California Department of Public Health

California Tobacco Control Program

Solicitation

CG 21-10001

Information Clearinghouse for Tobacco Use Prevention

December 16, 2020

California Department of Public Health
California Tobacco Control Program
MS 7206
1616 Capitol Avenue, Suite 74.516
Sacramento, CA 95814

https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/CTCB/Pages/CaliforniaTobaccoControlBranch.aspx

Table of Contents

Appendices

PART I. FUNDING OPPORTUNITY OVERVIEW

A. Background and Authorizing Legislation

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 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% of all deaths.[1, 2] Tobacco use in California costs the state $18.1 billion in health care costs and lost productivity from illness and premature death.[3]

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) and the *California Healthcare, Research, and Prevention Tobacco Tax Act of 2016*, also known as Proposition 56 (Prop 56).

Prop 99 increased the state cigarette tax by 25 cents per pack and added an equivalent amount on other tobacco products.[4] Prop 56 added an additional $2.00 tax to each pack of cigarettes and an equivalent tax on other tobacco products, including electronic smoking devices (ESDs) and designated that a minimum of 15 percent of funds be used to accelerate and monitor the rate of decline in tobacco-related disparities with a goal of eliminating tobacco-related disparities.[5]

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), 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 Sections 104350-104480, 104500-104545; and Revenue and Taxation Code Sections 30121-30130.

H&S Code Section 104390 authorizes CDPH/CTCP to provide program support services to local tobacco use prevention programs that include data collection, educational materials, evaluation, technical assistance, training, and transfer of information among programs. This solicitation is exempt from Part 2 of Division 2 (commencing with Section 10100) of the Public Contract Code.

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

B. Funding Purpose

The purpose of this solicitation is for CDPH/CTCP to solicit proposals and fund one public or nonprofit agency to operate and maintain a statewide tobacco control information and resources clearinghouse as described in the Scope of Work (SOW). Clearinghouse services primarily target CDPH/CTCP-funded projects. See **Appendix 1:** *List of CDPH/CTCP Local Lead Agencies, Competitive Grantees, and CTCP-Funded Statewide Training Providers and Coordinating Centers* for a listing of currently funded projects. These projects work in diverse communities throughout California. They have a need for high quality, linguistically appropriate, and culturally-tailored evidence-based educational materials and content for outreach efforts aimed at preventing and reducing tobacco use, secondhand smoke exposure, and tobacco promoting influences, as well as increasing tobacco cessation and coalition capacity. Inconsistent commercial tobacco policies are a major driver of disparities in disease and early death, disproportionately affecting California's diverse communities.[6] Educational materials and other content must be relevant to California's communities and tailored to support CDPH/CTCP educational campaigns.

The term "tobacco" used in this solicitation refers to *commercial* tobacco products. This solicitation does not seek to impinge upon the sacred use of traditional or ceremonial tobacco in American Indian communities.

Educational materials, content, and resources produced under the contract issued pursuant to this solicitation must be aligned with the Tobacco Education Research Oversight Committee (TEROC) 2018-2020 Master Plan: New Challenges, New Promises for All. This plan identifies several groups as priority populations to be addressed by CDPH/CTCP efforts. Priority population groups have higher rates of tobacco use than the general population, experience greater secondhand smoke exposure at work and at home, are disproportionately targeted by the tobacco industry, and suffer from higher rates of tobacco-related disease and disability compared to the general population. As identified by TEROC, these priority populations include, but are not limited to:

- African Americans, American Indian and Alaska Natives, Native Hawaiians and Pacific Islanders, Asian American men, and Latinos;
- People of low socioeconomic status;
- People with limited education, including people who did not complete high school;
- Sexual and gender minorities, including lesbian, gay, bisexual, transgender, queer (LGBTQ) people;
- Rural residents;
- Current members of the military, veterans;

- Individuals employed in jobs or occupations not covered by smokefree workplace laws;
- People with substance use disorders or behavioral health issues;
- People with disabilities; and
- School-age youth.

C. Program Goals and Expected Outcomes

CDPH/CTCP seeks to contract with an established and accomplished agency to operate and maintain a statewide tobacco control information and resources clearinghouse. The Contractor must have strong project management skills; extensive knowledge of the California's diverse communities; the ability to effectively frame tobacco-related disparities with a health equity lens; and the capacity to effectively address California's demographically, culturally, linguistically, and geographically diverse populations. The Contractor must provide fulfillment and bulk distribution of no-cost materials to CDPH/CTCP funded agencies and non-profit agencies and develop and maintain a website that is an interactive portal to an online educational materials catalog, a materials ordering system, and access to technical assistance.

D. Funding Restrictions

This Solicitation will <u>not</u> fund the following:

- Activities that supplant or duplicate existing programs or services funded by CDPH/CTCP after June 30, 2021, or another source;
- Purchase or improvement of land, or building alterations, renovations or construction;
- Fundraising activities;
- Lobbying;
- Reimbursement in support of planning activities or preparation and submission of a proposal in response to the Solicitation;
- Reimbursement of costs incurred prior to the effective date of the contract;
- Reimbursement of costs currently covered by another CDPH contract or agreement;
- Reimbursement of costs that are not consistent or allowable according to local and state guidelines or regulations;
- Reimbursement of professional licensure;
- Reimbursement of malpractice insurance;
- Reimbursement to health care providers for the delivery of health care services;
- Support of religious activities, including, but not limited to, religious instruction, worship, prayer, or proselytizing; and
- Growing or cultivating traditional tobacco.

PART II. FUNDING OPPORTUNITY DETAILS

A. Eligibility Criteria

1. **Organizational Type**

    a. California public or private non-profit entities are eligible to apply for these funds.

    b. Proposers claiming private non-profit status must submit proof of their non-profit status with their proposal. Either certification from the State of California, Office of Secretary of State, or a letter from the Department of Treasury, Internal Revenue Service classifying the agency as a non-profit agency is acceptable proof. For example, see **Appendix 2**: Sample Non-Profit Status Letter.

    c. Agencies which are able to certify that no conflict of interest with tobacco, e-cigarette, cannabis, or related industries exist. See **Appendix 3**: Certification of No Conflict of Interest with Commercial Tobacco, Electronic Cigarette, or Cannabis Industries. The form can also be downloaded from the Online Tobacco Information System (OTIS). See Part V. Proposal Submission Requirements Section I. Additional Documents for details.

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

    e. Local Health Departments, including Local Lead Agency (LLA) tobacco control programs defined pursuant to Health and Safety Code (HSC) Section 104440, and County Offices of Education are ineligible for awards under this Solicitation.

2. **Agency Qualifications**

    Proposers must meet these minimum qualifications:

    a. An office that is physically located, and has been for at least three (3) years, in the state of California;

    b. Capacity to serve all CDPH/CTCP-funded projects statewide by operating and maintaining a statewide tobacco control information and resources clearinghouse;

    c. Demonstrate a strong record of accomplishment and experience in the development and distribution of linguistically and culturally-tailored educational materials in diverse formats including print, digital, and video that are demonstrated to be effective;

    d. At least five (5) years' experience developing and maintaining interactive websites; and,

    e. Staff (and subcontractors if proposed) whose experience and training are well-suited to the purpose and activities of the contract.

B. Contract Term and Funding Availability

1. **Contract Term**

   a. The term of the Contract is expected to be sixty (60) months and is anticipated to be July 1, 2021, through June 30, 2026. The Contract term may change if CDPH/CTCP makes the award earlier than expected or if CDPH/CTCP cannot execute the Contract in a timely manner due to unforeseen delays.

   b. The resulting Contract will be of no force or effect until it is signed by both parties and approved by CDPH. The Awardee is cautioned not to commence performance until all approvals are obtained. Should performance commence before all approvals are obtained, said services may be considered to have been volunteered without state reimbursement.

   c. CDPH/CTCP reserves the right to modify the term of the resulting Contract via a formal amendment process to modify the scope of work (SOW) or budget based on changes in a rapidly evolving tobacco control environment.

2. **Anticipated Funding**

   Up to $14,000,000 (Fourteen Million Dollars) is available to fund the activities required in this solicitation. Proposals must be for the entire five-year period and demonstrate an appropriate distribution of funds across the term of the contract. The amount of work proposed must be commensurate with the budget request. CDPH/CTCP is funded by a tobacco excise tax, which is a declining revenue source. There is no guarantee that the anticipated funds will be available through the term of the contract. Unexpended funds do not carry over from one state fiscal year to the next fiscal year without prior approval and a contract amendment. The state 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, CDPH/CTCP funding priorities, and/or legal or administrative limitations. Continued funding will be dependent upon successful performance. Performance will be evaluated on required progress reports. No legal liability on the part of the state for any payment may arise under the resulting contract until funds are made available through an annual appropriation in the Budget Act.

