



## **California Department of Public Health**

### **Solicitation**

**EVAL 20-10024**

### **California Tobacco Control Program**

### **California Youth Tobacco Survey**

**June 1, 2020**

California Department of Public Health  
California Tobacco Control Program  
MS 7206  
1616 Capitol Avenue, Suite 74.516  
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<https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CTCB/Pages/CaliforniaTobaccoControlBranch.aspx>

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## Part I. INTRODUCTION

### A. Background, Purpose, Goals and Objectives

#### 1. Background and Authorizing Legislation

##### Background

California's comprehensive state tobacco control and prevention efforts are widely recognized as one of the most successful programs in the United States (U.S.). California's efforts to reduce tobacco use and prevent tobacco-related diseases have reduced smoking rates in California to one of the lowest in the nation; yet tobacco-related diseases still account for approximately 40,000 deaths per year in California, representing 16 percent of all deaths.<sup>1-3</sup> Tobacco use in California costs the state \$18.1 billion in health care costs and lost productivity from illness and premature death.<sup>4</sup>

Two landmark acts have been essential for supporting the efforts of the California Department of Public Health (CDPH) California Tobacco Control Program (CTCP). The Tobacco Tax and Health Protection Act of 1988, also known as Proposition 99 (Prop 99), increased the state cigarette tax by 25 cents per pack, added an equivalent amount on other tobacco products, and designated the revenue for tobacco-related research, health education and promotion, as well as health care services.

In November 2016, California voters overwhelmingly approved the California Healthcare, Research, and Prevention Tobacco Act of 2016, Proposition 56 (Prop 56), by a 64 percent to 36 percent vote. Prop 56 added an additional \$2.00 tax to each pack of cigarettes and an equivalent tax on other tobacco products, including electronic tobacco products. Prop 56 designated revenues primarily to increase funding for existing healthcare programs; and additionally to University of California physician training, dental disease prevention programs, and California's comprehensive tobacco control program, tobacco-related disease research, and tobacco-related law enforcement efforts. Of the funds directed to CDPH/CTCP for a comprehensive tobacco control program, Prop 56 requires that CDPH/CTCP use a minimum of 15 percent of the funds to monitor, and accelerate, the rate of decline in tobacco-related disparities with a goal of eliminating tobacco-related disparities through social norm change.

In service of this goal, CDPH/CTCP conducts surveillance on youth tobacco use across California. CDPH/CTCP has administered the California Student Tobacco Survey once every two years since 2002 to monitor tobacco use and behaviors, exposure to secondhand smoke, and attitudes towards tobacco use among California youth. Although the cigarette smoking prevalence among California high school students has reached a historic low in 2018 of 2.0 percent, a decrease from

4.3 percent in 2016, overall tobacco use did not significantly change. Electronic cigarette (e-cigarette) use among California high school students increased by 27 percent from 8.6 percent in 2016 to 10.9 percent in 2018.<sup>5</sup> Nationally, e-cigarette use among high school students is also increasing rapidly. In 2018, 20.8 percent of U.S. high school students reported current e-cigarette use; by 2019 this increased to 27.5 percent.<sup>6</sup> Additionally, the popularity of flavored tobacco products among youth, especially in e-cigarettes, is increasing. Over 86 percent of California high school students who currently use a tobacco product report using a flavored product.<sup>5</sup> The rapid rise in e-cigarette use has been marked by distinct trends in the popularity of different device types, nicotine concentrations, flavor preferences, and terminology.<sup>5</sup> The rapidly changing youth tobacco landscape necessitates a more frequent survey, and beginning in 2021, CDPH/CTCP will conduct annual youth tobacco surveillance in order to improve surveillance of youth tobacco use behaviors across the state. In addition to the annual California Youth Tobacco Survey (CYTS), CDPH/CTCP will be conducting multi-wave, online surveys of approximately 4,000 youth aged 12 to 17 and a series of youth focus groups beginning in 2021. The Teens and Tobacco Project (TNT) consists of smaller surveys and focus groups that will be used to track changes in attitudes, emerging products, and trends relating to tobacco among California youth. The TNT Project will serve a dual purpose of allowing formative research on survey measure development for the CYTS. It is expected the two projects will work together as directed by CDPH/CTCP.

### Authorizing Legislation

The enabling legislation for California's comprehensive tobacco control program is provided by the following: Assembly Bill (AB) 75 (Chapter 1331, Statutes of 1989), AB 99 (Chapter 278, Statutes of 1991, Section 47), AB 816 (Chapter 195, Statutes of 1994, Section 63), AB 3487 (Chapter 199, Statutes of 1996, Section 26), Senate Bill (SB) 99 (Chapter 1170, Statutes of 1991), SB 960 (Chapter 1328, Statutes of 1989), SB 493 (Chapter 194, Statutes of 1995); the annual State Budget; Health and Safety (H&S) Code 104375(b); and Revenue and Taxation Code Sections 30121-30130.

H&S Code Section 104375 authorizes CDPH/CTCP to conduct statewide surveillance of tobacco-related behaviors, knowledge, and attitudes, and to evaluate local and state tobacco control programs.

At a minimum, these evaluation activities are to use scientifically appropriate methods for monitoring the annual progress of the program in reducing the youth tobacco-product-use prevalence from the 1993 benchmark rate of 20 percent. These surveillance and evaluation activities may include, but need not be limited to, the following:

- Be based on sound evaluation principles;
- Monitor the overall statewide effect of health education efforts on smoking and tobacco use, and, to the extent feasible, the resulting effects on health;

- Monitor the impact of the programs on individual target populations identified by this article or designated by the department as meriting special attention;
- Provide an evaluation of the comparative effectiveness of individual program designs that shall be used in funding decisions and program modifications;
- Incorporate other aspects into the evaluation that have been identified by the department in consultation with state and local advisory groups, Local Lead Agencies (LLA) (i.e., local health departments), and other interested parties; and
- Funds permitting, utilize a sample size that is adequate to produce county, regional, and ethnic specific estimates.

## 2. Purpose

The purpose of this Solicitation is to request competitive proposals from eligible experienced agencies to conduct an annual, school-based, probability survey of California youth on tobacco use behaviors. Tobacco use behaviors may include, but are not limited to, use, dependence, susceptibility, and environmental exposure. Surveillance will also include limited attitude, opinion, and co-morbid substance use questions, primarily as they relate to patterns and predictors of tobacco use (e.g., addictiveness, flavors, social norms). The services sought include sampling design, survey development, recruitment, survey administration, data management, data analysis, and reporting of results.

This procurement is exempt from Part 2 of Division 2 (commencing with Section 10100) of the Public Contract Code.

## 3. Goals and Objectives

CDPH/CTCP seeks to contract with an established and accomplished agency to track youth tobacco use behaviors in California on an annual basis. The selected Contractor will conduct four annual school-based surveys in computer/web format to middle school (8<sup>th</sup> grade) and high school (10<sup>th</sup> and 12<sup>th</sup> grades) students in public and private schools in California. The primary objective of this project is to collect data on youth tobacco use, emerging tobacco product use, exposure to secondhand smoke or vapor, and co-use of tobacco and other substances among California youth. A secondary objective is to collect data on attitude, opinion, and co-morbid substance use related to tobacco use.

More specifically, a successful Contractor will:

- Develop, in consultation with CDPH/CTCP, a five-year sampling and recruiting plan;
- Develop, in consultation with CDPH/CTCP, the CYTS survey measures and, where possible, ensure that survey measures are comparable to national youth tobacco surveys as directed by CDPH/CTCP;
- Recruit schools to participate in and administer the annual survey;
- Provide data management and data analysis services;

- Prepare three (3) detailed annual reports on current youth tobacco use behaviors and attitudes and trends and one (1) cumulative four-year report;
- Prepare 58 brief county-specific annual reports on current youth tobacco use prevalence, behaviors, and attitudes in Project Years 2 and 4;
- Translate and disseminate survey findings to public health, school, and other professional audiences; and
- Maintain regular and frequent communication with CDPH/CTCP on the progress of the project.

