California Tobacco Control Program (CTCP)

Solicitation #12-10599
California Tobacco Facts & Figures 2013

February 20, 2013

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

Solicitation #12-10599: California Tobacco Facts & Figures 2013

I. Purpose and Description of Service

A. Overview

The California Department of Public Health (CDPH), California Tobacco Control Program (CTCP) is seeking proposals from qualified California state universities or colleges to develop a 15-20 page California Tobacco Facts & Figures 2013 booklet which will summarize the 15-30 most important and current California tobacco metrics regarding tobacco consumption, tobacco use prevalence, secondhand smoke exposure, availability of tobacco products, tobacco marketing, tobacco price, the cost of smoking, and the effectiveness of the California Tobacco Control Program. As available, data will be presented by gender, race/ethnicity, and at the county level. The booklet will provide factual narrative statements, tables, and graphs. Development of the California Tobacco Facts & Figures 2013 booklet will not involve the collection of new data. It will be based on current published literature, reports, and limited secondary data analysis.

The California Tobacco Facts & Figures 2013 document will be used as a source for reliable current tobacco control data for the California tobacco control community, public health officials, and others to use in communicating factual information about the tobacco use problem in California currently and forecast various future scenarios.

The final document will go through CDPH/CTCP approval processes and the CDPH/CTCP graphics designer will be responsible for finalizing typography, visuals, and page layout of the document. The document will be disseminated by CTCP in an online and print format.

B. Suggested Content

CDPH/CTCP and the selected awardee will collaborate on the final content and outline for the California Tobacco Facts & Figures 2013 document. The following outline is suggested as a starting point for the data to be included in the document. Inclusion of facts and figures will be conditioned to the extent that data are available and that comparisons and projections can be made given the time and funding available for this project. CDPH/CTCP will work with the awardee to make its datasets available from various sources for use in the document.

Section 1: California Tobacco Costs

Data Variable	Dollars	Percent of All Costs

Current Health Costs
• Taxpayer burden
  ○ State
  ○ Federal
• Private burden
• Tobacco consumer		

Other costs (e.g. lost productivity, environmental) • State • Taxpayer burden		
Cumulative Health Care Costs Attributable to Tobacco • 5/10/15 years		
Future Health Care Costs • Status Quo **Different Tobacco Tax Scenarios and their impact on health care expenditures** (e.g., $1.00 to $3.00)		
Tobacco Costs in Perspective • Comparison of tobacco use to other health care cost drivers. • Impact of tobacco use cost to the General Fund in comparison to other health care cost drivers. • Savings that would attribute to reducing tobacco use in comparison to other health care cost drivers. • Return on Investment for funding directed to tobacco use prevention and cessation in comparison to health care and other costs.		

Section 2: Tobacco Marketing in California

Data Variables	California	Nationally
Total Tobacco Sales • Cigarettes • Other Tobacco Products (OTP)		
Total Tobacco Sales: Packages • Packs of Cigarettes • OTP		
Tobacco Company Revenue		
California Tobacco Tax Revenue • General Fund • Prop 99 • Prop 10 • Breast Cancer		
Tobacco Sales Projections • Status Quo • New Tax Scenarios		
Tobacco Marketing Expenditures • Advertising/promotion • Tobacco company price discounts		
Tobacco Retail Marketing • Average number of ads per store • Density of tobacco retailers • Tobacco stores near schools • Trends in smokeless tobacco • Marketing and e-cigarettes		
Tobacco Political Spending 1988-2012 • Lobbying • Candidate/Party donations • Initiatives		
Tobacco Sales to Minors • Rate of illegal tobacco sales • Illegal sales by store type		

