

Scope of Work and Project Activities

1. Do you provide a list of contacts for cities?

Yes, a list of contacts for local jurisdictions will be provided to the contractor.

2. Are policy report templates available live online or as a downloadable PDF template?

No, the contractor is to develop these templates.

3. Can you provide more clarification on your term 'legal evaluation'?

Legal evaluation requires using a high level of policy and legal interpretation to be able to analyze the strength of policy language and to make sound judgements about how to rate policy language.

4. Will any work by the contractor require retrospective coding or policies currently in the PETS database?

The contractor will rate new policies moving forward from the contract start date. Re-rating of policies will occur if there are revisions to current policies, in which case the contractor will collect information on any revised content, including dates passed, dates implemented, and other metadata enforced for existing policies that have changed. Any policies that are missing in the current PETS database need to be rated and recorded on the database.

5. A principle deliverable is the tracking, collecting, reviewing coding and rating the quality of “codified tobacco control policies” in all “city and county” jurisdictions. Does that exclude policies that pertain to all or part of such jurisdictions, but are not enacted by that jurisdiction’s city council or board of supervisors, for example county fairground policies? Do such policies exclude state laws or policies?

The codified policies refer to legislative policies enacted by a jurisdiction’s city council or board of supervisors that cover whole jurisdictions. PETS does not include policies enacted by government boards such as a fairboard or transit board. State laws are not included in PETS.

6. What task number does the case study mentioned on page 17 under the Proposal Scoring section for the Project Narrative and Scope of Work and mentioned on page 21 of the Proposal Narrative instructions?

The case study would be part of Task 7; Dissemination and Evaluation on page 10 of the Solicitation.

7. Is there an existing PETS Advisory Committee (PAC)?

No, the contractor will form the PAC and include a diverse set of members such as public health lawyers, policy makers, community leaders, and experts in tobacco control policy. The contractor can work with CTCP to help determine potential members, however the primary responsibility lies with the contractor to identify members, recruit, assemble, and maintain the PAC.

8. Is there a required population set used by California State and/or the PETS database?

CTCP uses the American Community Survey as the population dataset for PETS.

9. Can you please describe the target population for the trainings?

The target audience for the trainings are local health department partners and other CTCP-funded programs.

10. How many TA requests annually should we anticipate?

Per page 8 of the solicitation, the contractor should annually develop and conduct three (3), 30-90 minute training sessions via webinar for tobacco control stakeholders. Typically, individual consultation TA requests may range from 15-20 annually.

11. Are the required trainings focused on the data provided by the contractor under this project, or on use of the PETS system generally? Is the contractor tasked with creating and updating a PETS training manual on the entire PETS system?

The trainings should be focused on the use of the PETS system, potential applications of the PETS data, how the contractor collects and codifies policies, and how scores are calculated. The contractor is tasked with creating a training manual about how to navigate PETS, how the contractor collects and codifies policies, how scores including quality and reach scores are calculated, and how local programs are to upload policy information on to the Online Tobacco Information System (OTIS).

PETS Database Management

1. Do we need to include in our scope of work updates and maintenance of the PETS database on the CTCP website?

No, you do not need to include work updates and maintenance of the PETS database on the CTCP website in the Scope of Work. CTCP will maintain the database and the interface. The PETS data you create will be transferred electronically to CTCP for uploading into the PETS database via a specific protocol. Template files will be provided to ensure the proper data format and integrity.

2. Are the researchers/coders required to work on the existing software used to code and rank PETS? Or could they use their own, and have it uploaded in the existing PETS platform?

CTCP has a template of how the data should be electronically transferred to CTCP in order to be compatible with the PETS database structure. How the data is created is up to the researcher/coders, but it should be transferred/formatted to CTCP via an existing protocol.

Proposal Scoring

1. **Can you please clarify that the scoring elements on pages 16 and 17 of the RFP, Project Narrative and Scope Work section, refer to or apply across these two sections? There is only one element (the second to last) that specifically refers to the SOW.**

The scoring criteria on page 16 and 17 will cover review of both the Project Narrative and the Scope Work.

2. **On page 17 under the Proposal Scoring section for the Project Narrative and Scope of Work there is a section that talks about a plan to examine historical trends, but the section is not mentioned in any of the Tasks described under the detailed Scope of Work section of the RFP. Can you please provide further clarification on this activity? Is it required as part of the proposal and if so, what Task # is it associated with?**

Examining historical trends is part of Task #3, where the proposer addresses how they plan to record historical trends of policies as a means of creating new rubrics and streamlining rating rubrics and policies.

3. **There does not appear to be any points associated with Task 4 from the detailed Scope of Work (page 8 of the RFP) in the scoring section of the Project Narrative and Scope of Work on pages 16-17 of the RFP. Is this an omission?**

Task 4, the CX indicators, are tied to the plan described for the policy rubric development in the second row of the Project Narrative and Scope of Work scoring criteria on page 17.

