CTCP Solicitation 16-10064

California Tobacco Control Information Clearinghouse

April 20, 2016

California Department of Public Health
California Tobacco Control Program
MS Code 7206
1616 Capitol Avenue, Suite 74.516
P.O. Box 997377
Sacramento, CA 95899-7377

TABLE OF CONTENTS

I. INTRODUCTION 1

A. Background 1

B. Purpose 1

C. Who May Submit an Application 2

D. Key Action Dates 3

E. Anticipated Funding and Contract Term 3

F. Funding Restrictions 4

G. Resolution of Differences Between Solicitation and Contract Language 4

H. CDPH Rights 4

I. Application Submission Requirements 5

J. Questions 6

II. SCOPE OF WORK 7

Scope of Work Core Components 7

III. INSTRUCTIONS FOR COMPLETING THE APPLICATION AND USING THE ONLINE TOBACCO INFORMATION SYSTEM (OTIS) 13

A. Complete the Contact Information (required but not scored) 13

B. Applicant Capability Section 13

C. Evaluator Information 16

D. Scope of Work (SOW) 16

E. Evaluation Plan 18

F. Narrative Summary 19

G. Budget and Budget Justification 21

H. Additional Documents 23

IV. APPLICATION SELECTION PROCESS AND CRITERIA 25

A. About This Section 25

B. Application Review Process 25

C. Application Selection Criteria 26

V. ADMINISTRATION 34

A. Solicitation Defined 34

B. Important Administrative Details 34

C. Solicitation Cancellation and Addendums 35
D. Immaterial Defect 35
E. Grounds to Reject an Application 35
F. Awards 36
G. Appeals 36
H. Disposition of Applications 37

APPENDICES (In order of appearance)

APPENDIX 1(A).	**LIST OF CDPH/CTCP LOCAL LEAD AGENCIES**
APPENDIX 1(B).	**LIST OF CDPH/CTCP GENERAL COMPETITIVE GRANTEES, STATEWIDE, STAKE, EVALUATION AND MEDIA CONTRACTORS**
APPENDIX 2.	**SAMPLE NON-PROFIT STATUS LETTER**
APPENDIX 3.	**CERTIFICATION OF NON-ACCEPTANCE OF TOBACCO FUNDS**
APPENDIX 4.	**CDPH/CTCP PROGRAM LETTER (PL) 12-01 ACM AND BMM GUIDELINES**
APPENDIX 5.	**CDPH/CTCP PROGRAM LETTER (PL) 12-03 ALLOWED POLICY ACTIVITIES**
APPENDIX 6.	**MANDATORY LETTER OF INTENT**
APPENDIX 7.	**TCFOR USER INSTRUCTIONS**
APPENDIX 8.	**AVAILABLE EDUCATIONAL MATERIALS**
APPENDIX 9.	**INSTRUCTIONS FOR ACCESSING THE OTIS TRAINING COURSE**
APPENDIX 10.	**TELL YOUR STORY: GUIDELINES FOR PREPARING A COMPLETE, HIGH QUALITY FINAL EVALUATION REPORT**
APPENDIX 11.	**THEORY AT A GLANCE: A GUIDE FOR HEALTH PROMOTION PRACTICE, NATIONAL CANCER INSTITUTE (2005)**
APPENDIX 12.	**BUDGET JUSTIFICATION INSTRUCTIONS**
APPENDIX 13.	**COMPARABLE STATE CIVIL SERVICE CLASSIFICATIONS**

California Department of Public Health (CDPH)
California Tobacco Control Program (CTCP)
California Tobacco Control Information Clearinghouse (I-Clearinghouse)
Solicitation 16-10064

I. INTRODUCTION

A. Background

Appropriate and accessible information, resources, references, and educational materials are essential for the California Department of Public Health (CDPH), California Tobacco Control Program (CTCP) - funded projects implementing interventions to reduce and prevent tobacco use in California. The breadth of tobacco control issues and populations that exist within California are extensive. It is vital that CDPH/CTCP provide information management services that are capable of meeting the demands and needs of its funded projects and others engaged in tobacco control efforts. Therefore, the California Tobacco Control Information Clearinghouse (I-Clearinghouse) contractor must provide centralized oversight and coordination of the services described below.

B. Purpose

Through this solicitation, the CDPH/CTCP will fund one public or private nonprofit agency to operate and maintain a statewide tobacco control information and resources clearinghouse as described in the Scope of Work. This contract is awarded pursuant to H&SC 104375 (f) and is exempt from the Public Contract Code. I-Clearinghouse services primarily target CDPH/CTCP-funded projects (*See Appendices 1A and 1B for a listing of currently funded projects*). These projects work in diverse communities across California. They have a need for high quality, linguistically appropriate, and culturally tailored evidence-based educational materials and content for outreach efforts aimed at preventing and reducing tobacco use, secondhand smoke exposure, and tobacco promoting influences, as well as increasing tobacco cessation and coalition capacity. Educational materials and other content must be relevant to California's diverse communities and support CDPH/CTCP educational campaigns.

Educational materials, content, and resources must be aligned with the Tobacco Education Research Oversight Committee (TEROC) 2015-2017 Master Plan: Changing Landscape: Countering New Threats. This plan identifies several groups as priority populations to be addressed by CDPH/CTCP efforts. Priority population groups have higher rates of tobacco use than the general population, experience greater secondhand smoke exposure at work and at home, are disproportionately targeted by the tobacco industry, and suffer from higher rates of tobacco-related disease and disability compared to the general population. As identified by TEROC, these priority populations include, but are not limited to:

- American Indian, Asian American, African American, other people of African descent, Latinos, Native Hawaiians or Pacific Islanders
- People of low socioeconomic status, including the homeless [185% at or below the federal poverty level (FPL)]
- People with limited education, including high school non-completers

- Lesbian, gay, bisexual, and transgender (LGBT) people
- Rural residents
- Current members of the military, veterans
- Individuals employed in jobs or occupations not covered by smoke-free workplace laws
- People with substance use disorders or behavioral health issues
- People with disabilities
- Formerly incarcerated individuals

C. Who May Submit an Application

1. Any public or private non-profit agency is eligible to apply for this solicitation to operate and maintain the I-Clearinghouse. The Applicant must be based in California or have an established satellite office (i.e. operated in the State for two years or more). Only one Application may be submitted per organization/organization unit. For Applicants claiming private non-profit status, either a certification from the State of California, Office of Secretary of State, a letter from the Department of the Treasury, Internal Revenue Service (IRS), or other documentation from a state regulatory oversight agency classifying the administrative agency as a public or private non-profit must be included with the submission of the application. A sample letter from the IRS is provided (*See Appendix 2: Sample Non-Profit Status Letter*). Applications from public organizations (e.g., city, county, and university) are not required to submit documentation to certify non-profit status.

2. Pursuant to Health and Safety (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. Consortium members must be represented in the scope of work and budget in approximately equal proportions. Ineligible applications will not be reviewed.

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

4. Any agency that receives funding from, or has an affiliation or contractual relationship with a tobacco company, any of its subsidiaries, or a parent company, during the term of the contract, is not eligible for funding under this solicitation. To avoid any real or apparent conflict of interest on the part of the proposed contractor or any of its proposed subcontractors, employees, officers and directors of the Applicant or its proposed subcontractors, Applicant certification to this effect is required at the time the application is submitted.*(See Appendix 3: Certification of Non-Acceptance of Tobacco Funds)*

5. 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 the contract (either paid, voluntary, or in kind) 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 CTCP. Acceptance of such funds during the term of the contract is grounds for termination. The PI's certification to this effect is required at the time the application is submitted.

D. Key Action Dates

Key activities and times for this solicitation are presented below. This is a tentative schedule. Any updates to this schedule will appear as an addendum to this solicitation and will be posted on the CDPH/CTCP Tobacco Control Funding Opportunities and Resources (TCFOR) web site at: https://tcfor.catcp.org/.