3. **Funding Augment**

   CDPH/CTCP reserves the right to negotiate additional work with the successful proposer that is consistent with the work components identified in Part III. *Scope of Work Requirements*, should there be a need and additional funding becomes available. Additional funding is contingent upon available revenues, appropriations by the Legislature, and the Governor in the Budget Act.

4. **Funding Source(s)**

   The source of funding is Prop 56, the California Healthcare, Research, and Prevention Tobacco Act of 2016 and/or Prop 99, the Tobacco Tax and Health Protection Act of 1988.

C. Timeline and Award Schedule

Key dates are presented in Table 1. *Tentative Solicitation Timeline and Award Schedule.* CDPH/CTCP reserves the right to adjust any date and/or time as necessary. Date and time adjustments will be posted to the CDPH/CTCP Tobacco Control Funding Opportunities and Resources (TCFOR) website.

Table 1. Tentative Solicitation Timeline and Award Schedule

Key Action	Date (All Times in Pacific Standard Time)
Solicitation Release Date	December 16, 2020
OTIS Opens for Proposal Input	December 18, 2020
Informational Webinar	December 18, 2020, 10:00 am – 11:30 am
Last Day to Submit Written Questions	January 5, 2021, 5:00 pm
Mandatory Letter of Intent Due	January 7, 2021, 5:00 pm
Responses to Written Questions Posted	January 12, 2021
Proposals Due	February 8, 2021, 5:00 pm
Award Posted	March 10, 2021
Notice of Intent to Appeal Due	March 17, 2021, 5:00 pm
Final Announcement of Award*	March 24, 2021
Contract Start Date	July 1, 2021
Contract End Date	June 30, 2026

*Final award cannot be made until all appeals have been resolved.

D. Proposer Questions and Reporting of Errors in the Solicitation

CDPH/CTCP will accept questions and reporting of errors related to this Solicitation. Questions may include, but are not limited to, clarification of eligibility, or about the instructions, requirements, or Solicitation materials. **All Proposers must follow the process below to submit a question. CDPH/CTCP will not respond to questions directed to individual CDPH/CTCP employees.**

Proposers that fail to report a known or suspected problem with this Solicitation and/or its accompanying materials, or fail to seek clarification or correction of the Solicitation and/or its accompanying materials, shall submit a proposal at their own risk. Additionally, if an award is made, the successful Proposer shall not be entitled to additional compensation for any additional work caused by such a problem, including any ambiguity, conflict, discrepancy, omission, misinterpretation, or error.

1. **How to Submit Questions or Report an Error in this Solicitation**

   a. Submit questions or errors by email (CTCPCompetitiveGrants@cdph.ca.gov) with the subject line "CTCP Solicitation CG 21-10001." Oral questions will not be accepted.

   b. 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.

   c. Submit written questions to CDPH/CTCP by the date specified in Table 1. Tentative Solicitation Timeline and Award Schedule.

   d. Errors in the Solicitation or its instructions may be reported up to the proposal submission due date.

2. **What to Include in an Inquiry**

   a. Name of inquirer, name of organization represented, mailing address, area code and telephone number, and email address.

   b. A description of the subject, concern, or 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.

3. **Response by CDPH/CTCP**

   a. CDPH/CTCP reserves the right to seek clarification of any inquiry received and to answer only 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 Solicitation Timeline and Award Schedule. Written questions submitted prior to the Informational Webinar will be answered as time allows during the Informational Webinar described in Part II. Funding Opportunity Details, E. Informational Webinar.

E. Informational Webinar

CDPH/CTCP has scheduled an optional Online GoToTraining© Informational Webinar for Proposers. Those intending to submit a proposal are strongly encouraged to participate. The Solicitation Informational Webinar will be held on the date identified in Table 1. *Tentative Solicitation Timeline and Award Schedule*. 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 code is posted on the TCFOR website.

Questions about the Solicitation must be submitted in writing to CTCPCompetitiveGrants@cdph.ca.gov by the date and time identified in Table 1. *Tentative Solicitation Timeline and Award Schedule*, or via the chat box during the webinar. Responses to written questions submitted prior to and during the webinar (through the chat box) will be answered as time allows following the Solicitation overview presentation. Written responses to all questions submitted by the deadline will be posted on TCFOR by the date and time identified in Table 1. *Tentative Solicitation Timeline and Award Schedule.*

PART III. SCOPE OF WORK REQUIREMENTS

This section contains a description of the work to be performed for this solicitation. This section **MUST** be read in conjunction with Part IV*. Proposal Submission Process,* Part V*. Proposal Submission Requirements,* as per the Solicitation *and* Part VI*. Proposal Selection Process and Criteria* as per the solicitation, which contains the specific instructions and requirements of this solicitation.

A. Website Development and Maintenance

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

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

2. Development, curation, and maintenance of social media and mobile assets including images and post copy for posting by CDPH/CTCP-funded projects and others. Social media posts should include assets developed by the U.S. Food and Drug Administration, the Centers for Disease Control and Prevention, and other national and state agencies that produce social media assets for use by others.

3. Ordering and shipment of no-cost materials that support CDPH/CTCP efforts should be available for ordering and shipment. These materials include: California Smokers' Helpline (CSH) materials (e.g., brochures, rack cards, posters), Stop Tobacco Access to Kids Enforcement (STAKE) Act kits and adhesive age-of-sale warning signs, specialized print educational materials, materials that support CDPH/CTCP campaigns, and reports (e.g., TEROC Master Plan, Communities of Excellence, Implementation Guides). Budget for

fulfillment and bulk distribution of these items, including shipping of no more than 1,000 free materials per order and 3,000 per calendar year to non-profit agencies. See Part III sub-section D Material Order Fulfillment and Distribution for projected quantities, materials, and distribution amounts.

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

5. Links to the websites of key national and state tobacco control websites such as Americans for Nonsmokers' Rights, American Legacy Foundation, Campaign for Tobacco Free Kids, Law and Policy Partnership to End the Commercial Tobacco Epidemic, California Tobacco Endgame Center for Organizing and Engagement, California Youth Advocacy Network, The LOOP, and CSH. The websites provide information and resources that CDPH/CTCP-funded projects and tobacco control staff use on a regular and ongoing basis.

6. A web-based design-your-own educational materials platform service, featuring "drag and drop" functionality. This service is to provide customers the ability to select from pre-approved written, photo and graphic content to create custom educational materials including, but not limited to: brochures, posters, post cards, rack cards, bookmarks, stickers or signs. The website content may be populated from existing approved CDPH/CTCP educational materials found in the Tobacco Education Clearinghouse of California print and digital catalogs, developed by the Clearinghouse contractor, or by CDPH/CTCP-funded agencies that provide approval for content they developed to be used for this purpose. CDPH/CTCP will have the final approval and domain ownership of the website. Other educational materials will also continue to be created in the field and by CSH and will be submitted to the Materials Review Committee prior to being made available for statewide use and download.

B. Materials Development

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

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

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

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

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

    a. **Language Translation:** Primary languages of interest are Spanish, Traditional Chinese, Simplified Chinese, Korean, Vietnamese, and Arabic. Language translation services provided to CDPH/CTCP projects may consist of up to four (4) materials, translated in four (4) different languages per agency during each six-month reporting period.

    b. **Language translation services** provided to CDPH/CTCP are not expected to exceed 100 hours per fiscal year.

    c. **Photography and videography services** are not expected to exceed 60 hours or three (3) projects per fiscal year.

    d. **Consumer testing services** are not expected to exceed three to five (3-5) materials per fiscal year for key materials being adapted for statewide use. Consumer testing is expected to be primarily for CSH and CDPH/CTCP materials.

5. Evaluate the specifications of new materials and products, provide pricing specifications, and broker the printing/production of each educational material that has been approved for inclusion in a print and online catalog; ensure

competitive pricing of materials, high quality production, accuracy, and on-time product delivery.

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

C. Educational Materials Management

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

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

   <u>Current Sales Catalog Creation, Fulfillment, and Distribution Statistics</u>

   - Monthly digital download of materials: 1,000 pages per month.
   - Design and print up to 1,000 72-page catalogs and 1-2 page supplements annually to market available materials.

2. The Clearinghouse will be responsible for the production, printing, inventory management, and warehousing services for specific materials vetted by the Materials Review Committee and CDPH/CTCP, including CSH quit kits and materials, STAKE Act materials; and specialized educational materials to support CDPH/CTCP statewide educational campaigns as stated in **Appendix 4:** *Tobacco Education Clearinghouse of California: Available Educational Materials*.

3. Provide copyright/artwork management. The Clearinghouse shall manage copyright-related requests to print, distribute, display, adapt, and customize CDPH/CTCP materials in accordance with guidelines based on copyright law

and CDPH/CTCP policies. The Clearinghouse will: 1) ensure any and all copyright documentation associated with an approved catalog of material is collected and on file prior to print production of the material; 2) assist CDPH/CTCP-funded projects and other state and national non-profit agencies interested in adapting or using CDPH/CTCP materials.

