California Department of Public Health, California Tobacco Control Program (CDPH/CTCP)

Request for Proposals 10-10046
California Tobacco Control I-Clearinghouse (CTCIC)
Informational Teleconference/Webinar

July 8, 2010
9:00 a.m-12 noon, PT

Fax Questions to (916) 449-5505 or (916) 449-5517

Welcome!

- PLEASE place your phones on mute during the presentation: *6 will mute and un-mute your phones.
- Call 916-449-5500 if you are having technical difficulties with the presentation.
- Thank you!

Presenters

- **Linda Ono**
  - Procurement Manager, Procurements Management Unit

- **Shirley Dellenback**
  - Chief, Knowledge Management Unit

- **Humberto (Beto) Jurado**
  - Technology Projects Analyst, Knowledge Management Unit

Agenda

- Welcome & General Announcements
- RFP Presentation
- Break (15 minutes)
- Q & A Session
- Online Tobacco Information System (OTIS) Training

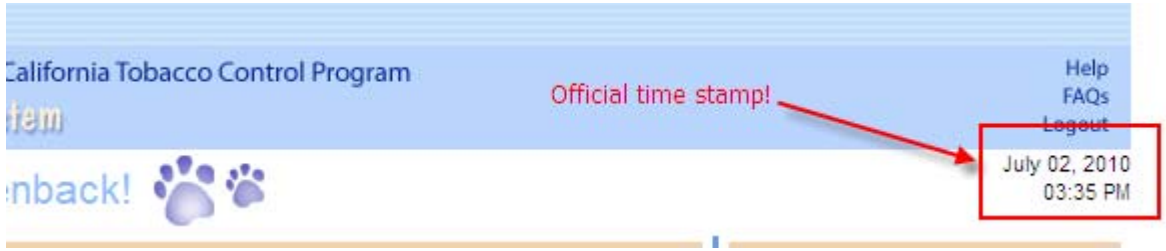
General Reminders

- The written RFP instructions take precedence over anything said during this presentation.
- Interested proposers are to refer to the RFP documents for clarification on the RFP criteria and requirements.
- The California Tobacco Control Program will post any updates, corrections, or modifications to the RFP on the Tobacco Control Funding Opportunities & Resources (TCFOR) website. http://tcfor.catcp.org
- It is strongly encouraged that interested agencies frequently access the TCFOR website for potential updates, corrections, or modifications to the RFP.
- Presentation materials will be posted on the TCFOR website following this presentation.

Fax Questions to (916) 449-5505 or (916) 449-5517

General Reminders-OTIS

- The proposer will submit applications online via the Online Tobacco Information System (OTIS). There is an OTIS training session included in this teleconference.
- Do not wait until the last minute! It may take 20 to 40 hours to enter your information into OTIS.
- Agencies are encouraged to begin writing proposals in a word file that can be cut/copied and pasted into OTIS
  Note: this does not include uploading your evaluator information and other forms required for the application.
- The official time stamp for submission is on the OTIS home page



Fax Questions to (916) 449-5505 or (916) 449-5517

Question & Answer Session

- This call will end when all questions are answered, which may be before the 12:00 p.m. scheduled time.
- Questions may be posted to the AVAYA Web Board during this presentation.
- Questions should be specific to the RFP and its contents.
- Questions may also be submitted by fax:
  - (916) 449-5505 or (916) 449-5517
- A 15 minute break will follow the RFP presentation to allow CTCP to review submitted questions.
- Questions will be read and answered by CTCP staff at that time only.

Fax Questions to (916) 449-5505 or (916) 449-5517

Funding Amount

- Approximately $4.0 million for three years.
  - $3.6 million will be available for the services and activities requested in the RFP.
  - An additional $400,000 will be set aside for use with future projects/services TBD.

- Revenue generated from catalog sales, membership and/or collaboration support fees will be used to partially fund the services described in the RFP.

Contract Term

- November 1, 2010 – October 31, 2013
- Proposals must be for the entire three-year period.
- Contract term may change if the award is made later than expected due to unforeseen delays.
- CTCP has the option of renewing the contract for an additional two years if funding permits.