Section 3: Tobacco Use and Consumption

Data Variables	California Percent	California Number of People	National Tobacco Use Comparison	Other Context (e.g., number of people with other diseases, populations, etc.)
Adult Smoking Prevalence • Male/Female • Age • Race/Ethnicity • SES Status • County rates • Historical Trends • Future Trends with status quo or increase tobacco tax				
High School Smoking • Male/Female • Race/Ethnicity • County rates • Historical Trends • Future Trends with status quo or increase tobacco tax				
Tobacco Consumption • Cigarettes • OTP				
Trends in Other Tobacco Product Use for Adults and Youths • Smokeless tobacco • Hookah • E-cigarettes				
Deaths from Tobacco-related diseases in comparison to other causes				
Pregnancy & Smoking				

• Prevalence • Demographics • Cost				

Section 4: Cessation

Data Variables
Calls to the California Smokers' Helpline • Age demographics • Male/Female • Race/Ethnicity • Insurance Status • Calls by county
Quit Attempt Trends
Cost-Effectiveness of Cessation Treatment in Comparison to Other Prevention/Secondary Treatments • High blood pressure • Mammograms • Pap Smears

Section 5: Secondhand Smoke

Data Variables	California	National or Other Comparison
Smoke-free Workplaces • Strength of California's state • Law • Who is still exposed		
Smoke-free Homes • Protection by race/ethnicity • Protection by SES status		
Smoke-free Multi-Unit Housing Proportion of the population protected		
Smoke-free Car Protection • Strength of California's state law • Who is protected/not protected		
Cost of Secondhand Smoke Exposure		

Section 6: Technical Information/Demographics for Data Calculations and Data Sources

Data Variables
• 18 and older
• Younger than 18
• High school age (Grades 9-12)
• Taxpaying households
• Total Households
• Total California Deaths
• Total California Tobacco-related deaths

II. Minimum Qualifications of Proposers

A. Proposers must be a California State University or University of California and capable of entering into an Interagency Agreement with CDPH/CTCP.

B. Proposers must have at least five years' experience working with California tobacco-related data and have published on articles on California tobacco-related data in the peer review literature or in government published reports.

C. Proposers must demonstrate the capacity to work in partnership with CDPH/CTCP to finalize the data, data sources, and analyses to be used to produce the California Tobacco Facts & Figures 2013 document.

D. Proposers must demonstrate they have the research and administrative capacity to address all services and the timelines described in the Statement of Work (SOW) (Attachment 1).

III. Proposal Requirements and Information

A. Agreement Period

The tentative agreement term is **March 15, 2013 through June 30, 2013**.
The agreement term may be revised due to unforeseen delays in the approval of the agreement.

B. Statutory Authority

Services in this solicitation are authorized under California Health and Safety Code (HSC) 131085.

C. Funding and Pay for Performance Schedule

The anticipated funding level for this work product is $31,000. This is a fixed cost project requiring mandatory SOW deliverables. Reimbursement will be paid in fixed cost (lump sum) scheduled payments during the course of the agreement according to Table 1. Pay for Performance Schedule. The awardee is responsible for performing all tasks, and providing all deliverables identified in this agreement, at the fixed cost amounts regardless of any difference in the actual number of hours required to perform the work and those fixed cost amounts reimbursed by CDPH/CTCP.

Although not anticipated, CDPH/ CTCP may increase funding, not to exceed $10,000, during the agreement term if changes occur in state or federal funding, Legislation, court action, or other administrative actions which impact development of the work product. To be eligible for the additional $10,000, **pr*oposers are required to submit a separate SOW and narrative budget plan for an additional $10,000, should CTCP increase funding.***

Possible considerations for the additional $10,000 in funding are as follows:

- Additional facts and figures not included in the prime proposal
- Additional analyses not included in the prime proposal
- Forecast of future tobacco control scenarios not included in your prime proposal, (e.g., impact of a federal tobacco tax in California, analyses of tobacco tax evasion)
- Writer/editor to "polish" and organize the Tobacco Facts & Figures 2013
- Activities that would lay the foundation for a California Tobacco Facts & Figures 2014.

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

Table 1: Pay for Performance Schedule

Objective 1: By June 30, 2013, produce the California Tobacco Facts & Figures 2013 document which summarizes the 15-30 most important and current California tobacco metrics, the effectiveness of the California Tobacco Control Program, and forecasts future indicators based on various scenarios.

