California Department of Public Health (CDPH) California Tobacco Control Program (CTCP) Solicitation 12-10439 Youth Recruitment for Retail Data Collection

NOVEMBER 13, 2012

Presenters:

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Program Consultant,
Local Programs and Advocacy Campaigns Unit

Aaron Brincko,
Procurement Manager,
Procurements Management Unit

Meeting Agenda

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

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GENERAL REMINDERS

- Please place your phones on mute during the presentation: *6 will mute and un-mute your phones. Thank you!

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GENERAL REMINDERS

- The Solicitation instructions at the 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.

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GENERAL REMINDERS

- The Solicitation requires the proposers to submit proposals via email or hard copy to CTCP by 5:00 p.m. sharp Pacific Standard Time (PST), December 13, 2012.
- **Do not** wait until the last minute to email your proposal!
- Presentation materials will be posted on the TCFOR website following the presentation.
- If delivering your proposal in person, ask building security to contact CTCP.

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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.
- Questions may be asked via the online chat box or submitted by fax: (916) 449-5505 .
- 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.
- Please review the draft contract language; including, the ***links*** to GTC 610; GIA 610, and the CCC307

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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

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Authority:

Business and Professions Code Sections 22950-22963 – the Stop Tobacco Access to Kids Enforcement (STAKE) Act

1. CDPH CTCP conducts an annual Youth Tobacco Purchase Survey (YTPS) to determine California's illegal tobacco sales rate to youth
2. CDPH Food and Drug Branch conducts ongoing compliance checks in retail outlets
3. CDPH CTCP reports YTPS and compliance check data every year to the federal government

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<u>Solicitation overview:</u>

- **Purpose**

The emphasis of the Solicitation process is to identify the agency most capable of conducting statewide recruitment of California youth between the ages of 14 and 16 who will participate as youth retail data collectors for:

1. The Annual Youth Tobacco Purchase Survey (YTPS) conducted by the California Department of Public Health (CDPH), California Tobacco Control Program (CTCP).
2. Stop Tobacco Access to Kids Enforcement (STAKE) Act compliance checks conducted by CDPH, Food and Drug Branch (FDB), STAKE Unit.

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Solicitation overview:

- **Goal:**

  To provide program support services that facilitate data collection and evaluation to improve the delivery of local tobacco use prevention programs.

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Solicitation overview:

- Agreement Period –
  - February 1, 2013 to January 31, 2016
    - Possible 24 month extension: February 1, 2016 to January 31, 2018
- Funding –
  - Up to $1,200,000
- Letter of Intent – Due to CTCP via email
  - Due today – November 13, 2012@ 5 p.m. PST
- Solicitation due –
  - December 13, 2012 @ 5 p.m. PST
- Notification of Award –
  - December 17, 2012
- Submit the Proposal –
  - Email to Aaron.Brincko@cdph.ca.gov or hard copy.

If submitting hard copy

- Courier or Overnight Service Delivery (e.g., FedEx):

  CTCP Solicitation 12-10439
  Attn: Aaron Brincko
  California Department of Public Health
  California Tobacco Control Program
  MS 7206
  P.O. Box 997377
  Sacramento, CA 95899-7377

  - Tracking showing scheduled delivery by 5 p.m. PST with overnight service is considered on time delivery.

- United States Postal Service (USPS):

  CTCP Solicitation 12-10439
  Attn: Aaron Brincko
  California Department of Public Health
  California Tobacco Control Program
  MS 7206
  1616 Capitol Avenue, Suite 74.516
  Sacramento, CA 95814

  - Please note that USPS post marks are not considered timely delivery.