Eligibility Criteria

- Any public or private non-profit agency is eligible to apply.
- State of California agencies other than state universities, colleges, and community colleges are not eligible (Local Lead Agencies).
  - NOTE: LLAs are not eligible to apply on their own, but are eligible if they apply as a consortium with a community partner.
- CTCP will not fund an agency that has a relationship with a tobacco company or any real or apparent conflict of interest as described in the RFP instructions.
  - Certifications Required

Selection Criteria

- Proposals must meet the mandatory requirements laid out in this RFP in order to be reviewed and scored.
- Proposals will be scored on a scale of 0 to 100 points.
- Proposals receiving a final group consensus score of 75 points or more will be considered for funding.
- Receiving a final group consensus score totaling 75 points or more will not guarantee funding or funding at the level requested in the proposal.
- Please review the Tobacco Control Funding Opportunities and Resources (TCFOR) website for a more detailed description of the Eligibility and Selection Criteria.
- You will also need to review CTCP's Reservation of Rights and the Conflict of Interest form

Key Dates*

- 7/1/10 Release of RFP
- 7/7/10 Webinar access test session, 1:00 p.m.-3:00 p.m., Pacific Time (PT)
- 7/8/10 Information teleconference/webinar meeting 9:00 a.m.-12 p.m., Pacific Time (PT)
- 7/12/10 First Day to Request to Apply in OTIS
- 7/12/10 OTIS Opened for Proposal Input
- 8/10/10 Last Day to Request to Apply
- 8/12/10 Proposals Due No Later than 5:00 p.m., PT
- 9/14/10 Notification of award decision
- 9/21/10 Appeals due by 5:00 p.m., PT
- 9/24/10 Appeal hearings
- 9/27/10 Appeal decisions announced
- 11/1/10 Contract term begins
- 10/31/13 Contract term ends

