California Tobacco Control Program (CTCP)

CTCP Solicitation 12-10439:
Youth Recruitment for Retail Data Collection

November 5, 2012

California Department of Public Health
California Tobacco Control Program
MS 7206
P.O. Box 997377
Sacramento, CA 95899-7377
http://www.cdph.ca.gov/programs/tobacco/pages/default.aspx

CTCP Solicitation 12-10439 – Revised 11-15-12: Youth Recruitment for Retail Data Collection

Purpose

The purpose of this solicitation is to request proposals from qualified agencies and to award a single contract to conduct statewide recruitment and training of California youth between the ages of 14 and 16 who will participate as youth retail data collectors. The retail data collection involves assessing compliance with state laws prohibiting tobacco sales to minors. The youth recruited are to reflect the geographical and racial/ethnic diversity of California. Recruited youth will conduct data collection in retail environments for: 1) the Annual Youth Tobacco Purchase Survey (YTPS) conducted by the California Department of Public Health (CDPH), California Tobacco Control Program (CTCP), pursuant to Health and Safety Code 104390; and 2) the CDPH, Food and Drug Branch (FDB), STAKE Unit, pursuant to the STAKE Act, Business and Professions Code Sections 22950 – 22963.

In performing these youth recruitment activities, the successful proposer will provide program support services that facilitate data collection and evaluation to improve the delivery of local tobacco use prevention programs. The successful proposer must collaborate and coordinate with specific contracted agencies, CDPH/CTCP-funded tobacco control projects and tobacco control coalitions, community-based organizations, schools, local law enforcement agencies, media outlets, and others.

In addition, the successful agency must have the capacity to address all of the services described in the Scope of Work (SOW) (Attachment 1).

Background

There is one core work component required: to recruit and train an existing cadre of 282 youth decoys ages 14-16 years of age from diverse demographic backgrounds (e.g., geographic, gender, race/ethnicity, urban/rural areas) who are available to perform retail data collection for the purpose of assessing compliance with tobacco sales to minors laws. These retail data collection assessments are conducted by an external YTPS contractor and the FDB. Please note: the SOW (Attachment 1) was revised on November 15, 2012 to clarify that the successful agency is required to maintain a minimum of 282 youth decoys in the youth recruitment pool throughout the term of the agreement.

Coordination and collaboration with the YTPS contractor and FDB is necessary to guide and inform recruitment activities. The number, location, and characteristics of youth recruited will be based on the needs of FDB and the YTPS contractor. The FDB conducts approximately 2,940 FDB retail assessments annually in every county in California at varying intervals. The YTPS conducts approximately 800 retail assessments throughout California annually in the spring and early summer.

Ongoing, targeted, and strategic recruitment of youth is required to achieve the recruitment goal. The successful agency must proactively conduct outreach to CTCP-funded tobacco control projects, law enforcement agencies, schools, youth-serving organizations, and other community-based organizations to identify and enroll youth in the decoy operation program. Outreach activities may include but are not limited to:

presentations, radio ads, placement of print ads in school newspapers or youth organization newsletters, street outreach, collaboration with school counselors and school district liaisons, vocational programs, church groups, etc. Recruitment efforts are to include development and distribution of a youth recruitment packet that will include a description of the program, a proposal form, minimum participation requirements, and all releases.

The agreement will require the successful agency to stay abreast of all relevant youth access issues including laws, materials, and resources (e.g., list of Department of Motor Vehicle [DMV] branch offices, Youth Recruitment for Retail Data Collection program webpage messages, data collection protocols, youth recruitment protocols and liability issues, database of youth retail data collectors, and a list of partner agencies). The successful agency will be expected to log and maintain youth recruitment data in an existing interagency password-protected web-based database. Processes and procedures for handling and protecting personal information must be consistent with California law. The agreement also requires that the successful agency develop and maintain a Youth Recruitment for Retail Data Collection program web page that includes information about youth access to tobacco laws, opportunities for other tobacco control youth-related program participation, feedback form, and links to other online tobacco control materials.

