



Request for Proposal #21-10207

2022 Health Equity Summit Facilitator and Plan Writer

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

October 19, 2021

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PART I. BACKGROUND

A. PURPOSE

The purpose of this Solicitation is for California Department of Public Health, California Tobacco Control Program (CDPH/CTCP) to request proposals from qualified individuals or organizations that can provide services to plan, develop, and facilitate a 2022 Health Equity Summit (Summit) and develop a draft statewide Health Equity Plan (Plan) to advance health equity in tobacco control for California. The awardee will collaborate with a planning workgroup and the California State University, Sacramento (CSUS) to obtain input for the Summit. In collaboration with the planning workgroup, the awardee will also create an agenda, list of recommended speakers, small group discussion guides, priority population-related activities, identify pre-summit readings, and list of individuals invited to participate in the Summit and virtual listening sessions. The Proposer is expected to complete each of the activities in the pre-populated Scope of Work (SOW) found in **Appendix 1: Health Equity Summit Pre-Populated Scope of Work**.

The awardee will facilitate six to eight virtual Listening Sessions after the Summit to share Summit findings and to obtain additional input to inform the development of the Plan Drafts and complementary resources/tools. Participants will include Summit attendees, non-attendees, representatives from priority population groups, CTCP funded projects, and other thought leaders and key stakeholders identified by the planning workgroup. Sessions will be facilitated using the Plan Outline and questions and activities developed in consultation with the planning workgroup and CTCP. Following the Listening Sessions, the awardee will finalize the Plan based on takeaways from the post-summit survey and virtual listening sessions. The awardee is expected to submit two drafts of the plan for review and comment to CTCP and a third final Word document. CTCP will be responsible for the final editing, review and approval, formatting, and dissemination of the Plan.

Following the Summit and Listening Sessions, the awardee will prepare the Plan based on the feedback received. At a minimum, this Plan will include the following:

- 1) Executive Summary;
- 2) A list of the Health Equity Summit participants and workgroup members;
- 3) Summit background information;
- 4) Summary of tobacco use in California by priority population;
- 5) Priority population and geographic specific priority strategies (i.e. strategies for tribal communities and rural populations) for reducing tobacco disparities;
- 6) Evaluation indicators to track progress on Plan strategies;
- 7) Abstracts (summary) for pre-summit readings; and
- 8) A reference list for information that was cited in the Plan.

Prior to release, the Summit participant list, agenda, and the Plan Drafts must be reviewed and approved by CDPH/CTCP.

Please reference the following documents for examples of reports that resulted from the 2013 CTCP Health Equity Summit: Please see **Appendix 2: Advancing Health Equity Summit Proceedings** and **Appendix 3: Health Equity Roundtables: Advancing Health Equity in Tobacco Control**.

The Summit is tentatively scheduled for September 2022. The Word document of the last Plan Draft is due to CTCP by April 30, 2023. See Part I. Background, Section F. Key Action Dates, Table 1. *Tentative Schedule for Solicitation 21-10207* for key dates.

Logistics for the Summit and virtual Listening Sessions will be provided by CSUS. CSUS will secure the venue for the Summit, establish travel and lodging arrangements for speakers and participants, process travel claims, design and print the agenda, manage Summit registration and other logistics.

B. ELIGIBILITY CRITERIA

1. Organizational Type and Conditions

The following entities and organizations are eligible to apply for this solicitation:

- a. Any public or private nonprofit organization must be able to certify their eligibility to claim nonprofit status.
- b. Proposers able to certify that it, proposed subcontractors, employees, officers, and directors of the Proposer do not have any real or apparent conflict of interest with the tobacco, electronic cigarette, or cannabis industry. See **Appendix 4: Certification of Non-Acceptance of Tobacco Funds**.
- c. Proposers able to certify that they are in good standing, fiscally stable, and qualified to conduct business with the State of California. Proposer has not been prohibited from contracting with the following Agencies:
 - 1) Franchise Tax Board
 - 2) [California Department of Tax and Fee Administration](#) (formerly known as the Board of Equalization)
 - 3) Department of Fair Employment and Housing.

Proposer has not been suspended or barred from Solicitation or contracting with the State at the following websites:

- a. [Secretary of State](#)
- b. [Air and Water Polluters pursuant to GC section 4475-4482](#)
- c. [Plastic trash bag content noncompliance](#)
- d. [Federal Excluded parties List](#)

2. Required Experience

Proposer must demonstrate at least five (5) years of experience in each of the following:

- a. Collaborating with government, non-profit, or non-governmental agencies on health equity strategies and issues.
- b. Health disparities and health equity concepts, including work that demonstrates

an understanding of disparities that exists in marginalized communities and social determinants of health.

- c. Organizing and facilitating strategic planning or training events with 50-100 participants.
- d. Writing and publishing collaborative strategic plans and educational materials on health equity and social justice.
- e. Research methods, including literature reviews, small focus groups/Listening Sessions, and qualitative data analysis.

The successful Proposer will possess the knowledge and experience necessary to lead and facilitate discussions on topics pertaining to health equity by collaborating with Summit attendees, identify priority strategies to reduce tobacco-related health disparities, and create a Plan to address the health inequities using input from Summit attendees and CDPH/CTCP staff.