ACTIVITY	ACTION DATES (all times in PST)
Solicitation Release Date	April 20, 2016
OTIS Open for Application Input	April 20, 2016
Informational Webinar	April 25, 2016 10:00AM -12:00PM
Last Day to Submit Questions	April 29, 2016 12:00 PM
Mandatory Letter of Intent Due Date	May 09, 2016 12:00 PM
Application Due Date	**June 06, 2016 by 5:00 PM**
Notice of Award	July 15, 2016
Appeals Due	July 21, 2016
Appeals Hearing	July 25, 2016
Appeals Decisions Announced (tentative)	July 26, 2016
Contract Start Date	January 1, 2017
Contract End Date	June 30, 2021

E. Anticipated Funding and Contract Term

1. Approximately $5,400,000 is expected to be available for this solicitation. The contract is for a 54 month period (4.5 years) beginning on January 1, 2017 and ending June 30, 2021. The Applicants budget shall not exceed the amounts, per fiscal year, listed in Table 1 below:

Table 1

Fiscal Year	16/17	17/18	18/19	19/20	20/21	Total
Available Funding	$600,000	$1,200,000	$1,200,000	$1,200,000	$1,200,000	$5,400,000

2. At its sole discretion, CDPH shall have the option to provide additional funding, in response to an increased workload, beginning in Fiscal Year 17/18, not to exceed

$800,000 per fiscal year, for a total of $8,600,000 (See Table 2). To be eligible for the award and the additional funding, Applicants must complete and submit an Additional Funding Cost Proposal. (See *Section III, Instructions for Completing the Application and Using the Online Tobacco Information System (OTIS)*, sub-section G for further instructions):

Table 2

Fiscal Year	16/17	17/18	18/19	19/20	20/21	Total
Available Funding	$600,000	$1,200,000	$1,200,000	$1,200,000	$1,200,000	$5,400,000
Additional Funding	N/A	$800,000	$800,000	$800,000	$800,000	$3,200,000
Total	$600,000	$2,000,000	$2,000,000	$2,000,000	$2,000,000	$8,600,000

3. Funding is contingent upon available revenues, appropriation by the Legislature and the Governor. CDPH/CTCP reserves the right to negotiate additional work with the successful Applicant that is consistent with the work components identified in *Section II: Scope of Work*, should additional funding become available.

4. CDPH/CTCP reserves the right to terminate the contract if the application submitted, awarded, negotiated, and approved by CDPH/CTCP as a result of this solicitation is not implemented satisfactorily, or if work is not completed by the due dates prescribed in the contract's Scope of Work.

F. Funding Restrictions

See Appendix 4, CTCP Program Letter (PL) 12-01 ACM and BMM Guidelines, and Appendix 5, CTCP Program Letter (PL) 12-03 Allowed Policy Activities.

G. Resolution of Differences Between Solicitation and Contract Language

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

H. CDPH Rights

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

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

2. Issue clarification notices, addenda, alternate solicitation instructions, forms, etc. If this solicitation is clarified, corrected, or modified, CDPH/CTCP intends to post all clarification notices and/or solicitation addenda on the CDPH/CTCP TCFOR 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 solicitation. 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 contract terms if a contract is awarded.

4. CDPH/CTCP reserves the right to withdraw any award or request modifications to the Scope of Work (SOW) and/or Budget of any proposed projects or project components as a condition of the contract award.

5. CDPH/CTCP reserves the right to withdraw any award or request modifications to the SOW and/or Budget of any application component(s) as a condition of the contract award.

I. Application Submission Requirements

Mandatory Letter of Intent

1. For the purpose of planning the solicitation review process, all prospective Applicants **are required** to submit a letter notifying CDPH/CTCP of their 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.

2. One signed Letter of Intent must be uploaded to the TCFOR website (https://tcfor.catcp.org/) by **5 p.m. PST, on May 09, 2016**. Letters submitted past the deadline will not be considered. The TCFOR website time stamp will be used to verify time of submission. It is strongly advised that Applicants not wait until the last day to upload the Letter of Intent, as the deadline will not be waived for technical difficulties.

3. The mandatory Letter of Intent is part of the "Request to Apply" section on the TCFOR website (see *Section III: Instructions for Completing the Application and Using the Online Tobacco Information System (OTIS)* for more information).

4. The Letter of Intent must be submitted on the Applicant's letterhead, signed by an authorized agency signatory or their official agent, and must state the following: 1) the name and number of the solicitation under which the application will be submitted (California Tobacco Control Information Clearinghouse, Solicitation 16-10064); 2) the estimated budget request; and 3) a short description of the proposed project.

5. Instructions for the Letter of Intent are provided in *Appendix 6: Mandatory Letter of Intent. Instructions for submitting the Letter of Intent are provided in Appendix 7, TCFOR User Instructions.*

6. Letters of Intent must be submitted in OTIS. Letters of Intent **will NOT** be accepted via email, fax, or mail.

7. For technical assistance with uploading the Letter of Intent, contact Humberto Jurado at (916) 449-5474. Please do not wait until 4:00 p.m. of the submission due date to ask for assistance, as Mr. Jurado may be assisting others.

Solicitation Informational Webinar

CDPH/CTCP has scheduled an optional Online GoToTraining® Informational Webinar. Prospective Applicants intending to submit an application are strongly encouraged to participate. The purpose of the Informational Webinar is to provide potential Applicants with an opportunity to ask questions about the requirements for the preparation and submission of the application for this solicitation. A summary of participant questions and responses will be posted on TCFOR at https://tcfor.catcp.org/.

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

The Informational Webinar is scheduled for:

April 25, 2016 10:00AM-12:00PM (PST)

J. Questions

All questions regarding this solicitation, including clarification of materials, instructions, or requirements, must be submitted by 12:00 PM on **April 29, 2016** to the following email address: **CTCPInbox@cdph.ca.gov**. Please include "CTCP Solicitation 16-10064" in the subject line. All relevant questions and responses will be posted at https://tcfor.catcp.org by May 06, 2016. Any verbal communication with CDPH/CTCP staff concerning this solicitation is not binding on the State and shall in no way alter a specification, term, or condition of the solicitation.

For technical assistance with using the TCFOR or OTIS web applications, contact Humberto Jurado or Scott Kelley at (916) 449-5500.

II. SCOPE OF WORK

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

Scope of Work Core Components

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

A. Website Development and Maintenance

Description: Develop and maintain a website that is a portal to an online educational materials catalog, materials ordering system, and access to technical assistance. The website is to provide the following service functions:

1. Educational materials that can be downloaded as single copies or in camera-ready formats that can be taken to a printer for mass printing.

2. Downloadable social media and text messages for posting by CDPH/CTCP-funded projects and others.

3. No-cost materials that support CDPH/CTCP efforts should be available for ordering and shipment. These materials include: California Smokers' Helpline (CSH) materials (e.g., brochures, cards, posters), Stop Tobacco Access to Kids Enforcement (STAKE) Act kits and adhesive age-of-sale warning signs, Minimal Smoke-Free Homes Intervention kits, specialized print educational materials, materials that support CDPH/CTCP campaigns, and reports (e.g., TEROC Master Plan). Budget for fulfillment and bulk distribution of these items, including shipping of no more than 1,000 free materials per order and 3,000 per calendar year to non-profit agencies. See *Section II, sub-section D Material Order Fulfillment and Distribution* for projected quantities, materials, and distribution amounts.

4. Educational materials development technical assistance for CTCP-funded projects. Technical assistance should include information on topics such as research, design, reading levels, defining the audience, and field testing of materials.

5. Links to the websites of key national and state tobacco control websites such as Americans for Nonsmokers' Rights, American Legacy Foundation, Campaign for Tobacco Free Kids, ChangeLab Solutions, American Lung Association of California Center for Tobacco Policy and Organizing, California Youth Advocacy Network, The Loop, and CSH. The websites provide information and resources that California Tobacco Funded projects and Tobacco Control staff use on a regular and on going basis.