The agency is required to participate in relevant CTCP-sponsored trainings, technical assistance calls, conferences, calls to coordinate retail data collection assessments, and upon request, provide training and technical assistance in various formats, to tobacco control projects and other partnering agencies.

The required work component includes an evaluation plan to determine the extent to which the requirements were met and the satisfaction of primary customers (youth recruits, FDB and the YTPS contractor). At the end of the agreement term, the agency must submit a brief evaluation report that summarizes the activities conducted, satisfaction level of the primary customers with the quantity and quality of the service provided, number of youth retail data collectors recruited and maintained, major challenges or barriers encountered in the recruitment, training, and maintenance of qualified youth retail data collectors, and recommendations for the future. A checklist for the Brief Evaluation Report is found in the Tell Your Story: Guidelines for Preparing a Complete High Quality Evaluation Report which is available at: http://www.cdph.ca.gov/programs/tobacco/Documents/CTCPTellYourStory.pdf

Agreement Period

The anticipated agreement term is February 1, 2013 through January 31, 2016. The agreement term may be revised due to unforeseeable delays in the approval of the agreement. In addition, CDPH/CTCP may extend the 36-month agreement term by up to 24 months and increase funding comparable to the 36-month agreement term per fiscal year to continue SOW objectives. ***To meet Solicitation response requirements, proposers are required to submit a separate SOW and cost proposal for the 24-month extension period (February 1, 2016 through***

January 31, 2018) on the date that the initial 36-month proposal is due (December 13, 2012).

Statutory Authority

Services in this Solicitation are authorized in California Health and Safety Code (HSC) 104390 and Business and Professions Code Sections 22950 – 22963.

Funding

The anticipated funding level for the 36-month period beginning February 1, 2013 and ending January 31, 2016 is up to $1,200,000 available to complete services described in this Solicitation. CTCP may increase funding, not to exceed $100,000 per fiscal year, during the agreement term if changes occur in Legislation, court action, or other administrative actions which impact the recruitment of youth retail data collectors.

Funding for this solicitation is subject to appropriation of revenues by the legislature to CDPH/CTCP. If funding is not available or if it is reduced, CDPH/CTCP may terminate the agreement or amend the agreement to reflect reduced funding and deliverables.

Continued funding for the agreement will be dependent upon successful agency performance as determined by CDPH/CTCP. Performance will be evaluated through periodic progress reports identified in the agreement. CDPH/CTCP may also conduct performance reviews to determine whether the agency is performing to the satisfaction of CDPH/CTCP, meeting expectations, completing deliverables, meeting deadlines, and abiding by the terms and conditions of the agreement.

Tentative Schedule for Solicitation

Below is a tentative schedule for this procurement:

Event	**Date**	**Time (if applicable)**
Solicitation Released	November 5, 2012	5 p.m. Pacific Time (PT)
Letter of Intent	November 13, 2012	5 p.m. PT
Optional Online Teleconference Information Meeting	November 13, 2012	1 p.m. – 2 p.m. PT

Event	Date	Time (if applicable)
Solicitation Response Due	December 13, 2012	5 p.m. PT
Notice of Intent to Award	December 17, 2012	-
Appeals Deadline	December 19, 2012	5 p.m. PT
Appeal Hearings	December 27, 2012	-
Appeal Decisions Announced (tentative)	January 2, 2013	-
Agreement Start Date	February 1, 2013	-
Agreement End Date	January 31, 2016	-

Letter of Intent

November 13, 2012 – A letter of intent on agency letterhead is required to be submitted electronically via e-mail, and must be received at CDPH/CTCP from potential proposers by 5 p.m. PT, **November 13, 2012.** Send the e-mail with letter attachment to Aaron.Brincko@cdph.ca.gov. CDPH will confirm receipt of the letter of intent by reply email within two business days of receipt. The letter of intent format can be viewed at https://tcfor.catcp.org/.