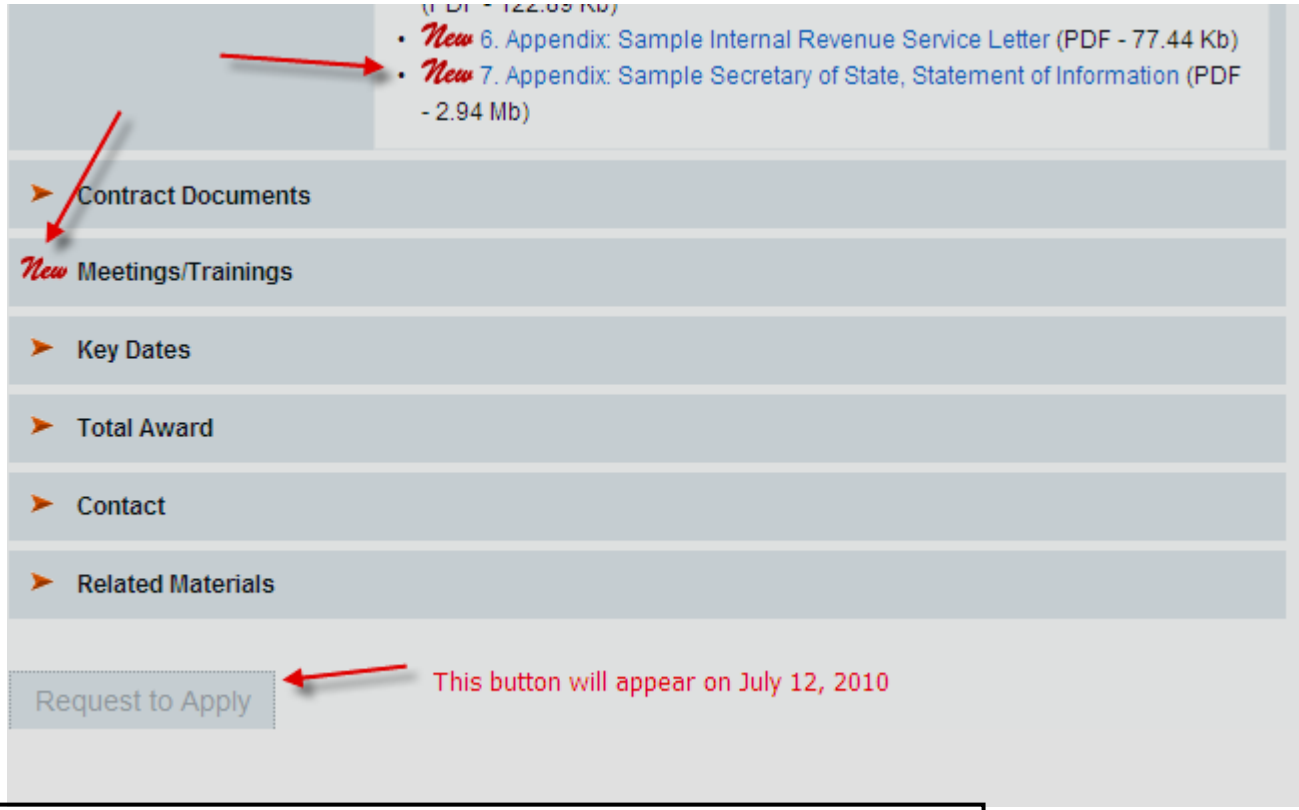
*All dates are tentative

RFP Presentation

Resources

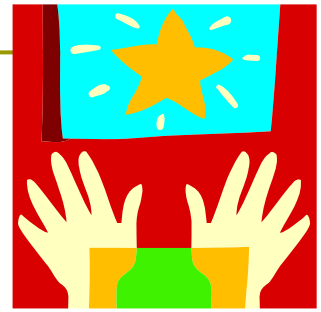
- Tobacco Control Funding Opportunities & Resources http://tcfor.catcp.org/
  - Resource documents, links to directories and websites, updated RFP Information
- Online Tobacco Information System (OTIS) http://tcsotis.org/
  - Create your proposal in OTIS
  - Contract management system
- CA Department of Public Health www.cdph.ca.gov/programs/tobacco
  - Programmatic information, reports, fact sheets, etc.

TCFOR – Good to Know



Instructions on how to apply will be given later in this presentation.

Section I: Purpose and Goals



- Purpose
  - Statewide Clearinghouse with solid information management skills
  - Collect, analyze, disseminate information
  - Supply accessible and timely materials relating to Tobacco Control
- Goals
  - Increase capacity; maintain standards; further best practices

Section II: Work Statement

- The Work Statement is a RFP-specific document that defines the application requirements, instructions, and scoring criteria.
- Defines content requirements and provides the criteria on how the application will be scored.
- Use in conjunction with Section III: Application/Proposal Requirements and Instructions
- The following three sections will be scored:
  - Applicant Capability (40 points)
  - Scope of Work (35 points)
  - Budget Justification (25 points)

Section II: Work Statement - Core Work Components

- Library Services (25-30%)
- Subject Matter Expert/Training Linkage Network (15-20%)
- Educational Materials Printing & Production (15-20%)
- Sales Catalog Creation, Fulfillment & Distribution (25-30%)

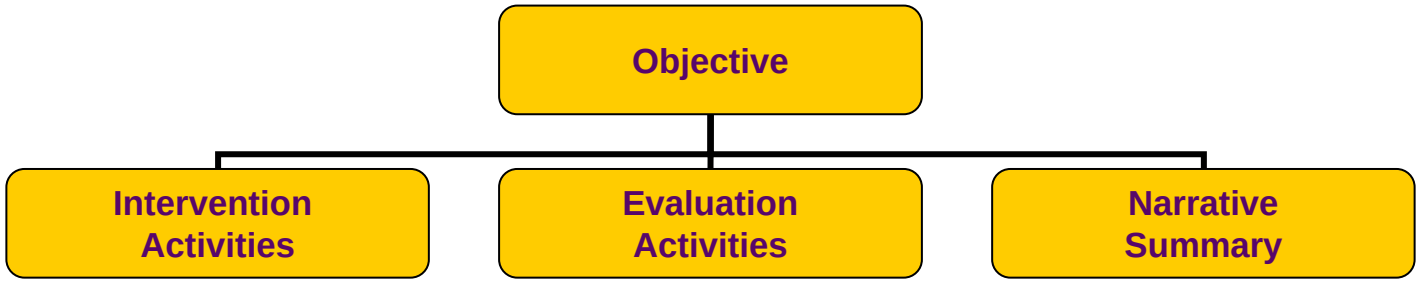
  - Where available, use current service statistics as a reference
  - Proposer may emphasize/de-emphasize based on understanding of needs

Section II: Work Statement – Applicant Capability

- Qualifications will be scored
  - Program Experience
  - Organizational Start-up
  - Administrative/Fiscal Experience
  - Equipment
  - Information Privacy & Security Requirements
  - Letters of Reference (mandatory, but not scored)
  - Evaluator Selection

Section II: Work Statement – Scope of Work (SOW)

- Scope of Work
  - Detailed road map – describes all program activities
  - Accomplish measurable objectives
  - Includes evaluation activities to asses achievement