C. CONTRACT TERM AND FUNDING

1. Contract Term

The anticipated contract term is twelve (12) months: May 1, 2022 to April 30, 2023. The contract term may change if CDPH/CTCP makes an award earlier than expected or later if CDPH/CTCP cannot execute the agreement because of unforeseen delays.

The resulting Contract will be of no force or effect until it is signed by both parties and approved by CDPH. The Proposer 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.

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

2. Funding

The anticipated funding available is up to \$150,000. Proposals must be for the entire twelve (12)-month period and shall not exceed \$150,000. The maximum award for Budget Period One (1) for the period May 1, 2022 to June 30, 2022 is \$25,000. The maximum award for Budget Period Two (2) for the period July 1, 2022 to April 30, 2023 is \$125,000.

The source of funding is Proposition 56 (Prop 56), the *California Healthcare, Research, and Prevention Tobacco Act of 2016*. Prop 56 and Revenue and Taxation Code 30130.55(b)(1) requires CDPH/CTCP to “award” not less than 15 percent of “health promotion, health communication, and evaluation and surveillance” Proposition 56 funds annually appropriated to it for the purpose of

accelerating and monitoring the rate of decline in tobacco-related disparities with the goal of eliminating tobacco-related disparities. One hundred percent of the Prop 56 funds awarded as a result of this Solicitation should be counted towards meeting the 15 percent tobacco-related disparity award requirement.

The state fiscal year begins July 1 and ends June 30 of the following year. Unexpended funds do not carry over from one fiscal year to the next fiscal year without prior approval and contract amendment.

Funding is contingent upon available revenues, appropriation by the Legislature and the Governor, multi-year spending authority, and CDPH/CTCP funding priorities and/or legal or administrative limitations.

Continued funding for the contract will be dependent upon successful Proposer performance.

For more information pertaining to CTCP Program Background and Authorizing Legislation see **Appendix 5: Background and Authorizing Legislation**.

D. PUBLIC HEALTH SIGNIFICANCE

Impact of Tobacco

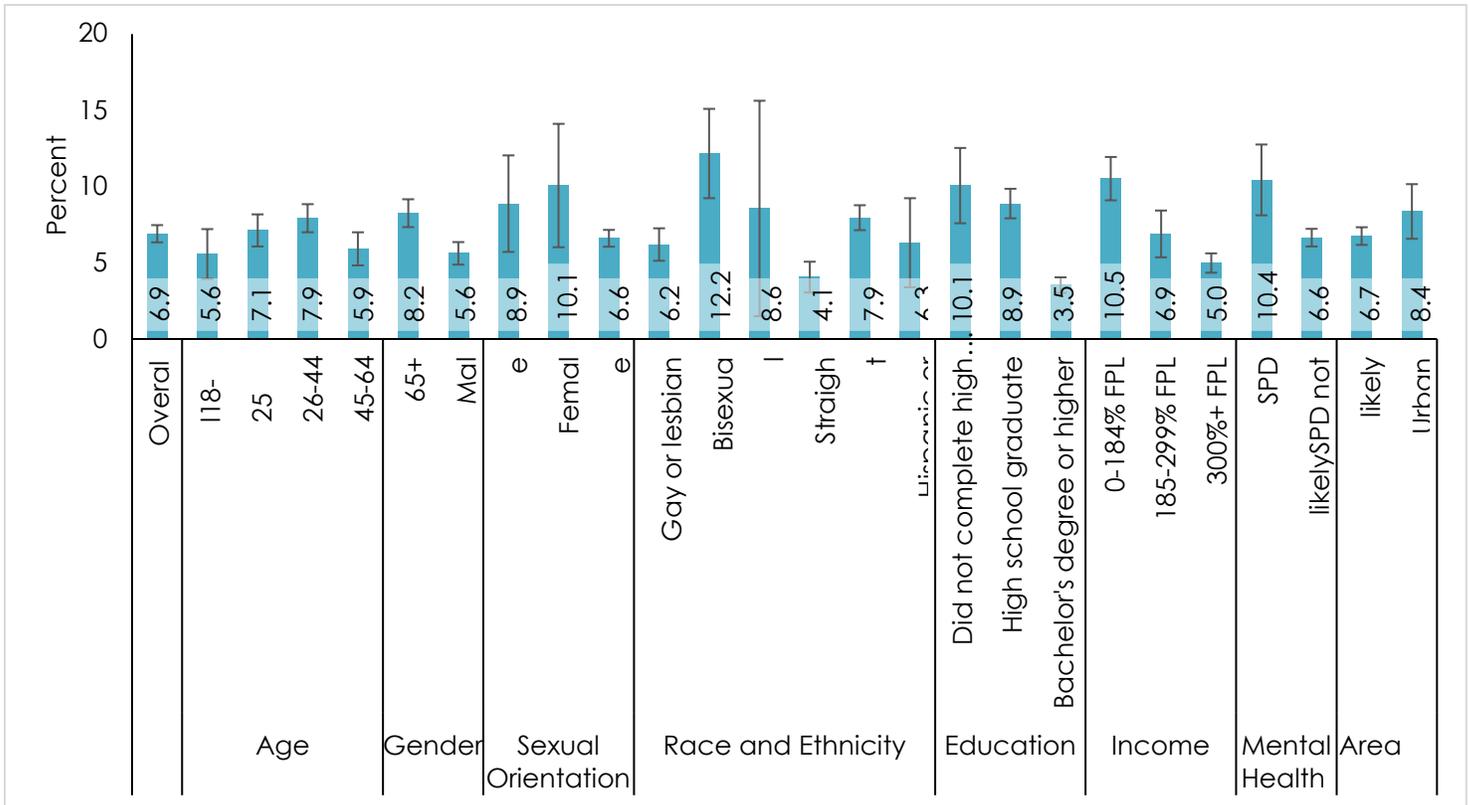
Tobacco use remains the number one cause of preventable death, disease, and disability in the United States.¹ 80 percent of chronic obstructive pulmonary disease, 30 percent of cardiovascular disease, and 30 percent of cancer deaths.¹