Optional Online/Teleconference Information Meeting

An optional Informational Online WebEx™ & Teleconference will be held on November 13, 2012 from 1:00 p.m. until 2:00 p.m. PT. Prospective proposers intending to submit a proposal are strongly encouraged to participate. The purpose of the Informational Online meeting will be to provide potential proposers with an opportunity to ask questions about the preparation and submission of the proposal. Participants may view the information meeting access codes at https://tcfor.catcp.org/ or contact Aaron Brincko at (916) 449-5513 or by email at Aaron.Brincko@cdph.ca.gov.

Proposal Submission

Email Submission: CTCP/CDPH prefers agencies submit one copy of the proposal electronically as an e-mail attachment in PDF format to Aaron.Brincko@cdph.ca.gov.

U.S. Mail or Hand Delivery: Agencies unable to e-mail the proposal may mail, one original hardcopy signed by a signatory on behalf of the agency, to the following address:

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

Courier or Overnight Service Delivery (e.g., FedEx): Agencies unable to e-mail the proposal may mail by courier or overnight service delivery, one original hardcopy signed by a signatory on behalf of the agency, to the following address:

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

FaxDelivery: Faxed submissions will not be accepted.

Proposal On-time Delivery Verification: No matter which delivery method is used to submit the proposal, proposers are responsible for the delivery to CDPH/CTCP prior to the submission deadline. Postmarks will not be accepted as proof of timely delivery. Proposals must be received at CDPH/CTCP by 5:00 p.m. PT on December 13, 2012. Late submissions will not be reviewed.

If the proposal is submitted via email, the CTCP/CDPH email receipt time will be used to verify on-time submission. If the proposal is hand delivered, a CTCP/CDPH date stamp will be used to verify on-time submission. If the proposal is sent by overnight delivery, the overnight delivery service's package tracking will be used to verify on-time submission. Please note, all packages mailed to CDPH, including overnight packages are processed by a centralized mail room and it may take 48 hours for packages to be received by CTCP.

Scoring Criteria, Agreement Award and Proposal Instructions

Scoring Process: Only proposals responsive to the Solicitation Requirements will be evaluated and scored. Proposers who submit pages in excess of the maximum will be considered responsive to the Solicitation Requirements and will be eligible for evaluation and scoring; however, only the pages within the maximum allowance for each section will be considered during the evaluation and scoring process. Pages in excess of the maximum allowance will **NOT** be evaluated or scored. Responsive proposals will be evaluated by a committee assembled by CTCP. The committee may include representatives of CDPH/CTCP; CDPH/FDB; and external agencies with expertise in youth development or conducting retail assessments. Each proposal that

meets the eligibility requirements will be evaluated and scored. Eligible proposals will be scored on a cumulative scale from 0 to 100 points by each individual on the committee. The committee will then convene to assign each proposal a final consensus score. Proposals receiving a final consensus score of 75 points or more will be considered for funding. However, a final consensus score total of 75 points or more does not guarantee funding or the funding amount requested in the proposal.

Agreement Award Process: The agreement award will be to the proposer earning the highest total score. In case of a tie, CTCP reserves the right to conduct oral interviews and/or site visits to review the Proposer's facilities and to determine final scores and selection. If CTCP decides to conduct the oral interview and/or site visit, criteria and instructions will be sent under separate cover to the qualifying Proposers. If conducted, the oral interview will be the basis for further consideration of an agreement award. 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.

Scoring: The maximum point value of each section is as follows:

A. Agency Capacity & Capability Overview	40 points
B. Skills & Qualifications of Key Personnel	20 points
C. Work Plan	20 points
D. Cost Proposal	20 points
	100 points

Scoring Criteria: The specific scoring criteria for each section of the proposal is described below.

A. Agency Capacity & Capability Overview (Five pages maximum) (Scoring: 40 points)

Describe the strengths of the organization, including agency mission, historical accomplishments and unique services, particularly in terms of youth-related services.

Scoring Criteria:

- The proposer highly demonstrates that the agency's mission is related to the goals identified in the Solicitation.
- The proposer highly demonstrates past accomplishments related to the provision of youth-related services relevant to the services required in this Solicitation.