Section II: Work Statement – Communities of Excellence

- Communities of Excellence (CX) Asset Priorities
  - Select the appropriate asset for each objective (primary and/or secondary)
  - Can one objective have multiple assets? YES
  - Can multiple objectives use the same asset? YES

Section II: Work Statement – Objectives

- Objectives
  - At least one objective for each of the Core Components
  - Realistic and ambitious; reflects CTCP policy and program priorities
  - Clearly define who/what is expected to change
  - Do not use ranges – use specific numbers
- Instructions for completing the Objective Overview are in the RFP

Section II: Work Statement – Intervention Activities

- Intervention Activities
  - Review the list in OTIS
  - Describe a series of activities leading towards achievement of objective
  - Intervention topics, activities, and material development forms
  - Include details of how to verify completion of activities

Section II: Work Statement – Evaluation Activities

- Evaluation Activities
  - Describe overall evaluation activity plan
  - Describe how evaluation data will be analyzed and disseminated
  - Assigns appropriate timelines, responsible parties, etc.
  - At least 5% of the overall deliverables are required to be assigned to evaluation
  - Demonstrates a qualified program evaluator
  - See the Appendix: Evaluation Design- Data Collection Activities

Section II: Work Statement – Narrative Summary

- Narrative Summary
  - Community Assessment Analysis
    - Objectives and activities are appropriate as defined by needs assessment
  - Major Intervention Activities
    - Narrative indicates that objectives will be achieved
  - Theory of Change
    - Rationale that activities lead to accomplishment
  - Evaluation Summary Narrative
    - Evaluation design will assess quality/quantity of services

Section II: Work Statement – Budget Justification

- Thorough explanation coming in a few slides…

Section III: Application/Proposal Requirements and Instructions

- Provides basic submission instructions for OTIS
- Use with Section II: Work Statement
- Links to Supplementary documents are provided

Section IV: General Application/Proposal Information

- Submission requirements
- Instructions for accessing the online application (e.g., how to apply)
- Appeals process
- CTCP's Reservation of Rights
- Contract terms and conditions

Section V: Administrative and Program Requirement

- Provides contract procedures, requirements, and expectations
- Describes the capacities required to successfully complete all deliverables identified in the Scope of Work
- The 17 requirements determine the capacities necessary to enter into a fully executed contract with CTCP

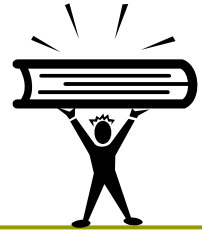
Section VI: CTCP Program Priorities Overview

- Outlines the mission, goals, infrastructure, history, and the social norm model utilized by CTCP.

California Department of Public Health CDPH

California CTCP Tobacco Control Program

Section VII/VIII - Attachments



- Certification of Non-Acceptance of Tobacco Funds
- Conflict of Interest Compliance Certificate
  - Applicants must complete and upload certifications with their application
  - Refer to Section II and III for instructions.

Appendices

1. Comparable State Civil Service Classifications
2. Computer Hardware/Software Minimum Specifications
3. Moratorium Related to Promotional Items Distributed by the California Department of Public Health: Updated Interim Guideline on Use of Promotional Items
4. Sample Internal Revenue Service Letter
5. Sample Secretary of State, Statement of Information
6. Travel Reimbursement Information
7. Contract Uniformity
8. Information Privacy and Security Requirements
9. Evaluation Design-Data Collection Activities

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BUDGET JUSTIFICATION

Section II: Work Statement and
Section III: Application/Proposal Requirements and Instructions

Budget Category Line Items

1. Personnel Costs
2. Fringe Benefits
3. Operating Expenses
4. Equipment
5. Travel/Per Diem and Training
6. Subcontracts and Consultants
7. Other Costs
8. Indirect Costs

BUDGET JUSTIFICATION

Section II: Work Statement and
Section III: Application/Proposal Requirements and Instructions

- Proposed budget should not exceed $4.0 Million
- Term is 36 months, November 1, 2010-October 31, 2013
- Budget follows the State's July-June budget periods, so
  - There will be four Fiscal Year budgets
  - FY 1: November 1, 2010-June 30, 2011
  - FY 2: July 1, 2011-June 30, 2012
  - FY 3: July 1, 2012-June 30, 2013
  - FY 4: July 1, 2013-October 31, 2013

✓ ***TIP: Take the time to carefully read the RFP Instructions and TCFOR related documents.***