D. Material Order Fulfillment and Distribution

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

1. Fulfill orders and bulk distribution, of CSH materials and CDPH/CTCP specialized materials available through the catalog. These materials are to be made available at no cost to CDPH/CTCP funded agencies and non-profit agencies. Annually review and obtain approval from CDPH/CTCP the list of print materials that will be distributed at no-cost. Each customer/organization may order up to 1,000 print copies per order; not exceeding 3,000 print copies annually. On a monthly basis provide CSH with an Excel spreadsheet containing information on customers referred from the CSH website so they can be tracked as CSH customers. Such information will include first and last name, position, organization, department (if any), email address, and telephone number. Two weeks prior to semi-annual CDPH/CTCP progress report due dates, provide CSH with an aggregate report of all CSH promotional materials ordered and distributed in the previous reporting period. Over the course of the contract, items included in bulk distribution may be substituted with comparable materials or the list may be expanded should additional funds become available for this solicitation.

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

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

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

<u>Current Quit kit Statistics</u>

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

<u>Free CSH Material Distribution Statistics</u>

- Approximately 600,000 units per year.
- Two to three (2-3) day turn-around.

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

4. Provide warehouse facilities to house bulk purchasing of physical educational materials meant for distribution.

5. Provide customer service via phone/website for order intake. Ship orders within three to five (3-5) business days of order receipt. The public website shall include a searchable sales catalog with on-line ordering services that will permit individual and bulk ordering of educational materials. Provide web-based inventory management system for order or download processing and fulfillment, management of mailing lists, retention of customer information as appropriate, and facilitation of online ordering.

6. Provide printing and distribution for CDPH/CTCP reports and factsheets. CDPH/CTCP estimates two to four (2-4) reports annually during the contract period. Reports range from 50-200 pages and consist of 250-1000 copies for distribution to CDPH/CTCP-funded agencies and stakeholders. Graphics, color, and paper quality will vary depending on the material. Retailer education printing and distribution includes approximately 30,000 units per year.

Table 2. Tentative CDPH/CTCP Printing and Distribution

CDPH/CTCP Printing and Distribution	**FY 21/22**	**FY 22/23**	**FY 23/24**	**FY 24/25**	**FY 25/26**
Tobacco Education and Research Oversight Committee Master Plan		X		X	
Retailer Education	X	X	X	X	X
Cessation Quit Plan	X				
Communities of Excellence Manual				X	
Evaluation Reports		X		X	
Health Equity Report		X			

E. Educational Materials Training and Technical Assistance (TA) Services

Provide training and technical assistance to CDPH/CTCP-funded projects through a variety of presentation modes including remote learning, in-person trainings, and one-on-one support. Training and technical assistance will have an emphasis on educational materials design, consumer testing, and printing; the development and implementation of always on, organic social media and mobile assets (e.g., review/approval/posting best practices and guidance) related to social media and mobile messaging outreach interventions; and maintain website help desk for the web-based customizable educational materials development service. The Clearinghouse should utilize evidence-based research and practices to design and deliver trainings which incorporate proven strategies to engage adult learners, build relevant skills, and incorporate participant engagement. Technical assistance will also require meeting quarterly with CDPH/CTCP staff for strategy and planning purposes.

1. Provide technical assistance and training to CDPH/CTCP-funded projects and CDPH/CTCP staff through webinars, face-to-face trainings, tips sheets and interactive trainings. Topics should include, but are not limited to:

    a. Use of research and evidence-based strategies for educational material development, and consumer testing, to communicate more effectively;
    b. Design culturally and linguistically appropriate educational materials to reach priority populations;
    c. How to define your audience, develop your message and frame tobacco related health disparities to promote equity;
    d. Use of the design-your-own educational materials website;
    e. How to facilitate organic social media, and engage an online community;
    f. How to apply adult learning theories and practices to design and deliver learning experiences for diverse individuals; and

g. Provide printing recommendations to CDPH/CTCP-funded projects if requested.

2. Provide assistance surrounding best practices on how to develop editorial calendars, build a community on social media, community management, and other social media educational outreach interventions.

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

F. Promote Clearinghouse Services

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

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

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

PART IV. PROPOSAL SUBMISSION PROCESS

A. Proposal Submission

Proposals are to be submitted through the Online Tobacco Information System (OTIS) no later than the date/time listed in Table 1. *Tentative Solicitation Timeline and Award Schedule*. Proposals received after the due date/time **will not be reviewed**. Submission before the deadline date is advised in case Proposers experience technical difficulties while submitting a proposal through OTIS. The OTIS electronic time stamp will be used to verify on-time submission. Technical difficulties will not relieve the Proposer of meeting the submission deadline. Please be aware that OTIS includes an electronic submission check system that will prevent submission of a proposal that does not meet the minimum submission requirements. CDPH/CTCP may not be able to respond to requests for help on the deadline date.

For technical assistance regarding the use of the TCFOR or OTIS websites contact the support team, Humberto Jurado at (916) 449-5474 or Daniel Barraca at (916) 324-2468. Please do not wait until 4:00 p.m. Pacific Standard Time (PST) or later on the submission due date to seek assistance, as the support team may not be available.

B. Description of the Online Tobacco Information System (OTIS)

1. **What is OTIS?**

   OTIS is a secure, passcode protected knowledge management system that is used to submit proposals, review and score proposals, negotiate the SOW and budget, and submit and approve progress reports. The system is accessible 24 hours per day, seven (7) days per week, and provides access to several reports and a communication system. Proposers and Contractors are required to use OTIS for the submission of their proposals, progress reports, and maintaining grant-related communications.

2. **What help is available for using OTIS?**

   a. User Account Instructions: For guidance on how to submit an “Applicant Registration” form and Letter of Intent (LOI), and create an OTIS “User Account,” see the Application Registration Instructions found on the TCFOR Overview webpage.

   b. Webinar Training: The Informational Webinar will review the requirements of this Solicitation, provide information on requesting a “User Account,” and how to use OTIS.

   c. 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 proposal components.

See **Appendix 5**: Instructions for Accessing the OTIS Applicant Training Course: Creating Your Application/Plan.

d. OTIS Page Guides: While working in a proposal, located on the top right corner is the Page Guide button in red. The OTIS Page Guides provides User Manuals, Training Videos, and Budget downloadable PDFs clarifying how to complete the requested information. Page Guides are quick access information aiding in completing a task without leaving the page you are working on.

e. OTIS Wizards: OTIS wizards are available for objectives, intervention and evaluation activities, and budget justification line items. These are pre-written items that are common to many proposals; they can be inserted into the SOW and tailored to the Proposer's project. See **Appendix 6**: Intervention Activities Sample Wizards and **Appendix 7**: OTIS Application Instructions for guidance on finding and using wizards directly in OTIS.

f. Telephone Assistance: Call Humberto Jurado at (916) 449-5474 or Daniel Barraca at (916) 324-2468 between the hours of 7:30 a.m. - 4:00 p.m. (PST).

PART V. PROPOSAL SUBMISSION REQUIREMENTS

A. Mandatory Non-Binding Letter of Intent

1. **Letter of Intent Requirement**

Any entity intending to submit a proposal is **required** to submit a Letter of Intent (LOI) notifying CDPH/CTCP of its intent to submit a proposal. **Those who do not submit a LOI will not be allowed to submit a proposal.** The LOI is non-binding and those submitting a LOI are not obligated to submit a proposal.

2. **Submitting a Letter of Intent**

One signed LOI must be uploaded to the TCFOR website by the date and time identified in Table 1. *Tentative Solicitation Timeline and Award Schedule*. A letter submitted past the deadline will not be considered. It is strongly advised that proposers submit their LOI prior to the due date in case technical difficulties are encountered. The electronic time stamp will be used to verify on-time submission. Technical difficulties will not relieve the Proposer of meeting the submission deadline. The LOI will NOT be accepted via email, fax, or mail.

Prepare the letter using word processing software and save the document to your computer as a Microsoft Word formatted document or PDF.

The LOI **must**:

a. Be on the Proposer agency's letterhead and signed by an authorized agency signatory or their official agent;

b. State the name and number of the Solicitation under which the proposal will be submitted (i.e., Information Clearinghouse for Tobacco Use Prevention CG-21-10001);

c. State the estimated budget request; and

d. Include a short description of the proposed project.

To upload the LOI, refer to the training courses on the TCFOR website:

- For new Proposers without an OTIS account, view the training video “TCFOR Process for New Applicants” and the “TCFOR Process for New Applicants Checklist” for more information.
- For existing OTIS account users, view the training video “TCFOR Process for OTIS Account Users” and the “TCFOR Process for OTIS Account Users Checklist” for additional information.

Once the Proposer creates a “User Account” and “Request to Apply” for the funding opportunity, a LOI can be uploaded.