Required Tasks	Performance Period	Payment for Satisfactory Completion of Tasks and Submission of Deliverables
1. Consult with CDPH/CTCP and develop an outline for the organization and content of the California Tobacco Facts & Figures 2013 document.	3/15/13 to 3/18/13	$2,500
2. Route the outline to 2-5 key external stakeholders for review and comment.	3/18/13 to 3/21/13	$2,500
3. Submit a revised outline based on external stakeholder review and CDPH/CTCP collaboration.	3/22/13/ to 3/28/13	$2,500
4. Submit a draft California Facts &	3/29/13 to 5/28/13	$13,500

Figures 2013 document to CDPH/CTCP and 2-5 key external stakeholders for review and comment.		
5. Submit a final California Facts & Figures 2013 document in electronic format with all appropriate graphs, figures, and citations.	5/29/13 to 6/30/13	$10,000
Total Reimbursement		**$31,000**

D. Performance

Performance will be evaluated through weekly emails and conference calls and the final document.

E. Tentative Schedule for Solicitation

Event	Date	Time (if applicable)
Solicitation Release	February 20, 2013	5:00 p.m. Pacific Time (PT)
Optional Online Teleconference Informational Meeting	February 21, 2013	10:00 a.m. – 11:00 a.m. PT
Request for Proposal Response Due	March 1, 2013	5:00 p.m. PT
Notice of Intent to Award	March 5, 2013	5:00 p.m. PT
Appeals Deadline	March 6, 2013	5:00 p.m. PT
Agreement Start Date	March 15, 2013	-
Agreement End Date	June 30, 2013	-

F. Optional Online/Teleconference Information Meeting

An optional Informational Online WebEx™ & Teleconference will be held on February 21, 2013 from 10:00 a.m. until 11:00 a.m. PT. Prospective proposers intending to submit a proposal are encouraged to participate. The purpose of the Informational online meeting is to provide potential proposers with an opportunity to ask questions about the preparation and submission of the proposal. A summary of participant questions and responses will not be disseminated following the Informational Online Meeting.

Participants may view the Information Online Meeting access codes at https://tcfor.catcp.org/ or contact Angela Wright for the information meeting access codes at (916) 449-5478 or by email at Angela.Wright@cdph.ca.gov.

G. Proposal Submission

Proposals must follow all instructions and meet all requirements in Appendix 1. General Solicitation Information.

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

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

California Department of Public Health
California Tobacco Control Program
Solicitation #12-10599
Attn: Angela Wright
P.O. Box 997377, MS 7206
Sacramento, CA 95899-7377

Courier, Hand Delivery or Overnight Service Delivery (e.g., FedEx): Proposers unable to e-mail the proposal may hand deliver or mail by courier or overnight service delivery, at the proposer's cost, one original hardcopy signed by a signatory on behalf of the proposer, to the following address:

California Department of Public Health
California Tobacco Control Program
Solicitation #12-10599
Attn: Angela Wright
1616 Capitol Avenue, Suite 74.516, MS 7206
Sacramento, CA 95814

Fax Delivery: Faxed submissions will not be accepted.

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 March 1, 2013. Late submissions will not be scored.

If the proposal is submitted via email, the CDPH/CTCP email receipt time will be used to verify on-time submission. If the proposal is hand delivered, a CDPH/CTCP 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 deliveries, are processed by a centralized mailroom and it will take at least 48 hours for CTCP to receive proposals.

H. Scoring Criteria

Only proposals responsive to this Solicitation will be evaluated and scored. Proposers who submit pages in excess of the maximum will still be considered responsive 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 and scored by a committee assembled by CTCP. The committee may include representatives of CDPH/CTCP and external agencies with expertise in research and evaluation, media, health education, and contract administration. Eligible proposals will be scored on a cumulative scale from 0 to 100 points by each individual on the committee. The committee will 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.

