Request for Application 14-10010

California Tobacco Control Program
Reduce Tobacco-Related Inequities Interventions

California Department of Public Health
California Tobacco Control Program
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I. INTRODUCTION

A. BACKGROUND

In November 1988, California voters approved passage of the Tobacco Tax and Health Protection Act of 1988, also known as Proposition 99 (Prop 99). This initiative increased the state cigarette tax by 25 cents per pack and added an equivalent amount on other tobacco products. Revenue from Prop 99 was designated for tobacco-related research, health education and promotion, and health care services.

The enabling legislation for the California Tobacco Control Program (CTCP) includes Assembly Bills (AB) 75 (Chapter 1331, Statutes of 1989), AB 99 (Chapter 278, Statutes of 1991), AB 816 (Chapter 195, Statutes of 1994), AB 3487 (Chapter 199, Statutes of 1996), Senate Bill (SB) 960 (Chapter 1328, Statutes of 1989), SB 99 (Chapter 1170, Statutes of 1991), SB 493 (Chapter 194, Statutes of 1995; the annual State Budget; Health and Safety (H&S) Code Section 104350-104480, 104500-104545; and the Revenue and Taxation Code Section 30121-30130. The enabling legislation, various codes and the annual State Budget provide legislative authority and for programs administered by the California Department of Public Health (CDPH), CTCP.

Specifically, H&S Code Section 104385 provided CDPH/CTCP to fund projects that do the following:

- Demonstrate community support for the project.
- Design the project the project to coordinate with other local health programs, school-based programs, or voluntary health organizations.
- Use and enhance existing services.
- Serve a target population at high risk of starting tobacco use or developing tobacco-related illnesses.
- Demonstrate an understanding of the role community norms have in influencing behavior change regarding tobacco use.
- Indicate innovative or promising approaches that can be replicated by others.

B. PURPOSE AND DESCRIPTION OF SERVICES

The purpose of this Request for Applications (RFA) is to fund 10 to 12 grants to implement and evaluate innovative community-focused health education and health promotion interventions that will result in policy, system, and environmental changes that prevent and reduce tobacco use among groups with high rates of tobacco use (see Appendix #1: *California Tobacco-Related Inequities Data*). Activities should include evidence-based and innovative cost-effective approaches that reflect the cultural values and practices of the community. Applications should develop objectives and intervention activities that relate to the tobacco

control indicators listed in Appendix #2: *Communities of Excellence Indicator and Asset Priorities for Funding*.

Funded grants are: 1) to be awarded to agencies not currently funded by CDPH/CTCP as of January 1, 2014; and, 2) should primarily address of the following groups: African American (AA); American Indian/Alaska Native (AI/AN); Asian/Pacific Islander (A/PI); Hispanic/Latino (HL); Lesbian, Gay, Bisexual, Transgender (LGBT); Low socioeconomic status (SES); and people with mental health illnesses and substance abuse disorders (behavioral health). Funds may not be used to duplicate or supplant existing tobacco use prevention or cessation efforts.

This RFA will not fund:

- Objectives that address indicators other than those listed in Appendix #2: *Communities of Excellence Indicator and Asset Priorities for Funding*.
- Objectives that solely focus on increased knowledge or awareness as outcomes.
- Objectives that address sponsorship inoculation policies, (i.e., adoption of non-acceptance of tobacco industry monies by organizations or events that have never or do not currently accept tobacco industry monies).
- Stand-alone cessation objectives. Cessation indicators may be used as secondary indicators and cessation activities may be integrated into Scope of Work (SOW) activities that have a primary indicator from the other three priority areas.
- Objectives that use voluntary policy approaches in the retail environment.

C. ELIGIBILITY

1. California public or private non-profit entities that are <u>not</u> currently funded by CDPH/CTCP as of January 1, 2014 are eligible to apply for these funds. Federal Identification numbers will be used to verify that an applicant is not a currently funded agency. Only one application per entity may be submitted.
2. Eligible entities include, but are not limited to: hospitals, community clinics, 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.
3. Applicants claiming private non-profit status must submit proof of their non-profit status with their application. Either certification from the State of California, Office of Secretary of State, or a letter from the Department of Treasury, Internal Revenue Service (IRS) classifying the agency as a non-profit agency is acceptable proof. For examples, see Appendices #3(a) and (b): *Sample Internal Revenue Service Letter and Sample Secretary of State, Statement of Information.*
4. State of California agencies, other than state universities and colleges are not eligible for these funds.
5. The following entities are not eligible for these funds: any entity that accepts funding from a tobacco company or one of its subsidiaries or have an affiliation or contractual relationship with a tobacco company or one of its subsidiaries during the term of this grant. For colleges and universities this requirement applies specifically to the Principal Investigator and any investigators associated with the funded project and it applies during the term of the project and for a five-year period preceding the start date of the project. Certification to

this effect is required. The above does not apply in the situation when funds are received from a tobacco entity pursuant to a court order, a statutory directive, or a negotiated settlement between the California Attorney General's Office and a tobacco company entity.

D. KEY ACTION DATES

ACTIVITY	ACTION DATE (all times are PST)
RFA Release Date	**November 19, 2013**
First Day to Request to Apply	**November 19, 2013**
OTIS Open for Application Input	**November 19, 2013**
RFA Informational Webinar	**December 2, 2013, 1 p.m. – 3 p.m.**
Mandatory Letter of Intent due date	**~~December 4, 2013~~ December 31,**
Last Day to Submit Questions	**December 12, 2013**
Last Day to Request to Apply	**January 7, 2014**
Application Due Date	**January 9, 2014 by 5 p.m.**
Notice of Intent to Award	**February 11, 2014**
Appeals Due	**February 19, 2014 by 5.p.m.**
Appeal Hearings	**February 21, 2014**
Appeal Decisions Announced (tentative)	**February 24, 2014**
Proposed Award Date	**February 25, 2014**
Grant Start Date	**July 1, 2014**

Key activities and times for this RFA are presented below. This is a tentative schedule. Any updates to this schedule will appear as an addendum to this RFA.