B. Contact Information

The purpose of this section is to collect information about the Proposer, the geographic service area of the proposed project, proposed Project Coordinator, agency fiscal contacts, and Official Agency Signatory. Input the requested information into the Contact Information section in OTIS.

1. **My Agency:**

   Provide the Proposer’s name, phone and fax numbers, physical and mailing addresses, Federal Employer Identification Number, and the health jurisdiction in which the Proposer is located. For “*Health Jurisdiction(s) this project works in.”* and “*Region(s) this project works in.”* scroll down to the bottom of each list and designate “*Statewide*” and *“Statewide* (All Regions)” for your selections. Identify by choosing “Yes” or “No” if your Proposer address is the same as your agency information.

2. **Contact Information:**

   Provide specific contact information for the Project Coordinator, Primary Tobacco Contact, Agency Fiscal Officer or Day-to-Day Fiscal Contact, and Official Agency Signatory.

C. Applicant Capability

The Applicant Capability section in OTIS provides detailed descriptions, specific examples, and information regarding the Proposer’s ability to successfully implement the proposed tobacco control project in the solicitation. The Proposer needs to demonstrate its organizational capacity based on current and past successes and lessons learned. Please respond thoroughly to each item below. This section provides a comprehensive overview of the Proposer and the

Proposer's organizational history. In some responses, the Proposer should also address the capacity of significant subcontractors and consultants.

1. **Program Experience:**
   a. Agency Mission: Briefly describe: 1) the Proposer's mission and the types of programs and services the Proposer conducts and where they are conducted; 2) the audiences, groups and organizations that the Proposer works with in carrying out its mission; and, 3) how the Proposer's mission is consistent with the goals identified in this Solicitation and with CDPH/CTCP's mission.
   b. Demonstrated Capacity to Meet Solicitation Goals: Briefly describe and demonstrate the Proposer has a minimum of three (3) years of experience in the following: 1) experience consistent with the purpose identified in this solicitation with specific examples related to accomplishments, development, and credibility performing operations outlined in Part III *Scope of Work Requirements*; 2) experience and/or working relationships with print and production vendors, describing how competitive pricing will be obtained; 3) experience with interactive web development and maintenance; 4) experience in providing training and technical assistance on educational materials development; and, 5) experience in educational materials testing with consumers.
   c. Demonstrated Cultural Competency: Briefly describe the ability and experience of the Proposer and any subcontractors with creating educational materials, resources, trainings and digital social media assets for diverse populations including American Indian tribes/communities, cities/counties, African American/Black, Asian/Pacific Islander, Hispanic/Latino, LGBTQ, and Rural populations.
   d. Program Staffing: Describe the formal educational background, professional experience, and the qualifications of proposed staff including previous accomplishments, unique services, ability to work with community-based organizations serving priority populations, and leadership. Describe the Proposer's staffing and subcontractor's capability and experience with designing and operating customized clearinghouse services, information systems development and management. Include: website development, maintenance and hosting services; database management; information communications systems; social media community engagement; bulk materials production and distribution; educational materials development; warehousing of physical resources; materials development training and technical assistance; and establishment of linkages with organizations and individuals. Provide detailed personnel descriptions and a staffing plan for staff and subcontractors (if applicable) that demonstrates the necessary qualifications to carry out the proposed project including the ability to develop educational materials culturally and linguistically tailored to the priority populations identified in the TEROC Master Plan and with

community-based organizations representative of these populations. If staff or subcontractors are to be hired, describe the education and work qualifications sought, and a recruitment and hiring plan to ensure that staff with the desired skill set will be identified to fill the vacancies. In the description of program staff and any subcontractors, describe the proposed structure of supervision and support.

2. **Organizational Start Up and Equipment**
   a. Organizational Start Up: Describe the Proposer's primary physical office space (including warehouse space) and location for the proposed project, length of time the Proposer's primary physical office space has been located in California, the Proposer's capability to travel throughout the state of California, capability and resources to start and begin implementation of activities within six weeks (6) of the contract start date and to primarily deliver services Monday through Friday; except on holidays observed by the State, between the hours of 8:00 a.m. and 5:00 p.m., (PST).
   b. Equipment: Successful Proposers are required to provide, at a minimum, 50 percent of the office, computer, software, and communication equipment for staff, subcontractors, and consultants. Describe the existing office equipment, computer equipment, software, and communication equipment to be provided for use under the term of the contract. Provide information about:
      i. The number and type of equipment available to staff on the project to use (e.g., desks, chairs, personal computers, printers, reproduction/ duplication/ copiers, scanners, mobile devices, etc.);
      ii. A description of the warehouse or other facility that will house bulk distribution items and necessary equipment to fulfill orders;
      iii. The type of computer software and computer applications the Proposer has for office tasks, such as email, word processing, spreadsheets, PowerPoints, record management, web-conferencing, website development, and reliable access to the Internet; and
      iv. Approximately when the computer equipment was purchased.

3. **Administrative/Fiscal Experience and Audit History**
   a. Administrative Staffing: Describe the Proposer's current administrative staffing pattern for activities such as contract and grant management including oversight, payroll, bookkeeping, invoicing, and tracking of contractual, administrative, and fiscal controls. Describe the educational background and qualifications of key administrative staff including subcontractors and/or consultants.
   b. Fiscal and Contract/Grant Compliance: Describe the Proposer's performance within the last three (3) years with the management of government and/or non-government funds and activities, including

administrative, fiscal, program, and evaluation functions such as: timely and accurate completion of deliverables, submission of fiscal, program, and evaluation documentation, compliance with government requirements, and fiscal ability to manage payment in arrears.

c. Audit History: Describe the Proposer's fiscal and (if any) programmatic audit history within the last three (3) years. Information is to include frequency of the audits, dates of the audits, and a summary of the audit findings. Thoroughly explain any negative audit findings and their resolution. If the Proposer was audited by a governmental agency within the last three (3) years, provide the name of the government agency, the agency's contact person and phone number, the year the audit was conducted, and the audit findings and resolution.

d. Tax Debtor List Requirements: All Proposers must address the requirements of the Tax Debtor List to meet the requirements of Public Contract Code Section 10295.4. Vendors are ineligible to enter into, or renew any contract with the state for goods or services if a vendor is delinquent on paying state income tax in excess of $100,000 to the California Franchise Tax Board. Prior to submitting a bid or proposal and prior to executing any state contract or renewal of goods or services, a vendor must certify that it is not on the list of ineligible vendors prohibited from doing business with the State of California. During the proposal evaluation, it is the buyer's responsibility to check the list of ineligible vendors to confirm that the Proposer is not on that list. **Follow the instructions in the Additional Documents section of this Solicitation for required documentation.**

4. **Letters of Reference**

Proposers must solicit, scan, and upload into OTIS three (3) letters of reference from three (3) separate entities into OTIS. Letters of reference must be written to the Proposer and may speak to the competencies of the prime Proposer and significant subcontractors, if appropriate. No more than three (3) letters will be accepted. If the Proposer is currently or has received funding from a governmental agency, other than CDPH/CTCP, within the last two years, one of the references must be from one of the government agencies. Do not include letters of reference from the Proposer's subcontracting partners. Each letter must be on the reference provider's letterhead and include:

a. The address, telephone number, e-mail, name, and title of the letter's author.

b. A description of the capacity in which the reference provider worked with the Proposer.

c. The Proposer's ability to build and maintain collaborative partnerships with organizations serving diverse populations including African American/Black, American Indian tribes/communities, Asian/Pacific Islander, Hispanic/Latino, LGBTQ, rural populations, and traditional and non-traditional community partners.

d. The Proposer's ability to work with organizations reflective of California's diverse populations by establishing and maintaining positive collaborative relationships with community-based organizations, local health departments, and regional and statewide projects.

e. The Proposer's ability to fulfill the fiduciary and grants management functions.

f. The Proposer's ability to provide clearinghouse services relevant to the activities and functions identified in the Scope of Work.

D. Evaluator Information

1. **Select a Plan Evaluator.**

   See the OTIS web-based training unit: *Creating Your Application/Plan;* module: *Evaluator Information* for instructions on how to invite, identify, and select the Plan Evaluator See **Appendix 5**: *Instructions for Accessing the OTIS Applicant Training Course: Creating Your Application/Plan*.

2. **After the Plan Evaluator is selected:**

   This individual must complete **and** independently submit through OTIS the "Certification of the Evaluator's Role in Preparing the SOW." See the OTIS web-based training unit: *Creating Your Application/Plan* module: *Evaluator Information* for instructions on how to manage the certification.

3. **Plan Evaluator Requirement:**

   Make sure the evaluator is aware of this requirement and do not wait until the due date for the evaluator to submit the certification. Technical difficulties will not relieve the Proposer of meeting the submission deadline and an application cannot be submitted without this task complete.