In case of a tie, CTCP reserves the right to conduct oral interviews to determine final scores and selection. If CTCP decides to conduct an oral interview 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 interagency agreement award.

I. Interagency Agreement Award Process

Only one award will be made from this solicitation. An Interagency Agreement will be awarded to the proposer earning the highest total score. In the event that CTCP is unable to execute an Interagency Agreement with the initial highest-scoring proposer, 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.

J. Notification of Award Decision

All proposers submitting a proposal in response to this Solicitation will be notified of the award decision via email. Proposers 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.

K. Interagency Agreement

The successful proposer will enter into an Interagency Agreement with CDPH/CTCP. Once the selected awardee receives the Interagency Agreement from CDPH/CTCP for signature, the signed Interagency Agreement must be returned within seven (7) State working days, agreeing to the terms and conditions outlined in the Interagency Agreement language.

L. Appeal Process

Only those who submit a proposal consistent with the requirements of this Solicitation and are not awarded may appeal. There is **NO** appeal process for proposals that are submitted after the deadline, non-compliant, or incomplete. No awarded proposer may appeal the award amount. Letters appealing the final proposal selection must be emailed to Angela.Wright@cdph.ca.gov **by 5:00 p.m. PT on March 6, 2013. CTCP will verify receipt of the e-mail appeal letter by e-mail reply within two (2) business days.**

IV. Scoring and Instructions for Preparing the Proposal

The maximum point value of each section is as follows:

A.	Proposer Capacity, Skills & Qualifications	40 points
B.	Project Narrative	20 points
C.	Scope of Work	20 points
D.	Budget Plan	20 points
		100 points

Instructions and Scoring Criteria: Specific instructions for each section of the proposal and the scoring criteria for each section are described below. Proposals are to use Times New Roman, Arial or Calibri font of at least 12 point. Margins must be at least 0.5 inches. If this proposal reflects the efforts of a prime contractor and subcontractors or consultants, responses should be inclusive of the partner agencies and individuals. The total cost of subcontracts/consultants may not exceed $4,999.

A. Proposer Capacity, Skills & Qualifications (Five pages maximum) (Scoring: 40 points)

- Briefly describe the ability of the organization to enter into an Interagency Agreement with CDPH/CTCP for the services sought.
- Identify the individuals who will work on this project including their education, training, research, and analytical capabilities; their knowledge and past experience with California tobacco-related datasets; abilities to make comparisons with the nation or other appropriate comparisons; and the length of time they have worked in the tobacco control field.
- Provide a list of up to 10-related peer reviewed publications or government reports relevant to this project that the proposer made contributions.
- Briefly describe past or current partnerships with a funder to collaborate on a project.
- Briefly describe the capacity to address the services and timelines in the scope of work including the availability of personnel to begin work in March 2013.
- Briefly describe administrative/management capacity to administer government funds and the ability of the agency to provide all computer and office equipment to support this project.

Scoring Criteria:

- The proposer is a California State University or University of California.
- The proposer highly demonstrates that the individuals who will work on this project have the education, training, research, analytic capabilities and knowledge, and past experience with California tobacco-related datasets to make comparison with the nation or other appropriate comparisons in order to prepare the California Tobacco Facts & Figures 2013 document.
- The proposer demonstrates the knowledge and expertise of individuals who will work on this project with California and national tobacco-related data sets by citing up to 10-relevant peer reviewed publications or reports relevant to this project that the proposer made contributions.
- The proposer demonstrates that at least one individual on the project has at least five years experience working in the tobacco control field.
- The proposer demonstrates past productive collaborations with a funder.
- The proposer highly demonstrates the capacity to complete the scope of work on time including the availability of personnel to begin work in March 2013.
- The proposer highly demonstrates overall administrative/management capability of the agency, including: at least two years satisfactory performance with administrative, fiscal, and programmatic management of government grant funds; timely and accurate submission of fiscal and program documentation and subcontracts; and compliance with all state contract requirements.