E. AVAILABLE FUNDING

1. Approximately $1 million total is expected to be available for this RFA. Grants are for a twenty-four month period beginning July 1, 2014 and ending June 30, 2016. Applications must be for the entire twenty-four month period and may not exceed $50,000 per year for a total of $100,000 for two-years.

2. At its sole discretion, CDPH shall have the option to extend the grant for an additional year for the period July 1, 2016 through June 30, 2017, not to exceed $50,000. To be eligible for an additional year of funding, Applicants may complete and submit an *Optional One-Year Extension Scope of Work and Budget*. This is to be a separate document that is uploaded as an Additional Document in a Word or PDF format. The *One-Year Extension Scope of Work* is to be in a narrative format and must include the following information: objective, description of activities to accomplish the objective, and description of evaluation activities to measure the accomplishment of the objective. The *One-Year Extension Budget* is to provide an eight-line item budget describing the projected costs associated with the *One-Year Extension Scope of Work*.

3. Funding is contingent upon available revenues, appropriation by the Legislature and the Governor, and multi-year spending authority. CTCP reserves the right to award funding to additional applicants or negotiate additional work with successful applicants to conduct work that is consistent with the work components identified in Section II: Statement of Work this RFA, should additional funding become available.

F. Resolution of Differences Between RFA and Grant Language

If an inconsistency or conflict arises between the terms and conditions appearing in the final grant and the proposed terms and conditions appearing in this RFA, any inconsistency or conflict will be resolved by giving precedence to the grant.

G. CDPH Rights

In addition to the rights discussed elsewhere in this RFA, CDPH reserves the right to do any of the following:

1. Modify any date or deadline appearing in this RFA.

2. Issue clarification notices, addenda, alternate RFA instructions, forms, etc. If this RFA is clarified, corrected, or modified, CDPH intends to post all clarification notices and/or RFA addenda on the CTCP Tobacco Funding Opportunities and Resources web site at: https://tcfor.catcp.org/.

3. CDPH/CTCP reserves the right to fund any or none of the applications submitted in response to this RFA. CDPH/CTCP may also waive any immaterial deviation in any application. CDPH/CTCP waiver of any immaterial deviation shall not excuse an application from full compliance with the grant terms if a grant is awarded.

4. CDPH/CTCP reserves the right to withdraw any award if an acceptable final SOW, Budget, Budget Justification, and other required forms are not received by CDPH/CTCP within 45 calendar days of requesting modifications that bring the application into conformance with the RFA and grant requirements.

5. CDPH/CTCP reserves the right to withdraw any award or request modifications to the SOW and/or budget of any proposed projects or proposed project components as a condition of the grant award.

H. Application Submission Requirements

1. Mandatory Letter of Intent

For the purpose of planning the RFA review process, all prospective applicants **are required to** submit a letter notifying CDPH/CTCP of its intent to submit an application. Applicants that do not submit a letter of intent will not be considered for funding. This letter is not binding and those submitting a letter may elect not to submit an application. One (1)

signed letter of intent must be submitted via email to **CTCPInbox@cdph.ca.gov** by 5 p.m. PT, on **Tuesday, December 31, 2013**. ~~uploaded to the Tobacco Control Funding Opportunities and Resources (TCFOR) website (https://tcfor.catcp.org/)~~ **CTCPInbox@cdph.ca.gov** ~~by **5 p.m. PT, on Monday, December 9, 2013**~~**.**

If your agency has already submitted a letter of intent via the Tobacco Control Funding Opportunities and Resources (TCFOR) website (https://tcfor.catcp.org/), you will NOT need to email a letter of intent.

The letter of intent must be submitted on the applicant's letterhead, signed by an officer of the board or their agent, and state the following: the name and number of the RFA under which the application will be submitted (Reduce Tobacco-Related Inequities Interventions, RFA CTCP 14-10010, the estimated budget request, and at least one RFA identified community of focus. Please note, more than one community of focus may be served. The letter of intent instructions are provided in Appendix #4: *Mandatory Letter of Intent*.

2. RFA Informational Webinar

CDPH/CTCP has scheduled an optional Online GoToTraining® Informational Webinar. Prospective proposers intending to submit an application are strongly encouraged to participate. The purpose of the Informational Webinar 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 be posted at https://tcfor.catcp.org/ by December 11, 2013.

Participants may view the Informational Webinar access codes at https://tcfor.catcp.org/.

The information meeting is scheduled for:

Monday, December 2, 2013
1:00 p.m. to 3:00 p.m.

I. QUESTIONS

All questions regarding this RFA including clarification on materials, instructions or requirements must be submitted by **December 12, 2013** to the following email address: **CTCPInbox@cdph.ca.gov.** Please include "CTCP RFA 14-10010" in the subject line. All relevant questions and responses will be posted at https://tcfor.catcp.org by December 26, 2013. Any verbal communication with CDPH/CTCP staff concerning this RFA is not binding on the State and shall in no way alter a specification, term, or condition of the RFA.

II. STATEMENT OF WORK

This section contains a description of the work to be performed for this RFA. This section MUST be read in conjunction with *Sections III: Instructions for Completing the Application and for Using the Online Tobacco Information System (OTIS) and IV: Application Selection Process and Criteria* which contain the specific instructions and requirements of this RFA.

RECOMMENDED SCOPE OF WORK COMPONENTS

CTCP highly recommends the application include the following activities and attributes:

1. A Scope of Work (SOW) with one, and no more than two, objectives that focus on a policy or system change outcome based on the tobacco control indicators listed in Appendix #2: *Communities of Excellence Indicator and Asset Priorities for Funding.* No additional funding is available for proposing a second objective. If a second objective is included it must be designated as a non-primary objective.

2. A comprehensive and detailed "road map" for the project including a range of coordination/collaboration, educational, media, policy, and training strategies.