E. Scope of Work – Intervention Plan

1. **Responsive and Progressive SOW:**

   Develop a SOW that is responsive to the ever-changing tobacco landscape, and builds upon the momentum and existing catalog of educational materials created in current or past initiatives. Objectives and activities must: 1) be tailored to meet the needs of CDPH/CTCP-funded projects; 2) include strategies that leverage internal and external resources to broaden reach; 3) include activities that align with performing the requirements listed in Part III Scope of Work Requirements Sections A – F; 3) incorporate the use of a variety of technology platforms to effectively support remote learning; and 5) utilize adult learning theories and practices to develop materials and conduct trainings that will accelerate the adoption, implementation, and impact of policy, systems, and environmental change campaigns conducted through assistance provided to funded projects and local communities. Provide a comprehensive and detailed "road map" for the contract that describes what will be done, how much will be done, where activities will occur, methods used, when activities will occur, responsible parties, and tracking measures that verify completion of activities.

2. **Objectives Requirement:**

   The proposal includes a five-year SOW that is consistent with the purpose of the Solicitation and includes a minimum of one (1) but no more than four (4) total objectives. Objectives and activities in the proposed SOW: 1) are specific, measureable, attainable, reasonable, and timely (SMART) and describe the expected outcome of the activities; and 2) include strategies to build on the current tobacco control landscape and address existing gaps in service. See **Appendix 8:** *Communities of Excellence in Tobacco Control* for additional information about tobacco control indicators and assets and **Appendix 9:** *Tell Your Story: Guidelines for Preparing Useful Evaluation Reports.*

   The SOW should include objectives consistent with the assets listed below.

   a. Assets represent factors that support and sustain tobacco control efforts in the community such as the availability of funding for tobacco control efforts, strength of collaborative relationships, and access to culturally and linguistically appropriate information. For the purposes of this solicitation the Proposer <u>must</u> include assets from the list below:

      i. 2.1 Training and Skill Building: The extent our program provides technical assistance and support to diverse community groups to enable them to effectively engage in tobacco control activities and activities to reduce tobacco-related social determinants of health; and

      ii. 3.4 Tailored Educational and Outreach Materials: The degree our program makes culturally appropriate educational, outreach and media materials easily available and appropriate for the languages and literacy levels of commonly encountered groups in the service area.

3. **Coordination and Collaboration Requirement:**

   The SOW must reflect coordination/collaboration with CDPH/CTCP and other CTCP-funded tobacco control projects such as LLAs and Local, Regional, Tribal, and Statewide Competitive Projects, including, but not limited to: CSH, California Quits, Tobacco Control Evaluation Center, Rover Library, California Youth Advocacy Network, Smoking Cessation Leadership Center, Sierra Club Foundation, San Francisco Study Center, Priority Population Coordinating Centers, Endgame Training and Technical Assistance providers, and the CDPH/CTCP Media Campaign.

4. **Communication Requirement:**

   Contractors are required to engage in the collaborative efforts that contribute to and sustain California's broader tobacco control movement. At minimum, Proposers are required to include activities in their SOW that reflect the following:

a. At least one staff member will log into the Partners website, the statewide password protected electronic communication system, developed to link CTCP with its funded projects, a minimum of once per week;

b. At least annually, the Contractor will submit a Partners' Spotlight On article highlighting a major success of their program;

c. At least four times a month, the Contractor will post and/or respond to questions or comments on the Partners' InfoHub forum to share their resources and services;

d. The Contractor will maintain positive, productive relationships and communicate regularly with other statewide projects and CDPH/CTCP staff to avoid duplication of efforts; and

e. Linking tobacco control educational efforts to other sectors, including, but not limited to nutrition, alcohol control, crime prevention, environmental health, housing, retail/business, etc.

5. **For each activity, complete the following information:**

a. Copyright: Designate if the activities describes a work product that may be copyrighted, (e.g., brochure, fact sheet);

b. Percent Deliverables: Identify the combination of staff and budget resources necessary to complete the activity. Percent deliverables for the entire SOW must equal 100 percent;

c. Start/End Dates: Designate the progress report period in which an activity will begin and the date in which the activity will be completed;

d. Responsible Parties: Identify budgeted personnel (e.g., staff positions, consultants and subcontractors, and non-budgeted entities such as volunteers) responsible for completing activities. Budgeted titles must be consistent with the titles used in the Budget Justification; and

e. Tracking Measures: Identify tracking measures to be submitted to CDPH/CTCP that substantiate completion of each activity.

    iii. List no more than two tracking measures per activity.

    iv. Each tracking measure should be unique and specific to the activity.

    v. Do not list the same tracking measure for multiple activities.

    vi. Tracking measures in which the percent deliverable is greater than zero percent must be designated as being submitted with the progress report.

    vii. Zero percent activities should be limited to certain incentive and collaboration/coordination activities.

F. Scope of Work – Evaluation Plan

1. **Evaluation Activities Requirement:**

   The proposal must include a sufficient amount of activities, in quantity and magnitude, to provide data that will facilitate continuous quality improvement. Cumulatively, the evaluation plan should account for a maximum of two and a half percent (2.5%) of the total plan deliverables. Evaluation activities will focus primarily on process data collection and will include key details such as: a description of the instrument to be used, topic of focus of the data collection, data collection method, who or what is being sampled, sample size, sampling method, where the data will be collected, and budgeted and non-budgeted responsible parties. OTIS offers the following types of evaluation activity categories: Focus Groups, Key Informant Interviews, Public Opinion Polls/Intercept Surveys, Education/Participant Surveys, and Other Evaluation Activities.

2. **For Each Evaluation Activity Complete the Following:**

   a. Identify how many waves of data collection will occur, (e.g., use one wave for continuous data collection such as website analytics; use two waves for a pre-post design; use five waves for an annual design);

   b. Copyright: Respond “Yes” or “No” to indicate whether the deliverable represents a work product subject to copyright;*****

   c. Assignment of a Percent Deliverable;

   d. Assignment of Start/End Dates;

   e. Assignment of Responsible Parties; and

   f. Assignment of Tracking Measures to document completion of activities.

G. Narrative Summary

The Narrative Summary is required for each objective and should provide the overarching story of how and why the intervention was selected, the major intervention activities proposed, the underlying theory of change or rationale for the proposed intervention, and how it will be evaluated. The most competitive proposals will clearly and thoroughly address the following sections:

1. **Community Assessment Analysis (600-word limit):**

   The Community Assessment Analysis is to justify and support the selection of the proposed objectives, target audiences, and strategies. Proposers may demonstrate the need and evidence-base for the intervention using community

[*] Refers to items that are required to be completed and submitted, but are not used to score the Plan.

needs assessment findings, local, state or national data that describe the problem, or a summary of evidence-based literature and/or community-defined evidence. To cite data or literature, please state the author, publication title, and year, (e.g., Duber, Herbert, et.al, Public Health Management & Practice, 2020).

2. **Major Intervention Activities (400-word limit):**

   In a narrative format, provide a concise summary of the activities to be implemented, and how these activities will meet the goals and required work components of this Solicitation. Explain how activities will be tailored to meet diverse audience needs.

3. **Theory of Change (300 word limit):**

   Describe the underlying rationale for the proposed intervention, either using a formal theory of change or in your own words, explain how and why you think the proposed activities will lead to the desired change described in the objective. Public health frequently relies on formal theories of change; however, it is also acceptable to describe the underlying rationale for the intervention in your own words.

   a. <u>What is a theory of change?</u> The underpinning of most effective public health interventions is a theory of change. The theory of change provides an explanation of how and why the proposed intervention will result in the desired change. It communicates that the activities and messages are more than an assortment of messages and activities selected because they are fun or popular with the coalition. The theory of change communicates that a rationale links the activities and supports that collectively they will result in the desired change.

   b. <u>What are examples of a theory of change?</u> The following are a few examples of theories of change used in tobacco control. The Stages of Change Theory is a theory, which focuses on individual behavior change and is frequently used as the rationale for interventions that motivate and help people quit smoking based on where they are along a continuum of personal readiness to change. Theories of change that help to explain why community education, media, and partnership development lead to the adoption of policies in communities or organizations include Social Norm Change, Community Organizing, and Community Readiness theories. Additional theories of change are in **Appendix 10**: *Theory At A Glance: A Guide for Health Promotion Practice*. It is a free resource developed by the National Cancer Institute for public health practitioners. This document concisely summarizes the most commonly used theories, such as the Diffusions of Innovation Theory, the Health Belief Model, and Social Cognitive Theory and it explains how to incorporate theory into program planning, implementation, and evaluation.

