III. GENERAL PROPOSAL INFORMATION

A. WHO MAY SUBMIT A PROPOSAL

1. Non-profit Organizations having the capacity to conduct expert survey and evaluation to the extent identified in this procurement are eligible.

   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 C and Appendix D, 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 October 15, 2008.

2. Private and public organizations that include State universities and colleges are eligible.

3. State of California agencies are **not** eligible.

4. An organization that receives funding from a tobacco company or a tobacco company subsidiary during the term of this agreement is **not** eligible (universities and colleges are exempt from this requirement). Certification to this effect is required with the proposal.

5. Principal Investigators (PI) from a college or university are not eligible for funding under this RFP, if within the last five years from the contract start date or during the term of the contract, the PI has an affiliation or contractual relationship with a tobacco company or subsidiary and receives funding from that company or subsidiary. Certification to this effect is required with the proposal.

6. Eligible organizations may submit a proposal as a single contractor or as a consortium. The consortium proposal is to consist of a prime contractor responsible for all contract terms and conditions and supervision of one or more subcontractors.

Note: A partial list of tobacco company subsidiaries is in Appendix E.

B. CONTRACT PERIOD AND FUNDING LEVELS

1. A maximum of $800,000 is estimated to be available for this RFP. One contract will be awarded for a 27 month term beginning April 1, 2009, and ending June 30, 2011. Proposals must include a budget and Scope of Work (SOW) for the entire 27 months.

2. Funding for this contract is dependent upon the availability of revenues from the Prop 99 Cigarette and Tobacco Surtax Fund and future legislative appropriations. If there are changes in the legislative mandates, court action, or other administrative changes affecting the project, the SOW shall be changed to comply with these actions. The contract may be terminated by CTCP upon a 30-day written notice to the prime contractor.

C. RESERVATION OF RIGHTS

1. CTCP reserves the right to fund any or none of the proposals submitted in response to this RFP.

2. CTCP may waive any immaterial deviation in any proposal. The CTCP waiver of an immaterial deviation shall not excuse a proposal from full compliance with the contract terms and conditions if a contract is awarded. There is no guarantee that receiving a passing score (120 points or greater) will result in a contract award.

3. CTCP reserves the right to withdraw the award if an approved SOW, Budget, Budget Justification, or other CTCP required documents are not received by CTCP within the 45 calendar day negotiation period.

4. CTCP reserves the right to notify the awardee of the negotiation period start date.

5. CTCP reserves the right to negotiate any proposed service or activity in the SOW and budget.

6. CTCP reserves the right to approve the use of all subcontractor(s) and consultant(s).

7. Expenses associated with submission of a proposal are solely the responsibility of the proposal organization and will not be reimbursed by CTCP.

8. The awardee certifies, by submitting the proposal, that it has appropriate systems and controls in place to ensure that state funds will not be used in the

performance of this contract for the acquisition, operations, or maintenance of computer software in violation of copyright laws.

D. CONTRACT TERMS AND CONDITIONS

Contract terms and conditions will include the:

1. Agreement form(s).
2. SOW.
3. Budget and Payment Provisions.
4. General Terms and Conditions (GTC 307 or GIA 101). View or download at the Web site: http://www.ols.dgs.ca.gov/Standard+Language/default.htm.
5. Special Terms and Conditions.
6. Additional Provisions.
7. Intellectual Properties and other contract conditions that will be provided to the awardee prior to contract negotiations.

In addition, the following Intellectual Property Rights language is required:

Intellectual Property Rights

The State shall be the owner of all rights, title, and interest in, but not limited to, the copyright to any and all Works created, produced, or developed under a contract awarded from this RFP, whether published or unpublished. If successful in this RFP, the awardee must comply with the Intellectual Property Rights language. Changes to this language will not be negotiated at any time during the RFP process nor with the awarded contractor. See Appendix F for the Intellectual Property Rights contract language.