6. A web-based design-your-own educational materials platform service, featuring "drag and drop" functionality. This service is to provide customers the ability to select from pre-approved written, photo and graphic content to create custom educational materials including, but not limited to: brochures, posters, post cards, bookmarks, stickers or signs. The website content may be populated from existing approved CDPH/CTCP educational

materials found in the 2015-16 Tobacco Education Clearinghouse of California print and online catalogs, developed by the I-Clearinghouse contractor, or by CDPH/CTCP funded agencies that provide approval for content they developed to be used for this purpose. *CDPH/CTCP will have final approval and domain ownership of the website.* Other educational materials will also continue to be created in the field and by CSH and will be submitted to the Materials Review Committee prior to being made available for download.

B. <u>Materials Development</u>

Description: Develop and maintain a system to periodically assess, review, refresh, and cull the online catalog. This system is to include processes and procedures for soliciting and reviewing materials and content from CDPH/CTCP funded agencies and others for download through the online catalog; creation and maintenance of a Materials Review Committee; regular coordination and collaboration with CDPH/CTCP and key stakeholders on materials development; and the ability to create in whole or part educational materials or content for educational materials which may include photography, videography, and language translation services.

1. Develop and maintain a system to annually assess, review, refresh, and cull the content available through the online catalog. This system may include conducting needs assessments, user satisfaction surveys, website analytics, and/or other mechanisms.

2. At least twice per year, and on an as needed basis, coordinate materials development planning meetings with CDPH/CTCP and other key CDPH/CTCP partners and stakeholders such as the California Smokers' Helpline to revise and/or develop educational materials relating to tobacco control initiatives.

3. Create and convene a Materials Review Committee at least twice per year, made up of subject matter experts for the purpose of: reviewing and rating educational materials for subject matter accuracy, cultural competency, and language appropriateness, and appropriateness for statewide distribution through the I-Clearinghouse. Materials Review Committee processes and procedures should be cost-effective, time efficient, and provide feedback to the submitter. Mechanisms should be defined to convene the Materials Review Committee, distribute materials for review, and receive feedback back from committee members. All materials reviewed by the Materials Review Committee are expected to have undergone prior field testing.

4. Provide educational materials design support services that include: photography, videography, and language translation. These services may be used to enhance content available through the web-based design-your-own educational materials platform or at the request of CDPH/CTCP in creating educational materials for statewide distribution.

   Note: Photography and videography services are not expected to exceed 60 hours or three (3) projects per fiscal year. Language translations services are not expected to exceed 80 hours per fiscal year. Primary languages of interest are Spanish, Chinese, Korean, Vietnamese, and Arabic.

5. Evaluate the specifications of new materials and products, provide pricing specifications, and broker the printing/production of each educational material that has been approved for inclusion in a print and online catalog; ensure competitive pricing of materials, high quality production, accuracy, and on-time product delivery.

6. Host and utilize an existing software or web-based platform to track and coordinate materials from development through printing and distribution and to track copyright requests and approvals. The software or web-based platform selected must be accessible to coordinate internally as well as with CDPH/CTCP. The system should have the ability to describe basic information about the materials in terms of format, design, quantity, timelines, and approvals, and must be able to accept uploaded files.

C. <u>Educational Materials Management</u>

Description: Develop and maintain an educational materials management system that includes the following functionality: 1) a digital and paper catalog that describes the availability of educational materials including: limited quantity bulk distribution orders, downloadable single print copies and camera-ready copies to take to a printer; downloadable social media posts; and downloadable text messages, and 2) management of ongoing production, printing, copyright/artwork management, inventory management, warehousing and materials distribution. As part of Educational Materials Management services, the I-Clearinghouse is authorized to enter into individual agreements with customers to provide printing services. Such agreements will be independent of this CDPH/CTCP contract award.

1. Create and maintain a digital and print catalog made accessible to CDPH/CTCP funded agencies, subcontractors, schools, California State agencies, health care providers, and others.

   <u>Current Sales Catalog Creation, Fulfillment, and Distribution Statistics</u>
   - Monthly digital download of materials: 1,000 pages per month.
   - Design and print 10,000, 72-page catalogs and 2,000-3,000 1-2 page supplements annually to market available materials.

2. The I-Clearinghouse will be responsible for the production, printing, inventory management, and warehousing services for materials vetted by the Materials Review Committee and CDPH/CTCP, including CSH quit kits and materials, STAKE Act materials, Minimal Smoke-Free Homes Intervention kits; and specialized educational materials to support CDPH/CTCP educational campaigns.

3. Provide copyright/artwork management. The I-Clearinghouse shall manage copyright related requests to print, distribute, display, adapt, and customize CDPH/CTCP materials in accordance with guidelines based on copyright law and CDPH/CTCP policies. The I-Clearinghouse will: 1) ensure any and all copyright documentation associated with an approved catalog of material is collected and on file prior to print production of the material; 2) assist CDPH/CTCP contractors and other agencies state- and nationwide interested in adapting or using CDPH/CTCP materials.

D. Material Order Fulfillment and Distribution

Description: Provide fulfillment and bulk distribution of no-cost materials to CDPH/CTCP funded agencies and non-profit agencies.

1. Fulfillment and bulk distribution materials of the materials identified below are limited to 1,000 pieces per order and 3,000 per calendar year per agency. These materials are to be made available at no cost to CDPH/CTCP funded agencies and non-profit agencies. Over the course of the contract, items on this list may be substituted with comparable materials or the list may be expanded should additional funds become available for this solicitation. (*See Appendix 8: Available Educational Materials,* the catalog of materials can be viewed at http://www.tobaccofreecatalog.org/).

2. Provide quit-kit fulfillment for the California Smokers' Helpline (approximately 65,000 annually; 150 to 200 quit kits per day). The CSH is funded by CDPH/CTCP to provide free tobacco cessation services to all California residents. Callers to the Helpline may enroll in counseling services, be referred to a local tobacco cessation provider in the caller's geographic area, and/or request self-help quit kits.

   Quit kits are mailed to individuals directly and are available in English and Spanish. The quit kit consists of a booklet, cover letter, and up to 2-3 additional materials. At a minimum, quit kit fulfillment is to be year round, Monday – Friday, with the exception of the following holidays that may occur during the Monday-Friday week: New Year's Day; Martin Luther King, Jr. Holiday; President's Day; Cesar Chavez Day; Memorial Day; Independence Day; Labor Day; Thanksgiving Holiday (2 days); and Christmas Day.

   As part of quit kit fulfillment services: 1) maintain sufficient inventories of materials required for compiling the quit kits; 2) interact with printing houses to ensure an adequate supply of materials is on hand at all times; 3) accurately assemble, address, and mail (first class postage) within 24 hours, customized quit kits that address the specific needs of the recipient; 4) communicate with the computerized database of the CSH at least once per day to download requests and to fulfill orders; 5) maintain the confidentiality of the database and ensure that the data is purged on a weekly basis; and 6) provide a computerized daily feedback loop with the CSH on materials disseminated and documentation of mailing dates and the average turn-around times for the mailings; 7) provide fulfillment of quit kits and other CSH materials year-round with no breaks in service.

   Current Quit Kit Statistics
   - Approximately 100 to 180 quit kits assembled and disseminated daily.
   - The request rate for the kits is fairly level throughout the year.
   - Each completed quit kit weighs an average of 6.9 ounces.
   - 24-hour turn-around.

   Free CSH Material Distribution Statistics
   - Approximately 600,000 units per year.
   - 2-3 day turn-around.