Direct health care costs attributed to tobacco use in California are \$13.29 billion annually and Medicaid costs caused by smoking in California was \$3.58 billion.² To put this in perspective, the fiscal year (FY) 2020/2021 budget for the CDPH was \$3.2 billion.³

Tobacco Use and Priority Populations

In 1989, CDPH/CTCP was established with funding provided through a percentage of a cigarette tax. As a result of concentrated efforts to reduce initiation and use of tobacco and protect non-smokers from secondhand smoke (SHS), CDPH/CTCP and its partners have reduced the smoking prevalence among Californians by 57.8 percent between 1988 and 2019 to the current rate of 10.0 percent or about 2.9 million adults.⁴ Despite this success, there are communities in California that continue to suffer a disproportionately high burden of tobacco use and tobacco related disease.⁵

The data below (Figure 1) demonstrates that certain populations in California have higher rates of cigarette smoking, resulting in part from systemic and pervasive marketing strategies meant to lure, addict, and maintain tobacco use among their communities.⁶



Source: California Health Interview Survey. CHIS 2001-2019 Adult Files. Los Angeles, CA: UCLA Center for Health Policy Research; October 2020.

Ending the Commercial Tobacco Epidemic

In recent years, there has been an increased understanding and acknowledgement that the tobacco epidemic is produced by the tobacco industry and their products. This recognition is facilitating a public health paradigm shift moving the focus from “tobacco control” strategies to “endgame” strategies.⁷ Endgame strategies are those initiatives designed to change or permanently eliminate the structural, political, and social dynamics that sustain the tobacco epidemic, in order to end it within a specific time.⁸ See **Appendix 6: End Commercial Tobacco Campaign - Program Framework** for more information on the rationale and scope of this campaign.

E. HEALTH EQUITY STATEMENT

CDPH/CTCP is guided by the principle of health equity, which is defined as “efforts to ensure that all people have full and equal access to opportunities that enable them to lead healthy lives” Health and Safety (H&S) Code Section 131019.5. To achieve health equity, CTCP prioritizes a focus on accelerating declines in tobacco-related disparities and engagement with priority population communities. As defined by the Tobacco Education and Research Oversight Committee’s Plan, [Achieving Health Equity: Toward a Commercial Tobacco-Free California, 2021-2022](#), priority populations in California are those that use tobacco at higher rates, experience greater secondhand smoke

exposure, are disproportionately targeted by the industry, and/or have higher rates of tobacco-related disease. These include racial and ethnic minority groups, sexual and gender groups, people of low socioeconomic status, rural residents, military personnel and veterans, workers not covered by smoke-free workplace laws, people with behavioral health conditions, people with disabilities, and school-age youth. Among these groups, CDPH/CTCP focuses on American Indian/Alaskan Native; African American/Black; Asian and Pacific Islander; Hispanic/Latino, Lesbian Gay Bisexual Transgender Queer/Questioning (LGBTQ+); Rural; Low Socioeconomic Status (SES); and Behavioral Health populations.

F. KEY ACTION DATES

Table 1. Tentative Schedule* for Solicitation 21-10207:

Key Action	Date (all times in Pacific Daylight Time, PDT)
Solicitation Release Date	October 19, 2021
Informational Webinar	October 28, 2021
Submit Written Questions to CTCP	November 9, 2021, 5:00 PM
Responses to Questions Posted	November 17, 2021
Proposals Due	December 14, 2021, 5:00 PM
Awards Posted	January 28, 2022
Notice of Intent to Appeal Letter Due	February 4, 2022, 5:00 PM
Final Announcement of Award**	February 7, 2022
Contract Start Date	May 1, 2022
Summit Planning	May – August, 2022
2022 Health Equity Summit Event	September 2022
Plan Outline due to CTCP	6 weeks post Summit Event
Listening Sessions	November – December 2022
Plan Draft 1 due CTCP	January 30, 2023

Plan Draft 2 due to CTCP	March 15, 2023
Last Plan Draft 3, Materials/Resources and Final Progress Report due to CTCP	April 30, 2023
Contract End Date	April 30, 2023

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

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

It is the Proposer’s responsibility to check for notices and addenda for this Solicitation on the TCFOR [website](#) throughout the Solicitation process.

