State of California—Health and Human Services Agency
California Department of Public Health

MARK B HORTON, MD, MSPH
*Director*

ARNOLD SCHWARZENEGGER
*Governor*

September 24, 2008

TO: PROSPECTIVE PROPOSERS

SUBJECT: REQUEST FOR PROPOSAL (RFP) CTCP 08-85502 EDUCATIONAL MATERIALS DEVELOPMENT ADDENDUM 1

On August 12, 2008, the California Department of Public Health, California Tobacco Control Program (CTCP), released RFP CTCP 08-85502 entitled "Educational Materials Development." Since the release of the RFP, corrections/changes were made that need to be incorporated into your copy of the RFP.

Page 1 of Section I and pages 7, 8, 17, 19, and 20 of Section II are the replacement pages for your copy of the RFP. Please discard the original pages and insert the replacement pages. The vertical lines in the left-hand margin indicate the changes.

Please note that the changes reflect changes in eligibility, the contract term period, and the timeline for this RFP.

We apologize for any inconvenience that these changes may cause.

Should you have any questions regarding this addendum, please contact Lori Loftis, Chief, Administrative Support Unit, CTCP at (916) 449-5493.

April Roeseler

April Roeseler, M.S.P.H., Chief
Local Programs and Information Services
California Tobacco Control Program

Enclosure

# I. INTRODUCTION

## A. Purpose

The purpose of this Request for Proposals (RFP) is for the California Department of Public Health (CDPH), California Tobacco Control Program (CTCP) to solicit proposals from public or private non-profit agencies and award a single-source service contract to operate and maintain a statewide technical assistance (TA), training and coordination project to coordinate services for the development of tobacco control educational materials for the period of February 2, 2009 to January 31, 2012. The primary recipients of these services are the approximately 100 projects funded by CTCP to implement tobacco control related projects at local health departments, community-based organizations, and other statewide TA and training agencies.

The successful proposer will be required to work in close collaboration and partnership with CTCP and the Tobacco Education Clearinghouse of California (TECC). TECC is the statewide CTCP-funded contract responsible for providing library reference services to CTCP-funded projects, and for the production and warehousing of tobacco control educational materials for order and bulk distribution nationally. They also produce an annual catalog of educational materials.

Proposals must address all of the required components in the Statement of Work (refer to Section IV of this RFP). Any agency submitting a proposal must employ highly qualified staff with strong skills in TA, writing, publication, production, and information technology.

## B. Goals and Objectives

It is imperative that CTCP provide services that address a variety of tobacco control issues and meets the needs of a diverse population in California. In order for CTCP-funded projects to be successful in implementing tobacco use prevention and education programs throughout the state, they need access to appropriate target population-specific tobacco control educational materials, advocacy campaign marketing materials, resource/reference materials, and how-to guides. These materials include a variety of formats including print, Digital Versatile Disk (DVD)/video, and marketing-type materials such as T-shirts, hats, and stress balls.

CTCP's philosophy and approach to educational materials development is to build the capacity of its funded agencies to produce high quality educational materials that are culturally sensitive, linguistically appropriate, and aimed at the literacy level of the intended target audience. CTCP's funded projects have a considerable target audience and content knowledge; however, they need training and TA with such aspects of materials development as standard fact citation, layout, testing for appropriate literacy levels, and the evaluation of draft educational materials via focus groups, professional reviews, and pilot testing.

## II. GENERAL PROPOSAL INFORMATION

### A. Who May Submit a Proposal

1. Any public or private non-profit entity is eligible to submit a proposal. Proposers may include, but are not limited to, hospitals, community clinics, local health departments, voluntary health organizations, Indian tribes, colleges and universities, county offices of education, school districts, health maintenance organizations, professional health associations, and professional health education associations. Pursuant to H&S Code Section 104440, local lead agencies (LLAs) are ineligible for awards under the competitive grants program unless the LLA is a participant within a consortium of community-based organizations or non-profit agencies.