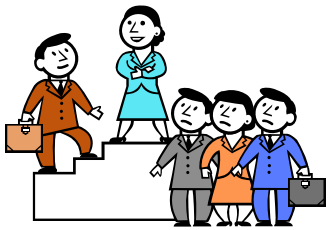
Example of Personnel Cost

Title:
Project Director (Who's Responsible in the SOW)

Salary Calculation (i.e., Formula):
($2,875-$3,082 semi-monthly) x (100%) x 24 pay period per year

Duties Description:
Responsible for the overall planning, development and completion of project goals, objectives and SOW deliverables. Supervise agency staff, project consultants and subcontractors. Responsible for the fiscal accountability of project budget. Responsible for the general coordination of the day-to-day operations and reporting progress at scheduled intervals to CDPH/CTCP. Maintains liaison with CDPH/CTCP Program Consultant and Procurement Manager. Responsible for the budget, budget revisions, invoices, staff changes, consultant contracts, and ensures timely progress on contract obligations, and other duties as required. Designated lead and devotes 5% FTE of effort to oversee the implementation of project evaluation and supervision of the evaluation consultant.

- ✓ ***TIP: Provide adequate staffing effort with qualified skill levels.***



For additional information for this RFP:
TCFOR Application Information
Section II: Work Statement
Appendix: Comparable State Civil Service Classifications

Fax Questions to (916) 449-5505 or (916) 449-5517

Example of Fringe Benefits

At approximately 20% - 40% of Total Personnel Costs, Fringe Benefits includes the following:

Fringe Benefits are paid to eligible employees according to state and agency policies. They include FICA, FUTA, State unemployment insurance, long term Disability Insurance premiums, Worker's Compensation insurance premiums, Health, Dental, Vision, Life (approximately 25%) and Pension (approximately 10%). Vacation and other leave are not expensed in fringe benefits.

√ TIP: Consider using OTIS Budget Line Wizards as another resource to help with your justifications (and for any of the budget line items).

For additional information for this RFP:
TCFOR Application Information
Section II: Work Statement
Appendix: Contract Uniformity

Fax Questions to (916) 449-5505 or (916) 449-5517

BUDGET JUSTIFICATION

Section II: Work Statement and
Section III: Application/Proposal Requirements and Instructions

Operating Expenses

Two Required Line Items:

- CTCP Communications Network, OTIS & Partners
- Space Rent/Lease

Other Agency Defined Operating Expenses

√ ***TIP Include operating expenses that are cost effective, directly support staff, and help to complete your SOW activities.***

For more information refer to the RFP:
TCFOR, Application Information
Section II: Work Statement

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BUDGET JUSTIFICATION

Section II: Work Statement and
Section III: Application/Proposal Requirements and Instructions

Equipment

Equipment purchases are allowed to bring one Primary Agency's computer system up to the CTCP minimum software/hardware specifications.

√ ***TIP: Equipment requests should be consistent with the overall application, such as the Applicant Capability section, SOW needs, etc.***

For additional information refer to the RFP:
TCFOR, Application Information
Appendix: Computer Hardware/Software Minimum Specifications

BUDGET JUSTIFICATION

Section II: Work Statement and
Section III: Application/Proposal Requirements and Instructions

Travel/Per Diem and Training

Project Travel Training

Optional Travel/Training:

- Capitol Information and Education Day

Required Travel:

- Project Directors meetings
- Rover Trainings

Out of State Travel

- √ ***TIP: Check that items are listed in the correct subcategory and justifications support the SOW activities.***

For additional information refer to the RFP:
TCFOR, Application Information
Section II, Work Statement
Appendix: Travel Reimbursement Information

BUDGET JUSTIFICATION

Section II: Work Statement and
Section III: Application/Proposal Requirements and Instructions

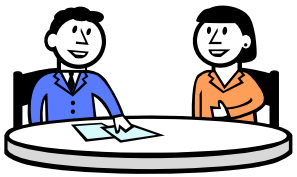
Subcontracts and Consultants

Subcontractors:

- **Subcontractors should provide a specialized task that is directly related to the project's activities.**
- **Usually for projects needing salaried positions, operating expenses, indirect costs, etc.**

Consultants:

- **Level or area of expertise that extends beyond that possessed by Primary Agency staff.**
- **Typical services are technical advice or effort on programmatic activities/issues.**



- ***√ TIP: Provide detail as to how the budget was calculated as well as in the justification for the positions.***

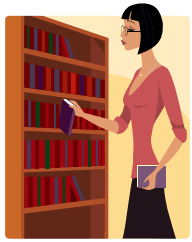
For additional information for this RFP:
TCFOR Application Information
Section II: Work Statement
Appendix: Comparable State Civil Service Classifications

BUDGET JUSTIFICATION

Section II: Work Statement and
Section III: Application/Proposal Requirements and Instructions

Other Costs

Educational Materials
Advocacy Campaign Materials
Behavior Modification Materials
Media
Sponsorships
Other Agency-Defined Subcategories



√ TIP: Provide a complete narrative that will justify the budgeted items and connect with the SOW activities.

