State of California—Health and Human Services Agency
California Department of Public Health

MARK B HORTON, MD, MSPH
Director

ARNOLD SCHWARZENEGGER
Governor

September 16, 2009

TO: PROSPECTIVE PROPOSERS

SUBJECT: REQUEST FOR PROPOSAL (RFP) CTCP 10-95121 STATEWIDE YOUTH AND YOUNG ADULT ADVOCACY, TRAINING AND TECHNICAL ASSISTANCE, ADDENDUM 2

On July 31, 2009, the California Department of Public Health (CDPH), California Tobacco Control Program (CTCP) released Request for Proposals (RFP) 10-95121 entitled *Statewide Youth and Young Adult Advocacy, Training and Technical Assistance*. This letter serves to provide notice to prospective proposers that the revisions identified below were made to the following sections of the RFP: Section I: Purpose and Goals and Section II: Work Statement. Deletions are struck out and additions are underlined.

Additionally, the Total Award Section posted on the Tobacco Control Funding and Resources Website was updated to reflect these changes. This section can be found using the following link:

http://tcfor.catcp.org/index.cfm?fuseaction=opportunities.viewOpp&oppID=25

SECTION 1: PURPOSE AND GOALS
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Funding Amount

Approximately $1.5 million are expected to be available for this RFP. Award amounts are contingent upon the use of multi-year spending authority and available revenues. Funding is contingent upon available revenues and appropriation by the Legislature and the Governor. CTCP reserves the right to negotiate additional work that is consistent with the work components identified in Section II: Work Statement of this RFP and to increase the award by $750,000 for a total award amount of $2.25 million, should additional funding become available.

SECTION 2: WORK STATEMENT

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4. Equipment

Scoring Criteria

The Primary Agency demonstrates the capacity to provide the project with appropriate office furniture, communication equipment, copy machines, computers, printers, software, etc., to the project's needs including computer hardware, and software~~, and security~~ that meet the standards described in the Appendix: Computer Hardware/Software Minimum Specifications. The Primary Agency must demonstrate it has hard drive encryption and antiviral software.

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3. Evaluation Activities

Scoring Criteria

- An appropriate evaluation plan is included for each objective in the SOW. The evaluation plan is appropriate in terms of the evaluation design, sampling strategy, sample size, type of evaluation activities proposed, data collection methods, data analysis, and dissemination of findings. The evaluation measures the extent to which each objective was achieved, provides information that will inform and improve the intervention, and disseminates the findings to appropriate agencies.

- Includes an in-depth evaluation plan for at least one (1) primary objective that provides an interim and a Final Evaluation Report. Non-primary objectives include submission of a Brief Evaluation Report.

- The evaluation plan assigns appropriate timelines, copyright, program deliverable percentages, responsible parties, and tracking measures to verify completion of activities.

- The quality of the objectives and evaluation plans demonstrates that a qualified program evaluator provided at least four (4) hours of consultation to the Primary Agency.

- The evaluation effort for the Primary Objective is robust.

4. **Narrative Summary**

Scoring Criteria

- Data needs assessment findings and/or conclusions justify the need for the objectives and activities and they are appropriate for the identified community(s) or target population(s).

- The Major Intervention Activities narrative provides reasonable, realistic, and appropriate activities to achieve each objective.

- The Theory of Change narrative provides a reasonable rationale that explains why the proposed activities should lead to accomplishment of each objective.

- The Evaluation Summary narrative provides reasonable, realistic, and appropriate evaluation design and activities that will assess the quality and quantity of services provided. ~~The evaluation effort for the Primary Objective is robust.~~

If you have any questions regarding this addendum, please contact Tonia Hagaman, Chief, Local Programs and Advocacy Campaigns Unit, CTCP at (916) 449-5500.

Sincerely,

April Roeseler, M.S.P.H., Chief
Local Programs and Information Services
California Tobacco Control Program