CDPH Solicitation

Request for Proposals 16-10046
California Tobacco Control Program
Public Relations Campaign

June 20, 2016

California Department of Public Health
California Tobacco Control Program
1616 Capitol Avenue, Suite 74.516
MS 7206
Sacramento, CA 95814
www.cdph.ca.gov/tobacco

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I. INTRODUCTION

A. Background, Purpose, Goals, and Objectives

1. Background

In November 1988, California voters approved Proposition (Prop) 99, which added a 25-cent tax to each pack of cigarettes, a portion of which funds the California Tobacco Control Program (CTCP). California's successful comprehensive tobacco use prevention effort is seen as a model program both nationally and internationally. Positive results can be seen throughout the state:

- Eighty-eight percent of Californians do not smoke cigarettes.
- California has one of the lowest per capita cigarette consumption in the country.
- Youth smoking prevalence is one of the lowest in the nation.
- Californians have saved $134 billion in health care costs.

While there have been many successes, much work remains to be done. Tobacco use is still the single most preventable cause of illness, disability, and premature death in the United States. In California, there are still nearly four million adult and youth smokers. Furthermore, the tobacco industry continues to spend $1 million *an hour* in the United States to attract new smokers and keep current customers addicted.

Research shows the most effective anti-tobacco media efforts educate both smokers and nonsmokers about the impact of secondhand smoke, highlight the tobacco industry's strategies to expand their customer base, and explain the overall magnitude of tobacco's negative effects.

For additional information on CTCP and tobacco control, please refer to the CTCP Tobacco Control Funding Opportunities and Resources (TCFOR) website at: https://tcfor.catcp.org.

2. Purpose

The purpose of this solicitation is for the California Department of Public Health (CDPH), CTCP, to solicit proposals from qualified public relations (PR) agencies in order to award a contract to conduct the statewide CTCP PR campaign. The selected Contractor is expected to create a PR campaign based on the attached Scope of Work (SOW), which builds upon the strengths and current strategies of the long-running CTCP media campaign while introducing fresh, innovative ideas that will continue to move the campaign forward. The contract is awarded pursuant to Health and Safety Code Section 104375(e) (1) and exempt from Public Contract Code pursuant to Statutes of 1994, Chapter 195, Section 63 (AB816). This solicitation, hereinafter will be referred to within this document and

any appendices, as Request for Proposals 16-10046, California Tobacco Control Program Public Relations Campaign, (RFP).

3. Goals and Objectives

CTCP seeks a comprehensive PR agency with full-service capabilities, including, but not limited to: strategic planning, implementation and utilization of social and digital media, press events, account management, crisis communication, event planning and execution, media relations, material development, outreach to multiple populations, development and production of educational videos, spokesperson and media training.

The PR agency must also have strong project management skills, extensive knowledge of the diverse California media market, and the ability to effectively utilize media relations to address CTCP's priorities.

The PR agency must demonstrate the ability to integrate the efforts of CTCP's funded projects and statewide advertising within PR strategies, outreach, and executions.

The RFP selection process will focus on the PR agency's overall capacity, cost efficiencies, and the ability to target relevant populations through strategic PR efforts.

The selected Contractor will implement a statewide campaign that will target California's culturally diverse general market, as well as target markets specified by CTCP, in order to increase support for tobacco-free social norms. CTCP's target populations may include language-specific and/or culturally relevant populations, including Native Americans, Hispanics; Asian communities (Chinese, Korean, Vietnamese) and African Americans; low-to-moderate income (LMI), and Lesbian, Gay, Bisexual, and Transgender (LGBT) populations. The Contractor may be required to implement activities to reach these markets and subcontractors, vendors, or consultants may be used if the proposer does not have the in-house capabilities.

In addition, the Contractor will work closely with CTCP on social media efforts and may be asked to promote the California Smokers' Helpline (1-800-NO-BUTTS), the state's free tobacco cessation telephone-based counseling service.

B. Who May Submit A Proposal

The minimum required qualifications for PR agencies include: a currently operating, full-service, California-based office that has been in business since January 1, 2013, or longer and has had minimum annual gross billings of **$1.3 million** in two of the past three years; evidence of financial stability; and no conflict of interest with the tobacco, electronic cigarette, or related industries. A proposer must certify that it

meets these preliminary eligibility requirements in its Stage 1 submission, as further described in Section II, Proposal Submission and Stages sections.

Each agency may submit only one proposal. More than one proposer with the same ultimate holding company will be allowed to compete as long as there is no collaboration on the proposals or any shared day-to-day management, staff, or supervisory relationship between the proposing PR agencies.

Any costs incurred by those participating at any stage of the RFP process are the sole responsibility of the proposer and will not be reimbursed by CDPH.