Detail the agency's strengths and experience related to the SOW (Attachment 1), including specific examples of recruiting and training teenage

youth ages 14-16, organizing youth events, developing educational materials, use of media to engage youth, and conducting evaluation activities.

Scoring Criteria:

- The proposer highly demonstrates the ability to recruit teenage youth ages 14-16, to train teenage youth, and to organize teen-focused events.

Describe the methods the agency has used to recruit youth and collaborate with partnering agencies.

Scoring Criteria:

- The proposer highly demonstrates its knowledge and expertise related to recruiting teens using developmentally and culturally appropriate methods.

Describe the agency's experience overcoming obstacles in youth recruitment and/or engagement challenges.

Scoring Criteria:

- The proposer highly demonstrates its ability to collaborate with other organizations, to effectively problem-solve, and to modify outreach strategies to meet its goals.

Describe how the agency will facilitate cost-efficient delivery of the proposed SOW. The description is to include information about the agency's office location(s), anticipated average staff travel time, and distances to recruitment sites (e.g., schools and youth organizations) across the state, and the cost-efficiency of proposed travel mode (e.g., private vehicle, agency vehicles, leased vehicles, public transportation).

Scoring Criteria:

- The proposer highly demonstrates its capacity to conduct evaluation activities, particularly of youth related services.

- The proposer highly demonstrates that it will maximize its budget by using cost-efficient methods to implement the SOW, staff travel from their home base location to recruitment sites, and the provision of administrative and oversight of the SOW.

Describe the agency's capability and resources to ensure timely start-up and delivery of SOW services. Describe how the project will be integrated into the agency's organizational structure and the administrative support for the project.

Scoring Criteria:

- The proposer highly demonstrates how it will integrate the Youth Recruitment for Retail Data Collection project into its organizational structure and how it will launch the project in a timely manner.

B. Skills & Qualifications of Key Personnel (Two pages maximum) (Scoring: 20 points)

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 with the types of recruitment activities to be conducted. Include community development, youth advocacy and leadership, report writing, meeting reporting deadlines, media advocacy, and program evaluation.

Scoring Criteria:

- The proposer highly demonstrates that the professional experience, formal education and qualifications of key project personnel, subcontractors, or consultants are highly relevant to the administration, implementation, and evaluation of the Youth Recruitment for Retail Data Collection project.

- The proposer highly demonstrates that proposed staff, subcontractors, or consultants have the professional experience and an education background that is directly related to youth advocacy and involvement.

- The proposer highly demonstrates that proposed staff, subcontractors, or consultants have background and experience related to conducting teen outreach through the use of group presentations, one-on-one outreach, advertising, social media, website development, newsletters, and other relevant methods.

- The proposer highly demonstrates that identified staff has the background and expertise necessary to write general progress and evaluation reports and to meet reporting deadlines.

C. Work Plan (Five pages maximum) (Scoring: 20 points)

Provide a detailed, comprehensive, and customized work plan that demonstrates how your agency would implement the SOW (Attachment 1). The work plan is to identify timelines, staff, and/or subcontractors/consultants responsible for completing activities, where activities will occur, and tracking measures that demonstrate completion of deliverables. Proposers should customize the SOW (Attachment 1) to reflect specific, innovative, cost-efficient activities and/or approaches to youth recruitment that reflects the

agency's unique assets, capabilities and characteristics. Also, proposers should complete a separate work plan for the two-year extension term consisting of five pages maximum. The anticipated extension term is February 1, 2016 – January 31, 2018.

Scoring Criteria:

- The proposer has provided a well-organized, detailed and comprehensive work plan describing: how much work will be done; where activities will occur; the staff, subcontractors or consultants responsible for activities; appropriate tracking measures; and appropriate start/end dates for activities. Please note: the SOW (Attachment 1) was revised on November 15, 2012 to include timeframes for activities that were initially missing timeframes.

- The proposed work plan highly demonstrates collaboration and coordination efforts with the agencies playing a key role in the Youth Recruitment for Retail Data Collection project including: CDPH/FDB, YTPS contractor, CDPH/CTCP, local tobacco control projects, local law enforcement agencies, schools, community-based organizations, and youth serving organizations.