- The Proposer highly demonstrates the ability to provide the project with appropriate office furniture, copy machines, etc., to support staff and program needs without additional funding from CDPH/CTCP.

B. Project Narrative (Ten pages maximum)
(Scoring: 20 points)

- Briefly describe the process you would use to develop and vet the content for the California Tobacco Facts & Figures 2013 document.
- Review the data list in Section I. B: Suggested Content. Briefly describe or list in a table format what data, data comparisons, and analyses you believe are feasible and relevant to include given the purpose of the document, resources and timeline for this project and why.
- Identify items which are not on the Suggested Content list which you believe merit consideration for inclusion in the California Tobacco Facts & Figures 2013 document and why.

Scoring Criteria:

- Demonstrates an inclusive process to develop and vet the content of the California Tobacco Facts & Figures 2013 document to ensure its scientific rigor and usefulness to the tobacco control field.
- Proposes specific content to be included or excluded in the California Tobacco Facts & Figures 2013 document and provides a reasonable justification based on feasibility, timelines and merit.
- Proposes items beyond those identified in the Suggested Content list which merit inclusion in the California Tobacco Facts & Figures 2013 and provides a reasonable justification based on feasibility, timelines, and merit.

C. Scope of Work (No page limit)

- Provide a detailed, comprehensive, and customized scope of work (SOW) that demonstrates how the proposer would implement the Statement of Work (Attachment 1). The SOW is to identify: 1) specific activities, 2) timelines, 3) responsible parties (i.e., staff, and/or subcontractors/consultants responsible for completing activities), 4) where activities will occur, and 5) tracking measures that demonstrate completion of deliverables.
- Provide a separate detailed, comprehensive, and customized SOW for an additional $10,000 should additional funding becomes available.

Scoring Criteria:

- The proposer provided a well-organized and detailed comprehensive SOW 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.
- The proposed SOW plan highly demonstrates collaboration and coordination methods with external individuals and/or agencies to ensure that the California Tobacco Facts & Figures 2013 document is relevant and useful to the California tobacco control community.

D. Narrative Budget Plan for Fixed Cost Reimbursement
(Scoring: 20 points)

This is a fixed cost project. Reimbursement will be made according to the fixed cost schedule described in Table 1: Pay for Performance Schedule. However, CDPH/CTCP still requires a narrative budget plan to describe and justify the expenditures associated with the required tasks.

The budget plan requirement is in accordance with CDPH/CTCP's fiscal compliance policies and provides a means to document expenses for project activities and audit purposes. The narrative budget plan will become a referenced, not an attached exhibit to the Interagency Agreement. A fixed cost document based on the Table 1: Pay for Performance Schedule will be used as the grant payment schedule, and included in the Interagency Agreement.

In preparing the narrative budget plan, use whole numbers and round to the nearest dollar. See Attachment 2. Sample Narrative Budget Plan for the format. Use the budget category descriptions below to prepare the Narrative Budget Plan.