3. A SOW that addresses tobacco-related inequities in at least one of the identified communities of focus of this RFA: African American, American Indian/Alaska Native, Asian/Pacific Islander; Hispanic/Latino; Lesbian, Gay, Bisexual, Transgender; low socioeconomic status; and behavioral health.

4. Community-focused health education and health promotion interventions that will result in policy, system, and/or environmental changes.

5. An activity to conduct a strategic planning session utilizing the Midwest Academy Chart for each policy objective within the first three (3) months. See Appendix #5: *Sample Midwest Academy Chart*.

6. Coordination/collaboration with other CTCP-funded local or statewide tobacco control partners such as Local Lead Agencies (LLAs) and training and technical assistance providers; and with other organizations and agencies that successfully work with the identified community(ies) of focus and reduce health inequities. See Appendices #6(a), (b), and (c) for lists of CTCP-funded projects.

7. An activity that indicates project staff will participate in a LLA coalition.

8. An activity that states at least one project staff will participate in Information and Education Days (I & E) which is conducted annually in the spring. During I&E Days, Proposition 99-funded project staff meet with legislators to share information about local tobacco control activities.

9. Designation of one objective as the primary objective which requires an in-depth evaluation plan in consultation with a qualified evaluator resulting in a Final Evaluation Report. If a second objective is included it should be designated as a non-primary objective. A non-primary objective requires a less in-depth evaluation plan and submission of a Brief Evaluation Report. See Appendix #7: *Tell Your Story: Guidelines for Preparing a Complete High Quality Evaluation Report*

(http://www.cdph.ca.gov/programs/tobacco/Documents/CTCPTellYourStory.pdf) for information regarding the preparation of Final and Brief Evaluation Reports.

10. A primary objective that produces valuable knowledge and replicable interventions and strategies that identify and reduce tobacco-related inequities.

11. A lead staff person that directs a minimum of 10 percent of a full-time position (equivalent to 4 hours per week) to overseeing evaluation activities.

III. INSTRUCTIONS FOR COMPLETING THE APPLICATION AND FOR USING THE ONLINE TOBACCO INFORMATION SYSTEM (OTIS)

Responses to this solicitation shall be submitted through OTIS. OTIS is a secure, passcode-protected knowledge management system that is used to submit applications, review and score applications, negotiate the SOW and budget, and submit and approve progress reports. The system is accessible 24 hours per day, 7 days per week and provides access to several reports and a communication system.

To submit an "Applicant Registration" form and letter of intent, and create an OTIS "User Account" see the *Application Registration Instructions* found on Tobacco Control Funding Opportunities (TCFOR) web site accessible at https://tcfor.catcp.org/index.cfm?fuseaction=opportunities.overview. The Informational Webinar scheduled to review the requirements of this RFA will also provide information on requesting a "User Account" and how to use OTIS. Additionally, written instructions for requesting an OTIS "User Account" are also found in *Appendix #8: TCFOR User Instructions*.
OTIS includes a web-based training tutorial entitled, *Creating Your Application/Plan*. This training explains how to use the system and instructions for completing each of the application components listed below. See Appendix #9 *Instructions for Accessing the OTIS Training Course*.

A. COMPLETE THE CONTACT INFORMATION (REQUIRED BUT NOT SCORED)

The purpose of this section is to collect information about the Agency, the geographic service area of the proposed project, proposed project director, Agency fiscal contacts, and Agency Signatory.

1. My Agency: Provide the Agency's name, phone and fax numbers, physical and mailing addresses, Federal Employer Identification Number, and the health jurisdiction within which the Agency is located. The 58 counties and 3 cities of Berkeley, Long Beach, and Pasadena are designated as health jurisdictions.

2. Contact Information: Provide specific contact information for: Project Director, Primary Tobacco Contact, Agency Fiscal Officer, Day-to-Day Fiscal Contact, and Official Agency Signatory

B. APPLICANT CAPABILITY SECTION

This section provides information regarding the ability of the Applicant to successfully implement the tobacco control project being proposed in their application. The Applicant's qualifications will be evaluated against the scoring criteria. Please respond to each item. Some responses are directed at the Applicant and other responses are to include information about significant subcontractors and consultants.

Program Experience

1. Agency Mission: Briefly describe how the Applicant's general mission is consistent with the goals identified in this RFA.

2. Demonstrated Linkages: Describe ways the Applicant's has or is able to creatively link tobacco use and secondhand smoke exposure to other community concerns such as education, safe communities, housing, alcohol prevention, employment, early childhood development and education, youth development and leadership, etc.

3. Demonstrated Access: Describe a minimum of two years of reach, influence, and credibility with one or more of the RFA identified communities of focus including community members and leaders. Please discuss how the Applicant established relationships, activities that were conducted, and response from the community(ies).

4. Program Staffing: Describe the formal education and training, and demonstrate at least two years of professional experience, of the Applicant's staff and subcontractors (if applicable): planning, implementing and evaluating community-based programs.

5. Demonstrated Results: Describe a minimum of two years of experience creating tangible and meaningful change in the Applicant's community such as developing a voluntary or legislated policy, establishing a farmers' market, increasing voter registration, etc.

6. Partnerships: Describe at least three previous or current collaborations with other organizations, agencies, groups, etc. in the Applicant's community that were beneficial to the success of the community change described in Demonstrated Results especially those across multiple sectors (e.g., arts and culture, education, community development, transportation, business, faith-based, environmental health, social justice, house and urban development, youth development, etc.).

Organizational Start Up

1. Describe the Applicant's capability and resources to start up and begin implementation of activities within six weeks of the grant start date and to primarily deliver services Monday through Friday between the hours of 8 a.m. and 5 p.m., Pacific Standard Time (PST).

Administrative/Fiscal Experience

1. Fiscal and Contract/Grant Compliance: Describe the Applicant's performance within the last three (3) years with the management of government and/or non-government funds and activities, including administrative, fiscal, program, and evaluation functions such as: timely and accurate completion of deliverables; submission of fiscal, program, and evaluation documentation; subcontract/consultant monitoring; compliance with government requirements; and fiscal ability to manage payments in arrears.