C. Contract Term

1. The anticipated term is four years: November 1, 2016 - October 31, 2020. The contract term may change if CDPH makes an award earlier than expected or if CDPH cannot execute the agreement because of unforeseen delays.

2. The resulting contract will be of no force or effect until signed by both parties. The Contractor is hereby advised not to commence performance until the contract is fully executed. Should performance commence before all approvals are obtained, and the contract is not fully executed, said services may be considered to have been volunteered.

D. Anticipated Funding

1. It is estimated that up to $2.6 million may be available for the PR contract's four-year period. *The actual funding amount may be lower.*

2. Funding for each fiscal year (FY) is subject to annual appropriation of revenues by the State Legislature and approval by the Governor. If full funding does not become available, CDPH will terminate or amend the agreement to reflect reduced funding and reduced deliverables.

3. If changes are required by legislation, court action, or other administrative action affecting CDPH, the contract, as applicable, will be amended or terminated accordingly in order to comply with these actions.

E. Scope of Work

See Exhibit A, entitled "Scope of Work," for a detailed description of the services and work to be performed as a result of this RFP.

F. Subcontractors

Proposers must highlight the strengths of their agency and not those of potential subcontractors in this RFP process. Proposers must make clear in their proposals which components of the SOW, if any, would be performed under a subcontract.

Following the contract award, the Contractor must conduct a separate competitive process for any proposed subcontractor not identified in the proposal.

If CDPH deems it necessary, the Contractor may be asked to conduct a subcontractor search if the Contractor does not demonstrate capabilities to fulfill all components of the SOW in-house.

CDPH's selection of a Contractor and posting a "Letter of Intent to Award a Contract" does not imply CDPH approval of proposed subcontractors.

G. Nonexclusive Rights

CDPH does **not** grant the selected Contractor the exclusive rights to provide all PR services during the contract period. CDPH reserves the right to acquire PR services from other agencies without infringing upon, nor terminating, the awarded contract.

The successful proposer must collaborate with existing and future CDPH contractors, including PR and advertising agencies, subcontractors, and consultants.

H. Tentative RFP Timeline

Below is the *tentative* schedule for this RFP:

Event		Date*	Time (Pacific)
RFP Released		June 20, 2016	-
Register to Attend and Email Advance Questions for Voluntary Pre-Proposal Webinar		June 27, 2016	5 p.m.
Voluntary Pre-Proposal Webinar		June 29, 2016	10:30 a.m. –12:30 p.m.
Stage 1	Eligibility Requirements and Capabilities Overview	July 13, 2016	5 p.m.
Stage 2	Stage 2 Informational Webinar	July 26, 2016	10:30 a.m. – 11:30 a.m.
Stage 2	Site Visits, Agency Presentations, and Staffing Proposals	August 8-9, 2016	TBD
Stage 3	Financial Package Due	August 18, 2016	5 p.m.
Stage 3	Oral Presentation (if required)	TBD	TBD
Letter of Intent to Award Posted		TBD	-
Appeal Deadline		TBD (Fifth working day starting the day after the Letter of Intent to Award is posted)	5 p.m.
Expected Start Date of Contract		November 1, 2016	-

**CDPH reserves the right to amend dates at any time during the RFP process.*

It is the proposers' responsibility to check for notices and addenda for this RFP on the Tobacco Control Funding Opportunities and Resources (TCFOR) website throughout the RFP process. For assistance with the TCFOR website, please email CTCPMediaRFP@cdph.ca.gov.

I. Voluntary Pre-Proposal Webinar

CDPH will conduct a **voluntary** Pre-Proposal Webinar on the date and time stated in the above timeline. Prospective proposers are not required, but are strongly encouraged, to participate. The purpose of the webinar is to review the RFP and to provide proposers with an opportunity to ask questions about preparing and submitting proposals, as well as to discuss the review process.

The webinar is expected to last two hours and will not be recorded. CDPH reserves the right **not** to repeat information for participants that join after the webinar has begun.

Prospective proposers can **register** for the webinar by emailing CTCPMediaRFP@cdph.ca.gov by June 27, 2016, at 5 p.m. in order to receive the login information. The agency and contact person must be clearly identified.

Advance questions should be submitted via email to CTCPMediaRFP@cdph.ca.gov by June 27, 2016, at 5 p.m. The email must clearly identify the person and agency submitting the question. At its discretion, CDPH may contact a proposer to clarify the meaning of any question received. The webinar materials will be posted at a later date on the TCFOR website.

Remarks and explanations expressed during the webinar do not take precedence over the written provisions in the RFP documents posted on TCFOR, and will not be binding unless confirmed in writing by CDPH on the TCFOR website.