Budget Category Description	Instructions
A. Salary Costs: This category of the Narrative Budget Plan provides detail on project staffing. If your university or college currently has qualified and skilled staff that can be assigned to this project indicate the current staff title, salary range, percent of time, pay periods, and brief description of duties performed that meet program requirements. If you need to recruit and hire staff to fill this position indicate the position title, salary range, percent of time, pay periods, and a brief description of the qualifications you seek.	1. Position Title: List all position classifications/titles personnel on the project. Position titles used in the Budget Plan must be consistent with the titles used in the Statement of Work in the "Responsible Party" column. 2. Salary Range: Identify the actual salary range and the frequency of pay periods (monthly, semi-monthly, bi-weekly, weekly, hourly) for each position. The salary range shall reflect the frequency that the employee is actually paid. <u>Do not use annual salaries</u>. Whether part-time or full-time, enter the low-end and high-end of the <u>full-time salary range</u> for each position listed. Make sure the high-end of the salary range allows for any anticipated salary increases (e.g., performance or merit salary adjustments). Examples of actual salary ranges are: $3,000-$3,473 per month, $1,800-$1,985 per semi-monthly pay period, $1,600-$1,764 per bi-weekly pay period, $840-$926 per week, $9-$12 per hour, etc. 3. Percent of Time: For each position indicate the percent of time, in whole numbers, or the total hours per pay period. For example, a full-time bi-weekly employee is 100 percent time, a bi-weekly employee who works 20 hours of a 40-hour workweek is 50 percent time. For hourly employees estimate the total number of hours per pay period (allow for low and high working cycles). If the amount of time for some positions vary from month to month, enter a percent of time range (e.g., 30 to 40 percent, or 10 to 20 hours per pay period, etc.). A Full Time Equivalent (FTE) staff is 2080 hours annually, including paid vacation. 4. Pay Periods: Indicate the number of pay periods for which payment shall be claimed. Pay periods are defined as follows: Monthly = 12 pay periods per year Semi-monthly = 24 pay periods per year Bi-weekly = 26 pay periods per year Weekly = 52 pay periods per year Hourly = "X" number of hours per pay period (*do not use percents of time if a position is paid hourly)*

	5. Description of Duties: Provide a brief description of the duties, responsibilities, and activities to be performed by each position in support of this proposal. Indicate the appropriate percent of time for each staff person. Indicate supervision responsibilities, liaison activities with CDPH/CTCP and partnerships, and other primary responsibilities. 6. Amount Requested: Calculate and list the dollar amount requested for each position. (Salary x percent of time x number of pay periods = Total for position). NOTE: The total amount requested cannot be: • less than the lowest dollar amount computed by multiplying the low-end of the salary range x the low end of the percent of time x the lowest number of pay periods; or • greater than the highest dollar amount computed by multiplying the high-end of the salary range x the high-end of the percent of time x the highest number of pay periods. **Total Salary Costs**: Add all staff position dollar amounts requested in support of this proposal to compute the total salary costs.
B. Fringe Benefits: Fringe benefits are in the form of employer contributions for the employer's portion of payroll taxes and include: FICA, State Unemployment Insurance (SUI), State Disability Insurance (SDI), employee health plan insurance including health, dental, vision, unemployment insurance, worker's compensation insurance premiums; life insurance; and the employer's share of pension/retirement plans granted in accordance with established written organizational policies of the employer. There is no limitation on the percentage or amount of	1. List the benefits that your university or college provides. If applicable, identify positions that will not receive benefits with an asterisk (*). 2. List the percentage rate and the dollar amount requested for fringe benefits. 3. If the percentage rate for benefits differs for various positions, indicate the low and high range (e.g., 20 to 25 percent). 4. **Total Fringe Benefits Costs**: Add all Fringe Benefits dollar amounts requested to compute total fringe benefits costs.

allowable reimbursement for fringe benefits under a CDPH agreement. To be allowable, the cost must meet the following criteria: (1) Be necessary and reasonable for the performance of the agreement, (2) Be determined in accordance with generally accepted accounting principles, (3) Be consistent with policies that apply uniformly to all activities of the contractor. Fringe benefits, when charged shall be at actual cost. Fringe benefits shall not include: regular salary or wages, annual leave, personal leave, vacation, sick leave, bereavement leave, holiday pay, jury duty pay, military leave/training: Director's or executive committee member's fees: incentive pay or awards; bonus awards; allowances for off-site pay; location allowances or adjustment; hardship pay; cost-of-living differentials, etc.	
Total Personnel Expenses	Add the Total Salary Costs and Fringe Benefits Costs to compute the Total Personnel Expenses
C. Operating Expenses: These are direct expenses related to completing this project. Below are typical direct expenses which should be itemized.	1. Using the budget items below and your own university or college's budget categories, itemize the budget. Include monthly formulas based on a 3.5 pay periods.