## B. ELIGIBILITY CRITERIA

### 1. Organizational Type and Conditions

The following entities and organizations are invited to apply for this Solicitation:

- Any public, private nonprofit, or for-profit entity that is currently operating a full-service office based in California. Non-profit organizations must certify their eligibility to claim nonprofit status. For an example, see Appendix 2: *Sample Non-Profit Status Letter*.
- Agencies able to certify that no conflict of interest with tobacco, e-cigarette, cannabis, or related industries exists (see Appendix 1: *Certification of Non-Acceptance of Tobacco Funds*). The form can also be downloaded from the Online Tobacco Information System (OTIS). See Part II. F, *Additional Documents* for details.
- Agencies able to certify that they are in good standing, fiscally stable, and qualified to conduct business with the State of California.

By submitting a proposal, agencies acknowledge and agree to comply with all terms and conditions in the Solicitation.

### 2. Required Experience

Proposer should demonstrate the following qualifications, with a minimum of five (5) years of experience for each qualification:

- Managing statewide projects with a budget of \$1,000,000 per year or greater;
- Developing probability-based sampling frameworks;
- Developing and conducting school-based surveys;
- Performing advanced data analysis for survey data; and
- Developing and writing reports for state or federal government, local government, educational partners, and the lay public.

Proposer must have at least three (3) years of experience conducting research or surveillance on youth tobacco use; this experience must have taken place since 2014.

### C. CONTRACT TERM

The anticipated contract term is five (5) years: January 5, 2021 to December 31, 2025. The contract term may change if CDPH/CTCP makes an award earlier than expected or later if CDPH/CTCP cannot execute the agreement because of unforeseen delays.

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

Up to \$5,000,000 is available to fund the activities required in this survey. Proposals must be for the entire 5-year period. CTCP reserves the right to require the contractor to modify the funding budgeted for each year in order to sustain necessary activities and costs during the term of the contract, including but not limited to staffing, travel, collaboration, data collection, analysis, reporting, and administrative functions. Unexpended funds do not carry over from one year to the next without prior approval and a contract amendment. The calendar year begins January 1 and ends December 31. Funding is contingent upon available revenues, appropriation by the Legislature and the Governor, multi-year spending authority, and CDPH/CTCP funding priorities and/or legal or administrative limitations. Continued funding for the contract will be dependent upon successful Contractor performance. Performance will be evaluated based on required progress reports.

### E. PROJECT OBJECTIVES

This project has six (6) required objectives, which are listed below. These objectives form the basis for the Detailed Scope of Work (SOW) and the Project Narrative (see Part II: *Submission Requirements* in this Solicitation).

The project will focus on assessing tobacco use prevalence and behavior, dependence, susceptibility, secondhand exposure, co-morbid substance use, and limited attitudes about tobacco use among middle school and high school students in California. The primary objective of the survey will be to describe and track annual tobacco use prevalence among California students during academic years 2021-22, 2022-23, 2023-24, and 2024-25. The Contractor must have the capability to successfully complete all objectives described below.

#### **OBJECTIVE 1. Submission of a Sampling and Recruiting Plan**

The Contractor will develop a comprehensive Sampling and Recruiting Plan for the annual CYTS. The Sampling and Recruiting Plan will focus on describing in detail, the sampling methodology, sampling frame, sample size, and recruiting strategy, including

incentivizing public and private school participation. The survey sample will consist of a probability-based sample of 8<sup>th</sup>, 10<sup>th</sup>, and 12<sup>th</sup> grade students in California and will be representative of California's ethnically, culturally, and geographically diverse student population. The survey population must be representative of the California middle and high school student population as reported by the California Department of Education (CDE) annual school enrollment.

In the first (school year 2021-22) and third (school year 2023-24) survey years, the sample will consist of a statewide random sample of middle school and high school students. Schools will be randomly selected to participate as part of a two-stage cluster sampling design, with schools as the primary sampling unit and a random sample of classrooms selected within each school as the secondary sampling unit. In these survey years, the sample size must be sufficient to generate tobacco use estimates among key subgroups, including gender identity, sexual orientation, and race/ethnicity.

In the second (school year 2022-23) and fourth (school year 2024-25) survey years, the sample will be stratified by each of the 58 counties in California, and a probability sample of students in each county will be surveyed based on the student population of each county. In these survey years, it is expected that the sample size will be sufficient to provide statewide tobacco use prevalence estimates as well as tobacco use estimates for each of the 58 counties in California.

The annual sample size is expected to vary by sampling year with fewer students surveyed in the first and third survey years. Private schools and middle schools must be sampled as separate strata with sampling frames independent of public schools and high schools. Final Sampling and Recruiting Plan must be approved by CDPH/CTCP prior to implementation.

## **OBJECTIVE 2. Survey Development and Consultation**

The Contractor will collaborate with CDPH/CTCP on the development of the survey. The CYTS will measure use of the following products, at minimum: vape (nicotine, flavoring, and marijuana), cigarette smoking, hookah, smokeless tobacco (snus, chew), cigar smoking (big cigars, little cigars/cigarillos), heat-not-burn, marijuana, and any emerging tobacco products as identified by CDPH/CTCP. The survey will include detailed questions on vaping, vaping behavior, and vaped marijuana use, including use of flavors, co-use. Additional questions include, but are not limited to, attitudes and opinions about tobacco and marijuana use and behavioral health as it relates to patterns and predictors of tobacco use (e.g., questions about addictiveness, flavors, social norms relating to tobacco and tobacco use). The survey will have a target mean survey duration of 20 minutes. The survey will be reviewed by both CDPH/CTCP and the selected Contractor annually, prior to data collection, and questions may be added, removed, or amended at the discretion of CDPH/CTCP. The Contractor will pilot (including, but not limited to testing the entire survey for duration, clarity, and skip logic, and the cognitive testing of certain survey measures as agreed upon by the Contractor

and CDPH/CTCP) and validate all survey items as directed by CDPH/CTCP. The final annual survey will be approved by CDPH/CTCP only after CDPH/CTCP has reviewed and approved (1) the results of pilot testing, (2) the results of survey measure validation, and (3) the final programmed survey. A Spanish translation for students who prefer to take the survey in Spanish must be provided.

Survey content must include the following:

- Use (including ever, current, frequency, initiation) of the following products: vape (nicotine, flavoring, and marijuana and its derivative products), cigarette smoking, hookah, smokeless tobacco, cigar (big cigar and cigarillo), marijuana use, and any emerging tobacco products among youth;
- Detailed questions on vaping, vaping behavior, and vaped marijuana use, including use of flavors, co-use;
- Dependency, susceptibility, and access to tobacco products, secondhand exposure, and co-morbid substance use questions;
- A limited number of attitudes, opinions, and/or influences, primarily as they relate to patterns and predictors of tobacco use (e.g. questions about addictiveness, flavors, social norms relating to tobacco and tobacco use, industry influences)
- Exposure to tobacco and marijuana prevention and education in schools, and;
- Demographic measures including grade, age, gender identity, sexual orientation, race/ethnicity, and limited measures of socio-economic status.

### **OBJECTIVE 3. Recruitment and Survey Administration**

Following the protocols set forth in the Sampling and Recruiting Plan, the Contractor will recruit schools across California to participate in the survey annually. The Contractor is to administer the survey online, on school grounds, and during normal school hours. The Contractor shall coordinate with the local department of education, school districts, school administrators, public health departments, and California Department of Education Tobacco Use Prevention Education (CDE/TUPE) coordinators, as needed, to recruit schools to participate and to schedule the survey. Annual surveys will be fielded between September and June of each academic year.