PART II. HOW TO APPLY

The proposal requirements include the following sections: Agency Capability, Project Narrative, and Budget Proposal. Each document must be prepared as detailed under Part II, Section D.,1., Format Requirements, unless otherwise noted.

Each proposal will be evaluated and scored based on its response to the information requested in this Solicitation. To be eligible for funding, a proposal must receive a score of 75 points or more. However, scoring 75 or more does not guarantee funding.

The maximum point value of each section is as follows:

Section	Total Point Value
Agency Capability	70
Project Narrative	10
Budget Proposal	20
Total	100

A. AGENCY CAPABILITY SECTION AND SCORING (70 POINTS)

Five (5) page limit not including Letters of Recommendation.

Describe in detail the Proposer’s capacity and capability to successfully complete the required SOW. Demonstrate organizational capacity based on current and past successes as well as lessons learned. If applicable, address the capacity of significant subcontractors and/or consultants. When preparing the Agency Capability document,

please respond to each of the criterion below.

1. **Agency and Project Work History and Experience**: The Proposer must demonstrate at least five (5) years of experience with the following:

Criterion	Point Value
Collaborating with government, non-profit, or non-governmental agencies on health equity strategies and issues.	5
Understanding of health disparities and health equity concepts, disparities that exists in marginalized communities, and social determinants of health.	5
Organizing and facilitating strategic planning or training events with 50-100 participants.	5
Writing and publishing collaborative strategic plans and educational materials on health equity and social justice.	5
Research methods, including literature reviews, small focus groups/Listening Sessions, and qualitative data analysis.	5

2. **History of Productive Relationships**: The Proposer must provide examples of:

Criterion	Point Value
Engaging in productive, collaborative relationships with communities/community-based organizations; creating a neutral environment for, and soliciting input from, individuals from various diverse backgrounds; inspiring others to think creatively and innovatively; constructively and respectfully challenging participants who may have strong feelings about the treatment of the populations that they belong to/represent to accomplish tangible outcomes.	10

3. **Program Staff, Subcontractors, and Consultant Qualifications and Experience:**
 The Proposer must demonstrate the following:

Criterion	Point Value
A qualified team (e.g. personnel, subcontractors, consultants) based on their educational disciplines, professional experiences, lived experiences and perspectives; and how the team’s involvement will bolster achievement of the objectives and completion of activities. In addition, describe the team’s experience and capacity to create and write comprehensive strategic plans that appropriately address the identified priority populations.	10

4. **Organizational Start-Up:** The Proposer must demonstrate the following:

Criterion	Point Value
1) Resources to support the project in the form of office furniture; communication and computer equipment; Internet access; hard drive encryption and antivirus software; computer software application access to support email, word processing, spreadsheets, PowerPoint, databases; 2) the ability to begin implementing activities within two weeks of the contract start date; 3) staff will be available Monday through Friday.	3

5. **Administrative Fiscal Staff Qualifications and Experience:** The Proposer must demonstrate the following:

Criterion	Point Value
Experience and satisfactory performance with administrative, fiscal and program management of government and/or non-government funds, including 1) timely and satisfactory submission of fiscal, program, evaluation, and subcontractor/consultant documents; 2) fiscal stability to manage reimbursement in arrears; and 3) no major negative audit findings.	6
Key administrative/fiscal staff have the appropriate background, educational skills and experience to successfully manage: 1) all aspects of payroll, bookkeeping, invoicing, fiscal documentation, and subcontract/consultant monitoring; 2) timely and accurate reporting; and 3) other administrative controls associated with acceptance of government funds.	6
Section total	60

6. **Letters of Recommendation - Two (2) letters required:** Solicit two (2) letters of recommendation from two (2) separate entities. Letters of recommendation must be addressed to the Proposer and must have been written within the last month. No more than two (2) letters will be accepted. If the Proposer is currently receiving, or within the last five (5) years has received funding from a local, state or federal agency other than CDPH/CTCP, one of the recommendations must be from one of these agencies. The additional letter should come from an agency that funded the Proposer to complete similar work. Do not include letters of recommendation from the Proposer's parent organization or its subcontractors.

<p>Each letter is on the reference provider's letterhead and includes:</p> <ul style="list-style-type: none"> • The address, telephone number, e-mail, name, and title of the letter's author; • A description of the capacity in which the reference provider worked with the Proposer; • The Proposer's ability to fulfill the fiduciary and contract management functions; • 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; • One Letter: A description outlining similar work experience with the proposer (see Appendix 1: Health Equity Summit Pre-Populated Scope of Work provided for this solicitation). 	5
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7. Submission of Work Products - Three (3) entries required:

The Proposer must include three (3) examples of completed work products as separate attachments with the Additional Documents in Word or PDF format.

Criterion	Point Value
<p>Sample completed work product(s) demonstrate the Proposer's ability to create culturally appropriate materials with:</p> <ul style="list-style-type: none"> • Clear key messages and action steps; • Appropriate reading level for the intended audience; • Appealing images and design; • Information that is convincing or useful; and • An appropriate format (brochure, factsheet, report). 	5
Section Total	10

B. PROJECT NARRATIVE (10 POINTS)

Two (2) Page Limit.

