California Tobacco Control Program (CTCP) Solicitation 12-10305

AUGUST 31, 2012

Presenters:

Jonathan Isler,
Chief, Evaluation Unit

Robert Thurman,
Procurement Manager,
Federal Projects Unit

Meeting Agenda

1. Welcome and introductions
2. General reminders
3. Solicitation authority
4. Solicitation overview
5. Questions and Answers (Q and A)

CTCP 12-10305

GENERAL REMINDERS

- The Solicitation instructions at Tobacco Control Funding Opportunities and Resources (TCFOR) website http://tcfor.catcp.org take precedence over anything said during this presentation.
- Interested agencies are to refer to the Solicitation instructions for clarification on the Solicitation criteria and requirements.
- Technical assistance regarding programmatic content will not be provided.
- CTCP will post any updates, corrections, or modifications to the Solicitation on the TCFOR website.
- It is strongly encouraged that interested agencies frequently access the TCFOR website for potential updates, corrections, or modifications to the Solicitation.

CTCP 12-10305

GENERAL REMINDERS

- The Solicitation requires the Primary Agency to submit applications via email.
- Do not wait until the last minute to email your application!
- Agencies shall submit applications in a PDF file, allow adequate time to submit the Solicitation response to CTCP.
- Presentation materials will be posted on the TCFOR website following the presentation.

CTCP 12-10305

GENERAL REMINDERS

- The information meeting will end when all questions are answered, which may be prior to the scheduled end of the meeting. If need be, we can extend the call approximately 45 minutes.
- Also questions may be submitted by fax:
  - (916) 449-5505 or (916) 449-5517
- A short break will follow the presentation to allow CTCP time to review submitted questions.
- Questions will be read and answered by CTCP staff during the Q and A period.

CTCP 12-10305

GENERAL REMINDERS

- Please review the draft contract language; including, the ***links*** to GTC 610; GIA 610 and the CCC307
- Please place your phones on mute during the presentation: *6 will mute and un-mute your phones. Thank you!

CTCP 12-10305

Authority:

California Health and Safety Code 104390

The department may provide program support services to local tobacco use prevention programs; including:

1. Data collection
2. Education Materials
3. Evaluation
4. Technical Assistance
5. Training
6. Transfer of information among programs

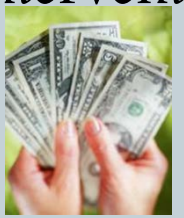
CTCP 12-10305

Solicitation overview:

- **Purpose**

The emphasis of the Solicitation process is to identify the agency most capable of providing technical assistance and implementing two innovative data collection efforts.

1. Assist local health departments to conduct a baseline Retail Environment evaluation survey; and
2. Conduct a statewide survey monitoring tobacco advertising in California retail stores to assist local agencies with intervention planning and strategies.



CTCP 12-10305

<u>Solicitation overview:</u>

- **Goal:**

Monitor the retail environment throughout the state, evaluate the statewide Retail Environment Campaign within California health jurisdictions, and disseminate the research findings among CDPH/CTCP-funded programs.

CTCP 12-10305

Solicitation overview:

- Agreement Period –
  - January 1, 2013 to December 31, 2015
- Funding –
  - Up to $350,000
- Letter of Intent – Due to CTCP via email
  - Due today – August 31, 2012 @ 5 p.m. Pacific Daylight Time
- Solicitation due –
  - September 7, 2012 @ 5 p.m. PDT
- Notification of Award –
  - September 12, 2012
- Submit the Application –
  - Email to Robert.Thurman@cdph.ca.gov

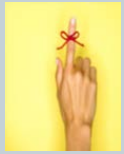
CTCP 12-10305

Solicitation overview:

- Additional Documents to submit
  - Proof of Non-Profit Status
    - IRS or Secretary of State
  - Certification of Non-Acceptance of Tobacco Funds
    - Signed and submitted

CTCP 12-10305

Solicitation overview:

- Scoring Criteria 
  - Agency Capacity & Capability Overview – 30 points
  - Skills & Qualifications of Key Personnel – 30 points
  - Work Plan – 30 points
  - Cost proposal – 10 points

CTCP 12-10305

Solicitation overview:

- Agency capacity & capability overview
  - Describe the strengths of your organization:
    - Including agency mission,
    - Historical accomplishments,
    - Unique services,
      - Particularly related to study design,
      - survey tool development, and
      - data analysis.

CTCP 12-10305

Solicitation overview:

- Agency capacity & capability overview (Cont'd)
  - Detail the agency's strengths and experience related to the Scope of Work (SOW) (Attachment 1):
  - Include specific examples of studies of the tobacco retail store environment.
  - Explain how the agency has demonstrated the ability to innovatively anticipate emerging issues in the tobacco retail environment.
  - Agency experience conducting surveys of tobacco advertising and marketing within retail stores in California will be highly valued.

CTCP 12-10305

Solicitation overview:

- Skills & qualifications of key personnel:
  - Describe the professional experience, formal education, and qualifications of key personnel that will staff the project.
  - Emphasis should be on skills and qualifications related to the SOW (Attachment 1), including:
    - Expertise in survey tool development
    - Study design
    - Data cleaning
    - Data analysis
    - Geographic Information Systems (GIS) spatial analysis

CTCP 12-10305

Solicitation overview:

- Skills & qualifications of key personnel (Cont'd)
  - Staff knowledge of issues and trends in tobacco product advertising and marketing in retail stores in California and relevant tobacco control laws in the state is highly desirable.
  - Staff experience designing and implementing studies of the tobacco retail environment in California will also be highly valued.

CTCP 12-10305

Solicitation overview:

- Work plan –
  - Provide a work plan that demonstrates how your agency would implement the SOW (Attachment 1).
  - Explain how your organization would plan and execute the California Tobacco Advertising Study and the CDPH/CTCP Retail Environment Campaign (CTAS) evaluation survey in a cost-effective and timely manner.
  - Include a timeline that provides details on how your agency will operationalize these projects, including development of the survey tools and protocols, training data collectors, analyzing data and interpreting results.

CTCP 12-10305

Solicitation overview:

- Cost proposal –

  The campaign cost must be proposed using an eight (8) category budget.

  - Narrative information must be specific, easy to follow and clearly connect to the SOW.
  - Titles used in the budget must be consistent with any titles used in the SOW.
  - Provide a list of fringe benefits. They must be consistent with the applicant agency policies.
  - Justify all equipment purchases.
  - Propose travel costs consistent with the SOW activities. Use accurate formulas.
  - List indirect costs. Consistent with agency policies. Not to exceed 25% of total personnel plus fringe benefits .

CTCP 12-10305

Solicitation overview:

- Agreement –

  The successful applicant must agree to the terms and conditions outlined in the agreement language. Draft contract language may be viewed at the TCFOR website. Should the successful applicant not be able to fulfill this obligation in the time allocated, CDPH/CTCP reserves the right to withdraw the award and will proceed to obtain an agreement with the second highest scoring applicant.

CTCP 12-10305

- Continue to check for Solicitation updates at:
  - https://tcfor.catcp.org/
  - http://www.cdph.ca.gov/programs/tobacco/pages/default.aspx

CTCP 12-10305

- Questions and Answers -

PROCUREMENT CONTACTS

Jonathan Isler,
Chief, Evaluation Unit
916-449-5483
Jonathan.Isler@cdph.ca.gov

Robert Thurman,
Procurement Manager,
Federal Projects Unit
916-449-5494
Robert.Thurman@cdph.ca.gov