E. RFP INFORMATION TELECONFERENCE/WEBINAR

An online information meeting is scheduled for the purpose of reviewing RFP requirements and criteria. You must login and call-in to participate in the online and telephone meeting. The Avaya© online meeting and the phone-conferencing system are password protected. Attendees should use speakerphones for multiple staff. Please use the mute function on the phone. Use *6 on the keypad if your telephone does not have a mute key. CTCP is requesting that participants do not use cellular telephones for this meeting because connection problems can occur. In the event that any participant's phone connection causes interference, the line causing the interference will be disconnected from the call. Applicants will be limited to one user name and pass code in order to allow for more lines to be available for other meeting participants. The CTCP Webmaster representative can be contacted by calling (916) 449-5500 to request assistance. Applicants are strongly encouraged to log onto the Avaya© system 30 minutes before the meeting starts. In addition to the actual RFP, the information meeting is the only medium available for RFP information. Technical assistance on programmatic content will not be provided.

A question and answer period will follow the RFP presentation. Agencies may fax questions to CTCP at any time during the presentation using the following fax lines: (916) 449-5505 and (916) 449-5517. CTCP staff will have a 15 minute break between the end of the RFP presentation and the start of the question and answer period to prepare responses to the faxed questions. The meeting is scheduled as follows:

Wednesday, October 15, 2008
1:30 p.m. to 4 p.m., Pacific Standard Time (PST)

Login for web portion:
https://conference.dhs.ca.gov/
Conference Reference: 943795
Participant Code: 129067
and
Login for phone portion: (916) 556-1508
Participant Code: 341714

F. PROPOSAL SUBMISSION REQUIREMENTS

1. Letter of Intent

For the purpose of planning the RFP review process, all potential contractors are encouraged to submit a letter notifying CTCP of the intent to submit a proposal. This letter is not binding and agencies may elect not to submit a proposal. Submit one (1) signed letter of intent by 5 p.m., PST, on October 22, 2008. The letter of intent should be prepared according to the instructions below in the "Request to Apply" instructions.

2. Proposal Submission

NOTE: All agencies agree, by submitting a proposal, that CTCP is authorized to verify all information in the RFP. All proposals 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.

Submit one (1) signed original (clearly marked "original") proposal, and eight (8) copies of the entire proposal. Proposals and all required copies must be received by 5 p.m., PST, on November 4, 2008, at CTCP.

- FAX copies will not be accepted. It is the sole responsibility of the applicant to ensure that CTCP receives the required number of copies of the proposal by the above deadline.

- A late or an incomplete proposal will be considered non-responsive and will not be reviewed.

- No changes, modification, corrections, or additions may be made to the proposal once it is received.

- Postmarks will not be accepted as proof of timely delivery.

Deliver completed proposals to CTCP, and clearly indicate "In-School Survey and Evaluation of the TUPE Program, RFP CTCP 08-85393" on the outside of the package or mailing envelope.

U.S. Postal Service (USPS) Delivery Address: If you submit a proposal through USPS, either regular or priority mail, send the package to the following address. Private shipping companies DO NOT deliver to this address.

ATTN: Robert Thurman
California Department of Public Health
CDIC/California Tobacco Control Program
MS 7206
P.O. Box 997377
Sacramento, CA 95899-7377
"In-School Survey and Evaluation of the TUPE Program,
RFP CTCP 08-85393"

Hand Delivery or Private Shipping Company Address: If you deliver in person or submit a proposal using a private shipping company (e.g., UPS or FedEx) use the street address on the next page. USPS WILL NOT deliver ANY mail to the street address, including priority mail.

ATTN: Robert Thurman
California Department of Public Health
CDIC/California Tobacco Control Program
MS 7206
1616 Capitol Avenue, Suite 74.516
Sacramento, CA 95814
"In-School Survey and Evaluation of the TUPE Program,
RFP CTCP 08-85393"

G. ONLINE REQUEST TO APPLY: INSTRUCTIONS FOR ACCESSING ONLINE SUBMISSION OF REQUEST TO APPLY FORMS

Information, resources, and access to all CTCP funding opportunities are consolidated within a single Web site known as Tobacco Control Funding Opportunities and Resources (TCFOR). This Web site is accessible at: http://tcfor.catcp.org. It provides the following information and functions:

- General information about the purpose and timelines of current and archived procurements.

- The ability to download the RFP and forms that must be completed, signed, and uploaded with the submission of the proposal.