J. News Releases

Proposers may **not** issue any news release nor make any statement to the news media pertaining to this RFP, any proposal, the contract, or resulting work, without first obtaining prior written approval by CDPH.

II. PROPOSAL SUBMISSION AND STAGES

This section contains the RFP instructions for Stage 1 and general instructions for Stages 2 and 3. Review ALL of the instructions thoroughly. **See Section IV: Submission Requirements for instructions on formatting requirements.** At the completion of each stage, proposers will be notified both via phone and in writing as to whether they qualify to continue to the next stage. Proposers who successfully complete Stage 1, with a minimum score of 60 points, will receive additional instructions to compete in Stages 2 and 3.

The agency with the highest cumulative score, from Stages 2 and 3 will be awarded the contract.

Proposal Scoring Scale

Stage	Maximum Points Available	Maximum Points Available for the Cumulative Score
Stage 1: Eligibility and Capabilities Requirements	75	0
Stage 2: Site Visit, Agency Presentations, and Account Staffing Proposal	150	150
Stage 3: Financial Package Oral Presentations (if required)*	 80 40*	80/120* 80 40*

See Section III, Evaluation Criteria, for details on the scoring criteria.

A. Stage 1: Eligibility and Capabilities Requirements

Purpose: The purpose of Stage 1 is to identify PR agencies that meet the eligibility and capability requirements of the RFP.

Overall Stage 1 Instructions: Complete Items 1 through 6 as directed below. Provide one hard copy marked “original,” six bound copies, and one digital copy on a USB flash drive of all information requested below. Forms in the original hard copy must include **original signatures in blue ink**.

Scoring: The maximum score for Stage 1 is 75 points. Proposers receiving a minimum score of 60 points will advance to Stage 2.

Items 1 through 5 will be used to determine eligibility and will be scored on a pass/fail basis. Scoring measures for Item 6, "Agency Capabilities," are provided in Section III, Evaluation Criteria. Complete and **sign in blue ink** the following forms:

1. Proposal Cover Page (Attachment 1)

   A person authorized to bind the proposer must sign the "Proposal Cover Page" with an original signature in **blue ink**. If the proposer is a corporation, a person

   authorized by the Board of Directors to sign on behalf of the Board must sign the "Proposal Cover Page."

2. Certification of California Office and Gross Billings (Attachment 2)

   Complete and sign the "California Office and Gross Billings Certification" in **blue ink**, certifying that the proposer has a currently operating, full-service California-based office that has been in business since January 1, 2013, or longer, capable of providing services under the proposed contract for the term of the contract.

   Provide certification that the agency had **at least $1.3 million in gross billings** per year in two of the three years prior to 2016 from its California-based office that would provide services to CTCP, by completing and signing Attachment 2 in **blue ink**. The minimum gross billings must be *exclusively from PR services* and not combined with other agency services, such as media buying or advertising.

3. Guaranty (Attachment 3)

   Complete and sign the "Guaranty" from the agency or parent corporation, if the agency is a subsidiary, which ensures that all obligations of a contract awarded from this RFP would be performed, the proposer is financially stable and solvent, and has adequate cash reserves to meet all financial obligations while awaiting reimbursement from the state.

4. Conflict of Interest Certification (Attachment 4)

   Each proposer should assess its own situation according to the "Conflict of Interest Certification" prior to signing. The proposer must certify that its agency or any affiliated agencies are not in a position to exchange information or work closely with the tobacco industry, tobacco industry subsidiaries, and electronic cigarette companies.

   If a conflict exists, the proposer must provide additional clarification and documentation regarding the nature and extent of the Conflict of Interest, which, upon CDPH's sole review and discretion, is determined to satisfy the requirement to protect CDPH from a potential tobacco industry or related Conflict of Interest. Because of the complexities involved in defining potential

conflicts of interest with the mission of CDPH, CDPH reserves the right to request further information.

CDPH reserves the right to allow a proposer to advance to subsequent stages while requesting additional clarification and documentation regarding the Conflict of Interest requirement or any other RFP requirement. If the additional clarification and documentation do not, at CDPH's sole discretion, satisfy CDPH's requirement for protection from a potential Conflict of Interest, the proposer will be notified in writing and will be disqualified from the RFP process.

5. Public Relations Agency Fact Sheet (Attachment 5)

   Under no circumstances may a proposer collaborate on this RFP process with any other competing proposer, including proposers owned by the same holding company.

6. Agency Capabilities Overview

   Note: See Section IV, Submission Requirements, for narrative format requirements.

   Agency Experience and Strengths (four pages maximum)

   Instructions: Provide a narrative to the following items: Describe your agency's experience and various services offered on both a local and statewide level. Describe the *California-based office(s)* services and experience during the past two years on accounts similar to the size and scope of the contract to be awarded from this RFP.