4. **There does not appear to be any points associated with Task 5 of the Scope of Work - Training and Technical Assistance, in the Proposal Scoring section for the Project Narrative and Scope of Work sections. Is that an error?**

Training and technical assistance is not included as part of the applicant scoring.

5. **The points associated with conducting a case study of legislated tobacco control policies under the Project Narrative and Scope of Work scoring criteria were not assigned. Was this inadvertently left out?**

Yes, this was an error. Please see Addendum 1 of Solicitation posted on TCFOR for the updated proposal scoring.

6. **In evaluating each applicant's proposal, is there an understanding that costs required to perform certain aspects of this project (e.g. forming and maintaining an advisory committee, conducting needs assessments of the PETS database, policy collection and solicitation efforts, etc.) are not necessarily tied to the number of policies involved, and that the "Cost per policy coded" figure will be but one factor in reviewing the overall cost proposal?**

CTCP will take the cost proposal (appendix 7) and budget proposal (Exhibit B, Attachment 1) into account in reviewing overall funding.

Budgeting and Staffing

1. How are the number of policies calculated in order to complete the cost proposal and loaded price per policy format?

Please refer to Appendix 1 of the Solicitation for the average number of policies passed during 2017 and 2018. We expect an increase of 10-15% in the number of policies passed per year for the next 5 years.

2. Can you clarify that you are only looking for total costs by contractor and any subcontractors for budget proposal tasks?

Yes, per the Exhibit B Attachment 1 (Budget Proposal) we are looking for proposers to list the fully loaded costs to complete each of the specified services for each fiscal year.

3. Exhibit B Attachment I requests that we breakdown costs by budget period and by major tasks. However, the task groupings do not align with the major Tasks as laid out in the detailed Scope of Work section on pages 6-10. Is this an error? Can the proposer align this section with the Tasks as described in the Scope of Work section?

The Budget Proposal shown on Exhibit B Attachment I shows services that are incorporated into the scope of work's major activities. The seven tasks listed on pages 6-10 of the Solicitation count as the major activities that are required in the Scope of Work. The budgeting format should follow the listings of services Exhibit B Attachment I.

4. What is the maximum percentage per year that subcontractors would be able to contribute? Does this amount change if the subcontractor is based out of California?

The use of subcontractors and/ or consultants is allowed, if their use is necessary and justified to accomplish the Scope of Work. For proposals from government entities and public universities, subcontracting is limited to \$50,000 or 25% of the total contract, whichever is less. For all other proposers, there are no maximum subcontractor percentage limitations. The subcontract amount does not change if the subcontractor resides outside of California.

5. Are multiple subcontractors allowed, or is it one per award?

Yes, multiple subcontractors are allowed.

6. Can sub-contractors be from out-of-state?

Yes, sub-contractors may be from outside of California.

Other

1. **If an organization submits a proposal for this funding and is successfully awarded a contract, would this preclude them for applying for future funding from CTCP?**

No.

2. **Are there any specific formatting instructions for the organizational chart, graphs, or charts, including font size or number of pages?**

Yes, please use Arial 12 font for the entire proposal, including the organizational chart, graphs, and figures. There is not a specific font or format requirement for page numbers.

3. **How are the ratings used by those who access PETS (i.e. CTCP vs. LLAs vs. Grantees)? Is there a forum for reporting the usefulness of these ratings by these users, such as researchers?**

Policy ratings may be used by local lead agencies and competitive grantees to gauge the strength of the content of the policy that was passed as a product of their Scope of Work objectives. This may assist local programs and grantees in future objectives to pass stronger policies. Ratings can also be used by local programs to gauge their progress in meeting CX objectives. CTCP uses PETS ratings for various evaluation and research purposes.

4. **Our organization maintains its own existing tobacco control laws database and its accompanying set of copyrighted guidelines (rubrics). We believe these can be modified in ways that would enable us to feed data to the PETS database either A) via an export of data in one of a variety of possible formats (e.g. Excel, CSV text, Access), or B) by populating an external database template that mirrors the PETS database structure. This approach would enable a couple of viable options for transferring data, but are there any ownership and other concerns we should be aware of, such as:**

- a) **Will the grant contract exempt pre-existing organization-owned resources used in the performance of the scope of work from California State ownership?**
- b) **Are all new resources developed in the process of performing the scope of work required to be property of California State? What rights/limitations would be granted/imposed on new, modified or pre-existing materials used/developed – in whole or in part - under this project (e.g. Fact sheets)?**
- c) **What data or other rights would be granted between the contractor and CTCP for data and other materials that are transferred to the PETS as a result of this project? Would there be a difference between pre-existing data in the contractors own database vs. data newly acquired as a result of this project?**

Please review *Exhibit D, Special Terms and Conditions, paragraph 2, Intellectual Property Rights* on TCFOR, under Contract Documents, for this solicitation. This

Exhibit highlights in detail the rights/limitations regarding material used/developed while participating in this project. Any clarification/modification of the terms and conditions may be discussed at the post-award modification meeting.