- Access to Web sites, directories, and downloadable resource documents that may assist your agency in the preparation of its funding request.

- The ability to create a *"User Account."*

  - An agency that has either an active or inactive Online Tobacco Information System (OTIS) login and password is to use their existing OTIS login and password. Only users who have never had an OTIS login and password are to create a new "*User Account.*"

  - Please allow up to five (5) business days to receive your login name and password.

- The ability to *"Request to Apply"* to a funding opportunity.

  - Submitting a "*Request to Apply"* requires the user to state the funding amount anticipated to be requested, and it provides the ability to submit the "*Letter of Intent."*

  - A "*Request to Apply*" is only to be submitted by one individual per project/agency for which an application will be submitted (e.g., only one person from the *Stop Tobacco Use Now!* project at Coffee Health Clinic is to submit a "*Request to Apply*").

  - Once the request is approved by CTCP, the original requestor can request that additional user accounts be created and linked to the application so that these additional users can assist in the preparation of the application. This is done through the "*My Agency*"[1] section of OTIS.

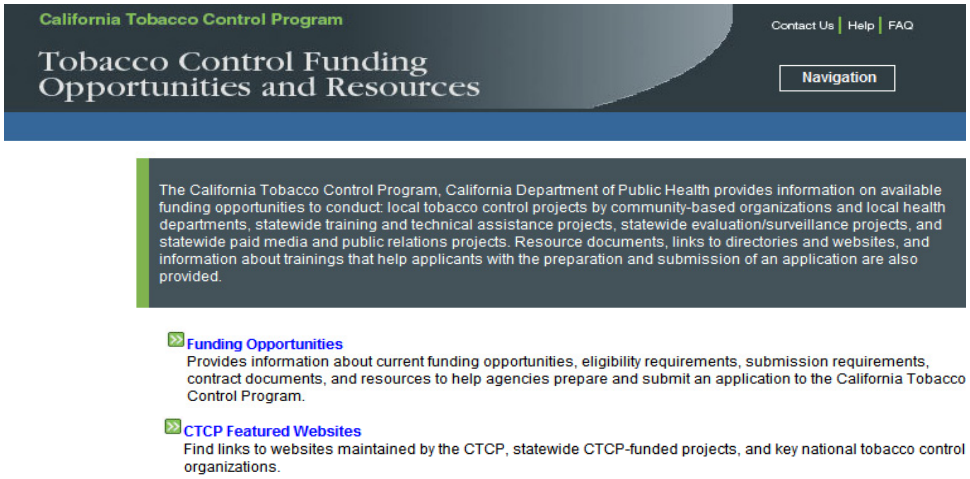
  - Within five (5) business days of submitting the *"Request to Apply,"* CTCP will notify the agency of the status of the request. If the request is approved, CTCP will send the requestor an e-mail verification and link to OTIS so that the agency can begin completing the online proposal.

[1] The link to *My Agency* is located in the footer of the OTIS Home page.

1. **Getting Started with the TCFOR Web site**

   a. Type in http://tcfor.catcp.org in the address line of your web browser to access the TCFOR Web site.

   b. Click on "*Funding Opportunities*" to access a list of current procurements released by CTCP.



   c. Click on RFP CTCP 08-85393 The In-School Survey and Evaluation of the California TUPE Program.

Current Funding Opportunities

Title	Open Date	Close Date
RFP CTCP 08-85393 The In-School Survey and Evaluation of the CA Tobacco Use Prevention Education (TUPE) Program	10-02-2008	11-04-2008

   d. Scroll down the screen to "*How to Apply*" and click on the "*Request to Apply*" link.