   1. Agency Structure. Describe your agency and account teams and the efficiencies associated with this structure (e.g., do you have a social media or strategic planning department, do you have a creative team for videos and graphics or are those services integrated in the account teams, etc.).

   2. Strengths. Describe the strengths of your agency including strategic planning, implementation, and utilization of social and digital media, press events, account management, crisis communication, event planning and execution, material development, outreach to multiple populations, development and production of educational videos, and media training.

   3. Strategic Planning. Describe your agency's approach in creating an annual strategic PR plan, including the steps taken to create the plan and the client's involvement in the process.

   4. Social Media. Describe your agency's experience creating social media campaigns both standalone and in media relations activities. Describe any

influencer programs and crisis communication strategy for social media, indicate whether you managed the channel for the client or assisted them.

5. Multicultural and Ethnic Experience. Describe your agency's experience reaching out to multicultural or ethnically diverse communities in California, including the utilization of in-language ethnic media outlets. Specifically highlight experience which relates to the following populations: Native American, African American, Asian (Chinese, Korean, Vietnamese), Hispanics, LGBT and LMI. Include the research, planning, and execution process as it relates to your clients' needs and objectives. If your agency does not have such experience in-house, describe how your agency would ensure ethnic markets would be addressed for the campaign.

6. Strengths. What special strengths and skills would you bring to this contract?

B. Stage 2: Site Visit, Agency Presentations, Client References, and Account Staffing Proposal

Purpose: The purpose of Stage 2 is for the CDPH Review Panel to:

- Attend onsite presentation and meet personnel, specifically those who will be assigned to the account. Proposed subcontractors should **not** attend.
- Observe a presentation by the proposer's team that includes an agency overview, case study that highlights efforts from past work, and CTCP-related assignment presentation.

Overall Stage 2 Instructions: Each proposer that advances to Stage 2 will be contacted to schedule a time when the CDPH Review Panel can visit the agency. The time limit for each **site visit is up to 2.5 hours**, including introductions, presentation and potential questions. **At least 15 minutes of the 2.5 hours must be allotted** at the end for the CDPH Review Panel to ask questions. Time limits will be strictly adhered to, and it is the responsibility of the proposer to monitor its time accordingly.

See Section IV, Submission Requirements, for narrative format requirements.

Scoring: The maximum score for Stage 2 is 150 points. Up to three of the highest agencies will advance to Stage 3.

On-Site Agency Presentations

Instructions: Provide one hard copy marked "original" and six bound copies of the presentation and Proposed Account Staffing Chart (Attachment 6) printed on 8.5 by 11 inch paper, and Client References (Attachment 7). One digital copy on USB flash drive, with any audio or visual examples shown, must also be provided to CDPH at the site visit.

1. Agency Overview Presentation

   Instructions: Provide a presentation that highlights the capacity of the agency's California-based office(s), particularly those who would interact with CTCP or be assigned to the account. Team members should provide an understanding of the agency's style, strategic PR capabilities, and depth. In addition, the agency's philosophy, specific strengths and collaboration style with the client and other agencies (PR and/or advertising) should be discussed.

   A. Case History Presentation

      Instructions: Select one PR campaign event that a current California-based team created, planned, and executed. Present the details from beginning to end. The presentation must include:

      1) Details on the campaign planning, goals, and objectives. Note whether the campaign was proactive or reactive.

      2) Identification of target markets, including approximate audience size, age range, socioeconomic status, language, culture/ethnicity, and geographic location. Include how messages were tailored for the target audience(s).

      3) Identification of at least three campaign elements and strategy for inclusion.

      4) A media event/news conference with a total budget of $50,000 or less. Include the media outreach plan/strategy, complete press kit, other briefing materials or assets, and secured coverage. Include a description of the level of client collaboration and participation.

      5) Other considerations and details (total budget, timeline, competition, organizational and background research, and level of client involvement).

   B. PR Assignment Presentation

      Instructions: An assignment to address specific challenges or issues in California's anti-tobacco education efforts will be sent separately by CTCP to all agencies that advance to Stage 2. See the TCFOR website for a list of tobacco control resources. Additional research will not be required.

      A webinar for proposers participating in this stage will be held on July 26, 2016, at 10:30 – 11:30 a.m. No affirmations will be provided to the proposers concerning PR strategy. The webinar registration information will be sent to the Stage 2 proposers.

   C. Complete the "Proposed Account Staffing Chart" (Attachment 6) of the proposed **primary** account staff *who will be assigned to the CTCP account*.

Include the following information on the proposed account staff:

1) Brief description of duties as related to the CTCP account.

2) Proposed percentage of time to be dedicated to the CTCP account.

3) Specific training or expertise that is relevant and would be helpful to the CTCP account.