### **OBJECTIVE 4. Data Management and Analysis**

The Contractor will develop and submit a Data Management and Analysis Plan. Upon approval of the Plan by CDPH/CTCP, the contractor will:

- Securely store and de-identify the data;
- Calculate sample weights;
- Clean, transform, or recode variables including documentation of all statistical code (e.g., SAS, SQL, R, or SPSS) used;
- Create a Public Use Data File (PUF) in SAS or SPSS data format;
- Provide a technical report and codebook to be submitted to CDPH/CTCP with detailed description of all sampling methods and recruiting methods, weighting calculation and statistical analyses to be performed to provide accurate tobacco

use prevalence estimates among California youth;

- Deliver the CYTS datasets to CDPH/CTCP annually in SAS or SPSS data format; and
- Submit preliminary data analysis results to CDPH/CTCP for review.

### **OBJECTIVE 5. Reporting and Dissemination**

The Contractor will compile the results of each CYTS into an annual statewide written report documenting tobacco use behaviors among California youth. The annual CYTS statewide report must minimally include:

- Prevalence of current use for all tobacco and marijuana products;
- Prevalence of current tobacco and marijuana product use by demographic characteristics such as race/ethnicity, grade, gender identity, and sexual orientation, and others identified by CDPH/CTCP;
- Prevalence of susceptibility to tobacco and marijuana use;
- Tobacco and marijuana dependence;
- Exposure to secondhand tobacco and marijuana smoke and secondhand vape aerosol;
- Access to tobacco and marijuana;
- Prevalence of current co-use and poly use of two (2) or more tobacco products; and
- Prevalence of current co-use of tobacco and marijuana products.

In the second (school year 2022-23) and fourth (school year 2024-25) survey years, in addition to the annual statewide report, reports will be prepared for each of the 58 counties in California presenting overall tobacco use trends at the county-level. These reports should be brief (approximately two [2] pages or less) and consist of predominantly graphic presentation of the following data, at minimum:

- Prevalence of current use for all tobacco and marijuana products;
- Exposure to secondhand tobacco and marijuana smoke and secondhand vape aerosol;
- Access to tobacco and marijuana; and
- Prevalence of current tobacco and marijuana product use by demographic characteristics such as race/ethnicity, grade, gender identity, and sexual orientation, as identified by CDPH/CTCP, as long as subgroup sample size is sufficient to meet CDPH data reporting requirements.

In each year, the release of the statewide report will be accompanied by an informational webinar, presented by the Contractor, for CDPH/CTCP partners, policy makers, media, or interested parties. The annual webinar will present key results of the CYTS including annual statewide tobacco use prevalence and highlight any additional information deemed important by CDPH/CTCP or the Contractor.

In addition, it is expected that the Contractor will prepare and submit for peer-review

publication at least 1 to 2 papers using CYTS data and attend between 1 to 3 CDPH/CTCP-sponsored conferences to present findings from the CYTS. All reports, webinar materials, and publications must be approved by CDPH/CTCP before they are considered complete. Final, approved reports will be completed and sent to CTCP each year no later than September 30.

## **OBJECTIVE 6. Communication**

The Contractor will maintain consistent communication with CDPH/CTCP. The Contractor shall:

- Engage in monthly phone calls with the assigned CDPH/CTCP Project Officer;
- Provide monthly recruiting and survey administration updates in writing (via email or brief written reports of two [2] pages or less) during the period from September to June, which include, at minimum:
  - Current number of schools being actively recruited (including by county, in years 2 and 4);
  - Current number of schools scheduled to take the survey;
  - Current number of completes (by school and individual completed surveys); and
  - Any issues, barriers, or complications to recruiting and survey administration.
- Provide a written progress report at the six-month mark of each project year, and an expanded project year-end report each year, which are to include the following:
  - A detailed description of the work accomplished (e.g., final sample sizes, number of schools recruited);
  - A description of any challenges or barriers encountered during the year and how they were addressed;
  - Suggestions to avoid the experienced challenges or barriers in the future; and
  - Suggestions for improvement or other changes to the CYTS project.
- Attend one annual teleconference, date to be determined by CDPH/CTCP, with CDPH/CTCP staff and the TNT Project Contractor to contribute to a discussion of the CDPH/CTCP youth tobacco surveillance program.
- Provide an end-of-project report detailing at minimum:
  - All project activities;
  - Goals accomplished;
  - Challenges or barriers to completion;
  - A brief summary of the data; and
  - Recommendations for changes or improvements to the project.

## **F. SUBCONTRACTORS**

The use of subcontractors and/or consultants is allowed, if their use is necessary and justified to accomplish the SOW. All subcontractors are expected to certify that they have no conflict of interest with any tobacco, e-cigarette or related industry. Public universities are limited on the amount or percentage of subcontractors/consultants, up to \$50,000 or 25 percent of the total contract,

whichever is less. Subcontracts require a budget that includes personnel, fringe benefits, operating expenses, travel, and indirect expenses. A Subcontractor is an individual, a company, or an agency qualified to:

- Complete a specialized task that is directly related to the project's SOW activities.
- Execute/implement/complete a component of the project, carryout implemented solutions, and/or perform a limited-term service/activity.

A Consultant is an individual who:

- Possesses a level or area of expertise that extends beyond those held by the Contractor's staff.
- Supports the skills and effort of the Contractor's staff but does not duplicate those skills or effort.
- Provides technical advice on programmatic activities and problem-solving issues.
- Charges an hourly rate that is inclusive of all expenses.

## G. KEY ACTION DATES

**Table 1. Tentative Schedule\* for Solicitation 20-10024:**

<b>ACTIVITY</b>	<b>ACTION DATE (all times in Pacific Time)</b>
Solicitation Release Date	June 1, 2020
OTIS Open for Proposal Input	June 3, 2020
Pre-Recorded Informational Webinar Posted to TCFOR Website	June 5, 2020
Submit Written Questions to CTCP	June 2, 2020 to June 16, 2020, 5:00 PM
Responses to Questions Posted	June 24, 2020
Non-Mandatory Letter of Intent Due	July 23, 2020, 5:00 PM
<b>Proposals Due</b>	<b>July 30, 2020, 5:00 PM</b>
Oral Interviews (if required)	TBD
Public Notice of Intent to Award/Award Posted	August 21, 2020
Appeal Filing Due	August 28, 2020

<b>ACTIVITY</b>	<b>ACTION DATE (all times in Pacific Time)</b>
Final Announcement of Award	August 31, 2020
All Documents Finalized for Submission	October 16, 2020
Contract Start Date	January 5, 2021
Contract End Date	December 31, 2025

*\*CDPH can revise dates and release an addendum at any time during the solicitation process.*

It is the Proposer's responsibility to check for notices and addenda for this Solicitation on the [TCFOR website](#) throughout the solicitation process. For assistance with the TCFOR website, please email [CTCPEvaluation@cdph.ca.gov](mailto:CTCPEvaluation@cdph.ca.gov).

## **H. INFORMATIONAL WEBINAR**

CDPH/CTCP has scheduled an optional Informational Webinar via Online GoToMeeting®. Those intending to submit a proposal are strongly encouraged to participate. The purpose of the Informational Webinar is to provide interested parties with an opportunity to ask questions about the preparation and submission of the proposal.

The Informational Webinar access codes are posted on the TCFOR website: <https://tcfor.catcp.org/>.

