution for any of the required activities in the SOW and cannot be used as a method to augment available funds. This question is optional and not scored; therefore, the Applicant is not required to submit an additional activity for consideration. | |
| **Unscored Question: Equipment Inventory** | This unscored question is applicable to previously or currently funded Agencies funded by CDPH/CTPP.<br>• If applicable, the Applicant must provide an inventory of CDPH/CTPP funded equipment purchased under the respective contract. The inventory should detail each item as: item description (including manufacturer's name, model, type), unit cost, original purchase date, and current working status. | 0 |
| **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.<br><br>Each letter must 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).<br><br>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.<br><br>In addition, any one of the three letters should:<br>• Include a description outlining similar work experience with the prescribed SOW. See | 6 |

| Application Component | Agency Capability: Scoring Criteria | Point Value |
|---|---|---|
| | the applicable prescribed SOW Appendix as described in **Appendix 2:** *Prescribed Scope of Work: Community Engagement and Organizing,* **Appendix 3:** *Prescribed Scope of Work: Policy Development and Implementation,* or **Appendix 4:** *Prescribed Scope of Work: Youth and Young Adult Advocacy.*<br>• Include a description of the Applicant's ability to fulfill the fiduciary and grants management functions.<br><br>If the Applicant is currently receiving or has received funding for a local, state, and/or federal government agency, other than CTPP, within the last two years, one of the recommendations must be from one of these agencies. | |
| **Work Products**<br>*Work Products are to be uploaded in the Additional Documents section of OTIS* | | |
| **Work Products: Subject Matter Expert** | Upload two (2) samples of work produced within the last five (5) years (e.g., community presentation, educational material, etc.) related to health education and prevention; public health policy, system, and environmental change; and/or a specific topic for the selected project focus. | 2 |
| **Work Products: Culturally Appropriate Materials** | Upload two (2) samples of work produced within the last five (5) years (e.g., fact sheet, infographic, resource guide, educational presentation, community forum packet, etc.) demonstrating the Applicant's experience to work in a culturally competent manner with American Indian tribes/communities, cities and counties, African American/Black, Asian American/Native Hawaiian/Pacific Islander, Hispanic/Latino, LGBTQ+, Rural, and low-income populations. | 2 |
| **Section Total** | | **55** |

## B. SCOPE OF WORK: NARRATIVE SUMMARY (25 POINTS)

The Scope of Work: Narrative Summary Scoring Table outlines the application component, scoring criteria, and possible point value for this Application Section. The total possible point value for this section is 25.

**Scope of Work: Narrative Summary Scoring Table**

| Application Component | Scope of Work Narrative Summary Scoring Criteria | Point Value |
|---|---|---|
| **Community Assessment Analysis** | Complete the Community Assessment Analysis (600-word limit) to justify and support the selection of the project focus (i.e., Community Engagement and Organizing, Policy Development and Implementation, OR Youth and Young Adult Advocacy) and demonstrate the need for the intervention using community needs assessment findings; local, state, or national data that describe the problem; or a summary of evidence-based literature and/or community-defined evidence. To cite data or literature, please state the author, publication title, and year, (e.g., Duber, Herbert, et.al, Public Health Management & Practice, 2020).<br><br>Begin the Community Assessment Analysis narrative with and complete the statements below.<br>• "This project will primarily address the following area of focus: (list the project focus for this application)."<br>• "This project will primarily work in the following geographical communities: Statewide." | 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 technical assistance activities to achieve the objective. Explain how CDPH/CTPP-funded projects, as well as other state, regional, and local partners will be engaged and how activities will be tailored to | 10 |

| Application Component | Scope of Work Narrative Summary Scoring Criteria | Point Value |
|---|---|---|
| | advance tobacco prevention efforts statewide. | |
| **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 the project focus. Describe the plan to disseminate evaluation findings to CDPH/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. | 5 |
| **Section Total** | | **25** |

## C. BUDGET AND BUDGET JUSTIFICATION (20 POINTS)

The Budget and Budget Justification Scoring Table outlines the application component, scoring criteria, and possible point value for this Application Section. The total points possible for this section is 20.

**Budget and Budget Justification Scoring Table**

| Application Component | Budget and Budget Justification: Scoring Criteria | Point Value |
|---|---|---|
| **SOW Alignment** | • Each activity in the SOW that results in an expenditure of funds is reflected in the budget. | 4 |
| **RFA Requirements** | Required Personnel:<br>• The budget includes a staffing plan that adheres to requirements outlined in **Table 3.** *Required Staffing and Minimum Duties* in the RFA.<br><br>Required Travel:<br>• The budget includes costs that adhere to required travel/training opportunities outlined in **Table 5.** *Required CTPP Travel/Trainings* in the RFA for all fiscal years. Travel costs adhere to rates set by the California Department of Human Resources (CalHR). See CalHR website here. | 4 |

| Application Component | Budget and Budget Justification: Scoring Criteria | Point Value |
|---|---|---|
| **Overall Budget** | • Applicant adheres to instructions, formulas, and requirements provided in **Appendix 12:** *Budget Justification Instructions* for each of the eight-line items and corresponding sub-line items. | 12 |
| **Section Total** | | **20** |