2. Agencies claiming private non-profit status, **MUST SUBMIT** with the proposal one of the following:
   a. A certification from the State of California, Office of Secretary of State;
   b. A letter from the Department of the Treasury, Internal Revenue Service (IRS); or
   c. Other documentation from a state regulatory oversight agency classifying the administrative agency as a public or private non-profit.

   A sample California Secretary of State, Statement of Information form and a sample letter from the IRS are provided in Appendix B and Appendix C, respectively. **Agencies with pending non-profit applications may not apply**.

   Agencies are to scan a copy of the appropriate document indicating non-profit status, upload and submit the document with the on-line application. Information on how to upload this and other required documents will be provided at the Information Teleconference/Webinar on August 19, 2008.

3. State of California agencies, other than state universities, colleges, and community colleges, are not eligible to submit proposals.

4. Any agency that receives funding from, or has an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, or parent company, during the term of the contract, is not eligible for funding under this RFP. Agency certification to this effect is required on Attachment 1. Attachment 1 is located in the RFP in Section VI, Attachments, which is available at: http://www.cdph.ca.gov/programs/Tobacco. See Appendix D for a partial list of tobacco company subsidiaries.

   After downloading and completing Attachment 1, agencies are to upload and submit the completed document with the on-line application. Information on how to upload this and other required documents will be provided at the Information Teleconference/Webinar on August 19, 2008.

With regard to universities or colleges, the Principal Investigator (PI) of the university or college must certify that he/she or any of the investigators associated with (either paid, voluntary, or in-kind) this contract have not received funding from nor had an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, or parent company within the last five (5) years prior to the start date of the contract period. In addition, the PI of the university or college must certify that he/she or any of the investigators associated with this contract will not accept funding from nor have an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, or parent company during the term of the contract with CDPH/CTCP. Acceptance of such funds during the term of the contract is grounds for termination. The PI's certification is required in Attachment 1. See Appendix D for a partial list of tobacco company subsidiaries.

B. **Contract Term**

1. The contract term is expected to be 36 months and is anticipated to be effective from February 2, 2009 through January 31, 2012. CTCP will have the option of renewing the grant for an additional two years if funds are available and the contractor has performed to the satisfaction of CTCP.

2. Proposals must be submitted with a performance period for the full 36-month contract term.

3. The resulting contract will not be effective until it is signed by both parties. The Contractor is hereby advised not to commence work until all approvals have been obtained and the contract is fully executed. Should performance commence before all approvals are obtained, said services may be determined to have been volunteered.

C. **Anticipated Funding**

1. Approximately $1,100,000 from the Cigarette and Tobacco Surtax Fund is anticipated to be available to obtain the services described in this RFP.

2. Funding for this contract is dependent upon the availability of anticipated revenues from the Cigarette and Tobacco Surtax Fund and future legislative appropriations. The actual contract award amount for each fiscal year (FY) will be known when each annual State Budget is signed by the Governor. There is no guarantee that funding will be available.

   If CTCP funding is reduced due to unforeseen changes in cigarette tax revenues, CTCP reserves the right to adjust the total contract award accordingly.

   Likewise, if CTCP funding is increased due to unforeseen changes in cigarette tax revenues, CTCP reserves the right to offer and negotiate an augmentation to the total contract award to increase: a) the scope of services and b) the total

2. **Webinar Access Test Session**

Appendix E provides information on how to access the webinar meeting via the Internet. Additionally, on Monday, August 18, 2008, from 10 a.m. to 12 p.m. PST, CTCP will hold a test session for agencies to test the ability of their equipment and software settings to access the webinar meeting. The test session will provide an opportunity to eliminate technical problems in advance of the information meeting.