4. **Evaluation Summary Narrative (500-word limit):**

   The Evaluation Summary is a summary of the evaluation design and process evaluation activities to be conducted, a description of how process evaluation activities will be used to improve or tailor the intervention, and a description of the plan to disseminate evaluation findings to others. In a narrative format, briefly provide the following information:

a. What will be accomplished? Describe what will be accomplished as a result of the project: How will the community or people in the community be different (e.g., access to high quality educational materials, increase in website traffic and usability, adult learning theories and practices incorporated in to educational outreach efforts, capacity to effectively address California's diverse communities through educational material development);

b. Evaluation Plan Type: State the evaluation plan type (e.g., "other without measurable outcome");

c. Process Data Collection: The proposed SOW should focus on the collection of process data, and describe the following items as applicable:

   i. Design type (non-experimental);

   ii. The intervention and control group(s) (if any) (e.g., communities, stores, health care providers) and the number and location (e.g. city or neighborhood) of each group;

   iii. When measurements will be performed (e.g., annual website analytics, 6 month user satisfaction) post-test only, pre- and post- test;

   iv. How data will be collected (e.g., focus group, survey); and

   v. The sampling plan (e.g., purposive sampling, convenience sampling).

d. How do evaluation activities support interventions? Explain how process evaluation activities (e.g., user satisfaction surveys, end user surveys, focus groups, and user analytics) support particular intervention activities and will be used to help improve or tailor the intervention to achieve the Objective; and

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

H. Budget Proposal, Cost Proposal and Narrative

Proposers are required to develop a 60-month (five year) Budget Proposal that supports the implementation of the proposed Scope of Work (SOW) and demonstrates an appropriate distribution of funds across SOW activities and term of the contract. Proposers are also required to develop a Cost Proposal and Narrative that demonstrates a cost-effective and cost-competitive use of project funds, and provides a clear and comprehensive narrative justification for the proposed costs. Adhere to the requirements and criteria provided in this section and the instructions provided in the Appendices listed below.

- Complete **Appendix 11**: *Budget Proposal* and **Appendix 12***: Cost Proposal and Narrative.* These forms are also downloadable from OTIS in the Additional Documents – Required Administrative Documents section.
- Upload **Appendix 11:** *Budget Proposal* into the OTIS Additional Documents - Required Administrative Documents section.
- Upload **Appendix 12:** *Cost Proposal and Narrative* into the OTIS Additional Documents – Required Administrative Documents section.

I. Additional Documents

Proposers are **required** to submit the following Additional Documents as described below to provide CDPH/CTCP with supplemental information regarding the Proposer. See **Appendix 7:** *OTIS Application Instructions*, module "Additional Documents" for more information.

1. **Additional Tobacco Control Funding:**

   Funds awarded under this Solicitation may not be used to duplicate or supplant existing services funded by CDPH/CTCP after June 30, 2021. If the Proposer agency is receiving funds for any tobacco control efforts whether they are from local, state, federal or private sources, the Proposer is required to describe the funding source, amount of funds, award term, and a description of the activities funded.

2. **Bidder Declaration (GSPD-05-105):**

   Complete and upload the Bidder Declaration (GSPD-05-105). This form can be accessed by link from **Appendix 14:** *Preference Programs*, page 2, item 3(a). This form is also downloadable from OTIS in the Additional Documents – Required Administrative Documents section.

3. **California Civil Rights Laws Attachment (DGS/OLS 04):**

   Complete and upload **Appendix 13:** *California Civil Rights Laws Attachment*. This form is also downloadable from OTIS in the Additional Documents – Required Administrative Documents section.

4. **Certification of Non-Acceptance of Tobacco Company Funding:**

   Complete and upload **Appendix 3:** *Certification of No Conflict of Interest with Commercial Tobacco, Electronic Cigarette, or Cannabis Industries*. This form is also downloadable from OTIS in the Additional Documents – Required Administrative Documents section.

5. **Franchise Tax Board Entity Status Letter (Tax Debtor List – status with Franchise Tax Board):**

   Generate this letter at: https://www.ftb.ca.gov/help/business/entity-status-letter.asp?WT.mc_id=akBEStatus

6. **Proof of Non-Profit Status:**

   This document is only applicable to non-government non-profit agencies. The Proposer must upload their Proof of Non-Profit Status.

J. Preference and Incentive Programs

CDPH/CTCP will apply preference adjustments to eligible Proposers according to State regulations following on-line or personal verification of eligibility with the appropriate office of the Department of General Services. The Preference Program incentive(s) shall not be applied to proposals that fail to pass the STAGE ONE: Administrative And Completeness Screening or fail to earn a minimum passing score during STAGE TWO: Proposal Scoring. Proposers should refer to the following appendices for additional Preference and Incentive Program information:

- **Appendix 14:** *Preference Programs*
- **Appendix 15:** *Commercially Useful Function (CUF) Certification*
- **Appendix 16:** *Non-Small Business Subcontractor Preference Instructions*

PART VI. PROPOSAL SELECTION PROCESS AND CRITERIA

A. About this Section

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

B. Proposal Review Process

1. **STAGE ONE: Administrative And Completeness Screening**

   a. CDPH/CTCP will review proposals for on-time submission and compliance with administrative requirements and completeness listed below. The OTIS electronic time stamp will be used to verify on-time submission. See Table 1. Tentative Solicitation Timeline and Award Schedule.

   b. A late or incomplete proposal will be considered non-responsive and will be disqualified and eliminated from further evaluation.

   c. Proposals submitted from non-eligible entities will not be reviewed.

   d. Omission of any required document or form, failure to use required formats for response, or failure to respond to any requirement may lead to rejection of the proposal prior to review. For the purpose of administrative screening, required documents include:

i. Mandatory Letter of Intent. Those who do not submit on time will not be able to submit a Proposal.

ii. Bidder Declaration (GSPD-05-105)

iii. Budget Proposal

iv. California Civil Rights Laws Attachment

v. Certification of No Conflict of Interest with Commercial Tobacco, Electronic Cigarette, or Cannabis Industries

vi. Cost Proposal and Narrative

vii. Franchise Tax Board Entity Status Letter

viii. Proof of Non-Profit Status (if applicable)

2. **STAGE TWO: Proposal Scoring (100 POINTS)**

Each proposal passing Stage One will be evaluated and scored according to the selection criteria by a review committee on a scale of zero to 100 points. The review committee may include representatives of CDPH, other state agencies, and non-scoring subject matter experts. To be eligible for funding, a proposal must receive a score of 75 points or more. However, scoring 75 points or more does not guarantee funding or funding at the level requested. CDPH/CTCP reserves the right to not fund any of the applications received for this Solicitation. Funding decisions may also be made to ensure:

- No duplication or overlap of efforts with existing CDPH/CTCP-funded projects
- Adequate representation of the indicators addressed
- Balanced representation of the types of organizations funded

Table 3. *Maximum Point Value by Solicitation Sections* describes the maximum point value for each Solicitation section.

Table 3: Maximum Point Value by Solicitation Sections

Proposal Component	Total Point Value
Applicant Capability	30
Scope of Work – Intervention Plan	25
Scope of Work – Evaluation Plan	5
Scope of Work – Narrative Summary	15
Budget Proposal, Cost Proposal and Narrative	25
TOTAL	**100**

3. **STAGE THREE: Notification Of Decision**

   Each Proposer will be notified in writing of the funding decision. Proposers may receive, upon emailing CTCPcompetitivegrants@cdph.ca.gov, a copy of the scoring summary page that provides the score and overall strengths and weaknesses for their proposal.

4. **STAGE FOUR: Contract Modifications**

   CDPH/CTCP reserves the right to reject any proposed project or project component(s). Following the award notification, CDPH/CTCP may require modifications to the proposal as a condition of the award. The contractor is required to submit a detailed SOW, Budget Proposal, and Cost Proposal and Narrative in accordance with CDPH/CTCP requirements, which will become part of the final contract. Upon completion and approval of these documents, the contract documents will be submitted to CDPH for execution. All contract document modifications must be complete and accepted by the date listed in Table 3. *Tentative Solicitation and Award Schedule* or CDPH/CTCP may withdraw the contract award. Work may not commence until the contract is fully executed and any work done before the full execution will be deemed voluntary.

C. Proposal Selection Criteria

Table 4. *Scoring Criteria and Rating Points* provides the selection criteria and the associated point value that will be used to evaluate and score applications.