4) Identify any vacancies or positions which would be filled or created upon award of the CTCP account. Indicate percentage of time to be dedicated to the CTCP account and their role.

D. Complete Client References form (Attachment 7).

Instructions: List three clients served in the past three years for which your firm provided similar services. At least one must be of similar account size. List the most recent first. CDPH may verify with CDPH offices to which you have provided services, currently or in the past. A negative reference may result in proposal rejection.

C. Stage 3: Financial Package (and Oral Presentation if required)

Purpose: The purpose of Stage 3 is to allow CDPH to evaluate the proposer's:

- Cost-effectiveness and cost-competitiveness of the proposed campaign
- Financial stability
- Legal liabilities or risk that may impact CDPH

Overall Stage 3 Instructions: A general overview of the format and expectations of the Financial Package are provided below. Please note that CDPH reserves the right to hold Oral Presentations to make a final determination.

Scoring: The maximum score for Stage 3 is 80 points (if an Oral Presentation is needed, the maximum score will be 120 points). The final selected PR agency will be based on the highest cumulative score of stages 2 and 3.

1) Financial Package

Instructions: Each proposer must submit two copies of the financial documents in a separate, *sealed* envelope marked "Financial Records," the agency's name, and "Public Relations Campaign RFP 16-10046." CDPH reserves the right to require any additional information necessary to determine the financial integrity and stability of a proposer.

The maximum score for the "Cost Proposal Assignment" is 80 points. The other required items (2b and 2c) will be scored on a pass/fail basis.

a. Cost Proposal Assignment

Instructions: Complete the "Public Relations Cost Proposal" (Attachment 8).

b. Financial Records

Instructions: Audited statements for the most recent calendar or FY are preferred, but not required. If audited financial statements are supplied, all noted audit exceptions must be explained. If audited financial statements are not available, CDPH will accept accrual basis financial statements prepared by a proposer's financial accounting department or an accounting firm along with copies of the federal tax return filed with the Internal Revenue Service for the most recent year. A statement signed in **blue ink** by a proposer's Chief Financial Officer certifying that the financial statements are accurate and complete must accompany all financial statements.

Financial records of all proposers received by CDPH will be destroyed at the time of Contract Award.

c. Required Information

Instructions: Complete the "Bankruptcy and Litigation Disclosure" (Attachment 9), and "Contractor Certification Clauses (CCC-307)" (Attachment 10) Forms.

2) Oral Presentation, if required

Oral Presentations will only be conducted if deemed necessary by CDPH.

Instructions: If required, selected finalists will be contacted to schedule a time for the oral presentation. Detailed instructions will be provided to the invited participants upon notification that oral presentations are deemed necessary. This presentation will be done before a review panel.

III. EVALUATION CRITERIA

This section contains the evaluation criteria and possible points that can be earned for each stage of the proposal requirements.

Stage 1 Eligibility and Capabilities Requirements (75 points possible)	Points
Agency Experience and Strengths	
Agency Structure & Strengths • The proposer demonstrates efficient structure of the agency and account teams. • The proposer demonstrates strong capacity to potentially service CTCP, through its strong PR capacity, unique services, and account management • The proposer demonstrates capacity and experience to deliver a broad range of strong PR services on a local and statewide level necessary to meet the requirements of the SOW. • The proposer highlights key contributions that would be valuable to CTCP to advance its issues.	20
Diverse Population Outreach • The proposer demonstrates experience in reaching Native American, African American, Asian (Chinese, Korean, Vietnamese), Hispanic, LGBT and LMI. • If the proposer doesn't have the capacity to perform services in-house that reach Native American, African American, Asian (Chinese, Korean, Vietnamese), Hispanic, LGBT and LMI, clearly identify how this will be achieved. • The proposer demonstrates experience in coordinating community-based PR efforts.	15
Strategic Planning • The proposer demonstrates experience in strategic planning and working collaboratively with the client during the process.	5
Social Media • The proposer demonstrates an understanding and capability to build strategic social media campaigns and has used them in past to enhance media relations efforts. • The proposer demonstrates the understanding and capability to manage social media crises. • The proposer demonstrates the ability to create engaging and dynamic social media content with little guidance or oversight. • The proposer has significant experience using social listening to gather insight and track campaign progress.	15
PR Agency Fact Sheet	
• The proposer demonstrates overall strong client retention. • The proposer demonstrates adequate staffing with sufficient full-time employees assigned to existing and/or past accounts. • The proposer describes experience in the last two years with accounts of similar size and services as CTCP. This includes personnel of the California office that would	20

service the account. • The proposer has a range of accounts with a specific focus on cause-related marketing, a health focus, and/or targeted outreach.	
Eligibility and Capabilities Requirements (Total)	**75**