**Please see Table 1. *Tentative Schedule for Solicitation 20-10024* for the specific date and time of the webinar.**

## **I. QUESTIONS**

All questions regarding this Solicitation, including clarification on materials, instructions or requirements, must be submitted by the deadline indicated in Table 1. *Tentative Schedule for Solicitation 20-10024* to the following email address: [CTCPEvaluation@cdph.ca.gov](mailto:CTCPEvaluation@cdph.ca.gov). Please include "CDPH/CTCP Solicitation 20-10024" in the subject line. All relevant questions and responses will be posted at <https://tcfor.catcp.org> by the deadline indicated in Table 1. *Tentative Schedule for Solicitation 20-10024*. 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.

## **J. NON-MANDATORY LETTER OF INTENT**

All Proposers intending to submit a proposal are requested to submit a letter

notifying CDPH/CTCP of its intent to submit a proposal. The letter of intent is not binding and Proposers submitting a letter are not required to submit a proposal. See Appendix 3: *Non-Mandatory Letter of Intent* and Appendix 4: *Tobacco Control Funding Opportunities and Resources (TCFOR) User Instructions*.

Upload the signed Letter of Intent on the [TCFOR website](#) no later than the date and time listed in Table 1. *Tentative Schedule for Solicitation 20-10024*.

The letter of intent must be submitted on the Proposer's letterhead, include the signature of the authorized Proposer signatory or their official agent, and must include the name and number of the Solicitation under which the proposal will be submitted (Solicitation #20-10024). Print the letter, sign by an authorized Proposer signatory or their official agent, scan the letter, and upload the letter to the [TCFOR website](#).

## Part II. SUBMISSION REQUIREMENTS

### PROPOSAL REQUIREMENTS

The proposal requirements will include the following sections: Agency Capability, Project Narrative, Detailed Proposed Scope of Work, and Budget Proposal and Cost Proposal and Narrative. Each document is to be prepared as a Word or PDF document, 12-point font, single-spaced with 1-inch margins, unless otherwise noted.

#### A. AGENCY CAPABILITY SECTION (13 page limit + Letters of Reference)

This section provides information regarding the Agency's capacity and capability to successfully complete the required SOW and manage the contract. Prepare in a Word or a PDF format, an Agency Capability narrative and upload into the OTIS Additional Documents section. In preparing the Agency Capability document, please respond to each of the items listed below. Some responses relate only to the proposed Contractor and other responses may include information about proposed subcontractors and/or consultants.

1. Agency Work History and Capability: (eight [8] page limit, not including the five [5] page limit for the description of Project Personnel. Use a 12-point font, single-spaced with 1-inch margins.)
  - Probability-based survey sample frame development: Briefly describe the agency's experience designing and implementing probability-based surveys.
  - School-based survey recruitment and administration: Briefly describe the agency's experience in administering school-based surveys and any school based survey work in California if applicable. Describe the agency's experience with school-recruitment, random sampling of classrooms or students, and administration of surveys in a school setting. Describe

recruitment and administration of surveys among geographically and culturally diverse students.

- Survey measure development, validation, and survey design: Briefly describe the agency's experience developing surveys to track tobacco use behaviors among youth. Describe any experience developing survey measures for novel products or novel use patterns. Describe the agency's experience in validating, pilot testing, and cognitively testing survey measures and designing youth-oriented surveys.
  - Data analysis and reporting: Briefly describe the agency's experience conducting data analysis on complex survey data. Describe any experience in preparing reports on youth trends in alcohol, tobacco, or other drugs for government agencies, local health departments, schools, and the lay public.
- a. Fiscal and Contract Compliance: Describe the Agency's (and any applicable subcontractors' and/or consultants') performance within the last three (3) years with the management of funds (government and/or non-government) and activities. This includes 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. Also describe the Agency's fiscal stability and capacity to handle a contract of this size and scope (e.g., number of U.S. based employees, annual gross revenue or grants, etc.).
  - b. Tax Debtor List: All Proposers must address the requirements of the Tax Debtor List for the reason described in Public Contract Code Section 10295.4. Vendors are ineligible to enter into, or renew any agreement with the state for goods or services if a vendor is delinquent with paying state income tax in excess of \$100,000.00 to the California Franchise Tax Board. Prior to submitting a proposal and prior to executing any state agreement 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 proposal evaluation, it is the CDPH/CTCP's responsibility to check the list of ineligible vendors to confirm that the Proposer is not on that list.
  - c. Audit History: Describe the Proposer Agency's fiscal and (if any) programmatic audit history within the last three (3) years. Information is to include frequency of the audits, dates of the audits, and a summary of the major audit findings. Negative audit findings should be thoroughly explained. Indicate if the Proposer Agency has been audited by a governmental agency within the last three (3) years. If yes, include the name of the agency, the agency's contact person and phone number, the year the audit was conducted, and the outcome of the audit.
  - d. Administrative Staffing: Describe the Proposer's current administrative staffing

pattern for activities such as 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.

2. Project Personnel (Contractor and Subcontractors): (five [5] page limit, not including an organizational chart.)

Briefly describe the professional experience, formal education, publications, other funding sources, and other qualifications as relevant to this Solicitation of key personnel that will staff the project. Emphasis should be on the skills and qualifications related to large, complex survey development and administration; research and survey measures asked among youth, especially as it relates to tobacco measures, epidemiologic sampling, survey designs and analysis, and experience with large data management and creation of appropriate survey weights. Provide an organizational chart that depicts the Proposer's personnel, reporting relationships among personnel, proposed subcontractors and consultants, and the reporting relationship between Proposer's personnel and proposed subcontractors and consultants. CDPH/CTCP reserves the right to require modifications to the proposed staffing and reporting relationships to ensure that the budgeted staff and budget are allocated appropriately to fully support the activities.

3. Letters of Reference: (three [3] letters)

Solicit three (3) letters of reference from three (3) separate agencies. Letters of reference must be written to the Proposer and must have been written within the last month. No more than three (3) letters will be accepted. If the Proposer is currently receiving or, within the last three years, has received funding from a local, state or federal agency other than CDPH/CTCP, one (1) of the references **must be** from one of those agencies.

Each letter must be on the reference provider's letterhead and include:

- a. The address, telephone number, e-mail, and title of the letter's author;
- b. A description of the capacity in which the reference provider worked or is known by the Proposer;
- c. A description of the Proposer's ability to complete projects and contracts from the perspective of the reference provider; and
- d. The Proposer's fiscal and administrative ability to manage government funds through timely and accurate submission of fiscal, program, and evaluation documents.

Upload Agency Capability Section and each Letter of Reference into the [OTIS](#) Additional Documents – Other Documents section.

## **B. PROJECT NARRATIVE (20-page limit)**

The purpose of the Project Narrative is to define the project methodology and provide the technical and scientific rationale for all the activities necessary to achieve the six (6) project objectives. Additionally, the Project Narrative must provide detail on the following three (3) specific items:

- A detailed description of the proposed survey methodology for both statewide and county-level surveys;
- A detailed description of the proposed recruiting plan for both statewide and county-level survey years; and
- A detailed description of the sample size estimates for both statewide and county-level survey samples.

Upload the Project Narrative into the OTIS Additional Documents – Other Documents section.

## **C. DETAILED SCOPE OF WORK (no page limit)**

The purpose of the Appendix 5: *Detailed Scope of Work* is to detail the activities described in the Project Narrative and to serve as the “roadmap” for completing all activities. It is to provide specific, measureable, attainable, and time limited objectives. Write activities in chronological order to clearly demonstrate how activities will be implemented to achieve each objective.

For each activity, describe:

- What tasks will be undertaken by describing what will be done, how much will be done, and start and end dates for each activity;
- The personnel responsible (position title) for completion of each activity, including Subcontractors/Consultants, if applicable;
- The product or deliverable (i.e. tracking measure) that will be submitted to CDPH/CTCP to document the process and/or completion of each activity; and
- The percent of total deliverables that the activity represents (percent deliverables for all activities must total 100 percent).