Table 4. Scoring Criteria and Rating Points

APPLICANT CABABILITY		
Proposal Component	**Scoring Criterion**	**Points Possible**
Agency Mission (pg. 19)	The Proposer describes their mission and the types of programs and services they conduct and where they are conducted. The audiences, groups, and organizations that the Proposer works with to carry out its mission are described, and the Proposer’s mission is consistent with the goals identified in this Solicitation and with CDPH/CTCP’s mission.	2

Demonstrated Capacity to Meet Solicitation Goals (pg. 19)	The Proposer demonstrates a minimum of three years of experience performing services that are consistent with the purpose of this solicitation and includes the information below: • Specific examples related to experience, accomplishments and credibility performing operations outlined in Section III *Scope of Work Requirements;* • Demonstrated experience working with print and production vendors including a description of how competitive pricing will be obtained; • Demonstrated experience providing technical assistance and training on educational materials development; • Specific examples related to experience with interactive web development and maintenance; and • Demonstrated experience with consumer testing.	5
Demonstrated Cultural Competency (pg. 19)	The Proposer demonstrates that they and any subcontractors have experience creating educational materials, resources, trainings and digital social media assets culturally and linguistically for diverse populations, including: American Indian Tribes/communities, cities/counties, African American/Black, Asian/Pacific Islander, Hispanic/Latino, LGBTQ, and Rural populations.	5
Program Staffing (pg. 19-20)	The Proposer describes the qualifications of proposed project staff and key subcontractors (if applicable) including: • The formal educational background, professional experience, and accomplishments, unique services, ability to work with community based organizations serving priority populations, and leadership of staff and subcontractors; • The staff and subcontractor experience with designing and operating customized clearinghouse services; information systems development and management,	5

	include website development, maintenance and hosting services; database management; information communications systems; social media community engagement; bulk materials production and distribution; educational materials development; warehousing of physical resources; materials development training and technical assistance; and establishment of linkages with organizations and individuals; • Detailed personnel descriptions and a staffing plan for staff and subcontractors (if applicable) that demonstrates the necessary qualifications to carry out the proposed project, including the ability to develop educational materials culturally and linguistically tailored to priority populations; and • Description of staff supervision and support. If new staff will be hired for this project post-award, the Applicant describes the educational and professional experience desired, and a recruitment and hiring plan to ensure that staff with the desired skill set will be identified to fill the vacancies.	
Organizational Start Up (pg. 20)	The Proposer describes their physical office space, including warehouse space and location, noting their presence in California for a minimum of three (3) years; and the Applicant's capability to travel throughout the state of California. The Proposer also describes their capability and resources to begin implementation of activities within six (6) weeks of the grant start date, and to primarily deliver services Monday through Friday between the hours of 8 a.m. and 5 p.m., PST.	3
Organizational Equipment (pg. 20)	The Proposer clearly demonstrates they will provide at least 50 percent of the project's office equipment, computer equipment, and software in-kind. The description of the office	3

	equipment, computer equipment, software and other communication equipment that the Proposer and subcontractors and/or consultants will have access to (if applicable) includes: • The number and type of equipment available to staff to use (e.g., desks, chairs, facsimile machines, personal computers, printers, reproduction/duplication/copiers, scanners etc.); • A description of the warehouse or other facility that will house bulk distribution items and necessary equipment to fulfill orders; • The type of computer software and applications the Proposer has for tasks such as email, word processing, spreadsheets, PowerPoint, databases, web-conferencing, website development, and reliable access to the Internet (e.g., hard drive encryption and antiviral software, computer software, etc.); and • Approximately when the computer equipment was purchased.	
Administrative/Fiscal Experience and Audit History (pg. 20-21)	The Proposer demonstrates: • The administrative/fiscal staffing pattern is clear and staff have the appropriate educational background, skills, and experience to satisfactorily manage all aspects of payroll, bookkeeping, invoicing, subcontract/consultant monitoring, and other administrative and fiscal controls associated with the possible acceptance and management of government funds; • Three (3) years of satisfactory performance with administrative, fiscal, and program management of government and/or non-government funds; • Fiscal and (if any) programmatic audit findings from the past three (3) years that include a thorough explanation of any negative audit findings and their resolution (if the Proposer was audited by a governmental agency within the last three	3

	(3) years, the name of the government agency, agency's contact person and phone number, the year the audit was conducted, and the audit findings and resolution are provided); and • Documentation of compliance with Tax Debtor List Requirements.	
Letters of Reference (pg. 21-22)	The Proposer submitted three (3) Letters of Reference on the reference provider's letterhead, that include contact information, a description of the working relationship with the Proposer, and cumulatively describe the Applicant's ability to: • Build and maintain collaborative partnerships with organizations serving diverse populations including African American/Black, American Indian tribes/communities, Asian/Pacific Islander, Hispanic/Latino, LGBTQ, Rural populations, and traditional and non-traditional community partners; • Work with organizations reflective of California's diverse populations by establishing and maintaining positive collaborative relationships with community-based organizations, local health departments, and regional and statewide projects; • Provide clearinghouse services relevant to the activities and functions identified in the Scope of Work; and • Fulfill the fiduciary and grants management functions of governmental and or/non-governmental contracts/grants. Note: If the Proposer is currently receiving or has received funding from a governmental agency, other than CTCP, within the last two (2) years, one (1) of the references is from one (1) of these agencies. Letters of Reference may not be from the Proposer's subcontracting partners.	3

Evaluator Information (pg. 22)	The Proposer demonstrates that a qualified plan evaluator is selected and that the evaluator completed the OTIS certification.	1
	SUBTOTAL	**30**

SCOPE OF WORK – INTERVENTION PLAN		
Proposal Component	**Scoring Criterion**	**Points Possible**
Responsive and Progressive SOW Requirement (pg. 22-23)	The SOW demonstrates that it is responsive to the ever-changing tobacco landscape and builds upon the momentum and catalog of materials created from current or past initiatives. Objectives and activities: • Tailored to meet the needs of CDPH/CTCP funded projects; • Include strategies that leverage internal and external resources to broaden reach; • Include all the requirements outlined in Section III *Scope of Work Overview;* • Incorporate the use of a variety of technology platforms to effectively support remote learning; • Use adult learning theories and practices to develop materials and conduct trainings that will accelerate the adoption, implementation and impact of policy, systems, and environmental change campaigns; and • Provide a comprehensive, well-organized, and detailed “road map” (i.e. SOW) that is appropriate to accomplish the objectives.	10
Objectives Requirement (pg. 23)	The Proposer presents a five (5) year SOW that is consistent with the purpose of the Solicitation and includes a minimum of one (1), but no more than four (4) total objectives that: • Are “SMART” objectives that describe the expected outcome of the activities; • Propose strategies to build on the current tobacco control landscape and address existing gaps in service; and	5

	• Include assets 2.1 Training and Skill Building and 3.4 Tailored Educational and Outreach Materials.	
Coordination and Collaboration Requirement (pg. 23)	The SOW includes coordination and collaboration with CDPH/CTCP and other CDPH/CTCP-funded tobacco control projects such as LLAs and Local, Regional, Tribal and Statewide Competitive Grantees.	5
Communication Requirement (pg. 23-24)	The SOW includes the following components: • One (1) activity related to utilizing Partners, Spotlight On, and InfoHub to foster continued collaboration between the Proposer and other CDPH/CTCP-funded partners; • Regular communication with other statewide projects and CDPH/CTCP staff to avoid duplication of efforts and to maintain positive, productive relationships.	5
	SUBTOTAL	**25**

SCOPE OF WORK – EVALUATION PLAN		
Proposal Component	**Scoring Criterion**	**Points Possible**
Evaluation Activities Requirement (pg. 25)	An evaluation plan is included for each objective, and the proposed activities are sufficient in quantity and magnitude to provide data that will facilitate continuous quality improvement. Evaluation activities cumulatively account for a maximum of two and half (2.5) percent of the total plan deliverables. Each evaluation activity includes an appropriate description of: • Instrument to be used; • The topic or focus of the data collection; • Data collection method; • Who or what is being sampled; • Sample size; • Sampling method; • Where the data will be collected; and • Budgeted and non-Budgeted responsible parties.	5
	SUBTOTAL	**5**

SCOPE OF WORK – NARRATIVE SUMMARY		
Proposal Component	**Scoring Criterion**	**Points Possible**
Community Assessment Analysis (pg. 25-26)	The proposal includes a Community Assessment Analysis that: • Justifies and supports the selection of the proposed objectives, target audiences, and strategies; and • Demonstrates an evidence-base for the intervention using community needs assessment findings, local, state or national data that describe the problem, or a summary of evidence-based literature and/or community-defined evidence.	5
Major Intervention Activities (pg. 26)	The proposal includes a Major Intervention Activities summary which includes: • A concise summary of the activities to be implemented, and how these activities will meet the goals and required work components of this Solicitation; and • An explanation of how activities will be tailored to meet diverse audience needs.	4
Theory of Change (pg. 26)	The proposal demonstrates an underlying rationale for the proposed intervention (how and why the activities will lead to the desired change).	2
Evaluation Summary Narrative (pg. 26-27)	The Evaluation Summary is appropriate for the objectives and activities and describes the following: • How process evaluation activities will be used to improve or tailor the intervention; • What will be accomplished as a result of the project; • Evaluation plan type; • How data will be collected; and • How and to whom evaluation findings will be disseminated.	4
	SUBTOTAL	**15**

Budget Proposal, Cost Proposal and Narrative		
Proposal Component	**Scoring Criterion**	**Points Possible**
Budget Proposal (pg. 27-28)	The Proposer submitted a 60-month Budget Proposal that supports the implementation of the proposed Scope of Work (SOW), and	10

	demonstrates an appropriate distribution of funds across SOW activities and the term of the contract.	
Cost Proposal and Narrative (pg. 27-28)	The Proposer submitted a Cost Proposal and Narrative that demonstrates a cost-effective and cost-competitive use of project funds, and provides a clear and comprehensive narrative for the proposed costs.	15
	SUBTOTAL	**25**

PART VII. AWARD ADMINISTRATION INFORMATION

A. Solicitation Cancellation and Addendums

If it is in the State's best interest, CDPH/CTCP reserves the right to do any of the following:

- Cancel this solicitation;
- Modify this solicitation as needed; or,
- Reject any or all proposals received in response to this solicitation.