- The work plan highly demonstrates the use of developmentally and culturally appropriate outreach materials and methods.

- The proposed work plan highly demonstrates the inclusion of unique and/or innovative activities beyond those provided in the SOW (Attachment 1) and which will facilitate the successful implementation of this project in a cost-effective manner.

- The work plan highly demonstrates that project staff, subcontractors and consultants will receive regular training related to youth access to tobacco and the issues relevant to the Youth Recruitment for Retail Data Collection Project.

D. Cost Proposal
(Scoring: 20 points)

Complete the attached Cost Proposal (Attachment 2). The cost must be calculated on the basis of an eight (8) category budget for each fiscal year (FY). The FYs for this solicitation are:

FY 1: February 1, 2013 – June 30, 2013
FY 2: July 1, 2013 – June 30, 2014
FY 3: July 1, 2014 – June 30, 2015
FY 4: July 1, 2015 – January 31, 2016

Proposers should complete a separate cost proposal for the possible two-year extension term. The fiscal years for this term are:

FY 5: February 1, 2016 – June 30, 2016
FY 6: July 1, 2016 – June 30, 2017
FY 7: July 1, 2017 – January 31, 2018

The cost proposal must be specific, easy to follow, and clearly connected to the work plan. All position titles identified in the cost proposal must be consistent with any position titles used in the work plan. Proposers should provide a list of fringe benefits that are consistent with the proposing agency's employee policies and requirements. Equipment expenses must be sufficiently justified with a narrative and must specifically explain the need (well justified), which staff will benefit, and how the equipment will be used. All travel costs shall be consistent with the work plan activities. Other Costs category expenses clearly identify line items that support the work plan and reward and acknowledge youth retail data collectors. Proposers should provide a list of all indirect expenses and explain the amount budgeted. Use formulas where appropriate.

Scoring Criteria:

- The Cost Proposal includes formulas to support salaries, travel, and operating expenses; all calculations and totals calculate correctly; and the narrative information is specific, well-organized and clearly connected to activities described in the work plan.

- The Cost Proposal reflects position titles for staff that are consistent with position titles used in the work plan.

- The Cost Proposal provides a detailed list of fringe benefits which are consistent with the proposing agency's employee policies and requirements.

- The Cost Proposal provides a detailed and specific explanation to support the equipment request including which staff will use the equipment and how they will benefit from the equipment.

- Proposed travel is consistent with the activities described in the work plan and uses cost-effective modes of travel.

- The Cost Proposal provides a detailed list and explanation of the Other Costs category to support the work plan.

- The indirect costs are clearly explained and the amounts budgeted do not exceed 25 percent (25%) of the total personnel and fringe benefits line items [Indirect costs / (Personnel + Fringe Benefits)].

Notification of Award Decision

All agencies submitting a proposal in response to this Solicitation will be notified of the award decision via email. Agencies may receive, upon written request to CDPH/CTCP, the summary page of the consensus review tool for its proposal. The summary page of the consensus review tool provides the score and overall strengths and weaknesses of the submitted proposal.

Appeal Process

Only those agencies that submit a proposal consistent with the requirements of this solicitation and are not awarded an agreement may appeal. There is **NO** appeal process for proposals that are submitted after the deadline, non-compliant, or incomplete. No awarded Agency may appeal the agreement award amount.

Letters appealing the final proposal selection must be emailed and received **by 5 p.m. PT on December 19, 2012, at the email address indicated below. CTCP will verify receipt of the e-mail appeal letter by e-mail reply within two business days.**

Aaron.Brincko@cdph.ca.gov

Additional Submission Documents

Proposal Submission Requirements:

1. Proof of Non-Profit Status
2. Certification of Non-Acceptance of Tobacco Funds

Agreement

The successful agency should enter into an agreement with CDPH/CTCP no later than three (3) State working days after the agency receives the agreement from CDPH/CTCP, and 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.