All deliverables tracking measures must include feedback and approval from CDPH/CTCP. Upload the proposed SOW into the OTIS Additional Documents – Other Documents section.

## **D. BUDGET PROPOSAL AND COST PROPOSAL AND NARRATIVE**

- Complete Appendix 6: *Budget Proposal* and Appendix 7: *Cost Proposal*. These forms are downloadable from OTIS in the Additional Documents – Other Documents section.

- Upload Appendix 6: *Budget Proposal* into the [OTIS](#) Additional Documents – Other Documents section.
- Upload the Appendix 7: *Cost Proposal and Narrative* into the [OTIS](#) Additional Documents section.

## E. SUBMISSION OF SOLICITATION MATERIALS

CDPH/CTCP 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.

All Solicitation proposals are to be submitted by using OTIS. Proposals submitted by any other means will not be accepted. Refer to Appendix 8: *Instructions for Accessing the Online Tobacco Information System (OTIS) Training Course*. OTIS is a secure, passcode protected knowledge management system that is used to submit proposals, review and score applications, and to modify the SOW and budget.

The system is accessible 24 hours per day, seven days per week, and provides access to several reports and a communication system.

- User Account Instructions: For guidance on how to submit an “Applicant Registration” form or Letter of Intent, or to create an OTIS “User Account,” see the *Application Registration Instructions* found on the [TCFOR website](#).
- Webinar Training: The Informational Webinar will review the requirements of this Solicitation; provide information on requesting a “User Account,” and how to use OTIS.
- Web-based Tutorial: OTIS includes a web-based training tutorial entitled, *Creating Your Application/Plan*. This training explains how to use the system and instructions for completing each of the application components. The budget instructions of this training are applicable to Proposers of this solicitation. See Appendix 8: *Instructions for Accessing the Online Tobacco Information System (OTIS) Training Course*.

For technical assistance regarding the use of the TCFOR or OTIS websites contact: Humberto Jurado at (916) 449-5474 or Daniel Barraca at (916) 324-2468.

The following email is to be used for all correspondence regarding this Solicitation: [CTCPEvaluation@cdph.ca.gov](mailto:CTCPEvaluation@cdph.ca.gov). Proposals submitted to this address will not be considered.

## F. ADDITIONAL DOCUMENTS

Provide the following **required** additional documents and upload as PDF or Word documents into the OTIS Additional Documents: (Instructions are provided in the

OTIS Applicant Training Course: *Additional Documents* module).

1. Appendix 1: *Certification of Non-Acceptance of Tobacco Funds*
2. Agency Capability (8 page limit, single-spaced, 12-point font, 1 inch margins)\*
3. Project Personnel (5 page narrative limit, single-spaced, plus an organizational chart, 12-point font, 1 inch margins)\*
4. Letters of Reference (3 letters)\*
5. Project Narrative (20 page limit, single-spaced, 12-point font, 1 inch margins)\*
6. Appendix 5: *Detailed Scope of Work*
7. Appendix 6: *Budget Proposal*\*
8. Appendix 7: *Cost Proposal and Narrative*
9. Proof of Non-Profit Status (only applicable to non-governmental non-profit agencies. See Appendix 2: *Sample Non-Profit Status Letter*. Acceptable proof includes either a certification from the State of California, Office of Secretary of State or a letter from the Department of the Treasury, Internal Revenue Service classifying the proposing agency as a private non-profit)
10. Franchise Tax Board Entity Status Letter (Generate this letter at: [https://www.ftb.ca.gov/online/self\\_serve\\_entity\\_status\\_letter/index.asp](https://www.ftb.ca.gov/online/self_serve_entity_status_letter/index.asp))
11. California Civil Rights Laws Attachment
12. Additional Tobacco Control Funding Form
13. Appendix 12: *Contractor's Confidentiality Statement*\*
14. Appendix 13: *Bidders Declaration (GSPD-05-105)*\*
15. Appendix 14: *Darfur Contracting Act*\*

*\*Upload to the Other Documents section of Additional Documents in OTIS.*

## **G. IMPORTANCE OF MEETING ALL SOLICITATION DEADLINES**

Proposers are responsible for the ensuring that all application materials are successfully uploaded to OTIS prior to the submission deadline. Applications submitted by postal mail, email, or fax will not be accepted. Stated deadlines for submitting materials to CDPH/CTCP are strictly enforced. Submissions that are incomplete or received after the stated deadline will be rejected.

## **H. COMMUNICATION BETWEEN CDPH/CTCP AND PROPOSERS**

1. Proposer Questions and Reporting of Errors in the Solicitation

CDPH/CTCP will accept questions related to this Solicitation. Questions may include, but are not limited to, clarification of eligibility, services sought, instructions, requirements, or Solicitation materials. CDPH/CTCP shall respond to all Proposers. All Proposers must follow the process below to submit a question. CDPH/CTCP will not respond to questions directed to individual CDPH/CTCP employees nor verbal questions.

If a Proposer discovers any ambiguity, conflict, discrepancy, omission, or other error in the Solicitation, the Proposer shall immediately notify CDPH/CTCP of such error

in writing and request modification or clarification of the document. CDPH/CTCP strives to correct any errors found. Modifications or clarifications will be given by written notice. CDPH/CTCP shall not be responsible for failure to correct errors.

How to Submit Questions or Report an Error in this Solicitation:

- a. Verbal questions will not be accepted. All questions must be transmitted in written form.
- b. Submit written questions or errors by email to ([CTCPEvaluation@cdph.ca.gov](mailto:CTCPEvaluation@cdph.ca.gov)).
- c. CDPH/CTCP will send an email to confirm receipt of written questions. If confirmation is not received, Proposers may resubmit or call (916) 449-5500 prior to the stated deadline to confirm receipt of the questions by CDPH/CTCP.
- d. Submit written questions to CDPH/CTCP by the date and time specified in Table 1. *Tentative Schedule for Solicitation 20-10024*.
- e. Errors in the Solicitation or its instructions may be reported up to the proposal submission due date.

What to Include in an Inquiry:

- a. Name of inquirer, name of the organization represented, mailing address, area code and telephone number, and email address.
- b. A description of the subject, concern, issue in question, or Solicitation discrepancy found.
- c. Solicitation section, page number, and other information useful in identifying the specific problem, concern, or issue in question.
- d. Proposed remedy sought or suggested, if any.

Response by CDPH/CTCP:

- a. CDPH/CTCP reserves the right to contact an inquirer to seek clarification of any inquiry received and to only answer questions considered relevant to this Solicitation. At its discretion, CDPH/CTCP may consolidate and/or paraphrase similar or related inquiries.
- b. Questions and answers received through the process outlined will be published on the [TCFOR website](#) on the date identified in Table 1. *Tentative Schedule for Solicitation 20-10024*.
- c. CDPH/CTCP may issue an addendum to address errors in the RFA until the application submission deadline. These will be posted on the [TCFOR website](#). It is the responsibility of the proposer to monitor TCFOR for addenda issued.

2. Deviations and Modifications

All submissions must be complete when received at CDPH/CTCP. No changes, modifications, corrections, or additions may be made once they are submitted to CDPH/CTCP. CDPH/CTCP 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 Solicitation requirements if awarded the contract. Items may be considered “immaterial” by CDPH/CTCP 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/CTCP reserves the right to contact Proposers at any stage of the proposal process to collect additional clarifying information, if deemed necessary.

## **I. PROPERTY OF CDPH/CTCP**

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

## **J. COST OF SUBMISSIONS**

CDPH/CTCP 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.

## **K. PREFERENCE PROGRAMS**

The following Preference Programs can be applied for qualifying Proposers.