   All bidders must address the requirements of the Tax Debtor List for the reason described in Public Contract Code Section 10295.4. Vendors are ineligible to enter into, or renew any contract with the state for goods or services if a vendor is delinquent with paying state income tax in excess of $100,000.00 to the California Franchise Tax Board. Prior to submitting a bid or proposal and prior to executing any state contract or renewal of goods or services a vendor must certify that is it not on the list of ineligible vendors prohibited from doing business with the State of California. During the bid evaluation, it is the buyer's responsibility to check the list of ineligible vendors to confirm that the bidder is not on that list.

2. Audit History: Describe the Applicant's fiscal and (if any) programmatic audit history within the last three (3) years. Information is to include frequency of the audits, dates of the audits, and a summary of the major audit findings. Negative audit findings should be thoroughly explained.

   Indicate if the Applicant has been audited by a governmental agency within the last three (3) years. If yes, include the name of the agency, the agency's contact person and phone number, the year the audit was conducted, and the outcome of the audit.

3. Administrative Staffing: Describe the Applicant's current administrative staffing pattern for activities such as contract and grant management and oversight, payroll, bookkeeping, invoicing, and tracking of contractual, administrative, and fiscal controls. Describe the educational background and qualifications of key administrative staff; including their experience with monitoring government funds, and overseeing and managing the administrative and contractual functions of subcontractors and/or consultants.

Equipment

1. Describe the office equipment, computer equipment, software, and other communication equipment that the Applicant and subcontractors and/or consultants (if applicable) have available for use by the proposed project.

   Include in the description:

   - The number and type of equipment available (e.g., desks, chairs, facsimile machines, personal computers, printers, reproduction/duplication/copiers, scanners, etc.).

- Whether or not the computers have access to the Internet, web-conferencing software, and listserv management capability; the software packages the Applicant uses for accessing and creating Web sites, word processing, spreadsheets, databases, etc. See Appendix #10: *Computer Software Minimum Specifications*.
- The security software packages Applicant uses to protect against viruses, loss of data, etc.
- Approximately when the computer equipment was purchased.
- The availability (e.g., 100 percent, 50 percent, 25 percent, etc.) for use by staff proposed for this project, if funded.

Letters of Reference

1. Solicit, scan, and upload three (3) letters of reference into OTIS. Letters of reference must be written to the Applicant within the last two (2) years. No more than three (3) letters will be accepted. If the Applicant is currently receiving or within the last two (2) years has received funding from a local, state, or federal agency, other than CTCP, one of the references **must be** from one of these agencies.

   The letters are to be from three (3) separate agencies. Each letter must be on the reference provider's letterhead and include:

   - The address, telephone number, e-mail, name, and title of the letter's author.
   - A description of the capacity in which the reference provider worked with the Applicant.
   - A description of the Applicant's ability to provide interventions and activities that are culturally-tailored and responsive to the unique social conditions and identified barriers that characterize the selected community(ies) of focus.
   - The Applicant's fiscal and administrative ability to manage government funds, including satisfactory performance with administering and managing government and/or non-government funds through timely and accurate submission of fiscal, program, and evaluation documents.

C. EVALUATION INFORMATION

1. Select the Plan Evaluator. See the OTIS web-based training unit: *Creating Your Application/Plan;* module: *Evaluator Information* for instructions on how to invite, identify and select your Plan Evaluator.

2. After the Plan Evaluator is selected, this individual must complete and submit the "Certification of the Evaluator's Role in Preparing the SOW." See the OTIS web-based training unit: *Creating Your Application/Plan;* module: *Evaluator Information* for instructions on how manage the certification.

D. SCOPE OF WORK (SOW)

1. Complete the following items pursuant to the OTIS web-based training tutorial *Creating Your Application/Plan*:
   a. Project Objective
   b. Designate one objective as the "Primary Objective."
   c. Identify the Priority Area and Indicators associated with the objective
   d. Identification of Target Audiences
   e. Identify the Evaluation Design for the objective.
   f. Identify Summary Intervention Topics appearing in the SOW
   g. In a brief narrative format, describe the series of activities to be implemented to achieve the objective. Each activity is to briefly describe and quantify what will be done, how much will be done, and who will be involved. For each activity the following information is to be provided:
      1. Copyright: (not scored) Designate "No" for this application
      2. Assignment of a Percent Deliverable: (not scored) Identify the combination staff and budget resources necessary to complete the activity.
      3. Assignment of Start/End Dates: Designate the progress report period in which an activity will begin and the date in which the activity will be completed.
      4. Assignment of Responsible Parties: Identify budgeted personnel, consultants and subcontractors and non-budgeted entities (e.g., volunteers, advisory council) responsible for completing activities. Budgeted titles must be consistent with the titles used in the Budget.
      5. Assignment of Tracking Measures: Identify tracking measures to be submitted to CTCP that report on the outcome and effectiveness of each activity.

2. The SOW should include at least one and no more than two policy objectives based on at least one indicator listed in Appendix #2: *Communities of Excellence Indicator and Asset Priorities for Funding*. The objective(s) are expected to achieve social norm change and address tobacco-related inequities in the identified community (ies) of focus (e.g., African American; American Indian/Alaska Native; Asian/Pacific Islander; Hispanic/Latino; Lesbian, Gay, Bisexual, Transgender; low socioeconomic status; and behavioral health). The SOW intervention and evaluation activities should reflect a well-organized and detailed "road map" of the project.

3. One objective should be designated as the primary objective. A primary objective is one that will receive an in-depth evaluation plan in consultation with a qualified evaluator resulting in a Final Evaluation Report to be prepared as outlined in Appendix #7: *Tell Your Story: Guidelines for Preparing a Complete High Quality Evaluation Report* (http://www.cdph.ca.gov/programs/tobacco/Documents/CTCPTellYourStory.pdf).