Utilizing **Appendix 1: Health Equity Summit Pre-Populated Scope of Work**, provide a Project Narrative defining the project methodology and the technical and logistical rationale for all the steps necessary to achieve the SOW activities.

Criterion	Point Value
<p>The Project Narrative presents a detailed and logical outline for:</p> <ul style="list-style-type: none"> • A well-organized and detailed comprehensive work plan describing: how much work will be done; where activities will occur; the staff, subcontractors or consultants responsible for activities; appropriate tracking measures; and appropriate start/end dates for activities; • Demonstrating the inclusion of unique and/or innovative activities beyond those provided in the SOW (Appendix 1: Health Equity Summit Pre-Populated Scope of Work) which will facilitate the successful implementation of this project; • Planning and facilitating the Summit, including identifying facilitators and notetakers for breakout groups and Listening Sessions, as well as collaboration and coordination with individuals and/or agencies identified as playing a key role in the Summit; • Demonstrating that the Plan and accompanying Summit and outreach materials will be culturally appropriate; and, • Providing input on the post-evaluation tools and analysis, and presenting findings and recommendations to CDPH/CTCP. 	10
Section Total	10

C. BUDGET PROPOSAL (20 POINTS)

Three (3) Page Limit.

Complete **Appendix 7: Budget Proposal**.

Proposers must submit a Budget Proposal that includes a justification for the expenses and an explanation on how costs were determined in support of the Scope of Work. Proposers may budget up to the project limit of \$150,000.

The proposed budget must be separated into the following periods:

1. Budget Period One: The maximum award for the period May 1, 2022 to June 30, 2022 is \$25,000.
2. Budget Period Two: The maximum award for the period July 1, 2022 to April 30, 2022 is \$125,000.

Allowable expenses include costs needed to develop and execute the Health Equity Summit, Listening Sessions, and writing the Health Equity Plan. CSUS will handle all event planning activities, as such do not included expenses related to securing event facilities; hotel contracts including catering; printing event materials; obtaining audio visual requirements; making travel arrangements for attendees; registration services prior to the event and on-site; and any other event planning logistics.

List all Personnel identified as a responsible party in the SOW. Describe the duties they will perform and costs that reflect salaries comparable to the State Civil Service classification rates. Salaries that are above the comparable rate must be justified. See **Appendix 8: Comparable State Civil Service Classifications** for more information.

List all subcontractors and consultants paid with project funds. Describe their role in the project and include a formula that shows how costs were determined (i.e., hourly rate, full time equivalent, or flat rate).

Provide Other Direct Costs that are needed to complete the SOW. Provide justification for costs and include easy to follow formulas substantiating the cost(s).

Criterion	Point Value
The Budget Proposal demonstrates an appropriate level of staffing and other costs in support of Scope of Work activities to be completed for each fiscal year.	10

The Budget Proposal does not exceed the funding limit and maximum amount per fiscal year; budget narratives are provided for allowable expenses with easy to follow cost formulas.	10
Section Total	20

D. SUBMISSION OF PROPOSAL AND ADDITIONAL DOCUMENTS

Each Proposer may submit one written proposal. Proposals must be submitted electronically as a Word or PDF document to CDPH/CTCP that conforms to the formatting instructions described below. Proposals must be submitted no later than **5:00 p.m. (PDT), December 14, 2021**, at the email address shown below. Proposals received after the specified date and time are considered late and will not be accepted. There are no exceptions to this requirement.

Proposal Submissions
Email Address: CTCPCompetitiveGrants@cdph.ca.gov
Subject: Solicitation 21-10207 Health Equity Summit Facilitator and Plan Writer

1. Format Requirements

- a. Submit one proposal with a cover page. See **Appendix 9: Proposal Cover Page** for requirements.
- b. Format the narrative portion of the proposal as follows:
 - i. Use one-inch margins
 - ii. Single-spaced
 - iii. Use 12-point font
 - iv. Sequentially paginate the pages of each section
 - v. Microsoft Word document or PDF

2. Content Requirements

This section specifies the order and content of each proposal. Proposals must conform to the page limitations. Assemble the materials in the following order:

- a. Proposal Cover Page

Submit completed **Appendix 9: Proposal Cover Page**.

b. Table of Contents

Properly identify each section and the contents therein. Paginate all items in each section, with the exception of those items placed in the Additional Required Documents and the Appendix Section.

c. Agency Capability Section and Scoring

This Section must not exceed five (5) pages in length and must address information stated throughout Part II, Section A.

d. Two (2) Letters of Recommendation

There is no page limit for Letters of Recommendation.

e. Project Narrative

Provide a Project Narrative to describe the project methodology and the technical and logistical rationale for all the activities necessary to achieve the Objective in the SOW. Two (2) page limit.

f. **Appendix 7: Budget Proposal**

Complete the budget table in **Appendix 7: Budget Proposal** and attach a detailed narrative justification, of the total 12-month costs. The narrative should support the budget by providing a justification for the expenses and an explanation on how costs were determined in support of the SOW. Three (3) page limit.