3. Fulfill orders, at no-cost, of CSH materials available through the catalog, up to 1,000 print copies per order; not exceeding 3,000 print copies annually, per customer/organization. On a monthly basis, provide the CSH with an Excel spreadsheet containing information on customers referred from the CSH website so they can be tracked as CSH customers. Such information will include first and last name, position, organization, department (if any), email address, and telephone number. Two weeks prior to semiannual CDPH/CTCP progress report due dates, provide the CSH with an aggregate report of all CSH promotional materials ordered and distributed in the previous reporting period.

4. Fulfill Minimal Smoke-Free Homes Intervention kits (approximately 21,500 annually). Ensure the production and sufficient inventory of required smoke-free homes materials. Process orders received from the seven funded agencies with three mailings per household identified. On a daily basis (Monday - Friday), assemble, label and ship packets containing materials specified by Emory University. Provide 24-hour turn-around fulfillment time on mailings. Enter mailing information into database, including undeliverable/returned mail notices.

5. Fulfill STAKE Act kits and laminated adhesive STAKE signs (approximately 50,000 - 100,000 annually) orders from retailers and approved CDPH/CTCP-funded projects. STAKE Act materials are only available for retailers and CDPH/CTCP funded projects. Orders are not subject to specified limits however, orders exceeding 500 kits are sent to CDPH/CTCP for approval before being fulfilled.

6. Provide warehouse facilities to house bulk purchasing of physical items meant for distribution.

7. Provide customer service via phone/website for order intake. Ship orders within three to five days of order receipt. The public website shall include a searchable sales catalog with on-line ordering services that will permit individual and bulk ordering of educational materials. Provide web-based inventory management system for order or download processing and fulfillment; management of mailing lists; retention of customer information as appropriate; and facilitation of online ordering.

8. Provide printing and distribution for CDPH/CTCP reports and factsheets. CDPH/CTCP estimates 4-6 reports during this contract period. Reports range from 50-200 pages and consist of 250-1000 copies for distribution to CDPH/CTCP-funded agencies and stakeholders. Graphics, color, and paper quality will vary depending on the material.

E. <u>Educational Materials Technical Assistance (TA) Services</u>

Description: Provide technical assistance to CDPH/CTCP-funded projects on educational materials design, testing, and printing; help with the development of internal social media business rules (e.g., review/approval/posting best practices and guidance) related to social media and text messaging outreach interventions; and maintain website help desk for the web-based customizable educational materials development service. Technical assistance will also requiring meeting quarterly with CDPH/CTCP staff for face to face meetings.

1. Provide technical assistance to CDPH/CTCP-funded projects and CDPH/CTCP staff through webinars, face-to-face trainings, and tip sheets. Topics should include but are

not limited to:

- Use of the design-your-own educational materials website
- How to conduct social media and text messaging outreach interventions
- Best practices for educational materials testing/piloting
- Provide printing recommendations to CDPH/CTCP-funded projects if requested

2. Provide assistance with developing business rules related to text messaging and social media educational outreach interventions.

3. Provide a website help desk to assist users experiencing difficulty with the drag and drop features of the design-your-own educational materials feature. Users will be able to submit questions, concerns and comments via email or phone. Response time should not exceed 24 hours.

F. <u>Promote I-Clearinghouse Services</u>

Description: Develop and implement a marketing and outreach plan to promote the services provided by the I-Clearinghouse. CDPH/CTCP-funded projects and other community stakeholders will be reached via targeted communications promoting the services of the I-Clearinghouse.

1. Regularly notify partners about the availability of educational materials and content using direct mail, email, mobile applications, social media and other electronic means including conducting tailored outreach communications for special population materials (e.g., behavioral health, American Indians, chewing tobacco users); and special content areas (e.g., secondhand smoke, multi-unit housing, flavored tobacco products).

2. Produce targeted emails to promote the print and online catalogs, special offers and packaged products, most popular downloadable products and signature materials, and other services as appropriate. Email campaigns will: (1) be designed to reach a broad cross-section of tobacco control advocates at state, regional, and local levels; (2) promote health-related events (e.g., American Heart Month, National Public Health Week, Great American Smokeout); (3) be specially targeted to at least five different market segments (i.e., CDPH/CTCP-funded agencies, non-funded California organizations, healthcare providers, K-12 schools, colleges, governmental and non-governmental public health agencies); (4) send bi-weekly notifications to the online catalog through electronic mailing lists; and (5) track catalog customers who download materials by email address.

III. INSTRUCTIONS FOR COMPLETING THE APPLICATION AND 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 scope of work (SOW) and budget, and submit and approve progress reports. The system is accessible 24 hours per day, seven days per week, and provides access to several reports and a communication system.

For guidance on how to submit an "Applicant Registration" form, Letter of Intent, and create an OTIS "User Account," see the *Applicant 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 information solicitation 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 7: TCFOR User Instructions*.

OTIS includes a web-based training tutorial entitled, *Creating Your Application/Plan*. This training tutorial explains how to use the system and provides 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 Applicant, proposed project director, agency fiscal contacts, and Official Agency Signatory. Input the requested information into the Contact Information section in OTIS.

1. Agency & Contract Information: Complete the Contract Information and provide the project name. For "*Health Jurisdiction(s) this project works in:*" and "*Region(s) this project works in:*" scroll down to the bottom of each list and designate "*Statewide*" and "*Statewide (All Regions)*" for your selections. Identify by choosing "*Yes*" or "*No*" if your contract address is the same as your agency information.

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 (REQUIRED AND SCORED)

This section provides information regarding the ability of the Applicant to successfully implement the tobacco control contract project being proposed in the solicitation. The Applicant should demonstrate how and why its organization is capable of undertaking the contract project and that it has a high probability of being successful, based on current and past successes, and lessons learned. The Applicant's qualifications will be evaluated against the scoring criteria. Please respond to each item.

Agency Experience:

1. Agency Experience: Briefly describe the Applicant's experience, the types of programs and services the Applicant conducts, and the audiences, groups and organizations that the Applicant works with. Describe how the Applicant's experience is consistent with the purpose identified in this solicitation and note a minimum of three years of demonstrated experience and credibility performing operations outlined in *Section II: Scope of Work*.

2. Agency Staffing: Describe the formal educational background and professional experience of proposed staff with designing and operating customized clearinghouse services; information systems development and management, including website development, maintenance and hosting services; database management; information communications systems, bulk materials production and distribution, educational materials development; warehousing of physical resources; materials development training and technical assistance; and establishment of linkages with organizations and individuals. Please also describe the qualifications of the subcontractors (if applicable). This description should show that the staff and subcontractors (if applicable) have the necessary qualifications and experience to successfully complete the project as submitted.

3. Demonstrated Results: Briefly describe two successes related to accomplishments that are similar to the work solicited here highlighting collaboration, creativity, and demonstrated results. In the description provide information about the planning, implementation, evaluation results, and lessons learned.

4. Demonstrated Access to Print, Production, and Fulfillment Center Facilities: Describe your experience and/or working relationship with print and production vendors; describe how competitive pricing will be obtained. Describe the warehouse or other facilities that will house the processing and shipping of bulk materials.

Organizational Start Up

1. Describe the Applicant's primary physical office space (including warehouse space), and location for the proposed project, capability and resources to start up and begin implementation of activities within six weeks of the contract 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 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.

2. All bidders must address the requirements of the Tax Debtor List to meet the requirements of 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 on paying state income tax in excess of $100,000 to the California Franchise Tax Board. Prior to submitting a bid or application and prior to executing any state contract or renewal of goods or services, a vendor must certify that it is 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. Follow the instructions in the Additional Documents section of this solicitation (*Section III Instructions for Completing the Application and Using the Online Tobacco Information System (OTIS) Subsection H*) for required documentation.

3. 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 audit findings. Negative audit findings and their resolution 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 government agency, the agency's contact person and phone number, the year the audit was conducted, and the audit findings and resolution.

