REQUEST FOR APPLICATIONS (RFA) CTCP 10-24, LOCAL LEAD AGENCY COMPREHENSIVE TOBACCO CONTROL PLAN FOR MERCED COUNTY

JUNE 2, 2010

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AVAYA WEBINAR TECHNICAL ASSISTANCE

- This is an Avaya Webinar. For problems accessing the Avaya web conference, limited technical assistance will be available at (916) 449-5500.

WEBINAR AGENDA

- RFA Timeline
- RFA Reminders
- Review of RFA Application Information
- Review of RFA Other Documents

<u>Note: technical assistance regarding programmatic content will not be provided.</u>

GENERAL REMINDER

Please place you phones on mute during the presentation: **<u>*6</u>** will mute and un-mute your phones.

Thank you.

QUESTION & ANSWER SESSION

- This call will end when all questions are answered, which may be before the 12:00 pm scheduled time. If need be, we can extend the call until 1:00 pm.
- During this presentation, questions may be posted to the AVAYA Web Board
- Also, questions may be submitted by fax:
  - (916) 449-5505
- Questions will be read and answered by CTCP staff at the end of the presentation only.

TIMELINE

- May 27, 2010 Release of RFA
- May 27, 2010 Release of Addendum 1
- May 28, 2010 Release of Addendum 2
- June 2, 2010 Applicant Information Teleconference/Webinar
- June 24, 2010 Phase I: Agency Capability Narrative due to CTCP by 5 p.m. PT
- June 30, 2010 Announcement of Successful Primary Agency from Phase I
- July 7, 2010 Appeal Letters Due by 5:00 P.M. PT
- September 24, 2010 Phase II: CX Needs Assessment and Objectives Presentation in Sacramento, CA
- October 29, 2010 Phase III: Final Comprehensive Tobacco Control Plan due to CTCP by 5 p.m. PT
- Phase IV: Implement and Evaluate the Comprehensive Tobacco Control Plan – November 1, 2010-June 30, 2013.

REMINDERS

- The RFA instructions take precedence over anything said during the information teleconference/webinar meeting today.
- Interested applicants are to refer to the RFA instructions for clarification on the RFA criteria and requirements.
- The California Tobacco Control Program (CTCP) will post any updates, corrections, or modifications to the RFA on the Tobacco Control Funding Opportunities & Resources (TCFOR) website. Interested agencies must frequently access the TCFOR website for potential updates, corrections, or modifications to the RFA.
- TCFOR can be found at: http://tcfor.catcp.org

CTCP Tobacco Control Funding opportunities and Resources - Microsoft Internet Explorer

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Address http://tcfor.catcp.org/ Go Links

Funding Opportunities and Resources

Funding Opportunities | Project Directory | Evaluator Directory | CTCP Websites

The California Tobacco Control Program (CTCP), California Department of Public Health (CDPH) provides information on available funding opportunities to conduct:

- local tobacco control projects by community-based organizations and local health departments,
- statewide training and technical assistance projects,
- statewide evaluation/surveillance projects, and
- statewide paid media and public relations projects.

Resource documents, links to directories and websites, and information about trainings that help applicants with the preparation and submission of an application are also provided.

Funding Opportunities
Provides information about current funding opportunities, eligibility requirements, submission requirements, contract documents, and resources to help agencies prepare and submit an application to the California Tobacco Control Program.

Project Directory
Provides contact information and project descriptions for agencies currently funded by CTCP.

Local Program Evaluator Directory
Find contact information, qualifications and geographic availability of local program evaluators interested in working with local tobacco control projects in California.

CTCP Featured Websites
Find links to websites maintained by the CTCP, statewide CTCP-funded projects, and key national tobacco control organizations.

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Address http://tcfor.catcp.org/index.cfm?fuseaction=opportunities.home

Funding Opportunities | Project Directory | Evaluator Directory | CTCP Websites

- Home
- Overview
- Program Background
- FAQ
- Opportunities
- Email Alert Services
- Archive

Funding Opportunities

The *Funding Opportunities* site includes information on open and upcoming calls for proposals/applications; instructions on how to apply; archives of past funding opportunities; FAQs; and a sign-up for Email alert services.