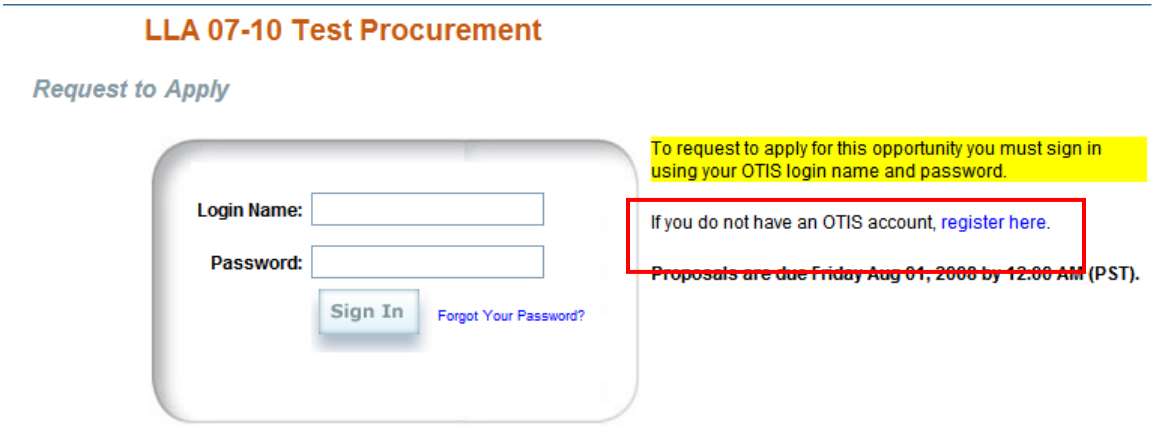
How to Apply: **Please read the Application Information before applying!**

Request to Apply

   e. If you already have either an active or inactive OTIS login name and password, fill in the "*Login Name*" and "*Password*" fields and click the "Sign In" button (Go to step h. below). If you have never had an OTIS login name

and password, click on the "***Register Here***" link. If you are a new user requesting a login name and password, please allow up to five (5) business days for CTCP to review the request and e-mail you a login name and password. To request a user account you will need to provide the following information about your agency:

- Full and Official Agency Name
- Shortened Agency Name (for use on reports and screens with character limitations)
- Agency ten-digit Federal Identification Number (FEID)
- Phone Number
- Fax Number
- E-mail Address
- Physical Address
- Mailing Address



f. After you submit your "*Request to Apply,*" CTCP will review it and within five (5) business days send an e-mail indicating the status of your request. If approved, this e-mail will include a link to the OTIS Web site for you to begin completing your application.

g. More detailed instructions are available in the *"Help*" section of the TCFOR Web site.

h. Once you are able to "Sign in" with a login and password, you will be asked to respond to several questions prior to finalizing your request to ensure that your agency is eligible to apply. After responding to these questions, please hit the "Submit" button.

i. After you "Sign in" you will also be asked to click on the button that lists your agency's name and its ten-digit FEID. If the agency name is not listed, then click on "Create New Agency" and you will be prompted to provide official information about your agency. Click "Next" to go to the next screen.

j. Anticipated Funding Request: You will also be asked to enter in the amount that you anticipate requesting for this application. Please review the RFP for information about the award amount available. This amount is only an estimate and CTCP uses this number for planning purposes only. When you submit the final application, you may request more or fewer funds.