If the solicitation is modified, CDPH/CTCP will post an Addendum to the TCFOR website. Proposers are responsible for periodically checking the website for updates and may sign-up for email alerts.

B. Immaterial Defect

At its sole discretion, CDPH/CTCP may waive any immaterial defect or deviation contained in application proposal. CDPH/CTCP's waiver shall in no way modify the proposal or excuse the successful Proposer from full compliance.

C. 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 proposals. The OTIS date stamp will be used to verify on-time submission. See Table 1. Tentative Solicitation Timeline and Award Schedule.

2. It contains false or intentionally misleading statements or references which do not support an attribute or condition contended by the Proposer.

3. The proposal 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 contains confidential information.

6. It is not submitted through OTIS and prepared in the mandatory format described.

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

8. 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

9. 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

10. The Proposer has received a substantive negative contract performance from the State.

D. Appeal Process

1. Notice of the proposed award shall be posted on the TCFOR website. 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 has decided the matter. 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. A Proposer may appeal the award decision. The Proposer must submit a notice of intent to appeal to CTCPcompetitivegrants@cdph.ca.gov by 5:00 p.m. PST on the date listed in Table 1. Tentative Solicitation Timeline and Award Schedule. The Proposer shall then have five (5) calendar days to file a detailed written statement specifying the grounds for the appeal and send the Appeal Letter to:

U.S. Mail	**Courier** (e.g., FedEx)
Maria Ochoa, MPA Assistant Deputy Director (or designee) Center for Healthy Communities California Department of Public Health MS 7206 P.O. Box 997377 Sacramento, CA 95899-7377 Phone: (916) 449-5500	Maria Ochoa, MPA Assistant Deputy Director (or designee) Center for Healthy Communities California Department of Public Health MS 7206 1616 Capitol Avenue, Suite 74.516 Sacramento, CA 95814 Phone: (916) 449-5500

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 15 working days of the hearing date or the consideration of the written material submitted, if no hearing is conducted.

E. Disposition of Proposals

1. Upon proposal opening, all documents submitted in response to this solicitation will become the property of the State of California, and will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public.

2. Proposal packages may be returned only at the Agency's expense, unless such expense is waived by CDPH/CTCP.

F. Inspecting or Obtaining Copies of Proposal Materials

Persons wishing to view or inspect any proposal or award-related materials (except the financials) must follow the Public Records Act (PRA) process. Requested Items will be provided following Government Code Section 6254.

PART VIII. IMPORTANT ADMINISTRATIVE DETAILS

A. Cost of Developing the Proposal

The Proposer is responsible for the cost of developing and submitting a proposal. This cost cannot be charged to the State.

B. Awardee Requirements

The following are required to enter into a fully executed Contract Agreement with CTCP:

1. All CDPH/CTCP-funded projects are required to:
    a. Utilize OTIS for contract management.
    b. Obtain and maintain an active Partners account. Partners is a web-based communication system. CDPH/CTCP-funded projects and grants are required to access Partners at least once a week to review weekly updates.
    c. Maintain an active Internet account.
2. The Awardee 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 Awardees that are approved for "prompt payment." To learn more about the prompt payment program please visit the Department of General Services website.
3. The Awardee shall employ fiscal/administrative staff with the appropriate training and experience to maintain fiscal accountability and track grant 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 Awardee.
4. The Awardee 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 grant. 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, The Awardee is to maintain fiscal and program records

documenting expenditures and program implementation for three (3) years beyond the date of the final grant payment.

For each subcontract of $5,000 or more, Awardees are required to follow these instructions:

a. When the amount of the subcontract agreement is $5,000 or more, the prime agency must utilize a competitive bid process before making an award. The prime agency must retain a copy of the competitive bid process and subcontract agreement that includes a detailed SOW and Budget/Budget Justification for their files. Please note: CDPH/CTCP reserves the right to have final approval of any subcontract, subcontractor, and/or consultant.

b. When the Awardee subcontracts 60 percent or more of their award to another entity, CDPH/CTCP must approve a detailed line-item budget, in OTIS, for the subcontractor.

5. The Awardee is required to expend the contract funds to implement the agreed upon SOW and consistent with **Appendix 11:** *Budget Proposal* and **Appendix 12:** *Cost Proposal and Narrative.* The *Local Lead Agency and Competitive Grantee Policy Manual, Policy Section* is located in OTIS under the Training Tab and User Manual, where users are able to view and download the latest version of the policy manual as a PDF file.

C. Awardee Required Documents

Upon award of the contract, the Awardee will be required to complete and submit to the awarding agency:

1. The Payee Data Record (STD 204). No payment shall be made unless a completed STD 204 has been returned to CDPH/CTCP.

2. The Contractor Certification Clauses (CCC 04/2017).

3. Evidence of $1,000,000 commercial general liability insurance as detailed under Exhibit E (Additional Terms and Conditions), Section 4 (B)(1) 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.

D. Standard Payroll and Fiscal Documents

The Awardee shall maintain adequate employee time recording documents (e.g., timesheets, time cards, and payroll schedules) and fiscal documents based on Generally Accepted Accounting Principles (GAAP) on practices, Code of Federal

Regulations and Office of Management and Budget (OMB) Circular Numbers (Nos). A-21, A-87, A-110, A-122, and A-133. It is the responsibility of the Awardee to adhere to these regulations.

E. Progress Reports

1. The Awardee is required to submit semi-annual progress reports on time, complete, through OTIS, and in conformance with CDPH/CTCP instructions.

2. The final progress report is due on the last day of the contract term. The final report is to be a cumulative report that summarizes all activities and outcomes during the term of the grant and is to include all tracking measures including the Brief Evaluation and Final Evaluation reports.

3. If the Awardee fails to submit timely, complete progress reports documenting satisfactory progress, CDPH/CTCP will withhold payment of invoices and may terminate the contract.

F. Invoices

1. Documentation: The Awardee is required to maintain backup documentation for all expenditures and provide the backup documentation for an invoice if requested by CDPH/CTCP. The Awardee 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: CDPH/CTCP agrees to reimburse the Contractor for activities performed and expenditures incurred in accordance with the approved budget justification. The Contractor is required to submit invoices no less than once per quarter, no more than once a month, for actual expenses incurred in arrears. The 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 Prompt Payment Act requires State agencies to pay properly submitted, undisputed invoices within 45 calendar days of initial receipt.

G. 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/CTCP 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 RFA addenda on the CDPH/CTCP TCFOR website.

   c. CDPH/CTCP reserves the right to fund any or none of the proposals submitted in response to this solicitation. CDPH/CTCP may also waive any immaterial deviation in any proposal. CDPH/CTCP waiver of any immaterial deviation shall not excuse a proposal 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:**

   In addition to Exhibit C (General Terms and Conditions), Section 7,CDPH/CTCP reserves the right to terminate the contract if the application submitted, awarded, modified, and approved by CDPH/CTCP as a result of this solicitation is not implemented satisfactorily, or if work is not completed by the due dates prescribed in the contract’s SOW.

References:

1. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. BRFSS Prevalence & Trends Data. 2017 September 13 [cited 2018 February 23] Available from: http://www.cdc.gov/brfss/brfssprevalence/
2. Centers for Disease Control and Prevention, *Best Practices for Comprehensive Tobacco Control Programs-2014.2014*. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health: Atlanta, GA.
3. Max, W., Sung, H. Y., Shi, Y., & Stark, B. (2016). The Cost of Smoking in California. Nicotine & tobacco research : official journal of the Society for Research on Nicotine and Tobacco, 18(5), 1222–1229. https://doi.org/10.1093/ntr/ntv123.
4. *Tobacco Tax and Health Protection Act of 1988, in Proposition 99*. 1988: State of California.
5. Proposition 56 - Cigarette Tax to Fund Healthcare, T.U.P., Research, and Law Enforcement. Initiative Constitutional Amendment and Statute. 2016.
6. *Pointing Out Inequity, Curated talking points on tobacco-related health disparities, A resource from the Tobacco Disparities Messaging Project*. 2019, FrameWorks Institute