Title	Opening Date	Closing Date
Request for Applications CTCP 10-24, Local Lead Agency Comprehensive Tobacco Control Plan for Merced County	May 27, 2010	Jun 24, 2010

- View Upcoming Funding Opportunities
- View Recently Awarded Funding
- Sign-up for Email Alert Services
- View Archive

TCFOR Home | Funding Opportunities | Project Directory | LPE Directory | CTCP Websites
Contact Us | Privacy Policy | FAQ

Fax Questions to (916) 449-5505

TCFOR, cont.

- The following information can be located on the TCFOR website:
  - Closing Date (June 24, 2010)
  - Purpose
  - General Updates
  - Eligibility & Selection
  - Application Information
  - Contract Documents
  - Meetings/Trainings
  - Key Dates
  - Total Award
  - Contact
  - Related Materials

REMINDERS

- One (1) signed original (clearly marked “original” and six (6) copies of the entire application must be submitted.
- The Application must not exceed 37 pages.
- The following documents are not included in the 37 page maximum:

  Application Cover Sheet

  Letters of Reference

  Certification of Non-Acceptance of Tobacco Funding

  Proof of Non-Profit Status for non-governmental agencies

REMINDERS

- Each Application must:

  Have one-inch left/right margins

  Have one-inch top/bottom margins

  Be in 12-point Arial or Times New Roman font

  Be double-spaced

  Be stapled. No folders or binders will be accepted.

REMINDERS

- The Certification of Non-Acceptance of Tobacco Funding (Appendix: Certification of Non-Acceptance of Tobacco Funding) form must be submitted.

- A Proof of Non-Profit Status document must be submitted by a non-governmental agency. (Appendix: Sample Secretary of State, Statement of Information. Appendix: Sample Internal Revenue Service Letter).

REMINDERS

- Applications must be submitted by June 24, 2010, no later than 5 p.m. Pacific Time.
- The contract term and the award funding is as follows:

  Phase II: July 1, 2010-September 24, 2010: $40,000 to recruit, train, and involve a community coalition in the completion of the Communities of Excellence Needs Assessment.
- Phase III: September 24, 2010 – October 29, 2010: $10,000 for the completion, negotiation, and finalization of the Plan.
- Phase IV: November 1, 2010-June 30, 2013 $450,000: for the implementation and the evaluation of the Plan.

REMINDERS

- The contract award will be to the applicant earning the highest total score.
- Only those Primary Agencies that submit an application consistent with the requirements of the RFA and are not awarded a contract may appeal.
- There is no appeal process for applications that are submitted late, non-compliant, or incomplete.
- Appeal letters are due by 5 p.m. Pacific Time, July 7, 2010. Additional information can be located on page 2, Section VI, of the General Application/Proposal Information.

REMINDERS

- CTCP reserves the right to withdraw this award if the phases are not completed by the due dates in an acceptable manner.
- The awardee will be designated as the Local Lead Agency (LLA) for Merced County.
- The contract documents on the TCFOR website are the Local Lead Agency's allocation agreement terms and conditions that all Local Lead Agency's and those designated as a Local Lead Agency must adhere to.

APPLICATION INFORMATION

- Section I: Purpose and Goals
- Section II: Work Statement
- Section III: Application/Proposal/Plan Requirements and Instructions
- Section IV: Administrative and Program Requirements
- Section V: Program Priorities Overview
- Section VI: General Application – Proposal Information
- Appendices 1-7

SECTION I: PURPOSE AND GOALS

- Purpose
  - To fund one governmental or non-profit agency to function as the Local Lead Agency (LLA) for Merced County
  - The agency will be subject to all legislative mandates and other CTCP requirements, policies, and procedures applicable to LLAs

PURPOSE AND GOALS

- The 10 LLA Goals
  1. Coordinate local services and statewide initiatives between Proposition 99-funded agencies, government agencies, voluntary health organizations, schools, community-based organizations, and others involved in tobacco control in order to maximize resources and avoid duplication.
  2. Identify and plan for the diverse ethnic and cultural differences of each community.
  3. Collaborate with diverse partners to bring more skills, ideas and resources to tobacco control efforts.