1. Disabled Veteran Business Enterprise (DVBE) Program Incentive
  - a. The DVBE Program requirement for this solicitation has been waived; however, the DVBE Incentive still applies.
  - b. DVBE Incentive
    - 1) In accordance with section 999.5(a) of the Military and Veterans Code, an incentive will be given to Proposers who exceed the DVBE program requirement. For evaluation purposes only, the State shall apply an incentive to PROPOSALS that propose California certified DVBE participation as identified on the Proposer Declaration GSPD-05-105 and confirmed by the State. The incentive amount for awards based on high score will vary in conjunction with the percentage of DVBE participation.
    - 2) The following incentive award will apply. Incentive points will be applied to the non-cost points section for evaluation purposes.

<b>Confirmed DVBE Participation of:</b>	<b>DVBE Incentive</b>
5 % or Over	5%
2% to 2.99% Inclusive	3%
1% to 1.99% Inclusive	1%

- 3) For awards based on high score awards:
  - a) The incentive shall be between one percent and five percent of the total

possible available points, not including points for socioeconomic incentives or preferences.

- b) The incentive points are included in the sum of non-cost points.
- c) The incentive points cannot be used to achieve any applicable minimum point regulations.
- 4) An explanation of the Disabled Veteran Enterprise Program (DVBE) Incentive can be found at the Internet web site:  
<https://www.dgs.ca.gov/-/media/Divisions/PD/Acquisitions/Solicitation-Document-Attachments/DVBE-Incentive.pdf>
- 5) Regulations are located at 2 CCR §1896.99.100 et seq.

## 2. Commercially Useful Function

- a. Only State of California, Office of Small Business and DVBE Services certified DVBEs who perform a commercially useful function relevant to this solicitation, may be used to satisfy the DVBE program requirements. Proposers are to verify each DVBE subcontractor's certification with Office of Small Business and DVBE Services (OSDS) to ensure DVBE eligibility.
- b. Definition of Commercially Useful Function: California Code of Regulations, Title 2, § 1896.61(l) The term "DVBE contractor, subcontractor or supplier" means any person or entity that satisfies the ownership (or management) and control requirements of §1896.61(f); is certified in accordance with §1896.70; and provides services or goods that contribute to the fulfillment of the contract requirements by performing a commercially useful function.
- c. As defined in MVC §999, a person or an entity is deemed to perform a "commercially useful function" if a person or entity does all of the following:
  - 1) Is responsible for the execution of a distinct element of the work of the contract (including the supplying of services and goods.);
  - 2) Carries out its obligation by actually performing, managing, or supervising the work involved;
  - 3) Performs work that is normal for its business services and functions;
  - 4) Is responsible, with respect to products, inventories, materials and supplies required for the contract, for negotiating price, determining quality and quantity, ordering, installing, if applicable and making payment; and
  - 5) Is not further subcontracting a portion of the work that is greater than that expected to be subcontracted by normal industry practices.
    - a. A contractor, subcontractor, or supplier will not be considered to perform a commercially useful function if the contractor's, subcontractor's, or supplier's role is limited to that of an extra participant in a transaction, contract, or project through which funds are passed in order to obtain the appearance of disabled veteran business enterprise participation.

- b. The CDPH Advocates listed herein can be contacted to provide assistance in identifying DBVE vendors that may perform a commercially useful function applicable to the scope of this solicitation.

3. Declaration Forms

- a. Complete the Proposer Declaration GSPD-05-105 and include it with the PROPOSAL response. When completing the declaration, Proposers must identify all subcontractors proposed for participation in the contract. Proposers awarded a contract are contractually obligated to use the subcontractors for the corresponding work identified unless the State agrees to a substitution and it is incorporated by amendment to the contract. This form is located at <https://www.documents.dgs.ca.gov/dgs/fmc/gspd/gspd05-105.pdf>.
- b. If applicable, Proposers who have been certified by California as a DVBE (or who are proposing rental equipment and have obtained the participation of subcontractors certified by California as a DVBE) must also submit a completed DVBE Declarations form(s) DGS PD 843 (formerly STD. 843). All disabled veteran owners and disabled veteran managers of the DVBE(s) must sign the form(s). This form is located at [https://www.documents.dgs.ca.gov/dgs/fmc/gspd/pd\\_843.pdf](https://www.documents.dgs.ca.gov/dgs/fmc/gspd/pd_843.pdf).

4. At the State's option prior to award, Proposers may be required to submit additional written clarifying information. Failure to submit the requested written information as specified may be grounds for PROPOSAL rejection.

5. CDPH Advocate

- a. CDPH Small Business and DVBE Advocates are available to answer questions regarding the SB/DVBE Programs and Incentives and to help identify possible SB/DVBE vendors. If you need additional information contact:

Sabel Davis, CDPH Advocate  
(916) 650-0134 / [Sabel.Davis@cdph.ca.gov](mailto:Sabel.Davis@cdph.ca.gov)

6. Small Business PROPOSAL Preference

- a. Certified small businesses or microbusinesses can claim the 5 percent preference when submitting a PROPOSAL on a State contract. A non-small business may receive a preference of 5 percent if the business commits to subcontract at least 25 percent of its net PROPOSAL price with one or more small businesses or microbusinesses. The 5 percent preference is used only for computation purposes, to determine the winning proposer and does not alter the amounts of the resulting contract. The preference is will be given to

the highest responsive responsible bidder's total score. A contract awarded on the basis of the 5 percent preference is awarded to the small business, microbusiness or non-small business for the actual amount of its PROPOSAL. A non-small business, which qualifies of this preference, may not take an award from a certified small business. See optional Appendix 9: *Non-Small Business Subcontractor Preference Instructions*. For additional information go to <https://www.dgs.ca.gov/PD/About/Page-Content/PD-Branch-Intro-Accordion-List/Office-of-Small-Business-and-Disabled-Veteran-Business-Enterprise/Certification-Program>

7. See optional Appendix 10: *Commercially Useful Function Certification*.

## Part III. EVALUATION CRITERIA

This section explains how the proposals will be screened, reviewed, evaluated, and scored. Each proposal will be evaluated and scored based on its response to the information requested in this Solicitation. By submitting a proposal, the Proposer agrees that CDPH/CTCP is authorized to verify any and all information and any references named in the proposal. Proposals 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 after completion of the selection process.

### A. ADMINISTRATIVE AND COMPLETENESS SCREENING

CDPH/CTCP will screen proposals for on-time submission, completeness, and compliance with administrative and organizational eligibility requirements. The OTIS electronic time stamp will be used to verify on-time submission. A late or incomplete proposal will be disqualified and eliminated from further review.

Proposals submitted from non-eligible Proposers will not be reviewed. Omission of any required document or form, failure to use required formats for response, or failure to respond to any requirement will lead to rejection of the proposal prior to review.

CDPH/CTCP may waive any immaterial deviation in a proposal; however, this waiver shall not excuse a proposal from full compliance with the contract terms if a contract is awarded.

### B. PROPOSAL SCORING

A review committee will evaluate and score each written proposal according to the below selection criteria. To be eligible for funding a proposal must receive a score of 75 points or more. However, scoring 75 or more does not guarantee funding.

The maximum point value of each section is as follows:

<b>Written Section</b>	<b>Total Point Value</b>
Agency Capability	25
Project Narrative	35
Detailed SOW	20
Budget Proposal and Cost Proposal and Narrative	20
<b>Total</b>	<b>100</b>

### **Oral Presentation, if required**

Oral presentations will only be conducted if deemed necessary by CDPH/CTCP to clarify capability, capacity, understanding of the CDPH/CTCP mission and objectives, and the work plan for the CYTS. If required, up to three finalists will be contacted to schedule a time for the oral presentation. If only one finalist moves forward to the oral presentation stage, the single finalist must score 20 points or more in the oral presentation to be awarded funding. 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.