Space Rent/Lease: Space for staff and shared meeting or storage space.	1. Use the following formula to justify Space Rent/Lease (# staff) x (total square feet) x (cost per square feet) x (number of months) 2. Allow for any anticipated rate increases during the period. 3. Square footage shall not exceed 150 square feet per FTE plus "reasonable" square footage for shared space such as conference rooms, storage space, etc. If the total square footage needs of the project exceed State standards, justify the need for the additional space.
Office Supplies: This expense is for consumable general office supplies such as paper, copier toner, pens, pencils, folders, binders, staplers, etc.	1. Provide a sample listing of supplies needed for the project and the estimated budget amount.
Postage: This expense is for postage to mail project correspondence and other materials; it may also include overnight express mail costs.	1. Provide a description of the postage expenses and the estimated budget amount.
Communications: This expense is for the installation costs of telephones and any recurring monthly charges related to the telephone system; including fax line and cell phone costs. It also includes any costs related to teleconference calling that may be necessary to complete the SOW.	1. Provide a description of the communication expenses and the estimated budget amount.
Duplicating: This expense is for "in-house" duplicating and reproducing when the duplicating is internal and routine and usually for small office jobs. This can include the tobacco program's share of your university or college's copy machine usage. It can also include copier maintenance agreements, copier supplies	1. Provide a description of the costs associated with in-house duplicating and the estimated budget amount. 2. Indicate whether the budget includes supplies, and maintenance agreements. 3. Costs associated with renting copiers are to be placed in the Equipment Rental/Lease line item.

such as paper, toner, etc. (Duplicating supplies such as paper and toner may be included in either the Office Supplies Line Item or the Duplicating Line Item, but should not be included in both.)	
Printing:	1. Due to the limited availability of funds for this project, printing is not an allowed cost.
Equipment Expenses: Rental Equipment will be authorized by CTCP on a case-by-case basis. Leasing/renting to own, purchase/leaseback, and lease/purchase of equipment is not permitted.	1. Due to the limited availability of funds for this project, no office equipment purchases (i.e., desks, chairs, cabinets, facsimile machines, personal computers, etc.) are allowed. 2. List and justify in detail all lease/rental equipment that will be charged to this agreement. Provide the monthly lease/rental rate for each item and the number of the lease/rental months. Provide budget totals for each piece of equipment leased/rented. Examples of leased/rental items are desk-top work stations that include computers, printers, facsimile machines, scanners, and copiers.
Audit Expenses: All proposers are required to conduct an audit in accordance with the Federal Office of Management and Budget Circular A-133, entitled Audits of States, Local Governments, and Non-Profit Organizations. **See Appendix 2. Federal OMB A-133 for the link to this document.** The estimate for the audit costs to be included in the budget shall represent no more than the proportionate amount of the anticipated award in relationship to the Proposer's total revenue eligible for the audit.	1. Audit expenses may be budgeted in the Operating Expenses category or in the Indirect Expenses category, but not both. When combined, this Audit Expense line item plus the Indirect Expenses line item must not exceed the maximum percentage of indirect expenses allowed for this solicitation. 2. Proposers choosing to not budget funds for audit purposes must provide a statement in the budget plan in the Indirect Expenses line item indicating how they intend to comply with the audit requirement.
E. Equipment: New Equipment purchase will not be authorized for this solicitation.	1. Place a $0 for the Equipment purchase category.