4. Administrative Staffing: Describe the Applicant's current administrative staffing pattern for activities such as contract and contract 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, communication equipment, and warehouse facilities and equipment that the Applicant and subcontractors and/or consultants (if applicable) have available for use under the term of the contract.

   Include in the description:

   - The number and type of equipment available (e.g., 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 websites, word processing, spreadsheets, databases, etc.
   - Approximately when the computer equipment was purchased.
   - Description of the warehouse or other facility that will house bulk distribution items and the necessary equipment to fulfill orders.
   - The availability of equipment (e.g., 100 percent, 50 percent, 25 percent, etc.) for use by staff proposed for this contract, if funded.

Letters of Reference

1. Solicit, scan, and upload into OTIS three letters of reference from three separate entities. Letters of reference must be written to the Applicant. No more than three letters will be accepted. If the Applicant is currently receiving or has within the last two years received funding from a local, state, or federal agency, other than CDPH/CTCP, one of the references must be from one of these 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.
   - The Applicant's ability to fulfill the activities and functions identified in the Scope of Work; the Applicant's fiscal and administrative ability to manage project funds, including timely and accurate submission of fiscal, program, and evaluation documents; the ability to maintain positive collaborative relationships with appropriate customers.

C. <u>Evaluator Information</u> (REQUIRED AND SCORED)

1. Select the Plan Evaluator. See the OTIS web-based training tutorial: Creating Your Application/Plan; module: Evaluator Information for instructions on how to invite, identify, and select your Plan Evaluator (*See Appendix* 9: *Instructions for Accessing the OTIS Training Course*, for access instructions).

2. After the Plan Evaluator is selected, this individual must complete and independently submit through OTIS the "Certification of the Evaluator's Role in Preparing the SOW." See the OTIS web-based training tutorial: *Creating Your Application/Plan*; module: *Evaluator Information* for instructions on how to manage the certification. Make sure your evaluator is aware of this requirement and do not wait until the due date for the evaluator to submit the certification. Technical difficulties will not relieve the Applicant of meeting the submission deadline.

D. <u>Scope of Work (SOW)</u> (REQUIRED AND SCORED)

1. Develop a 54-month (4.5 years) SOW that is commensurate with the costs included in the budget and budget justification.

   Complete the following items pursuant to the OTIS web-based training unit *Creating Your Application/Plan* (*See Appendix 9: Instructions for Accessing the OTIS Training Course, for access instructions*):
   a. Project Objective.
   b. Designate as the "Primary Objective" the objective which contains the *design- your-own* materials webpage activities.
   c. Identify the Priority Area, and Asset associated with the objective.
   d. Identify the Evaluation Design for the objective.
   e. Identify Summary Intervention Topics appearing in the SOW
   f. 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.

2. The SOW should include objectives consistent with the assets listed below.
   a. Assets represent factors that support and sustain tobacco control efforts in the community such as the availability of funding for tobacco control efforts, strength of collaborative relationships, and access to culturally appropriate information. For the purposes of this solicitation the Applicant should include assets from the list below:
      - **2.1 Training and Skill Building:** the extent training and technical assistance are available to diverse community groups to enable them to effectively engage in tobacco control activities and activities to reduce tobacco related social determinants of health.
      - **3.4 Tailored Educational and Outreach Materials:** The extent our tobacco control program makes culturally appropriate educational, outreach and media materials easily available and appropriate for the languages and literacy levels of commonly encountered groups in the service area.

   b. The *design-your-own* 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 10: Tell Your Story: Guidelines for Preparing a Complete, High Quality Final Evaluation Report*.

   c. For each activity, complete the following information:
      - Copyright: Respond "Yes" or "No" to indicate whether the deliverable represents a work product subject to copyright.
      - Percent Deliverable: Identify the combination staff and budget resources necessary to complete the activity. Percent deliverables for the entire SOW must equal 100 percent.
      - Start/End Dates: Designate the progress report period in which an activity will begin and the date in which the activity will be completed.
      - Responsible Parties: Identify budgeted personnel, consultants and subcontractors and non-budgeted entities (e.g., volunteers, advisory council) responsible for completing the activity. Budgeted titles must be consistent with the titles used in the Budget Justification. Note: A budgeted personnel must be included in all activities that contain a percent deliverable that is greater than zero percent.
      - Tracking Measures: Identify tracking measures to be submitted to CDPH/CTCP to substantiate the completion of each activity.
        i. List no more than two tracking measures per activity.
        ii. Each tracking measure should be unique and specific to the activity.
        iii. Do not list the same tracking measure for multiple activities.
        iv. Tracking measures in which the percent deliverable is greater than zero percent must be designated as being submitted with the progress report.

3. See *Section II. Scope of Work Core Components* for additional information on developing the SOW.

E. <u>Evaluation Plan</u> (REQUIRED AND SCORED)

1. Evaluation Reporting Section: Complete this section as described in the OTIS web-based training unit: *Creating Your Application/Plan*; module: *Evaluation Plan* (*See Appendix 9*: *Instructions for Accessing the OTIS Training Course* for access instructions). Describe how the evaluation data will be gathered, analyzed and disseminated, designate the progress report periods in which Final or Brief Evaluation Reports will be submitted to CDPH/CTCP, and describe any limitations or challenges anticipated with completing the evaluation. Similar to the other activities, complete Tracking Measures and Responsible Parties.

2. The evaluation activity plan describes and allows for the selection of outcome and/or process data to be collected. For this solicitation the most likely evaluation plan types are Other with Measurable Outcome or Other without Measurable Outcome. See the Tobacco Control Evaluation Center (TCEC) website for tools and resources to help design the evaluation plan (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, Data Collection Training, Evaluation-Related Training, Youth Tobacco Purchase Survey, Outcome Data Collection, and Other Evaluation Activities.
   *Note***:** Please include an activity to evaluate the web-based *design-your-own* educational materials platform service, featuring "drag and drop" functionality.

3. For each evaluation activity, complete the following information:
   a. Copyright: Respond "Yes" or "No" to indicate whether the deliverable represents a work product subject to copyright.
   b. Percent Deliverable: Assign a percent deliverable greater than zero percent to every activity in the Evaluation Plan. The percent deliverable is to reflect the combination staff and budget resources necessary to complete the activity. **At least 2.5 percent of the total deliverables/budget must be allocated to evaluation activities.**
   c. Start/End Dates: Designate the progress report period in which an activity will begin and the progress report period in which the activity will be completed.
   d. 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 Justification. Note: Personnel must be budgeted for any activity that contains a percent deliverable that is greater than zero percent.
   e. Tracking Measures: Identify tracking measures to be submitted to CDPH/CTCP that substantiate completion of each activity.
      - List no more than two tracking measures per activity.
      - Each tracking measure should be unique and specific to the activity.
      - Do not list the same tracking measure for multiple activities.
      - Tracking measures in which the percent deliverable is greater than zero percent must be designated as being submitted with the progress report.

F. <u>Narrative Summary</u> (REQUIRED AND SCORED)

Complete the Narrative Summary as described in the OTIS web-based training unit: *Creating Your Application/Plan*; module: *Narrative Summary* (*See Appendix 9: Instructions for Accessing the OTIS Training Course* for access instructions).

1. **Community Assessment Analysis**: The Community Assessment Analysis provides justification to support the population(s) of focus, the geographic area(s) of focus, and the proposed objectives and activities identified. Demonstrating the need may come from community needs assessment findings; local, state or national data that describe the problem to be addressed. If your project has worked on a similar objective in the past, describe the scope and outcome of the effort, explain why additional work is needed or why this attempt will be more successful. To cite data or literature, please state the author, publication title, and year, (e.g., (Mamudu, et.al, Public Health Management & Practice, 2016).

   The first two sentences of the Community Assessment Analysis narrative are to begin as follows:

   "This project will primarily address the following priority population(s) of focus: (list the populations)."

   "This project will primarily work in the following geographical communities: (identify the communities and describe the demographics of the community)."