For more information refer to the RFP:
TCFOR, Application Information
Section II: Work Statement
Appendix: Moratorium Related to Promotional Items

BUDGET JUSTIFICATION

Section II: Work Statement and
Section III: Application/Proposal Requirements and Instructions

Indirect Expenses

These are costs not directly associated with the project's SOW deliverables.

Indirect expenses are calculated at a maximum of 25% (twenty-five percent) of the total personnel expenses (salary expenses plus fringe benefits).

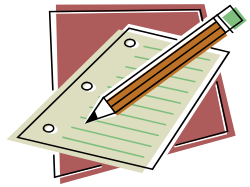
List all indirect expenses incurred.

√ ***TIP: Include audit expenses in this category if they are not listed in Operating Expenses.***

For additional information refer to the RFP:
TCFOR, Application Information
Section II, Work Statement

Additional Documents

Section II: Work Statement and
Section III: Application/Proposal Requirements and Instructions



1. **Additional Tobacco Control Funding (optional)**
2. **Administrative and Collaborative Activities (optional)**
3. **Proof of Non-Profit Status (required)**
4. **Certification of Non-Acceptance of Tobacco Funds (required)**
5. **Conflict of Interest Compliance Certificate (required)**

For additional information refer to the RFP:
TCFOR, Application Information
Section II, Work Statement
Section III, Application/Proposal Requirements and Instructions
TCFOR, Eligibility and Selection

Fax Questions to (916) 449-5505 or (916) 449-5517

Contract Documents

- **Standard Agreement Form (STD 213)** (Draft)
- **Exhibit A: Scope of Work** (to be provided to awardee at negotiations)
- **Exhibit B: Budget Detail and Payment Provisions** (to be provided to awardee at negotiations)
- **Exhibit C: General Terms and Conditions** (GTC610 and CCC307 Certification)
- **Exhibit D(C): Special Terms and Conditions**
- **Exhibit E: Additional Provisions** (to be provided to awardee at negotiations)
- **Exhibit F: Contractor's Release**
- **Exhibit G: Travel Reimbursement Information**
- **Exhibit H: Information Privacy and Security Requirements**

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Related Materials

- **OTIS Evaluation Guide**
- **Tell Your Story: Guidelines for Preparing a Complete High Quality Evaluation Report**
- **Communities of Excellence in Tobacco Control, Module 4**
- **OTIS User Guide (Available within the OTIS system – UN/PW required)**
- **Policy Section, Administrative and Policy Manual**
- **Requesting a New User Account in OTIS**

Fax Questions to (916) 449-5505 or (916) 449-5517

What Happens After You Apply?

Proposal Review

- Proposals will be reviewed & scored by a review panel.
  - Applications are scored on a scale of 0–100.
- Proposals with final consensus score of 75 points or more will be considered for funding.
- Scores of 75 points or more <u>are not</u> guaranteed for funding.
- The funding amount requested is not guaranteed.

Award and Negotiations

Notification of Award

- All agencies submitting a proposal will be notified of the award decision in writing.

Contract Negotiation

- CTCP will schedule & negotiate with the potential contractor.
- Potential contractor will be required to revise SOW & Budget to comply with CTCP & CDPH requirements.
- Work shall commence only upon receipt of the fully executed contract.

Appeals

- No appeals for proposals that are submitted late, are non-compliant, or incomplete
- Appeals shall be limited to the grounds that CTCP failed to correctly apply the standards for reviewing the proposal in accordance with the RFP
- Appeals due September 21, 2010, 5 p.m. PT
- Decision of appeal officer is final

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Final Thoughts…

- Don’t wait until the last minute.
- May take 20-40 hours to enter information into OTIS.
- Allow extra time for uploading forms.
- Official time stamp for submitting your application=OTIS Home page.

Break

Fax Questions to (916) 449-5505 or (916) 449-5517

Q & A

OTIS Training

By Humberto Jurado

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916-449-5474