g. Additional Documents

The following required additional documents must be completed and submitted as PDF or Word documents:

- **Completed Work Products (three total).** There are no page limits for the completed work products.
- **Appendix 4: Certification of Non-Acceptance of Tobacco Funds**
- Proof of Non-Profit Status. This document is only applicable to non-government non-profit agencies. See **Appendix 10: Sample Non-Profit Status Letter** for an example.
- Franchise Tax Board Entity Status Letter. Generate this letter at:
https://www.ftb.ca.gov/online/self_serve_entity_status_letter/index.asp

- **Appendix 11: Additional Tobacco Control Funding**
- **Appendix 12: Civil Rights Law Certification**
- **Appendix 13: Contractor’s Confidentiality Statement**
- **Appendix 14: Darfur Contract Act**

Proposals and additional documents submitted by any other means will not be accepted. Proposers are responsible for ensuring that all proposer materials are successfully submitted by the submission deadline. No changes, modifications, corrections, or additions may be made once a proposal is submitted. CDPH/CTCP may, at its sole discretion, waive any immaterial deviation or defect in a submission. However, the waiver of an immaterial deviation or defect in a submission will in no way modify the document or excuse the Proposer from full compliance with the Solicitation requirements if awarded the contract. Items may be considered “immaterial” by CDPH/CTCP if, for example, they do not affect the amount of the Budget Proposal, or if allowing the deviation does not give a Proposer an advantage or benefit that would not be granted to all other Proposers. Submissions that are incomplete or received after the stated deadline will be rejected.

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

Financial records received by CDPH/CTCP will be kept confidential and will be destroyed at the time of the Contract Award. All other portions of proposal responses not containing financial details that are requested will be subject to disclosure in accordance with the California Public Records Act (Government Code, Section 6250 et seq.). The information may be reviewed and copied by the public if formally requested after CDPH/CTCP posts the Notice of Intent to Award a Contract, except those portions of the proposal that are exempt from disclosure as provided in the Public Records Act.

E. COMMUNICATION BETWEEN CDPH/CTCP AND PROPOSERS

Informational Webinar

An optional virtual Information Webinar will be conducted to assist those intending to apply on the date identified in Part I. Background, Section F. Key Action Dates, Table 1. *Tentative Schedule for Solicitation 21-10207*. 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 at the TCFOR [website](#) .

CDPH/CTCP will accept written questions related to this Solicitation. All Proposers must follow the process below to submit a question. CDPH/CTCP will not respond to questions directed to individual CDPH/CTCP employees nor verbal questions.

If a Proposer discovers any ambiguity, conflict, discrepancy, omission, or other error in the Solicitation, the Proposer shall immediately notify CDPH/CTCP of such error in writing and request modification or clarification of the document. CDPH/CTCP strives to correct any errors found and may issue an addendum to address errors in the Solicitation until the proposal submission deadline. These will be posted on the TCFOR [website](#). It is the responsibility of the Proposer to monitor TCFOR for addenda issued. CDPH/CTCP shall not be responsible for failure to correct errors.

How to Submit Questions or Report an Error in this Solicitation

1. Submit written questions by email to CTCPCCompetitiveGrants@cdph.ca.gov by the date and time specified in Part I. Background, Section F. Key Action Dates, Table 1. *Tentative Schedule for Solicitation 21-10207*, or via the chat box during the Informational Webinar. Errors in the Solicitation or its instructions may be reported up to the proposal submission due date. The inquiry must include:
 - a. Name of inquirer, name of the organization represented, mailing address, area code and telephone number, and email address.
 - b. A description of the subject, concern, issue in question, or Solicitation discrepancy found.
 - c. Solicitation section, page number, and other information useful in identifying the specific problem, concern, or issue in question.
 - d. Proposed remedy sought or suggested, if any.
2. 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.

Response by CDPH/CTCP

1. CDPH/CTCP reserves the right to contact an inquirer to seek clarification of any inquiry received and to only answer questions considered relevant to this Solicitation. At its discretion, CDPH/CTCP may consolidate and/or paraphrase similar or related inquiries.
2. Questions and answers received through the process outlined above will be published on the TCFOR [website](#) on the date identified in Part I. Background, Section F. Key Action Dates, Table 1. *Tentative Schedule for Solicitation 21-10207*.

F. 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 email receipt date and time will be used to verify on-time submission.

2. It contains false or intentionally misleading statements or references which do not support an attribute or condition contended by the Proposer.
3. The 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 is not prepared in the mandatory format described.
6. It does not comply with or it contains caveats that conflict with the Solicitation and the variation or deviation is immaterial, or it is otherwise non-responsive.
7. Proposer has been prohibited from contracting with the following Agencies:
 - a. [Franchise Tax Board](#)
 - b. [California Department of Tax and Fee Administration](#) (formerly known as the Board of Equalization)
 - c. [Department of Fair Employment and Housing](#)
8. Proposer has been suspended or barred from contracting with the State at the following websites:
 - a. Secretary of State
 - b. Air & Water Polluters pursuant to GC section 4475-4482
 - c. Plastic trash bag content noncompliance
 - d. Federal Excluded parties List
9. The Proposer has received a substantive negative contract performance from the State.
10. The Proposer is unwilling or unable to fully comply with the proposed contract provisions.