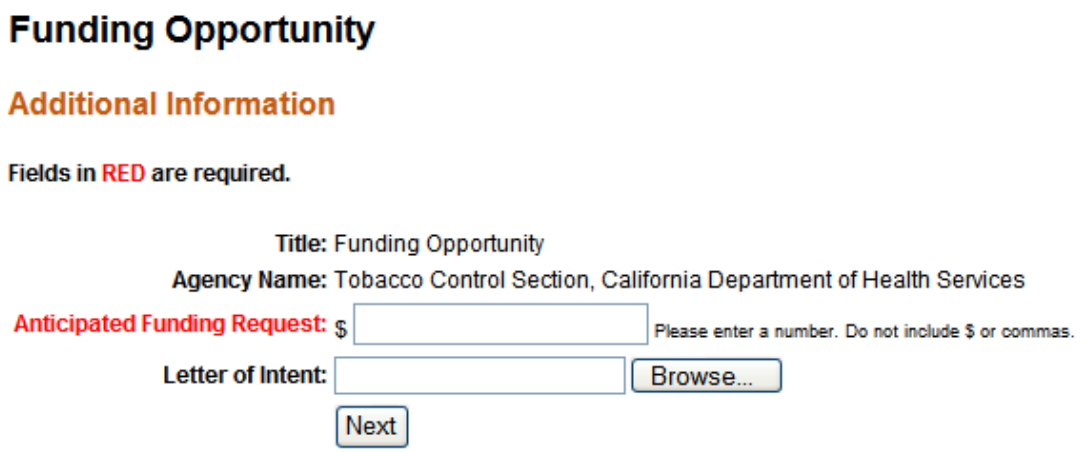
2. **Voluntary Letter of Intent**

- For purposes of CTCP planning the peer review process, all prospective proposers are encouraged to upload and submit a voluntary letter notifying CTCP of the agency's intent to submit a proposal as part of their "Request to Apply."

- The letter of intent must be submitted on the agency's letterhead, be signed, and state the name and number of the RFP under which the proposal will be submitted. Failure to submit a letter of intent will not affect the acceptance of any proposal. The letter of intent is not binding and prospective applicants are not required to submit a proposal merely because a letter of intent is submitted.

- CTCP requests that the prospective proposers submit their "Request to Apply" and letter of intent by **5 p.m., PST, October 22, 2008**. Letters of intent must be submitted via the TCFOR Web site. Letters sent via USPS, express mail, e-mail or fax will not be accepted.

- Prepare the letter using word processing software and upload the document as a word document or PDF and save it to your computer. To upload the letter of intent, click on "*Browse*" and search your computer files for the correct electronic file. Click on the name of the file and then click on "*Open*." The name of the file uploaded will appear in the "*Letter of Intent*" field. If you have uploaded the correct file, click on "*Next*."



- Verify that the "*Anticipated Funding Request*" and the "*Letter of Intent*" are correct. If they are correct, click on "*Submit Request*." If there is an error, click on "*Cancel Request*." If you cancel, you will start the "*Request to Apply*" process over.

Funding Opportunity

Request to Apply Submission

Please review the information listed below. If any of it is incorrect, click on the "Cancel Request" and start over. If it is correct, Click on "Submit Request" to send the Request to Apply to CTCP.

Once submitted you will receive E-Mail confirmation of the submission at the E-Mail listed for the account which submitted the request. You should receive a response from CTCP within five (5) business days.

Title: Funding Opportunity
Agency Name: Tobacco Control Section, California Department of Health Services
Anticipated Funding Request: $11,111.00
Letter of Intent: Uploaded Letter of Intent

Submit Request | Cancel Request

- Verification: Following the successful submission of your request, you will receive a notice similar to the one below.

Funding Opportunity

Request to Apply Submitted

Thank you for submitting your Request to Apply for this funding opportunity.

You will shortly recieve an E-Mail confirming your submission. You should recieve a response from CTCP within five (5) business days

Return to Funding Opportunities Overview

H. HARD COPY REVIEW PROCESS

1. Review for Completeness and Compliance with RFP Requirements

Proposals will be submitted in hard copy and will be date and time stamped upon receipt. Each proposal received by CTCP by 5 p.m., on November 4, 2008, will be reviewed for completeness and compliance with the information and instructions provided in the RFP instructions. Proposals that do not comply with the requirements will be considered non-responsive and excluded from the review. Omission of any required document or form, failure to use the required format for response, or failure to respond to any requirement or criteria may lead to the rejection of the proposal prior to peer review. CTCP reserves the right to waive any deviations it considers to be immaterial.

2. **Review Scoring and Funding Consideration**

a. Proposal Scoring

Proposals will be evaluated by a committee assembled by CTCP. The committee may include representatives of CDPH, CDE, State epidemiologists, and survey research experts.