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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

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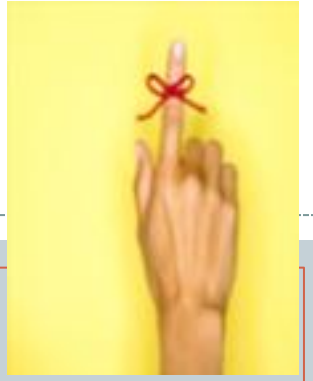

Solicitation overview:

- Scoring Criteria
  - Agency Capacity & Capability Overview – 40 points
  - Skills & Qualifications of Key Personnel – 20 points
  - Work Plan – 20 points
  - Cost Proposal – 20 points

- It is the proposers responsibility to ensure all components to the scoring criteria are addressed.

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Solicitation overview:

- Agency capacity & capability overview
  - Describe the strengths of your organization:
    - Including agency mission,
    - Historical accomplishments,
    - Unique services, particularly related to youth services
    - Experience developing teen-oriented educational materials and using culturally- and developmentally-appropriate media (including social media) to reach out to teens
    - Capacity to conduct evaluation activities, particularly of youth-related services

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<u>Solicitation overview:</u>

- 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 youth recruitment experience.
    - Explain how the agency has overcome and/or problem-solved youth recruitment or engagement challenges.
    - Describe agency experience collaborating with diverse community and school-based organizations, groups, and individuals to deliver youth oriented services.
    - Describe how the agency will facilitate cost-efficient delivery of the proposed SOW specifically in relation to use of the most cost-effective means of travel. e.g., personal car usage vs. rental cars and recruiter base location compared to how far they must travel.

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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:
    - Background and expertise in recruitment of teenage youth
    - Youth advocacy and leadership
    - Media advocacy
    - Program evaluation and report writing

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Solicitation overview:

- Skills & qualifications of key personnel (cont'd)
  - Youth related group presentations, one-on-one outreach, use of media (including social media), website development, newsletters, advertising, and other relevant methods.
  - Background and expertise necessary to write general progress and evaluation reports and to meet reporting deadlines.

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Solicitation overview:

- Work Plan–
  - Provide a customized work plan that demonstrates how your agency would implement the SOW (Attachment 1).
    - Conduct a statewide Youth Recruitment for Retail Data Collection program to support ongoing STAKE Act inspections and the annual Youth Tobacco Purchase Survey
      - Include culturally and developmentally-appropriate outreach materials and methods
      - Include unique and/or innovative activities beyond the template provided in Attachment 1 (SOW) of the Solicitation, which will facilitate a successful project while maintaining cost-effectiveness
      - Demonstrate adequate, appropriate, and proactive coordination and collaboration with local tobacco control projects, local law enforcement, schools, community based agencies, agencies that play a key role in the Youth Recruitment for Retail Data Collection program, and other organizations

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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 connected to the SOW.
  - Staff and subcontractor titles used in the budget must be consistent with any staff or subcontractor titles used in the SOW.
  - Provide a list of fringe benefits. They must be consistent with the proposing agency's policies.
  - Justify all equipment purchases.
  - Propose travel costs consistent with the SOW activities. Use accurate formulas.
  - List indirect costs consistent with proposer policies. Indirect costs shall not exceed 25% of total personnel plus fringe benefits.

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Solicitation overview:

- Agreement –

  The successful agency must agree to the terms and conditions outlined in the agreement language. CDPH/CTCP reserves the right to work with the successful agency to input the final negotiated workplan and budget into the Online Information Tobacco System (OTIS). OTIS is a secure, passcode-protected web-based information management system used to manage tobacco control contracts, budgets, and fiscal reporting. In the event that CTCP is unable to execute an agreement with the initial highest-scoring agency, CTCP reserves the right to award an agreement to the Proposer that earned the next highest passing score and has met the requirements specified in this Solicitation.

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

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- Questions and Answers
  - Fax (916) 449-5505
  - Type in chat box
  - Unmute and speak

  - **REMINDER: LETTER OF INTENT DUE TODAY BY 5 P.M. TO:**

    Aaron.Brincko@cdph.ca.gov

Solicitation Contact

Aaron Brincko,
Procurement Manager,
Procurements Management Unit
916-449-5513
Aaron.Brincko@cdph.ca.gov