4. Each policy objective should include an activity to conduct a strategic planning session utilizing the Midwest Academy Strategy Chart during the first three (3) months of the SOW. See Appendix #5: *Sample Midwest Academy Chart*.

5. The SOW should reflect coordination/collaboration with other local or statewide tobacco control partners such as Local Lead Agencies (LLAs), the Capacity Building Network (CBN), the California Smokers' Helpline, the Center for Tobacco Cessation (Center), the Center for Tobacco Policy and Organizing, ChangeLab Solutions, California Youth Advocacy Network (CYAN) and the Tobacco Control Evaluation Center (TCEC). See Appendix #6 (a), (b), and (c): lists of CTCP-funded projects.

E. EVALUATION PLAN

1. Prepare the evaluation plan by completing the evaluation data collection forms as appropriate to each objective. See the Tobacco Control Evaluation Center (TCEC) website for tools and resources to help you design your evaluation (http://tobaccoeval.ucdavis.edu/index.php). The evaluation plan may include the following types of evaluation activities: Focus Groups, Key Informant Interviews, Public Opinion Polls/Intercept Surveys, Education Participant Surveys, Policy Records, Media Activity Records, Evaluation-Related Training, Youth Tobacco Purchase Survey, Outcome Data Collection, Other Evaluation Activities.

2. For each evaluation activity complete the following information:
   a. Copyright: Designate as "No" for this application
   b. Assignment of a Percent Deliverable: Identify the combination staff and budget resources necessary to complete the activity
   c. Assignment of Start/End Dates: Designate the progress report period in which an activity will begin and the date in which the activity will be completed.
   d. Assignment of Responsible Parties: Identify budgeted personnel, consultants and subcontractors and non-budgeted entities (e.g., volunteers, advisory council) responsible for completing activities. Budgeted titles must be consistent with the titles used in the Budget.
      - A lead staff person should direct a minimum of 10 percent of a full-time position (equivalent to 4 hours per week) to overseeing evaluation activities.
   e. Assignment of Tracking Measures: Identify tracking measures to be submitted to CTCP that report on the outcome and effectiveness of each activity.

3. Complete the Evaluation Reporting Section as described in the OTIS web-based training unit: *Creating Your Application/Plan*; module: *Evaluation Plan*. Describe how the evaluation data will be analyzed and disseminated, designate the progress report periods in which Interim and Final/Brief Evaluation Reports will be submitted to CTCP, and describe any limitations or challenges anticipated with completing the evaluation. Similar to the other activities, complete Tracking Measures and Responsible Parties.

F. NARRATIVE SUMMARY

1. Complete the Narrative Summary as described in the OTIS web-based training unit: *Creating Your Application/Plan*; module: *Narrative Summary*.
2. Community Assessment Analysis: Describe any available data, needs assessment findings, and conclusions that justify and support the proposed objectives and activities.

3. Major Intervention Activities: In narrative form, describe the intervention activities to be implemented and that are outlined in the SOW.
4. Theory of Change: Describe the basic assumptions (or theory of change) that explain why the proposed activities are the best approach to achieve the objectives.
5. Evaluation Summary: In narrative form, describe how the project will be evaluated including a brief summary of the evaluation design, evaluation activities, and the rationale for the evaluation plan.

G. BUDGET AND BUDGET JUSTIFICATION

1. Develop a two-year budget that identifies the cost associated with the implementation of the Scope of Work (SOW).
   a. Adhere to the instructions and criteria provided in this section and the budget instructions and guidelines provided in: *Appendix #11: Budget Justification Instructions,* the OTIS Wizards, and the OTIS web-based training unit: *Creating Your Application/Plan*; module: *Budget*.
   b. Utilize the eight budget categories provided in the OTIS budget justification index.
   c. Verify that each activity in the SOW resulting in an expenditure of funds is reflected in the budget.

2. Develop a budget justification that clearly describes how the costs identified for each FY were determined.
   a. Provide easy to follow formulas to substantiate how costs were calculated.
   b. Provide an explanation when zero funds or insufficient funds are budgeted for a standard cost (i.e., in-kind personnel or rent).
   c. Provide an explanation when costs vary per FY.

3. Budget recommendations for this solicitation:
   a. Designate 10 percent of a lead staff person's time to provide of oversight for the project evaluation. Provide a statement in the personnel duty description that 10 percent of the staff person's time will be dedicated to providing oversight of the project evaluation.
   b. The total amount budgeted for Subcontracts/Consultants cannot be more than 20 percent of the total budget.
   c. Recommended CTCP Trainings – below are the recommended trainings that should be included in your budget. The fiscal year the trainings will be held are noted along with an estimated amount to budget. Assume all CTCP required trainings will take place in Sacramento, and budget according to applicant's geographical proximity.

      1. Capitol Information & Education Days (I&E Days) are currently scheduled for FY 2014-15 (Spring), FY 2015-16 (Spring) and FY 2016-17 (Spring). Budget $750 per person for each I&E Days.

      2. Project Director's Meeting (PDM) - currently scheduled for FY 2015-16 (Fall) and FY 2016-17 (Spring). Budget $1,250 to $1,350 per person for each PDM.

4. Funds from this RFA cannot be used for out-of-state travel.

5. In OTIS, under Additional Documents, download Appendix 18: *Summary Budget by SOW Category*. For each objective, for each year, estimate the total costs per category of activities and enter the amount. Enter the total estimated costs for each objective in the "Total" line. The total amount for each objective should correspond to the percent deliverable assigned to each objective.

Additional Budget Justification information may be obtained in the following Appendices:

Appendix #10: *Computer Software Minimum Specifications*
Appendix #12: *CTCP PL 12-01 ACM and BMM Guidelines*
Appendix #14: *Comparable State Civil Service Classifications*
Appendix #15: *CTCP PL 12-03 Allowed Policy Activities*
Appendix #17: *Travel Reimbursement Information*
Appendix #20: Sample OTIS Budget Justification

H. Additional Documents

Provide the following additional documents as described below and in the OTIS web-based training unit: *Creating Your Application/Plan*; module: *Additional Documents*.