<b>Oral Presentation Section</b>	<b>Total Point Value</b>
Demonstrates understanding of CTCP mission and objectives	5
Experience conducting school-based probability surveys	5
Leadership and organizational skills	5
Collaboration with subcontractors and overall value of subcontractors/consultants	5
Responses to questions	5
<b>Total</b>	<b>25</b>

## **C. AGENCY CAPABILITY (35 POINTS)**

- Agency Work History and Capability

<b>Criterion</b>	<b>Point Value</b>
The Proposer demonstrates significant experience (at least five [5] years) in conducting probability-based surveys at the local, state, or national levels.	5
The Proposer demonstrates at least five (5) years programming and administering online surveys using Qualtrics or other commercially available survey software.	3

<b>Criterion</b>	<b>Point Value</b>
The Proposer demonstrates at least three (3) years conducting surveillance or research on youth tobacco use.	4
The Proposer demonstrates at least three (3) years experience developing, validating, testing, and administering surveys in a school-based setting, including surveillance of tobacco, alcohol, or other drug use among youth.	4
The Proposer demonstrates significant experience (at least five [5] years) planning and writing detailed reports for government, non-profit, or non-governmental organizations.	4
The Proposer demonstrates at least five (5) years of expertise and experience in data management and analysis, including data cleaning and weighting, statistical analysis using complex datasets, and interpretation of findings.	5
Subtotal	25

- Administrative and Fiscal Experience

<b>Criterion</b>	<b>Point Value</b>
The Proposer demonstrates at least five (5) years of satisfactory performance with administrative, fiscal and program management of government and/or non-government funds, including timely and satisfactory submission of fiscal, program, evaluation, and subcontractor/consultant documents; fiscal stability to manage reimbursement in arrears, and no major negative audit findings.	3
The Proposer demonstrates that administrative/fiscal staff has the appropriate educational background, skills, and experience to successfully manage all aspects of payroll, bookkeeping, invoicing, subcontract/consultant monitoring, and other administrative controls associated with acceptance of government funds.	3
Subtotal	6

- Letters of Reference

<b>Criterion</b>	<b>Point Value</b>
<p>The letters of reference demonstrate that the Proposer has successfully and satisfactorily:</p> <ol style="list-style-type: none"> <li>1. Strong capacity to work with local offices of education, schools, and education partners in California;</li> <li>2. Experience designing, recruiting, and administering online probability surveys;</li> <li>3. Experience managing, cleaning, weighting, and analyzing datasets in a public health setting;</li> <li>4. Experience preparing and writing reports;</li> <li>5. Successfully managed grant or contract funds; and</li> <li>6. Proven capacity to successfully fulfill the activities and functions identified in this Solicitation.</li> </ol>	4
Subtotal	4

#### **D. PROJECT NARRATIVE (25 POINTS)**

<b>Criterion</b>	<b>Point Value</b>
The Project Narrative presents a detailed and scientifically sound sampling plan for a probability-based, representative survey of California middle and high school students, including plans for both statewide and county-level sampling.	7
The Project Narrative provides a detailed and comprehensive plan for the annual recruitment of public and private high schools and middle schools in California.	6
The Project Narrative describes a comprehensive data management plan, including detailed information on data storage, data cleaning and management, creation of restricted and public use datasets, technical documentation, and code sharing.	6
The Project Narrative provides a detailed analytical plan describing all planned statistical analyses necessary to track and measure tobacco use, tobacco use beliefs, and co-morbid substance use among California youth.	6

Subtotal	25
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#### E. DETAILED SCOPE OF WORK (20 POINTS)

Criterion	Point Value
The proposed Detailed SOW demonstrates a robust project plan, which aligns with the Project Narrative, and which demonstrates a reasonable timeline for planning, sampling, and recruiting schools; administering online surveys; cleaning and weighting data; data analysis; and preparing the annual CYTS Report.	10
The proposed Detailed SOW demonstrates activities that are sufficient in quantity and detail to achieve the project objectives	10
Subtotal	20

#### F. BUDGET PROPOSAL, COST PROPOSAL, AND NARRATIVE (20 POINTS)

Criterion	Point Value
The Budget Proposal demonstrates an appropriate distribution of funds across SOW objectives and project years.	5
The Cost Proposal and Narrative demonstrates that the Proposer's agency provides services that are both cost-effective and cost-competitive based on the price per number of surveys completed and based on the Narrative.	15
Subtotal	20

## PART IV. CONTRACT AWARD

### A. NOTICE OF INTENT TO AWARD A CONTRACT

Award of the contract will be to the most responsive and qualified Proposer who earns the highest total score. A Notice of Intent to Award a Contract identifying the selected Contractor will be posted on the [TCFOR website](#). All finalists will be notified by email regarding the contract award decision.

### B. CONFIDENTIALITY OF PROPOSALS

Financial records received by CDPH/CTCP will be kept confidential and will be destroyed at the time of the Contract Award. All other portions of proposal responses not containing financial details requested 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/CTCP posts the Notice 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 Solicitation in no way constitutes a commitment by CDPH/CTCP to award a contract. CDPH/CTCP reserves the right to reject any or all proposals or portions of proposals received in response to this Solicitation, or to amend or cancel this Solicitation if it is in the best interest of the State. CDPH/CTCP may, at its sole discretion, cancel this Solicitation after the receipt of submissions if the number of submissions is inadequate or if there is insufficient competition among qualified Proposers. In the event of such cancellation, CDPH/CTCP may reissue a new Solicitation at a later date.
2. Verification of Proposer Information: By submitting a proposal, Proposers agree to authorize CDPH/CTCP 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 Table 1. *Tentative Schedule for Solicitation 20-10024* for receipt of each submission.
  - b. The Proposer fails to meet any of the eligibility requirements as specified in Part I, Section B, "Eligibility Criteria."
  - c. The Proposer fails to submit any required information as instructed in this Solicitation.
  - 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.

#### D. GROUNDS TO REJECT A PROPOSAL

A Proposal shall be rejected if:

1. It is received after the exact date and time set for receipt of applications. The OTIS date 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 Proposer.
3. The application is intended to erroneously and fallaciously mislead the State in its evaluation of the Proposal and the attribute, condition, or capability is a requirement of this Solicitation.
4. There is a conflict of interest.
5. It is not submitted through OTIS and prepared in the mandatory format described.
6. 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.
7. Proposer has been prohibited from contracting with the following Agencies:
  - a. [Franchise Tax Board](#)
  - b. [California Department of Tax and Fee Administration](#) (formerly known as the Board of Equalization)
  - c. [Department of Fair Employment and Housing](#)
8. Proposer has been suspended or barred from contracting with the state at the following websites:
  - a. [Secretary of State](#)
  - b. [Air & Water Polluters pursuant to GC section 4475-4482](#)
  - c. [Plastic trash bag content noncompliance](#)
  - d. [Federal Excluded parties List](#)
9. The Proposer has received a substantive negative contract performance from the State.

#### E. APPEAL PROCESS

1. Notice of Intent to Award shall be posted on the TCFOR website at: <https://tcfor.catcp.org/>. If any Proposer, prior to the award of a contract, appeals the award on the grounds that the Proposer would have been awarded the contract had CDPH/CTCP correctly applied the evaluation standard in the

Solicitation, or if CDPH/CTCP followed the evaluation and scoring methods in the Solicitation, the contract shall not be awarded until either the appeal has been withdrawn or CDPH/CTCP has decided the matter. It is suggested that appeals are submitted by certified or registered mail. Only those submitting a proposal consistent with the requirements of this Solicitation and are not awarded a contract may appeal. There is no appeal process for proposals that are submitted late, noncompliant, or incomplete. No awarded Proposer may appeal the contract award-funding amount.