2. **Major Intervention Activities: (400 word limit)**: In a narrative format, provide a concise summary of the intervention activities to be implemented and how these activities will move the objective forward. Describe the sequence of coordination and collaboration, community education, training, policy, and paid and earned media activities that will be implemented to achieve the objective. Explain how members of the community will be engaged and how activities will be tailored to the community and the population(s) of focus.

3. **Theory of Change: (300 word limit)**: Describe the underlying rational for the proposed intervention, either using a formal theory of change or in your own words, explain how and why you think the proposed activities will lead to the desired change described in the objective. Public health frequently relies on formal theories of change; however, it is also acceptable to describe the underlying rationale for the intervention in your own words.
   a. **What is a theory of change?** The underpinning of most effective public health interventions is a theory of change. The theory of change provides an explanation of how and why the proposed intervention will result in the desired change. It communicates that the activities and messages are more than an assortment of messages and activities selected because they are fun or popular with the coalition. The theory of change communicates that a rationale links the activities and supports that collectively these will result in the desired change.
   b. **What are examples of a theory of change?** Following are a few examples of theories of change used in tobacco control. The Stages of Change Theory is a theory which focuses on individual behavior change and is frequently used as the

rational for interventions that motivate and help people quit smoking based on where they are along a continuum of personal readiness to change. Theories of change that focus at the community level and help to explain why community education, media, and partnership development lead to the adoption of policies in communities or organizations include: Social Norm Change, Community Organizing, and Community Readiness theories. Additional theories of change are found in: *Appendix 11*, *Theory at a Glance: A Guide for Health Promotion Practice*. It is a free resource developed by the National Cancer Institute for public health practitioners. This document concisely summarizes the most commonly used theories, such as the diffusions of innovation theory, the health belief model, and social cognitive theory and it explains how to incorporate theory into program planning, implementation, and evaluation.

4. **Evaluation Summary: (500 word limit)**: The Evaluation Summary is a summary of the evaluation design, outcome and process evaluation activities to be conducted, a description of how process evaluation activities will be used to improve or tailor the intervention, and a description of the plan to disseminate evaluation findings to others. In a narrative format, briefly provide the following information:
   a. **What will be accomplished?** Describe what will be accomplished as a result of the intervention: How will the community or people in the community be different (e.g., smoke-free multi-unit housing policy adopted, health care providers will use electronic health records to make referrals to the California Smokers' Helpline)?
   b. **Evaluation Plan Type:** State the evaluation plan type (e.g., "policy adoption," "individual behavior change").
   c. **Outcome Data Collection**: If your scope of work includes the collection of outcome data, describe:
      - Design type (experimental, quasi-experimental, or non-experimental);
      - The intervention and control group(s) (if any) e.g., communities, stores, health care providers) and the number and location (city or neighborhood) of each group;
      - When measurements will be performed (e.g., post-test only, pre- and post-test);
      - How data will be collected (e.g., document review, observation); and
      - The sampling plan (e.g., simple random sampling, convenience sampling).
   d. **Process Data Collection**: Describe the process evaluation activities that will be conducted (e.g., public opinion surveys, focus groups, key informant interviews, media tracking, policy tracking). Include information about who the participants are, the number anticipated to participate in the process evaluation activities, and the frequency of the process evaluation activities.
   e. **How do evaluation activities support interventions?** Where applicable, explain how specific evaluation activities support particular intervention activities or will be used to help improve or tailor the intervention. For example: "A *youth tobacco purchase survey will be conducted at baseline to illustrate the need for a tobacco retail license (TRL) policy and enforcement and the data will be used in community education activities; public opinion surveys will be used to demonstrate support for TRL; key informant interviews will be used to develop talking points aimed at policy leaders.*"

f. **How will evaluation findings be disseminated?** Describe how and to whom evaluation findings will be disseminated.

G. Budget and Budget Justification (REQUIRED AND SCORED)

1. Develop a 54-month (4.5 years) Budget that is balanced between personnel and program expenses and supports the implementation of the proposed Scope of Work (SOW). Adhere to the instructions and criteria provided in this section and the budget instructions and guidelines provided in *Appendix 12*: *Budget Justification Instructions*, and the OTIS web-based training tutorial: Creating Your Application/Plan, module: Budget (*See Appendix 9*: *Instructions for Accessing the OTIS Training Course*).
   a. Verify that each activity in the SOW (that results in an expenditure of funds) is reflected in the budget.
   b. Provide accurate calculations/formulas and detailed descriptions/explanations for each of the eight line items and the corresponding sub-line items identified in the OTIS Budget Justification (*See Appendix 12*: *Budget Justification Instructions*).
   c. Ensure the total dollar amount, for each fiscal year (FY) does not exceed the maximum amount of $1,200,000, for a total of $5,400,000 over the 4.5 year period (*See Table 1 below*).

Table 1

Fiscal Year	16/17	17/18	18/19	19/20	20/21	Total
Available Funding	$600,000	$1,200,000	$1,200,000	$1,200,000	$1,200,000	$5,400,000

   d. Create and upload an *Additional Funding Cost Proposal* as an Additional Document in a Word or PDF format (*see Section III Instructions for Completing the Application and Using the Online Tobacco Information System (OTIS) Subsection H* for upload instructions). The *Additional Funding Cost Proposal* is to provide a narrative of how, if available, the applicant will spend an additional $800,000 per fiscal year beginning in Fiscal Year 17/18 (*see Table 2 below*). The document should describe how the additional funds will augment the existing budget line items in each of the four remaining fiscal years.

Table 2

Fiscal Year	16/17	17/18	18/19	19/20	20/21	Total
Available Funding	$600,000	$1,200,000	$1,200,000	$1,200,000	$1,200,000	$5,400,000
Additional Funding	N/A	$800,000	$800,000	$800,000	$800,000	$3,200,000
Total	$600,000	$2,000,000	$2,000,000	$2,000,000	$2,000,000	$8,600,000

Note: The *Additional Funding Cost Proposal* will be scored as part of the overall budget that supports the Applicant's SOW. As such, if the additional funding becomes available, the intention of the *Additional Funding Cost Proposal* is to expand the

activities already identified in the Applicant's SOW.

2. Develop a budget justification that clearly describes how the costs associated with the implementation of the proposed SOW 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 no funds are needed for this plan period).

3. Provide personnel costs that reflect salaries comparable to State Civil Service Classification Rates (associated duties must also be comparable). Salaries which are above comparable State Civil Service Classification rates must be fully justified (*See Appendix 13: Comparable State Civil Service Classifications*).
   a. The proposed salary/wages/rates for in-house personnel, subcontracted personnel, and consultants are budgeted according to formal education, professional experience, level of responsibility, and/or percentage of time in relationship to the overall budget.
   b. Designate personnel full time equivalent (FTE) percentages that are reasonable and based on deliverable amounts connected to the responsible parties in the SOW.
   c. Ensure the proposed subcontract personnel and consultant costs are reasonable, directly support the proposed SOW, and are consistent with the needs of the contract and level of responsibility.
   d. Designate 5-10 percent of a lead staff person's time to provide oversight for the contract project evaluation. Provide a statement in the personnel duty description that 10 percent of the lead staff person's time will be dedicated to providing oversight of the contract evaluation component that is equal to two-four hours per week.

