

FUNDING OPPORTUNITY ALERT

June 24, 2020

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH (CDPH) CALIFORNIA TOBACCO CONTROL PROGRAM (CTCP)

SOLICITATION EVAL 20-10032 TOBACCO INDUSTRY MONITORING EVALUATION

Purpose:

The purpose of this solicitation is to request competitive proposals from eligible experienced agencies to inform comprehensive tobacco control policy efforts by monitoring core tobacco industry practices related to e-cigarettes, other new and emerging non-combustible nicotine products, and little cigars and cigarillos in three (3) core tobacco industry practices: advertising and marketing on social media platforms (e.g., YouTube, Facebook, Instagram, TikTok, or Snapchat), direct marketing (e.g., discounting, couponing, rewards programs), and underage online sales. Additional core tobacco industry practices may be proposed by the Proposer.

CDPH/CTCP is particularly interested in identifying and monitoring tobacco industry practices aimed at one or more of the following Priority Population groups: African American/Black, American Indian, Asian and Pacific Islander, Hispanic/Latino, Lesbian/Gay/Bisexual/Transgender/Queer, Rural, Behavioral Health, and Youth/Young Adult groups.

Statutory Authority:

California Health and Safety Code Section 104375 (b).

Term:

The anticipated term is 36 months: February 01, 2021 to January 31, 2024*

Funding:

Up to \$1,800,000 is available to fund the activities required in this Solicitation. Proposals must be for the entire 36-month period and shall not exceed \$1,800,000. 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 fiscal year to the next fiscal year without prior approval and a contract amendment. The fiscal year begins July 1 and ends June 30 of the following year. 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.

Release Date: **Wednesday, July 1, 2020***

The solicitation and any updates will be available through the CDPH/CTCP Tobacco Control Funding Opportunities and Resources (TCFOR) website at: <https://tcfor.catcp.org/>.

The CDPH/CTCP website, <http://www.cdph.ca.gov/tobacco> includes a link to TCFOR as well as other CDPH programs.

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. One (1) signed letter of intent can be uploaded to the TCFOR website (<https://tcfor.catcp.org/>) by **Friday, August 28 2020, 5:00 p.m. Pacific Daylight Time (PDT)***. The letter of intent format and instructions can be viewed in the solicitation.

Proposal Due Date: **Tuesday, September 1, 2020, 5:00 P.M. Pacific Time***

Voluntary Pre-Proposal Webinar: **Monday, July 6, 2020***

CDPH/CTCP will post an Informational Webinar on TCFOR. Those intending to submit a proposal are strongly encouraged to view the recorded webinar. The Informational Webinar can be accessed at <https://tcfor.catcp.org/>

Contact: For all questions regarding this Solicitation, including clarification on materials, instructions or requirements, please email CTCEvaluation@cdph.ca.gov.

Please include "CDPH/CTCP Solicitation EVAL 20-10032" in the subject line.

Written questions regarding this solicitation will be accepted through **Wednesday, July 15, 2020***. Responses will be posted to the <https://tcfor.catcp.org/> website on **Wednesday, July 29, 2020***. Verbal questions will not be accepted.

*Dates and times are tentative.