G. CDPH RIGHTS

1. Rejection of All Proposals

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

2. Verification of Proposer Information

By submitting a proposal, Proposers agree to authorize CDPH/CTCP to:

- a. Verify any and all claims made by the Proposer including, but not limited to, verification of prior experience and the possession of other required qualifications.
- b. Check any reference identified by a Proposer or other resources known by the State to confirm the Proposer's business integrity and history of providing effective, efficient, competent, and timely services.

3. Modifications

CDPH/CTCP reserves the right to require modifications to the SOW, Budget, or any proposal component(s) as a condition of the contract award.

4. Termination

CDPH/CTCP reserves the right to terminate the contract if the proposal 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 pre-populated in the SOW.

PART III. CONTRACT AWARD

A. NOTICE OF INTENT TO AWARD

Upon successful completion of the review process, CDPH/CTCP will post a notice of intent to award funds on the TCFOR [website](#). Upon written request to CDPH/CTCP, Proposers will receive a summary copy of their review-rating sheet by email.

B. 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. It is suggested that the Proposer submit any appeal by certified or registered mail. Only those submitting a proposal consistent with the requirements of this Solicitation and are not awarded a contract may appeal. There is no appeal process for proposals that are submitted late, noncompliant, or incomplete. No awarded Proposer may appeal the contract award-funding amount.
2. 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. (PT) on the

date listed in Part I. Background, Section F. Key Action Dates, Table 1. *Tentative Schedule for Solicitation 21-10207*. 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 their designee, a hearing may be held. The decision of the Assistant Deputy Director or their designee shall be final. There is no further administrative appeal. Appellants will be notified of decisions regarding the appeal in writing within fifteen (15) working days of the hearing date or the consideration of the written material submitted if no hearing is conducted.
4. Upon resolution of any appeal and subsequent award of the contract, the Proposer will be required to complete and submit to the CDPH/CTCP the required documents listed in Part IV, Section C. Awardee Required Documents.

C. CONTRACT FORMS AND EXHIBITS

CDPH/CTCP will confirm the contract award to the selected Proposer after the appeal deadline, if no appeals are filed, or following the resolution of all appeals. See Part I. Background, Section F. Key Action Dates, Table 1. *Tentative Schedule for Solicitation 21-10207*. The selected Proposer must enter into a formal contract with CDPH/CTCP in order to receive payment for services rendered.

The selected Proposer will be required to sign a contract that details legal and programmatic obligations. The successful Proposer should enter into a contract with CDPH/CTCP no later than ten (10) state working days after the Proposer receives the contract from CDPH/CTCP. The resulting contract will be of no force or effect until signed by both parties. The Contractor is hereby advised not to commence performance until the contract is fully executed. Should performance commence before all approvals are obtained, and the contract is not fully executed, said services may be considered to have been volunteered.

State contract forms and exhibits are available under “Contract Documents” in the

Solicitation page of the TCFOR [website](#). Proposers should read these documents carefully to ensure that they will be able to comply with State contract terms. The terms and conditions in the contract forms and exhibits are not negotiable. If an inconsistency or conflict arises between the terms and conditions appearing in the final contract and the proposed terms and conditions appearing in this Solicitation, any inconsistency or conflict will be resolved by giving precedence to the final contract.

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

PART IV. 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. ONLINE TOBACCO INFORMATION SYSTEM (OTIS) AND PROGRESS REPORTING

1. What is the OTIS?

Upon award of the contract, Awardees will be given access to OTIS. Awardees will work with CDPH/CTCP to update the Responsible Parties in the final Scope of Work: Intervention and Evaluation Plan in OTIS. The pre-populated SOW can be found in **Appendix 1: Health Equity Summit Pre-Populated Scope of Work**. OTIS is a secure, password-protected knowledge management system that is used to 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. Awardees are required to use OTIS for the submission of their progress reports, including uploading work products; and for maintaining contract-related communications.

2. What are the Progress Report requirements?

- a. The Awardee is required to submit one progress report in OTIS that is on time, complete, and in conformance with CTCP instructions.
- b. The final progress report is due on the last day of the contract term (April 30, 2023). The progress report format is to report on the completion of each of the SOW activities and provide documentation with the upload of the specified activity tracking measures.

- c. If the Awardee fails to submit the timely, complete progress report documenting satisfactory completion of all activities, CDPH/CTCP will withhold the payment of invoices.

C. AWARDEE REQUIRED DOCUMENTS

Upon award of the contract, the Awardee will be required to complete and submit the following documents:

1. The Payee Data Record (STD 204), to determine if the Awardee is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. No payment shall be made unless an accurate, completed STD 204 has been returned to CDPH/CTCP.
2. All pages of the Contractor Certification Clauses (CCC 04/2017), which is a Department of General Services form.
3. Evidence of \$1,000,000 commercial general liability insurance or a certification of self-insurance signed by the authority to bind the agency See Exhibit E,5. Insurance Requirements, B, (1).
4. Establish the Headquarters for State Travel Reimbursement for budgeted staff and subcontractors/consultants. Further information on CalHR State Travel Reimbursement policies can be found here:
<http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx>.
5. Board Resolution – all local government agencies are required to submit a Board Resolution with each contract. Resolutions must be submitted after notice of award and prior to full execution of contract. Resolutions must indicate local government approval of the contract.
6. **Appendix 15: Follow-on Consultant Contract Disclosure.**
7. Resumes of key Program Staff, Subcontractors, and/or Consultants.