E. Travel and Per Diem: Includes airfare, meals, lodging, incidental expenses, and mileage which are necessary to implement your Statement of Work. Travel is reimbursed at the current UC travel rates. State funds may not be used for out of-state travel, per diem, and training/conferences without prior written CDPH/CTCP approval.	1. Travel and training are to be consistent with the needs of the tobacco control project and supportive of the SOW. 2. Provide a description of the types of project-related travel costs associated with the SOW. 3. Provide an estimate of the number of meetings, the number of project staff attending, and the associated costs for the travel. 4. Include the cost of 1-2 (one day) trips to CDPH/CTCP headquarters in Sacramento, CA.
F. Subcontracts: Subcontracts are usually for projects needing salaried positions, operating expenses, indirect expenses, etc. The subcontractor should provide a specialized task that is directly related to the project's activities. The total cost of subcontractors/consultants may not exceed $4,999.	1. Subcontractor Indirect Expenses shall not exceed the rate paid to the university or college. Negotiate the lowest possible indirect cost rate. 2. Ensure the subcontractors listed in the Budget plan are also referenced in the Statement of Work in the Responsible Parties section. 3. For each subcontractor provide the name of the agency, a description of the activities to be performed, periods of time, and total cost for services. Be as specific as possible. 4. If a specific subcontractor is not identified at the time of proposal submission, indicate "To Be Determined" and provide a narrative that describes the activities to be performed and a budget amount formula that indicates the estimated amount needed for each FY.
Consultants: Consultants are individuals whose level or area of expertise extends beyond that possessed by the proposer. The effort of a consultant should support and supplement the skills of the proposer staff and not duplicate proposer staff's skills or effort. Typical services provided by a consultant are for technical advice or effort on programmatic activities and	1. List each consultant(s) separately in the budget plan that will provide specialized effort which is directly related to activities in the Statement of Work. 2. Make sure the consultant(s) listed in the budget plan are also referenced in the SOW in the Responsible Parties section. 3. For each consultant provide their name, a description of the activities to be performed, period of time, hourly rate, number of hours to be worked (such as per week, per month, etc.), and total cost for services. Be as specific as possible. 4. If a specific consultant is not identified at the time of proposal submission, indicate "To Be Determined" and provide a narrative that describes the activities to be performed and a budget amount formula that indicates the estimates for time and pay rate, and the amount needed.

issues. The total cost of subcontractors/consultants may not exceed $4,999.	5. The rate paid to consultants shall be commensurate with the consultant's education and experience. Every effort shall be made to negotiate the lowest possible cost.
G. Other Costs:	1. Due to the limited availability of funds for this project, Other Costs is not an allowed cost. Place a $0 for the Others Costs category.
H. Indirect Expenses: are costs that are not directly associated with the project's deliverables. Examples of Indirect Expenses are: management and fiscal personnel (e.g., executive director, deputy director, attorney, bookkeeper), bookkeeping and payroll services, utilities, building and equipment maintenance, janitorial services, insurance costs, and any expenses related to the mandatory annual Financial and Compliance Audit. **Audit Expenses**: All proposers are required to conduct an audit in accordance with the Federal Office of Management and Budget Circular A-133, entitled Audits of States, Local Governments, and Non-Profit Organizations. **See Appendix 2. Federal OMB A-133 for the link to this document.** The estimate for the audit costs to be included in the budget shall represent no more than the proportionate amount of the anticipated award in relationship to the proposer's total revenue	1. Provide a list of all indirect expenses charged to this agreement and the dollar amount requested. Indirect expenses cannot exceed the UC's federally approved indirect cost rate. 2. **Attach a copy of the UC's indirect cost rate for documentation purposes. List as Attachment 3 to the proposal.**

eligible for the audit.	

Provide a separate detailed, comprehensive, and customized budget plan using the above instructions for an additional $10,000 should additional funding become available.

Scoring Criteria:

- The Budget Plan includes formulas to support salaries, operating expenses, and travel. All calculations and totals calculate correctly.
- The narrative description in all line items is specific, well-organized and clearly connected to activities described in the scope of work.
- The Budget Plan reflects position titles for staff and subcontractors/consultants that are consistent with position titles used in the scope of work.
- The Budget Plan provides a detailed list of fringe benefits which are consistent with the proposing university's or college's employee policies and requirements.
- Proposed travel is consistent with the activities described in the SOW, details travel costs, includes required 1-2 (1 day) trips to CDPH/CTCP headquarters and uses cost-effective modes of travel.
- The indirect costs are clearly explained and university or college has attached a copy of their federally approved indirect cost rate.
- The Budget Plan complies with agreement terms and conditions provided or referenced in the Solicitation.