Stage 2 Site Visit, Agency Presentations, Client References, and Account Staffing Proposal (150 points possible)	**Points**
Agency Overview Presentation	
• The proposer demonstrates the capacity of its California-based office(s) and team who would be assigned to the CTCP account. • The proposer displays its philosophy, strengths, and collaboration style with clients and other agencies compatible with CTCP.	30
Case History Highlighting Media Event Presentation	
• The proposer identifies the objectives, target markets, and anticipated reach. • The proposer considered cultural appropriateness and tailored messages for the target audience(s). • The proposer's campaign is strategic and well-rounded with multiple elements, including social media. • The proposer demonstrates strong capacity to strategize, plan, conduct and complete a media event within the desired budget parameters. • The proposer demonstrates strong media relations capabilities, the ability to achieve the desired results and appropriate client collaboration and participation. • The proposer demonstrates additional reach of the campaign and the ability to strategically further the message. • The proposer overall is strategic with achieving the campaign objectives and in line with reaching the goals and desired public impact.	50
PR Assignment Presentation	
• The proposer showcases the overall ability to develop, implement, and evaluate a PR campaign for CTCP. • The proposer demonstrates strategic abilities and utilization of innovative media relations skills. • The proposer demonstrates the ability to maximize reach of the multicultural, general, and ethnic market campaigns within budget constraints. • The proposer shows how it would leverage grassroots efforts and coordinate/ collaborate with relevant partners to increase overall awareness of the issue.	50
Proposed Account Staffing	
• The proposer demonstrates commitment to this campaign by identifying highly capable staff who have the expertise, training, skills, and experience consistent with the account	20

management and public relations needs identified in the SOW. • The proposed percentage of time dedicated to the CTCP account is sufficient to meet the needs identified in the SOW. • The proposer clearly identifies vacancies that would be filled or positions that would be created to service the CTCP account, including the time dedicated and role.	
Site Visit, Agency Presentations, Client References, and Account Staffing Proposal (Total)	150

Stage 3 Financial Package and Oral Presentation (120* points possible)	**Points**
Cost Proposal Assignment	
• The proposer demonstrates it provides the best value for the services through a Cost Proposal that is cost-effective and cost-competitive. • Financial Records (pass/fail) • Attachments 9 and 10 (pass/fail)	80
Oral Presentation (if required)	
• The proposer demonstrates a high level of strength in all aspects of public relations capabilities, including research, strategic planning, execution, and evaluation. • The proposer has the ability to sustain both short and long-term campaigns and capacity to innovate and adapt to the changing environment. • The proposer has the ability to successfully outreach to socially, economically, and culturally diverse populations.	40
Financial Package and *Oral Presentation (if required) (Total)	80/120*

IV. SUBMISSION REQUIREMENTS

A. Format Requirements

1. Copies Required

   See each stage for the number of copies required. Write “Original” on the original proposal. Each copy of the proposal must be complete, including copies of all of the required attachments and documentation submitted in the original.

2. Narrative Format

   a. In preparing a proposal response, all narrative portions should be straightforward, detailed, and concise. Do not restate or paraphrase information in this RFP. CDPH will determine the responsiveness of a proposal by its quality, not its volume or packaging. The proposer may choose how to bind the proposal (stapled, spiral, etc.).

   b. Format the narrative portions of the proposal as follows. Failure to follow these requirements may disqualify your submission.

      1) Use Times New Roman, Arial, or Calibri font of at least 12-point size throughout. Exception: if a form is required by the State that contains a smaller font.

      2) Print pages single-sided on letter size (8.5 by 11 inches) white paper with **1.5” spacing**.

      3) Use one-inch margins at the top, bottom, and both sides.

      4) Sequentially number the pages in each section and clearly identify each section in the order requested. When a page limit is noted, pages exceeding the limit will not be scored. It is not necessary to paginate the required forms.

      5) Place the proposer’s name in a header or footer on every page. If the proposer's name is not already entered elsewhere on a completed certification or form, add it to a header, footer, or signature block.

      6) Have a person who is authorized to bind the proposing firm sign each RFP attachment that requires a signature in **blue ink**. Signature stamps are not acceptable.

7) Place the original signed attachments in the proposal set marked "Original." The additional copies may have photocopied signatures on attachments and throughout the document.

B. Submission of RFP Materials

"RFP materials" means anything submitted by a proposer to CDPH in response to this RFP, including, but not limited to, written questions about this RFP, and responses to any stage. It is essential that proposers use the following address formats, exactly as shown, for submission of RFP materials:

Courier or Overnight Service (Stage 1 & 2 submissions)	**Email** (for correspondence only)
Public Relations RFP 16-10046 California Department of Public Health California Tobacco Control Program Attention: Frank Ruiz MS 7206 1616 Capitol Avenue, Suite 74.516 Sacramento, CA 95814 Phone: (916) 449-5500	Email: CTCPMediaRFP@cdph.ca.gov

C. Importance of Meeting All RFP Deadlines

If utilizing overnight service, the **package tracking information must be emailed** to CTCPMediaRFP@cdph.ca.gov before the submission deadlines.