PURPOSE AND GOALS

- The 10 LLA Goals, cont.
  4. Focus on community-norm change strategies instead of individual behavior change.
  5. Build the capacity of local communities and agencies to address tobacco control activities and tobacco-related disparities.
  6. Mobilize the community to support educational, policy, and enforcement activities.
  7. Strategically use media and public relations to support or increase the effectiveness of tobacco control interventions.

PURPOSE AND GOALS

- The 10 LLA Goals, cont.
  8. Institutionalize programs into existing social and health service delivery systems.
  9. Actively promote the statewide toll-free number for the California Smokers' Helpline (1-800-NO-BUTTS) and the Stop Tobacco Access to Kids Enforcement (STAKE) Act (1-800-5 ASK-4-ID).
  10. Communicate and collaborate with statewide contractors to avoid duplication in the development of materials, to develop sound policies, and to implement effective community organizing strategies.

SECTION II: WORK STATEMENT

- Phase I - Agency Capability
  - The Competitive Process of this procurement
  - One agency will be selected as the Merced LLA and will proceed on to the next three phases
  - Will get into more detail in a few minutes

WORK STATEMENT

- Phase II – Conduct a CX Needs Assessment
  - The selected agency will be funded to conduct the Communities of Excellence (CX) needs assessment
  - Will need to give an oral presentation of the CX findings and proposed objectives, in person, to CTCP and peer reviewers by September 24, 2010, 5:00 PT.
  - The agreement is from July 1, 2010 - September 24, 2010.
  - Funding amount is $40,000

WORK STATEMENT

- Phase III – Prepare a Comprehensive Tobacco Control Plan
  - The selected agency will be funded to prepare and submit a Comprehensive Tobacco Control Plan, consistent with the work statement.
  - The agreement is from September 24, 2010 – October 29, 2010.
  - Funding amount is $10,000

WORK STATEMENT

- Phase IV – Implement and Evaluate the Comprehensive Tobacco Control Plan
  - The selected agency must complete all agreed upon activities, submit six month progress reports, attend trainings, and conform to the policies and procedures applicable to LLAs.
  - The agreement is from November 1, 2010 to June 30, 2013
  - Funding amount is $450,000

WORK STATEMENT – Phase I

- Phase I – Agency Capability
  - One Narrative to be mailed in – No OTIS
  - Five components to be completed
    - Coalition Formation and Maintenance
    - CX Needs Assessment
    - Capacity to Address the Ten LLA Goals
    - Capacity to Develop, Implement, and Evaluate a Comprehensive Tobacco Control Plan
    - Administrative/Fiscal Experience
  - Each component has a Description, Instructions, and the Scoring Criteria that will be used.

WORK STATEMENT – Phase I

- Coalition Formation and Maintenance
  - Each LLA is required to establish and maintain a tobacco control coalition.
  - Maximum number of pages – 5
  - Total possible points – 15
  - Further information, instructions, and scoring criteria can be found on page 5

WORK STATEMENT – Phase I

- CX Needs Assessment
  - CTCP requires all LLAs to complete a formal CX Needs Assessment as part of the development of each new, three year, comprehensive tobacco control plan
  - Maximum number of pages – 4
  - Total possible points – 10
  - Further information, instructions, and scoring criteria can be found on page 6

WORK STATEMENT – Phase I

- Capacity to Address the Ten LLA Goals
  - The ten LLA goals have been mentioned and are in the Purpose and Goals Section of this RFA.
  - Maximum number of pages – 10
  - Total possible points – 25
  - Further information, instructions, and scoring criteria can be found on pages 6-7