2. Within five (5) days after filing the initial appeal, the Proposer shall file a detailed statement specifying the grounds for the appeal with:

<b>U.S. Mail</b>	<b>Courier (e.g., FedEx)</b>
Maria Ochoa (or designee) Assistant Deputy Director Center for Healthy Communities California Department of Public Health MS 7206, P.O. Box 997377 Sacramento, CA 95899-7377 Phone: (916) 445-1298	Maria Ochoa (or designee) Assistant Deputy Director Center for Healthy Communities California Department of Public Health MS 7206 1616 Capitol Avenue, Suite 74.422 Sacramento, CA 95814 Phone: (916) 445-1298

3. At the sole discretion of the Assistant Deputy Director, or his/her designee, a hearing may be held. The decision of the Assistant Deputy Director or his/her designee shall be final. There is no further administrative appeal. Appellants will be notified of decisions regarding the appeal in writing within fifteen (15) working days of the hearing date or the consideration of the written material submitted, if no hearing is conducted.
4. Upon resolution of any appeal and subsequent award of the contract, Awardees will be required to complete and submit to CDPH/CTCP:
  - a. The Payee Data Record (STD 204), to determine if the Awardee is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. This form can be downloaded in OTIS under Additional Documents. No payment shall be made unless a completed STD 204 has been returned to CDPH/CTCP.
  - b. Page one (1) of the Contractor Certification Clauses (CCC) which can be downloaded in OTIS under Additional Documents.
  - c. Evidence of \$1,000,000 commercial general liability insurance or a certification of self-insurance signed by the authority to bind the agency.
  - d. Establish the Identifying Headquarters for State Travel Reimbursement for budgeted staff and subcontractors/consultants. Further information on CalHR State Travel Reimbursement policies is located here:  
<http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx>.
  - e. Appendix 11: *Follow-on Consultant Contract Disclosure*.

5. One award will be made to the responsible Proposer earning the highest overall score.

## **F. CONTRACTS**

CDPH/CTCP 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 selected Proposer will be required to sign a contract that details legal and programmatic obligations. The contract number will be 20-10024.

The successful Proposer must enter into a formal contract with CDPH/CTCP in order to receive payment for services rendered. The contract may incorporate, as an exhibit or by reference, portions of this Solicitation and responses to this Solicitation 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/CTCP no later than ten (10) state working days after the Proposer receives the contract from CDPH/CTCP, and must agree to the terms and conditions outlined in the contract language.

## **G. CONTRACT FORMS AND EXHIBITS**

State contract forms and exhibits are available under “Contract Documents” in the Solicitation on the Funding Opportunity page 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 Solicitation will be prepared on a “Standard Agreement” (Form STD 213).

CDPH reserves the right to adjust the language in the contract awarded from this Solicitation. 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 Solicitation, any inconsistency or conflict will be resolved by giving precedence to the final contract.

## PART V. IMPORTANT ADMINISTRATIVE DETAILS

### A. CONTRACTOR REQUIREMENTS

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

1. Maintain an active Internet account.
2. The Contractor incurs expenses for the previous work period and is then reimbursed by invoice(s) submitted to CDPH/CTCP no more than once per month. The State has up to 45 days to pay invoices for Contractor's that are approved for "prompt payment." To learn more about the prompt payment program please visit the Department of General Services [website](#).
3. The Contractor shall employ fiscal/administrative staff with the appropriate training and experience to maintain fiscal accountability and track CDPH/CTCP 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.
4. 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 funding. These records shall be kept and made available to CDPH/CTCP for three (3) years from the date of the final contract payment.

### B. CONTRACTOR REQUIRED DOCUMENTS

Upon award of the contract, the Contractor will be required to complete and submit:

1. The Payee Data Record (STD 204), to determine if the Awardee is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. This form can be found in OTIS. No payment shall be made unless a completed STD 204 has been returned to CDPH/CTCP.
2. Page one (1) of the CCC, which can be found in OTIS.
3. Evidence of \$1,000,000 commercial general liability insurance or a certification of self-insurance signed by the authority to bind the agency.
4. Establish the Headquarters for State Travel Reimbursement for budgeted staff and subcontractors/consultants. Further information on CalHR State Travel

5. Reimbursement policies is located here:  
<http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx>.
6. Appendix 11: *Follow-on Consultant Contract Disclosure*.

### C. USE OF FUNDS

1. Funding may not be used for any of the following:
  - a. Purchase or improvement of land, building alterations, renovations or construction;
  - b. Support of religious activities, including, but not limited to, religious instruction, worship, prayer, or proselytizing;
  - c. Fundraising activities;
  - d. Lobbying;
  - e. Reimbursement of costs incurred prior to the effective date of the Agreement;
  - f. Reimbursement of costs currently covered by another CDPH contract or agreement;
  - g. Reimbursement of costs that are not consistent or allowable according to local and state guidelines or regulations; or
  - h. Reimbursement of professional licensure.

### D. INVOICES

1. Documentation: Contractor shall maintain for review and audit purposes, adequate documentation of all expenses claimed. All invoice detail, fiscal records, or backup documentation shall be prepared in accordance with generally accepted accounting principles. CDPH/CTCP has the right to request documentation at any time to determine an agency's allowable expenses.
2. Submission of Invoices: Contractor must be able to fund up to 60 days of payroll, indirect expenses, and operating costs, as well as expenditures incurred by a subcontractor or consultant prior to reimbursement by the State. The Contractor submits invoices to CDPH/CTCP for incurred expenses from the previous work period and is then reimbursed. Invoices shall be submitted a minimum of no less than once per quarter and no more than once per month, in arrears. The State has up to 45 days to pay invoices for Contractors that are approved for "prompt payment."

### E. AUDIT REQUIREMENTS

Prop 56, subsection 30130.56 (a) states that the California State Auditor shall at least biennially conduct an independent financial audit of the state and local agencies who are recipients of Prop 56 funds. As such, Contractors are to maintain fiscal and program records documenting expenditures and program implementation for three years beyond the term of the contract award.

## F. DISPUTE RESOLUTION, CDPH RIGHTS, AND CONTRACT TERMINATION

1. 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.
2. CDPH Rights: In addition to the rights discussed elsewhere in this Solicitation, CDPH/CTCP reserves the right to do any of the following:
  - a. Modify any date or deadline appearing in this Solicitation.
  - b. 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 [website](#).
  - c. 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.
  - d. 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.
3. Termination: 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 Solicitation SOW.

## PART VI. REFERENCES

1. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, and Division of Population Health. *BRFSS Prevalence & Trends Data*. 2017. February 23, 2018; Available from: <http://www.cdc.gov/brfss/brfssprevalence/>.
2. Centers for Disease Control and Prevention, *Best Practices for Comprehensive Tobacco Control Programs — 2014*, U.S. Department of Health and Human Services. 2014, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health: Atlanta
3. Centers for Disease Control and Prevention and National Center for Health Statistics. *State and Territorial Data - Deaths: Final Data for 2014*. 2017. July 14, 2017; Available from: <https://www.cdc.gov/nchs/fastats/state-and-territorial-data.htm>.

4. Max, W., et al., *The Cost of Smoking in California*. *Nicotine Tob Res*, 2016. 18(5): p. 1222-9.
5. Zhu S-H, Zhuang YL, Braden K, Cole A, Gamst A, Wolfson T, Lee J, Ruiz CG, Cummins SE (2019). *Results of the Statewide 2017-18 California Student Tobacco Survey*. San Diego, California: Center for Research and Intervention in Tobacco Control (CRITC), University of California, San Diego.
6. Cullen KA, Gentzke AS, Sawdey MD, et al. E-Cigarette Use Among Youth in the United States, 2019. *JAMA*. Published online November 05, 2019. doi: <https://doi.org/10.1001/jama.2019.18387>