Proposers are responsible for the delivery of submissions to CDPH prior to the submission deadline. If the package tracking information indicates its arrival at CDPH by the deadline, the package will be considered to have arrived on time. Postal service postmarks, however, will not be accepted as proof of timely delivery. Faxed or electronic submissions will not be accepted.

All stages of this RFP have stated deadlines for submitting materials to CDPH and are strictly enforced. Submissions that are incomplete or received after the stated deadline will be returned to sender.

D. Communication between CDPH and Proposers

1. Proposer Questions

   Should any proposer need to communicate with CDPH regarding the RFP or the proposal review process, the proposer should do so in writing and send it by email to CTCPMediaRFP@cdph.ca.gov. *No phone calls will be accepted.*

Immediately notify CDPH if you need clarification about the services sought or have questions about this RFP's instructions or requirements. At its discretion, CDPH reserves the right to contact an inquirer to seek clarification of any inquiry received. CDPH shall respond to all proposers.

2. Errors

   If a proposer discovers any ambiguity, conflict, discrepancy, omission, or other error in the RFP, the proposer shall immediately notify CDPH of such error in writing and request modification or clarification of the document by the deadline for the submission of the Stage 1 proposal. CDPH strives to correct any errors found. Modifications or clarifications will be given by written notice to all parties who requested the RFP, without divulging the source of the request for modification or clarification. CDPH shall not be responsible for failure to correct errors.

3. Deviations and Modifications

   All submissions must be complete when received at CDPH. No changes, modifications, corrections, or additions may be made once they are submitted to CDPH. An agency will be allowed to withdraw its proposal provided that the written request for such withdrawal is received in writing prior to the deadline for final submission. After withdrawing a proposal, proposers may resubmit a new proposal according to the proposal submission instructions and deadline.

   CDPH may, at its sole discretion, waive any immaterial deviation or defect in a submission. However, the waiver of an immaterial deviation or defect in a submission will in no way modify the document or excuse the proposer from full compliance with the RFP requirements if awarded the contract. Items may be considered "immaterial" by CDPH if, for example, they do not affect the amount of the Cost Proposal, or if allowing the deviation does not give a proposer an advantage or benefit that would not be granted to all other proposers.

   CDPH reserves the right to contact proposers at any stage of the proposal process to collect additional clarifying information, if deemed necessary.

E. Property of CDPH

All submission materials will not be returned to the agency. All proposed ideas or adaptations of the ideas contained in any submission become the property of CDPH and CDPH reserves the right to use them. Acceptance or rejection of the submission will not affect this right in any way.

F. Cost of Submissions

CDPH assumes no responsibility or liability for costs incurred by proposers. Costs of developing and delivering submissions and presentations will not be billable to the State of California or included in the Cost Proposal.

G. Small Business and Disabled Veteran Business Enterprise (SB/DVBE) Participation Exemption

This procurement is exempt from Part 2 of Division 2 (commencing with Section 10100) of the Public Contract Code and therefore is not subject to SB/DVBE participation requirements.

V. CONTRACT AWARD

A. Letter of Intent to Award a Contract

Award of the contract will be to the most responsive and qualified proposer who earns the highest total RFP score in Stages 2 and 3.

A Letter of Intent to Award a Contract identifying the selected contractor will be posted on the TCFOR website. All finalists that participated in the final stage held will be notified by email regarding the contract award decision.

B. Confidentiality of Proposals

Financial records received by CDPH will be kept confidential and will be destroyed at the time of the Contract Award. All other portions of proposal responses will be subject to disclosure in accordance with the California Public Records Act (Government Code, Section 6250 et seq.) and may be reviewed and copied by the public if formally requested after CDPH posts the Letter of Intent to Award a Contract, except those portions of the proposal that are exempt from disclosure as provided in the Public Records Act.

C. CDPH Rights

1. Rejection of All Proposals

   Issuance of this RFP in no way constitutes a commitment by CDPH to award a contract. CDPH reserves the right to reject any or all proposals or portions of proposals received in response to this RFP, or to amend or cancel this RFP if it is in the best interest of the State. CDPH may, at its sole discretion, cancel this RFP after the receipt of Stage 1 submissions if the number of submissions is inadequate or if there is insufficient competition among qualified proposers. In the event of such cancellation, CDPH may reissue a new RFP at a later date.