WORK STATEMENT – Phase I

- Capacity to Develop, Implement, and Evaluate a Comprehensive Tobacco Control Plan
  - All LLAs follow CTCP guidelines in the development, implementation, and evaluation of a three-year comprehensive tobacco control plan which consists of specific and measurable objectives, detailed intervention activities, and evaluation measures
  - Maximum number of pages – 8
  - Total possible points – 20
  - Further information, instructions, and scoring criteria can be found on pages 8-9

WORK STATEMENT
ADMINISTRATIVE/FISCAL EXPERIENCE
Maximum number of pages: 10
Total possible points: 30

- Read the scoring criteria; as well as, all of the RFA.
- START-UP CAPABILITY:

  Include agency's capability and available resources to ensure timely start-up and completion of Phase II.

  Primarily deliver services Monday through Friday – 8 a.m. – 5 p.m. PT

  A Project Director, Evaluator and a administrative/fiscal staff person must be in place. Indicate if any additional staff are proposed to be hired.

WORK STATEMENT
ADMINISTRATIVE/FISCAL EXPERIENCE

- FISCAL AND CONTRACT COMPLIANCE:

  Include the primary agency's (and subcontractors and/or consultants) performance within the last three (3) years with:

  Management of government funds and activities (including administrative, fiscal, program, and evaluation functions)
- AUDIT HISTORY: Include the primary agency's fiscal and (if any) programmatic audit history within the last three (3) years.

WORK STATEMENT
ADMINISTRATIVE/FISCAL EXPERIENCE

- ADMINISTRATIVE STAFFING:

  Describe the Primary Agency's current administrative staffing pattern.

  Describe the qualifications of key administrative staff.

- EQUIPMENT:

  Describe the office equipment, computer equipment, software, and other communication equipment that the Primary Agency and subcontractors/consultants (if applicable) have available for use.

SECTION III: APPLICATION/PROPOSAL/PLAN REQUIREMENTS AND INSTRUCTIONS

- Works in tandem with Section II: Work Statement
- Will not be needed until Phase III

SECTION IV: ADMINISTRATIVE AND PROGRAM REQUIREMENTS

- This document provides contract procedures, requirements, and expectations
- Describes the capacities required to successfully complete all deliverables indentified in the SOW
- The 16 requirements determine the capacities necessary to enter into a fully executed contract with CTCP

SECTION V: PROGRAM PRIORITIES OVERVIEW

- This document outlines the mission, goals, infrastructure, history, and the social norm model utilized by CTCP

CONTRACT DOCUMENTS

- The following contract documents that are located on the TCFOR website are the allocation agreement terms and conditions that all local lead agencies must adhere to:

  Local Lead Agency Allocation Agreement Terms (Table of Contents for Exhibits A – D(S).

  Exhibit A – Scope of Work

  Exhibit B – Budget Detail and Payment Provisions

  Exhibit C – Additional Provisions

  Exhibit D(S) – Special Terms and Conditions (only provisions 5, 6, 7, 8, 10, 11, 12, 14, 16, 17, 18 apply)

RELATED MATERIALS

- CTCP Policy Section, Administrative and Policy Manual
- OTIS Evaluation Guide
- Tell Your Story: Guidelines for Preparing a Complete High Quality Evaluation Report
- Communities of Excellence in Tobacco Control Modules 1-4
- 2009 Indicators and Assets List
- OTIS User Guide (Available within the OTIS system)

APPLICATION REVIEW

- Proposals will be reviewed and scored by a review panel of CTCP staff and peer reviewers
- Proposals are considered passing if they have a final consensus score of 75 points or more.
- The one plan with the highest score will be selected as Merced's LLA.

TIPS FOR A SUCCESSFUL APPLICATION

- Read the RFA carefully and answer all questions
- Read and review the Scoring Criteria for each component
  - The review tool is based off of the scoring criteria listed

Questions?