4. Listed below are the required and optional CDPH/CTCP trainings that can/should be included in your budget. Assume all CDPH/CTCP required trainings will take place in Sacramento. Applicants will be subject to current travel reimbursement rates which can be found at, http://www.calhr.ca.gov/employees/Pages/travel-reimbursements.aspx.
   a. Project Director's meetings (PDM) are currently scheduled for FY 2016-17 (Spring), and tentatively scheduled for FY 2018-19 (Fall) and FY 2019-20 (TBD). Budget $1,250 - $1,350 per person for each PDM. The PDM is a three-day event and overnight stays may be required depending on the geographical proximity of the Applicant (required training).
   b. Capitol Information & Education Days (I&E Days) are currently scheduled for FY 2016-17 (Spring). Budget according to the Applicant's geographical proximity to Sacramento (optional 1-day training).
   c. Healthy Stores for a Healthy Community (Data Collection Training) is currently scheduled for FY 18/19 (February). Budget according to the Applicant's geographical proximity to Sacramento (optional 2-day training).
   d. Communities of Excellence (CX) training is currently scheduled for FY 2020-21 (Fall). Budget according to the Applicant's geographical proximity to Sacramento (optional 2-day training).

Ensure travel and per diem costs are reasonable and necessary based on the proposed scope of work. All required trainings are budgeted as instructed and clearly justified based on Applicant's proximity to the event.

5. Ensure Personnel, Fringe Benefits, Operating Expenses, Equipment Expenses, Travel/Per Diem, Subcontracts and Consultants, Other Costs, and Indirect Expenses are reasonable, necessary, and support the quantity and quality of activities to be performed in the proposed SOW. The narrative for each line item must include: detailed description of the expense, justification for the need, and easy to follow formulas to substantiate how the costs were calculated.
   a. Provide a description of Fringe Benefits for eligible personnel and describe each benefit.
   b. Other Costs: Ensure conformance with CDPH policies on all purchases. (*See Appendix 12*: *Budget Justification Instructions*, *Appendix 4: CDPH/CTCP Program Letter (PL) 12- 01 ACM and BMM Guidelines,* and *Appendix 5: CDPH/CTCP Program Letter (PL) 12-03 Allowed Policy Activities).*
   c. The Applicant will need to include in their budget the costs for fulfillment and bulk distribution items, including shipping to non-profit agencies. Quantities of materials provided will be set by CDPH/CTCP. See *Section II: Scope of Work* for projected quantities, materials and distribution amounts.
   d. Indirect Expenses must not exceed a maximum of 25 percent of Total Personnel Services (Personnel Costs plus Fringe Benefits) or 15% of Total Direct Costs.

   Note: Applicants that are a local health department must not exceed the county's approved Indirect Cost Rate (ICR).

   Restrictions on subcontract administrative overhead fees will apply. If selecting Total Allowable Direct Costs as the ICR basis, only the first $25,000 ***for each subcontract*** may be included in the calculation of Total Allowable Direct Costs.

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* (*See Appendix 9: Instructions for Accessing the OTIS Training Course)*.

1. Additional Tobacco Control Funding (OTIS online form)*

2. Proof of Non-Profit Status (uploaded documentation by the Applicant, s*ee Appendix 2: Sample Non-Profit Status Letter*, either certification from the State of California, Office of Secretary of State or a letter from the Department of the Treasury, Internal Revenue Service (IRS) classifying the Applicant administrative agency as a private non-profit) *

3. Certification of Non-Acceptance of Tobacco Company Funding (uploaded form; see *Appendix 3: Certification of Non-Acceptance of Tobacco Company Funding*)*

4. Tax Debtor List-Entity Status Letter can be generated at: https://www.ftb.ca.gov/online/self_serve_entity_status_letter/index.asp (Uploaded

documentation by agency)*

5. Additional Funding Cost Proposal (Uploaded document by agency)

** 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 the responses to the information requested in this solicitation. By submitting an application, the Applicant agrees that CDPH/CTCP is authorized to verify any and all information and any references named in the application. Applications received by CDPH/CTCP are subject to the provisions of the "California Public Records Act" (Government Code, Section 6250 et seq.) and are not considered confidential upon completion of the selection process.

B. Application Review Process

STAGE ONE: ADMINISTRATIVE AND COMPLETENESS SCREENING

1. 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.

2. Applications submitted from non-eligible entities will not be reviewed.

3. 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.

4. CDPH/CTCP may waive any immaterial deviation in an application; however, this waiver shall not excuse an Applicant from full compliance with the contract terms if a contract 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 zero to 100 points. The voting members used in the selection process shall be from the agency awarding the contract (CDPH). 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 not fund any of the applications received for this solicitation. The maximum point value for each component is as follows:

Application Component	Total Point Value
1. Applicant Capability	40
2. Scope of Work, Evaluation Plan, Narrative Summary	35
3. Budget and Budget Justification	25
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, a copy of the scoring summary page which provides the score and overall strengths and weaknesses of their application.

STAGE FOUR: CONTRACT MODIFICATIONS
CDPH/CTCP reserves the right to reject any proposed project 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 contract. Upon completion and approval of these documents, the contract documents will be submitted to CDPH/CTCP for award and execution. Work may not commence until the contract 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 –40 Points Total**

Application Component	Scoring Criterion	Point Value
Agency Experience	The Applicant demonstrates that it has a minimum of three years of experience and credibility performing services that are consistent with the purpose of this solicitation.	**5**
Agency Staffing	The Applicant demonstrates that staff (and subcontractors if applicable) have the necessary education, training, and experience with designing and operating customized clearinghouse services; information systems development and management, including website development, maintenance and hosting services; database management; information communications systems, bulk materials production and distribution, educational materials development; warehousing of physical resources; materials development training and technical assistance; and establishment of linkages with organizations and individuals.	**8**
Demonstrated Results	The Applicant demonstrates its success planning, implementing, evaluating information and lessons learned in performing clearinghouse services. Specific services in the SOW include: Website development and maintenance; educational materials development and management, high volume bulk order fulfillment and distribution; and technical assistance and marketing of services.	**6**
Demonstrated Access	The Applicant demonstrates experience and/or working relationships with print and production vendors; describes how competitive pricing will be obtained; and describes the warehouse or other facilities that will house the processing and shipping of bulk materials.	**4**

Letters of Reference	The Applicant demonstrates the ability to effectively collaborate and coordinate with diverse partners. Letters of Reference demonstrate the Applicant's ability to provide clearinghouse services relevant to the SOW and fiscal and administrative ability to manage project funds including timely, and accurate submission of fiscal, program, and evaluation documents.	**3**
Organizational Start-Up	The Applicant demonstrates it has appropriate physical office space and warehouse space to operate, the capability and resources to start up and begin implementation of activities within six weeks of the contract start date, and the ability to primarily deliver services Monday through Friday between the hours of 8 a.m. and 5 p.m. (PST).	**4**
Administrative/Fiscal Experience	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 payments in arrears; no major negative audit findings.	**2**
	The Applicant demonstrates that key administrative/fiscal staffs have the appropriate educational background, skills, and experience to satisfactorily manage all aspects of payroll, bookkeeping, invoicing, contract management and oversight, subcontract/consultant monitoring, and other administrative controls associated with acceptance of government funds.	**2**

Equipment	The Applicant demonstrates it has adequate and available office equipment, computer equipment, warehouse space and equipment, software, and other communication equipment for staff to implement SOW activities and I-Clearinghouse fulfillment. The description quantifies the types of equipment, provides purchase dates, and availability for use by staff.	**3**
Evaluator Information	The Applicant demonstrates the engagement of a program evaluator who has the skill and capacity necessary to facilitate implementation of evaluation activities. The application includes certification from a qualified program evaluator that at least four hours of consultation was provided to the Applicant on the development of objectives and the evaluation plan.	**3**
	Applicant Capability - SUBTOTAL	**40**

2. **Scope of Work, (SOW)- Intervention Plan, Evaluation Plan, Narrative Summary – 35 Points Total**