2. Verification of Proposer Information

   By submitting a proposal, proposers agree to authorize CDPH to:

   a. Verify any and all claims made by the proposer including, but not limited to, verification of prior experience and the possession of other required qualifications.

   b. Check any reference identified by a proposer or other resources known by the State to confirm the proposer's business integrity and history of providing effective, efficient, competent, and timely services.

3. Nonresponsive Proposals

   A proposal may be deemed nonresponsive and subsequently rejected if any of the following occurs:

   a. At any time a submission is received after the exact time and date set forth in Section I.H., “Tentative RFP Timeline,” for receipt of each submission.

   b. The proposer fails to meet any of the eligibility requirements as specified in Section II.A., “Stage 1: Eligibility and Capabilities Requirements.”

   c. The proposer fails to submit or fails to complete and sign required Attachments as instructed in this RFP.

   d. The submission contains false, inaccurate, or misleading statements or references.

   e. The proposer is unwilling or unable to fully comply with the proposed contract provisions.

   f. The proposer supplies conditional cost information, incomplete cost information, or cost information containing unsigned/un-initialed alterations or irregularities.

D. Appeals

Eligible proposers may file a brief “Notice of Intent to Appeal” which must be received by the Hearing Officer or his designee, by mail within five working days after the Letter of Intent to Award a Contract has been e-mailed to each proposer participating in the final stage held. Only agencies that reach the final held RFP stage may appeal the contract award. Appeals will be limited to the grounds that CDPH failed to correctly apply the standards for reviewing proposals as specified in this RFP. Within five calendar days after filing a “Notice of Intent to Appeal,” the proposer must file a full and complete written appeal, including the issue(s) in dispute, the legal authority or other basis for the proposer’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

The Hearing Officer or her designee, at her sole discretion, may hold oral hearings, have a hearing on written briefs, or both. The decision of the Hearing Officer is final.

E. Contracts

CDPH will confirm the contract award to the winning proposer after the appeal deadline, if no appeals are filed, or following the resolution of all appeals. The agency selected to provide public relations services to CDPH will be required to sign a contract that details legal and programmatic obligations. The contract number will be 16-10046.

The successful proposer must enter into a formal contract with CDPH in order to receive payment for services rendered. The contract may incorporate, as an exhibit or by reference, portions of this RFP and responses to this RFP that directly identify the work to be performed, performance time lines, methods and approaches, budget or cost details, or other mandatory contract and performance requirements.

The successful proposer should enter into a contract with CDPH no later than ten state working days after the proposer receives the contract from CDPH, and must agree to the terms and conditions outlined in the contract language.

F. Contract Forms and Exhibits

State contract forms and exhibits are available under “Contract Documents” in the funding section of the TCFOR website. Proposers should read these documents carefully to ensure that they will be able to comply with state contract terms. The terms and conditions in the contract forms and exhibits are not negotiable. The contract resulting from this RFP will be prepared on a “Standard Agreement” (Form STD 213).

CDPH reserves the right to adjust the language in the contract awarded from this RFP. Therefore, final contract language may deviate from the provisions provided. Changes after award of the contract will be accomplished by written amendment to the contract, agreeable to both parties.

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 RFP, any inconsistency or conflict will be resolved by giving precedence to the final contract.

VI. ATTACHMENTS TABLE OF CONTENTS

To view the following documents, go to the TCFOR website, select the Funding Opportunities section, click on the RFP 16-10046 California Tobacco Control Program Public Relations Campaign link, and open the selected Attachment documents.

STAGE 1

Attachment 1: Proposal Cover Page

Attachment 2: Certification of California Office and Gross Billings

Attachment 3: Guaranty

Attachment 4: Conflict of Interest Certification

Attachment 5: Public Relations Agency Fact Sheet

STAGE 2

Attachment 6: Proposed Account Staffing Chart

Attachment 7: Client References

STAGE 3

Attachment 8: Public Relations Cost Proposal

Attachment 9: Bankruptcy and Litigation Disclosure

Attachment 10: Contractor Certification Clauses (CCC-307)
Download and print:
www.documents.dgs.ca.gov/ols/CCC-307.doc

VII. EXHIBITS TABLE OF CONTENTS

To view the following documents, go to the TCFOR website, select the Funding Opportunities section, click on the RFP 16-10046 California Tobacco Control Program Public Relations Campaign link, and open the selected Exhibit documents.

Standard Agreement Form STD 213

Exhibit A: Scope of Work

Exhibit B: Budget Detail and Payment Provisions

Exhibit C: General Terms and Conditions GTC 307

Exhibit D(C): Special Terms and Conditions

Exhibit E: Additional Provisions

Exhibit F: Résumés

Exhibit G: Travel Reimbursement Information

Exhibit H: Contractor's Release

Post Award Document: Payee Data Record, STD 204