Proposals will be scored on a scale of 0 to 160 points. The maximum point value of each section is as follows:

(1)	Agency Capability	40 points
(2)	Project Description (80 points total)	
	Project Narrative	
	• Evaluation Plan	35 points
	• Data Collection and Preparation Plan	25 points
	• Analytic Plan	15 points
	• Timeline	5 points
	• Organization Chart	0 points
(3)	SOW	20 points
(4)	Budget Justification/Budget	20 points
		160 points

3. **Contract Award**

a. Award of the contract will be to the proposal organization that earns the highest passing score. The passing score is 120 points. CTCP will release the award decision on December 18, 2008.

b. In the event that CTCP is unable to award a contract to the proposal organization that earns the highest passing score, CTCP reserves the right to negotiate, with the intent to award, a contract to the proposal organization that has met the requirements specified in the RFP and has earned the next highest passing score.

c. In the event the contract is not accepted by the proposal organization with the highest passing score; or, a contract is awarded to the organization with the highest passing score and later terminated, CTCP may negotiate, with the intent to award, a contract to the proposal organization having a passing proposal score. The 45 day deadline applies to the negotiation process.

d. Optional Oral Interviews or Presentation: CTCP reserves the right, at its sole discretion, to conduct oral interview(s) with, or request a presentation by the top ranking proposal organization(s) to establish the capacity of the agency.

- If CTCP decides to conduct oral interviews, scoring criteria and instructions will be sent under separate cover to the qualifying proposal agency. If conducted, the oral interview will be the basis for further consideration of a contract award.

- If CTCP decides to request a presentation, scoring criteria and instructions will be sent under separate cover to the qualifying proposal agencies. If conducted, the presentation will be the basis for further consideration of a contract award.

- Any travel associated with an oral interview or presentation will be at the proposer's expense.

4. **Notification of Award Decision**

   All agencies that submit a proposal for the RFP will be notified of the decision in writing. Agencies may request a copy of the consensus review tool summary page by submitting a written request to CTCP. This page provides the score and overall strengths and weaknesses of their proposal. If oral interviews or presentations are conducted, agencies may also request a summary of the reviewers' comments of the interview or presentation.

I. APPEAL PROCESS

Only those agencies that submit a proposal consistent with the requirements of this RFP and are not funded may appeal. Proposals with a passing score may not appeal. There is NO appeal process for proposals that are submitted late, non-compliant, or determined incomplete. Agencies may not appeal their funding level. Letters appealing the final proposal selection must be received no later than 5 p.m., PST, on January 7, 2008, at the address indicated below. (FAX copies are acceptable. E-mail letters are not acceptable). Appeals shall be limited to the grounds that CTCP failed to correctly apply the standards for reviewing the proposal in accordance with the RFP. The appellant must file a written appeal, which includes the issue(s) in dispute, the legal authority or other basis for the appellant's position, and the remedy sought.

Appeals must be mailed or faxed to:

Donald O. Lyman, M.D., Chief
California Department of Public Health
Division of Chronic Disease and Injury Control
P.O. Box 997377, MS 7200
1616 Capitol Avenue, Suite 74.660
Sacramento, CA 95899-7413
FAX: (916) 449-5505
Appeal RFP CTCP 08-85393

Clearly indicate “In-School Survey and Evaluation of the TUPE Program, RFP CTCP 08-85393” on the outside of the mailing envelope or FAX transmittal sheet.

At his sole discretion, the Chief of the Division of Chronic Disease and Injury Control, or his designee, may hold an appeal hearing with each appellant. A decision will be made, either based on the combination of the written appeal letter, and the evidence presented at the hearing, or based on the written appeal letter if no hearing is conducted. The decision of the Chief of the Division of Chronic Disease and Injury Control, or his designee, shall be final. There is no further administrative appeal. Appellants will be notified of decisions regarding their appeal in writing within 15 working days of their hearing date, or the consideration of the written appeal letter, if no hearing is conducted.

J. CONTRACT NEGOTIATION

Contract negotiations will be scheduled by CTCP following the award notification. The Contractor will be required to negotiate a final approved SOW, Budget, and Budget Justification in accordance with RFP and CTCP contracting requirements. The final SOW, Budget, and Budget Justification are part of the fully executed contract. Work shall commence by the contractor upon full execution of the contract.

K. TENTATIVE TIMELINE

October 2, 2008	Release of RFP
October 15, 2008	Information Teleconference/Webinar
October 22, 2008	Letters of Intent due by 5 p.m., PST
November 4, 2008	Proposals due by 5 p.m., PST
December 18, 2008	Award decision posted
January 7, 2009	Appeal deadline
April 1, 2009	Contract period begins
June 30, 2011	Contract period ends