Application Component	Criterion	Point Value
Intervention Plan	The Intervention Plan includes each of the required Scope of Work Core Components as identified in Section II Scope of Work and is realistic for the amount of work to be performed.	**3**
Objectives	The objective(s) clearly describe what will be done; how much will be done; who will be involved; and when it will be completed if applicable. Do not include ranges in objectives. Rather, use specific numbers or use terms such as “at least” or “no more than” if a concrete number cannot be specified.	**5**
Intervention Activities	For each objective, the scope of work (SOW) intervention activities reflect a well-organized and detailed “road map” of the project that describes: • Activities provide details of what, how much, how often, and where. They also assign appropriate timelines, responsible parties, and tracking measures to verify completion of activities • Activities incorporate processes and procedures to ensure that content is current, accurate, and relevant to users. • Activities which reflect collaboration, networking, and participation with CDPH/CTCP workgroups, CDPH/CTCP-statewide contractors, Proposition (Prop) 99 Calls, Partners Info Hub. • Activities that demonstrate the steps to develop and maintain a state-of-the-art website that serves as a central hub for educational materials development and download.	**10**

Evaluation Design and Activities	An appropriate evaluation plan is included for each objective in the SOW. 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 appropriate agencies.	**5**
Community Assessment Analysis	The Community Assessment Analysis is used to explain and justify how the proposed objectives and activities are appropriate for the identified community(s) or target population(s).	**3**
Major Intervention Activities	The narrative provides reasonable, realistic, and appropriate intervention activities that build on each other to achieve the objective(s).	**3**
Theory of Change	The narrative provides a reasonable rationale that explains why the proposed activities should lead to the accomplishment of the objective(s).	**3**
Evaluation Summary	The 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.	**3**
	Scope of Work, Evaluation Plan, Narrative Summary - SUBTOTAL	**35**

3. Budget and Budget Justification –25 Points Total

Application Component	Criterion	Point Value
Budget	The proposed budget and *Additional Funding Cost Proposal* is balanced between personnel and program expenses and supports the implementation of the proposed SOW and adheres to the instructions provided in: *Appendix 12*: *Budget Justification Instructions*, and the OTIS web-based training unit: *Creating Your Application/Plan*). **The total dollar amount for each fiscal year does not exceed the annual maximum in the solicitation instructions.**	**5**
Budget Justification	The proposed budget justification clearly describes how the costs associated with the implementation of the proposed SOW were determined. The narratives reflect: • Accurate calculations for each of the eight categorical line items and the corresponding sub-line items. • Easy to follow formulas that substantiate how the costs were calculated. • Designation of 5-10 percent of lead person's time to provide oversight for the evaluation activities. • Use of the appropriate Indirect Cost rate. • Explanations when zero funds or insufficient funds are budgeted for standard costs.	**6**
Budget Justification	Personnel, Fringe Benefits, Operating Expenses, Equipment Expenses, Travel/Per Diem, Subcontracts and Consultants, Other Costs, and Indirect Expenses are reasonable, necessary, and support the quantity and quality of the activities to be performed in the proposed SOW. The narrative includes: detailed description of the expense and justification for the need.	**8**

Personnel	The proposed salary/wages/rates for in-house personnel, subcontracted personnel, and consultants are: • Budgeted according to formal education, professional experience, level of responsibility, and/or percentage of time in relationship to the overall budget. • Consistent with comparable state classifications and salaries, salaries that are not consistent are substantiated with a detailed justification. • Reasonable, directly support the SOW, and are consistent with the needs of the contract and level of responsibility.	**4**
Travel	Travel and Per Diem costs are reasonable and necessary based on the proposed SOW. All required and optional trainings are budgeted as instructed and clearly justified based on Applicant's proximity to the event. • Required Trainings: PDM; FY 16/17, FY 18/19, and FY 19/20	**2**
	Budget and Budget Justification - SUBTOTAL	**25**

V. ADMINISTRATION

A. Solicitation Defined

Applications submitted in response to this solicitation will be scored and ranked based on the selection criteria. Every application must establish in writing the Applicant's ability to perform the solicitation tasks.

B. Important Administrative Details

1. Cost of Developing the 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.

3. Contractee Requirements

The following are required to enter into a fully executed agreement with CDPH/CTCP:

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

b. The contractor incurs expenses for the previous work period and is then reimbursed by invoice(s) submitted to CDPH/CTCP no more frequently than once per month. The State has up to 45 days to pay invoices for contractors that are approved for "prompt payment." To learn more about the prompt payment program please visit the Department of General Services website at http://dgs.ca.gov/pd/Programs/OSDS/Promptpayment.aspx.

c. The contractor shall employ fiscal/administrative staff with the appropriate training and experience to maintain fiscal accountability and track contract 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 contractor.

d. The contractor 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 contract. These records shall be kept and made available to CDPH/CTCP for three (3) years from the date of the final contract payment.

C. Solicitation 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 solicitation;
- Modify this solicitation as needed; or,
- Reject any or all applications received in response to this solicitation.

If the solicitation is modified, CDPH/CTCP will post an Addendum to the Tobacco Control Funding Opportunities 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.

D. Immaterial Defect

At 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 applications. The OTIS electronic time stamp will be used to verify on-time submission.

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 solicitation.

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. It does not literally comply or it contains caveats that conflict with the solicitation and the variation or deviation is not material, or it is otherwise non-responsive.

8. The Applicant has received a substantive negative contract performance from the state.

9. The Applicant has been prohibited from contracting from the following agencies: Franchise Tax Board: https://www.ftb.ca.gov/aboutFTB/Deliquent_Taxpayers.shtml

Board of Equalization: www.boe.ca.gov
Department of Fair Employment and Housing: www.oal.ca.gov/Notice_Register.htm

10. The Applicant has been suspended or barred from solicitations or contracting with the state at the following websites:
    Secretary of State: www.sos.ca.gov
    Federal Excluded Parties list: www.sam.gov/portal/public/SAM/

F. Awards

1. Notice of the proposed award shall be posted in a public place in the office of CDPH/CTCP and on the following Internet site:
   http://www.cdph.ca.gov/programs/CPNS/Pages/default.aspx

2. Upon award of the contract, the Contractee will be required to complete and submit to the CDPH/CTCP:
   - The Payee Data Record (STD 204), to determine if the Contractee is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131.
   - Page one (1) of the Contractor Certification Clauses (CCC 307), which is a Department of General Services form.
   - Evidence of commercial general liability insurance.
   - Establish the Headquarters for State Travel Reimbursement for budgeted staff and subcontractors/consultants.
   - Board Resolution – all local government agencies are required to submit a Board Resolution with each contract. Resolutions will be required to be submitted after notice of award and prior to full execution of contract. Resolutions must indicate local government approval of the contract.
   - Agency Documentation Requirements - The California Department of Public Health may audit contracts at any time. The documentation required for each audit may typically include, but is not limited to the items listed in the Agency Documentation Requirements. All Contractees are required to sign and submit this form.

G. Appeals

Eligible Applicants may file a brief “Notice of Intent to Appeal” which must be received by the Hearing Officer or their designee, by mail within five working days after the Determination Letter has been emailed to each Applicant. Only Applicants that reach stage 2: *Application Scoring* may appeal the contract award. Appeals will be limited to the grounds that CDPH/CTCP failed to correctly apply the standards for reviewing applications as specified in this solicitation. Within five calendar days after filing a “Notice of Intent to Appeal,” the Applicant must file a full and complete written appeal, including the issue(s) in dispute, the basis for the Applicant’s position, and the remedy sought.

Appeals shall be addressed to the Hearing Officer as follows:

U.S. Mail	**Courier** (e.g., FedEx)
Caroline Peck, MD, MPH, FACOG, Chief Chronic Disease and Injury Control Division California Department of Public Health MS 7206 P.O. Box 997377 Sacramento, CA 95899-7377 Phone: (916) 449-5500	Caroline Peck, MD, MPH, FACOG, Chief Chronic Disease and Injury Control Division California Department of Public Health MS 7206 1616 Capitol Avenue, Suite 74.516 Sacramento, CA 95814 Phone: (916) 449-5500

H. Disposition of Applications

1. Upon application opening, all documents submitted in response to this solicitation 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.