NOTE: **Interested parties are strongly encouraged to access the CDPH Website frequently for the most current information regarding this RFP, especially funding availability, timelines, and specifics related to the information teleconference/webinar. Any and all revisions to the RFP will be posted on the CDPH Website.**

## I. Proposal Submittal and Review

1. **Proposal Submission**

Proposals must be submitted via OTIS and received no later than **5 p.m., PST, Friday, November 7, 2008**. Proposals must be complete at the time of submission. Proposals that are submitted after this date or do not comply with the submission requirements will be considered non-responsive and will be excluded from the review. Omission of any required document or form, failure to use the required formats for response, or failure to respond to any requirement may lead to the rejection of the proposal prior to review. CTCP may waive any immaterial deviation in any proposal. However, CTCP's waiver shall not excuse any proposal from full compliance with the contract terms if a contract is awarded.

2. **Proposal Review**

Each proposal that complies with the mandatory requirements will be evaluated and scored by CTCP staff and by one or more external peer reviewers. Each proposal will be scored on a scale of 0 to 100 points and will receive a final group consensus score. Proposals receiving a final group consensus score totaling 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 the funding level requested.

CTCP reserves the right to not fund any of the proposals received for this RFP.

**NOTE: CTCP reserves the right to withdraw the contract award if an acceptable SOW, Budget, Budget Justification, and other CTCP required forms are not received by CTCP from the awardee within 45 calendar days of the negotiation date.**

In the event that CTCP is unable to execute a contract with the initial successful agency, CTCP reserves the right to continue the evaluation of the proposals and select the proposal that most closely meets the requirements specified in this RFP, and that received a passing score of at least 75 points.

## J. Appeal Process

Only those agencies that submit a proposal consistent with the requirements of this RFP and are not awarded the contract may appeal. There is NO appeal process for proposals that are: submitted late, non-compliant, or incomplete. The awarded applicant may not appeal the contract award level.

Letters appealing the final proposal selection must be received **by 5 p.m., PST, Monday, December 15, 2008, at the address indicated below. E-mail documents WILL NOT BE ACCEPTED**.

Appeals shall be limited to the grounds that CTCP failed to correctly apply the standards for reviewing the appealing agency's proposal in accordance with this RFP. The appellant must file a written appeal, which includes the issue(s) in dispute, or other basis for the appellant's position, and the remedy sought. Incomplete appeals will be rejected. Appeals must be mailed or faxed to:

Donald O. Lyman, M.D., Chief or Designee
Division of Chronic Disease and Injury Control
California Department of Public Health
MS 7200
P.O. Box 997377
Sacramento, CA 95899-7377
Fax number: (916) 449-5505

At the sole discretion of the Chief of the Division of Chronic Disease and Injury Control (CDIC), or his/her designee, an appeal hearing may be held. The decision of the Chief of CDIC or his/her designee shall be final. There is no further administrative appeal. Appellants will be notified of decisions regarding their appeal in writing within fifteen (15) working days of their hearing date or the consideration of the written appeal letter, if no hearing is conducted.

K. **Tentative Timelines**

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| August 12, 2008 | Release of RFP |
| **August 18, 2008** | **Webinar access test session: 10 a.m. to 12 p.m., PST** |
| **August 19, 2008** | **Information Teleconference/Webinar: 1:30 p.m. to 5 p.m., PST** |
| August 20, 2008 | First Day to Request to Apply. See Section II, G.1. for how-to information. |
| August 20, 2008 | OTIS opened for proposal input |
| **August 22, 2008** | **Letters of Intent due by 5 p.m., PST** |
| **October 24, 2008** | **Last day to Request to Apply. See Section II, G.1 for how-to information.** |
| **November 7, 2008** | **Proposals due by 5 p.m., PST** |
| December 10, 2008 | Notification of award decision |
| December 12, 2008 | Contract negotiations begin |
| **December 15, 2008** | **Appeals due by 5 p.m., PST** |
| **December 19, 2008** | **Appeal hearings** |
| January 9, 2009 | Contract negotiations end |
| February 2, 2009 | Contract term begins |
| January 31, 2012 | Contract term ends |

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