1. Additional Tobacco Control Funding (OTIS online form)*
2. Proof of Non-Profit Status (uploaded documentation by applicant, if applicable)* (See Appendix #3 for examples)
3. Certification of Non-Acceptance of Tobacco Company Funding (uploaded form; see Appendix #13)*
4. Conflict of Interest Compliance Certificate (OTIS online form)*

~~5. Agency Documentation Requirements (OTIS online form)*~~

~~6.~~5. Summary budget by SOW categories (uploaded form, see Appendix #18).

~~7.~~6. Optional One-Year Extension Scope of Work and Budget (uploaded document by applicant, if applicable)

* Refers to items that are required to be completed and submitted, but are not used to score the Plan.

IV. Application Selection Process and Criteria

A. About This Section

This section explains how the applications will be reviewed, evaluated, and scored. Each application will be evaluated and scored based on its response to the information requested in this RFA. By submitting an application/application, the Applicant agrees that the California CDPH/CTCP is authorized to verify any and all information and any references named in the application. Applications received by CTCP are subject to the provisions of the "California Public Records Act" (Government Code, Section 6250 et seq.) and are not considered confidential after completion of the selection process.

B. Application Review Process

Stage One: Administrative and Completeness Screening

CDPH/CTCP will review applications for on time submission and compliance with administrative requirements and completeness. The OTIS electronic time stamp will be used to verify on time submission. A late or incomplete application will be considered non-responsive and will be disqualified and eliminated from further evaluation. Applicants submitted from non-eligible agencies will not be reviewed. If an agency submits more than one application, none of the applications will be reviewed. Omission of any required document or form, failure to use required formats for response, or failure to respond to any requirement may lead to rejection of the application prior to review. CDPH/CTCP may waive any immaterial deviation in an application; however, this waiver shall not excuse an application from full compliance with the grant terms if a grant is awarded.

Stage Two: Application Scoring (100 points)

Each application passing Stage One will be evaluated and scored according to the selection criteria by a review committee on a scale of 0 to 100 points. The review committee may include representatives of CDPH, voluntary health organizations, government organizations, public and private non-profit organizations, and state colleges and universities. To be eligible for funding an application must receive a score of 75 points or more. However, scoring 75 or more does not guarantee funding or funding at the level requested. CDPH/CTCP reserves the right to fund applications that score less than 75 points in certain circumstances. Funding decisions may also be made to ensure:

- Balanced geographic and demographic distribution of projects statewide.
- Adequate representation of the indicators addressed.
- Balanced representation of the types of organizations awarded.

CTCP reserves the right to not fund any of the applications received for this RFA. The maximum point value of each section is as follows:

Application Component	Total Point Value

1. Applicant Capability
• Narrative
  ○ Program and Evaluation Experience
  ○ Organizational Start-Up
  ○ Administrative/Fiscal Experience
  ○ Equipment Available to the Project
• Letters of Reference
• Evaluator Information
  ○ Evaluator Qualifications
  ○ Evaluator Certification
	45

2. Scope of Work • Objective(s) • Identification of Priority Area and Indicators • Target Audiences • Identification of Summary Intervention Topics • Activities • Start/End Dates • Tracking Measures • Responsible Parties	15
3. Evaluation Plan • Evaluation design • Evaluation activities which describe the sampling strategy, sample size, data collection methods, target audiences, data analysis, and dissemination of findings. • Evaluation reporting • Dissemination of findings • Start/End Dates • Tracking Measures • Responsible Parties	10
4. Narrative Summary • Community Assessment Analysis • Major Intervention Activities • Theory of Change • Evaluation Summary Narrative	10
5. Budget • Budget amounts associated with the implementation of the SOW were determined for each FY and are supportable and reasonable when compared to the description of the SOW activities.	20
Total	100

STAGE THREE: NOTIFICATION OF DECISION

Each applicant, whether selected for funding or denied, will be notified in writing of the funding decision. Applicants may receive, upon written request to CDPH/CTCP, their scoring summary page which provides the score and overall strengths and weaknesses of their application.

STAGE FOUR: GRANT MODIFICATIONS

CDPH/CTCP reserves the right to reject any proposed project(s) or project component(s). Following the award notification, CDPH/CTCP may require modifications to the application as a condition of the award. The awardee is required to submit a detailed SOW, Budget and Budget Justification in accordance with CDPH/CTCP requirements, which will become part of the final grant. Upon completion and approval of these documents, the grant documents will be submitted to CDPH for execution. Work may not commence until the grant is fully executed.

C. APPLICATION SELECTION CRITERIA

This section provides the selection criteria and the associated point value which will be used to evaluate and score applications.

1. APPLICANT CAPABILITY – 45 POINTS TOTAL

- PROGRAM AND EVALUATION EXPERIENCE

CRITERION	POINT VALUE
The Applicant demonstrates how the agency's mission is consistent with the goals identified in this RFA.	3
The Applicant demonstrates its ability to creatively link tobacco to other community concerns (e.g., education, safe communities, housing, alcohol prevention, employment, early childhood development and education, youth development and leadership, etc.).	4
The Applicant has a minimum of two years of demonstrated reach, influence, and credibility with one or more of the communities of focus including community members and leaders relevant to the proposed scope of work.	4
The Applicant demonstrates that staff has the necessary education, training and experience needed to plan, implement and evaluate a community-based program.	4
The Applicant demonstrates experience creating tangible and meaningful change in their community (e.g., voluntary or legislated policy, farmers' market established, increase in voter registration, etc.).	4

The Applicant demonstrates its effectiveness in collaborating and coordinating with relevant multi-sector service providers, groups, organizations, networks and/or systems.	4

- ORGANIZATIONAL START-UP

CRITERION	POINT VALUE
The Applicant demonstrates it has the capability and resources to start up and being implementation of activities within six weeks of the grant start and to primarily deliver services Monday through Friday between the hours of 8 a.m. and 5 p.m., Pacific Standard Time (PST).	3

- ADMINISTRATIVE/FISCAL EXPERIENCE

CRITERION	POINT VALUE
The Applicant demonstrates three years of satisfactory performance with administrative, fiscal and program management of government and/or non-government funds, including timely and satisfactory submission of fiscal, program, evaluation, and subcontractor/consultant documents, fiscal stability to manage reimbursement in arrears; no major negative audit findings, and no outstanding debts owed to CTCP, CDPH or unpaid taxes to the State of California..	3
The Applicant demonstrates that administrative/fiscal staff has the appropriate educational background, skills, and experience to satisfactorily manage all aspects of payroll, bookkeeping, invoicing, subcontract/consultant monitoring, and other administrative controls associated with acceptance of government funds.	3

- EQUIPMENT AVAILABLE TO THE PROJECT

CRITERION	POINT VALUE
The Applicant demonstrates it has the capacity to provide the project with appropriate office furniture, communication equipment, copy machines, computers, printers, software, etc. to the project's needs, including that computer hardware and software meet the standards described in the Appendix #10: *Computer Software Minimum Specifications*. The Primary Agency must demonstrate it has hard drive encryption and antiviral software.	2

- LETTERS OF REFERENCE

CRITERION	POINT VALUE
Demonstrates the Applicant's ability to manage government funds, fulfill the activities and functions identified in the Work Statement, and maintain positive collaborative relationships with the Local Lead Agency and other community-based organizations.	3
Demonstrates the Applicant's ability to provide interventions and activities that are culturally-tailored and responsive to the unique social conditions and identified barriers that characterize the selected community(ies) of focus.	4

- EVALUATOR INFORMATION: EVALUATOR QUALIFICATIONS/EVALUATOR CERTIFICATION

CRITERION	POINT VALUE
Demonstrates the engagement of a program evaluator who has the skill and capacity necessary to facilitate implementation of evaluation activities.	2
Certification from a qualified program evaluator provided at least four hours of consultation to the Applicant on the development of objectives and the evaluation plan.	2

2. SCOPE OF WORK (SOW) – 15 POINTS TOTAL

CRITERION	POINT VALUE
The SOW predominately focuses on <u>one</u> of the following groups: African American (AA); American Indian/Alaska Native (AI/AN); Asian/Pacific Islander (A/PI); Hispanic/Latino (HL); Lesbian, Gay, Bisexual, Transgender (LGBT); low socioeconomic status (SES); and people with mental health illnesses and substance abuse disorders (behavioral health) as demonstrated through explicit language in the objective, target audience list, description of intervention activities, and description of evaluation activities.	4
The objective(s) clearly defines who or what is expected to change; how much change is expected to occur (without including ranges); where the change is expected to occur; and when the change is expected to occur.	4
The Application provides a well-organized, detailed and comprehensive SOW accurately describing target audiences and intervention topics; how much work will	4

be done; where activities will occur; the parties (e.g., staff, subcontractors, consultants, volunteers) responsible for activities; appropriate tracking measures; and appropriate start/end dates for each activity. For each policy objective it is evident that the following activities will be conducted: a strategic planning session activity using the Mid-West Academy Strategy Chart within the first three (3) months of the grant start date.	
Activities include meaningful collaboration with: • CTCP-funded projects (e.g., Local Lead Agencies, statewide training and technical assistance providers) that support the completing of scope of work activities (see Appendix #6 (a), (b), and (c): lists of CTCP-funded projects). • Other organizations and agencies that successfully work to reduce health inequities and work with the RFA identified community (ies) of focus.	3

3. EVALUATION PLAN – 10 POINTS TOTAL

CRITERION	POINT VALUE
The evaluation measures the extent to which the objective(s) was/were achieved, provides information that will inform and improve the intervention, and disseminates the findings to the community, key opinion leaders, or public health professions working in tobacco control as appropriate.	4
The evaluation plan assigns appropriate timelines, program responsible parties, and tracking measures (e.g., Interim, Brief, and Final Evaluation Reports) to verify completion of activities.	3
The quality of the objectives and evaluation plan demonstrates a qualified program evaluator provided at least four hours of consultation to the Applicant.	3

4. NARRATIVE SUMMARY – 10 POINTS TOTAL

CRITERION	POINT VALUE
Community Assessment Analysis: Data, community needs assessment findings, and other information are synthesized, provide justification for the indicators selected and the objective identified, and the analysis is appropriate for the identified community (ies) of focus and addressed tobacco-related inequities.	4

The Major Interventions Activities narrative provides reasonable, realistic, and appropriate intervention activities that build on each other to achieve the objective(s).	2
The Theory of Change narrative provides a reasonable rationale that explains why the proposed activities should lead to the accomplishment of the objective(s).	2
The Evaluation Summary narrative provides reasonable, realistic, and appropriate evaluation design and activities for each objective including sampling strategy, sample size, type of evaluation activities proposed, data collection methods, data analysis, and dissemination of findings that will assess the quality and quantity of services provided.	2

5. BUDGET AND BUDGET JUSTIFICATION – 20 POINTS TOTAL

CRITERION	POINT VALUE
Budget amounts associated with the implementation of the SOW were determined for each FY.	5
Budget amounts associated with the implementation of the SOW are supportable and reasonable when compared to the description of the SOW activities.	15

V. ADMINISTRATION

A. RFA DEFINED

The competitive method used for this procurement of services is a Request for Application (RFA). Applications submitted in response to this RFA will be scored and ranked based on the Evaluation Criteria. Every Application must establish in writing the Applicant's ability to perform the RFA tasks.

B. IMPORTANT ADMINISTRATIVE DETAILS

1. COST OF DEVELOPING APPLICATION
   The Applicant is responsible for the cost of developing an application~~,~~ and this cost cannot be charged to the State.

2. CONFIDENTIAL INFORMATION
   CDPH/CTCP will not accept or retain any Applications that are marked confidential in part or in their entirety and Applicants are strongly discouraged from requesting confidential treatment for any of the information contained in a submittal.

3. GRANTEE REQUIREMENTS
   The following are required to enter into a fully executed agreement with CTCP:

a. All CTCP-funded projects are required to:
   1. Utilize OTIS for grant management
   2. Obtain and maintain an active Partners account. Partners is a web-based communication system. CTCP-funded projects are recommended to access Partners at least once a week to review weekly updates.
   3. Maintain an active Internet account.

b. Grantees must be able to fund up to 60 days of payroll, indirect expenses, and operating costs, as well as expenditures incurred by a subcontractor or consultant prior to reimbursement by the State. The grantee incurs expenses for the previous work period and is then reimbursed by invoice(s) submitted to CTCP no more than once per month. The State has up to 30 days to pay invoices for grantees that are approved for "prompt payment" and up to 45 days to pay invoices for others.

c. The grantee should hire fiscal/administrative staff with the appropriate training and experience to maintain the fiscal integrity of the grant funds. Staff shall be knowledgeable of and practice: standard accounting and payroll practices (including state and federal tax withholding requirements), maintenance of fiscal/administrative records/documents, appropriate tracking and review/approval of expenditures, and other administrative policies and procedures which will maintain the fiscal integrity of the funds awarded to the grantee.

d. The grantee should maintain accounting records that reflect actual expenditures including, but not limited to: accounting books, ledgers, documents, and payroll records, including signed timesheets, etc., and will follow standard accounting procedures and practices that properly reflect all direct and indirect expenses related to the grant. These records shall be kept and made available to CTCP for three (3) years from the date of the final grant payment.

C. RFA Cancellation and Addendums

If it is in the State's best interest, CDPH/CTCP reserves the right to do any of the following:

- Cancel this RFA;
- Modify this RFA as needed; or,
- Reject any or all Applications received in response to this RFA

If the RFA is modified, CDPH/CTCP will post an Addendum to the Tobacco Control Funding and Resources (TCFOR) website at: https://tcfor.catcp.org/. Applicants are responsible for periodically checking the website for updates and may sign-up for email alerts.

Errors: If an Applicant discovers any ambiguity, conflict, discrepancy, omission, or other error in the RFA, the Applicant shall immediately notify CDPH/CTCP of such error in writing and request modification or clarification of the document. Modifications or clarifications will be given by written notice to all parties who requested the RFA, without divulging the source of the request for clarification. CDPH/CTCP shall not be responsible for failure to correct errors.

D. Immaterial Defect

In its sole discretion, CDPH/CTCP may waive any immaterial defect or deviation contained in an Applicant's application. CDPH/CTCP's waiver shall in no way modify the application or excuse the successful Applicant from full compliance.

E. Grounds to Reject an Application

An Application Shall be Rejected if:

1. It is received after the exact date and time set for receipt of Application's pursuant to Public Contract Code, Section 10344.
2. It contains false or intentionally misleading statements or references which do not support an attribute or condition contended by the Applicant.
3. The Application is intended to erroneously and fallaciously mislead the State in its evaluation of the Application and the attribute, condition, or capability is a requirement of this RFA.
4. There is a conflict of interest as contained in Public Contract Code Sections 10410-10412 and/or 10365.5.
5. It contains confidential information.
6. It is not submitted through OTIS and prepared in the mandatory format described.
7. The applicant agency is currently funded by CTCP.
8. The applicant agency submits multiple applications.
9. It does not literally comply or it contains caveats that conflict with the RFA and the variation or deviation is not material, or it is otherwise non-responsive.

F. Award and Protest

1. Notice of the proposed award shall be posted in a public place in the office of CDPH/CTCP and on the ~~following Internet~~TCFOR website: ~~http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx~~ https://tcfor.catcp.org/ for five (5) working days prior to awarding the grant.
2. If any Applicant, prior to the award of grant, files a protest with CDPH, on the grounds that the (protesting) Applicant would have been awarded the grant had the agency correctly applied the evaluation standard in the RFA, or if the agency followed the evaluation and scoring methods in the RFA, the grant shall not be awarded until either the protest has been withdrawn or CDPH has decided the matter. It is suggested that you submit any protest by certified or registered mail. Only Applicants submitting an application consistent with the requirements of this solicitation and are not awarded a grant may appeal. There is no appeal process for applications that are submitted late, noncompliant, or incomplete. No awarded Applicant may appeal the grant award funding amount.
3. Within five (5) days after filing the initial protest, the protesting Applicant shall file with Chronic Disease and Injury Control (CDIC), P.O. Box 997377, MS 7200 Sacramento, CA 95899-7377, Attention: Drew Johnson, Acting Division Administrator, a detailed statement specifying the grounds for the protest.

4. At the sole discretion of the Chief of the Division of 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 not further administrative appeal. Appellants will be notified of decisions regarding the appeal in writing within fifteen working days of the hearing date or the consideration of the written appeal letter, if not hearing is conducted.
5. Upon resolution of any protest(s) and subsequent award of the grant, Grantee will be required to complete and submit to the awarding agency:
   a. The Payee Data Record (STD 204), to determine if the Grantee is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. This form can be found on the Internet at www.osp.dgs.ca.gov under the heading FORMS MANAGEMENT CENTER. No payment shall be made unless a completed STD 204 has been returned to CDPH/CTCP.

   b. Page one (1) of the Contractor Certification Clauses (CCC), which can be found on the Internet at www.ols.dgs.ca.gov/Standard+Language

   c. Evidence of commercial general liability insurance.

   d. Board Resolution - all government local agencies are required to submit a Board Resolution with each grant. Board Resolutions must indicate local government approval of the grant.

6. Grants(s) will be awarded to the responsible Applicant(s) earning the highest overall score. No more than one grant will be awarded to an agency.

G. Disposition of Applications

1. Upon application opening, all documents submitted in response to this RFA will become the property of the State of California, and will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public.
2. Application packages may be returned only at the Applicant's expense, unless such expense is waived by the CDPH/CTCP.