D. CONTRACTOR REQUIREMENTS

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

1. The Contractor shall employ fiscal/administrative staff with the appropriate training and experience to maintain fiscal accountability and track CDPH/CTCP funds. Staff shall be knowledgeable of and practice: standard accounting and payroll practices (including state and federal tax withholding requirements), maintenance of fiscal/administrative records/documents, appropriate tracking and review/approval of expenditures, and other administrative policies and procedures which will maintain the fiscal integrity of the funds awarded to the Contractor.

2. The Contractor shall maintain accounting records that reflect actual expenditures including, but not limited to accounting books, ledgers, documents, and payroll records, including signed timesheets, etc., and will follow standard accounting procedures and practices that properly reflect all direct and indirect expenses related to the funding. These records shall be kept and made available to CDPH/CTCP for three (3) years from the date of the final contract payment.
3. Contractor must be able to fund up to sixty (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.

E. FUNDING RESTRICTIONS

This Solicitation will not fund the following:

- Development, implementation, and evaluation of policy, systems, and environmental change campaigns;
- Development and/or placement of mass media campaigns to support policy, systems, and environmental change campaigns;
- Activities that supplant or duplicate existing programs or services funded by CDPH/CTCP or another source;
- Objectives that solely focus on increased knowledge or awareness as outcomes;
- Purchase or improvement of land, or building alterations, renovations, or construction;
- Fundraising activities;
- Lobbying;
- Provision of direct medical care, including provision of cessation pharmacotherapy;
- Reimbursement of professional licensure;
- Reimbursement of malpractice insurance;
- Reimbursement to health care providers for the delivery of health care services;
- 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 Agreement;
- 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;
- Support of religious activities, including, but not limited to, religious instruction, worship, prayer, or proselytizing; and
- Growing or cultivating traditional tobacco.

F. AUDIT REQUIREMENTS

Prop 56, subsection 30130.56 (a) states that the California State Auditor shall at least

biennially conduct an independent financial audit of the state and local agencies who are recipients of Prop 56 funds. As such, Contractors are to maintain for review and audit purposes, adequate documentation of all expenses claimed for three (3) years beyond the term of the contract award. All invoice details, 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.

G. STANDARD PAYROLL AND FISCAL DOCUMENTS

The Proposer 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 OMB Circular Nos. A-21, A-87, A-110, A-122, and A-133. It is the responsibility of the Contractor to adhere to these regulations.

H. INVOICES

1. Documentation

The Contractor is required to maintain backup documentation for all expenditures and provide the backup documentation for an invoice if requested by the CTCP. The Proposer 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

The Contractor is required to submit invoices no less than once per quarter, no more than once a month. 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 Contractor incurs expenses for the previous work period and is then reimbursed by invoice(s) submitted to CDPH/CTCP a minimum of no less than once per quarter, no more than once per month, in arrears. The Prompt Payment Act requires the State to properly submit undisputed invoices within 45 calendar days of initial receipt.

I. DISPUTE RESOLUTION, CDPH RIGHTS AND CONTRACT TERMINATION

1. Resolution of Differences Between Solicitation and Contract Language

If an inconsistency or conflict arises between the terms and conditions appearing in the final contract and the proposed terms and conditions appearing in this Solicitation, any inconsistency or conflict will be resolved by giving precedence to the

contract.

2. CDPH Rights

In addition to the rights discussed elsewhere in this Solicitation, CDPH/CTCP reserves the right to do any of the following:

- a. Modify any date or deadline appearing in this Solicitation.
- b. Issue clarification notices, addenda, alternate Solicitation instructions, forms, etc. If this Solicitation is clarified, corrected, or modified, CDPH/CTCP intends to post all clarification notices and/or Solicitation addenda on 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 application. 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 proposal component(s) as a condition of the contract award.

3. Termination

CDPH/CTCP reserves the right to terminate the contract if the proposal submitted, awarded, negotiated, and approved by CDPH/CTCP as a result of this Solicitation is not implemented satisfactorily, or if work is not completed by the due dates pre-populated in the contract's SOW.

PART V. REFERENCES

1. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General (2014).
2. Campaign for Tobacco Free Kids. Toll of Tobacco Use in the United States. Updated May 18, 2021.
https://www.tobaccofreekids.org/facts_issues/toll_us/california
3. California Department of Public Health. *Governor's Budget May Revision Highlights Fiscal Year 2020-21*. May 14, 2020.
<https://www.cdph.ca.gov/Documents/CDPH2020-21MayRevisionHighlightsFinal5.14.20.pdf>
4. California Department of Public Health. *Behavioral Risk Factor Surveillance System*. 1988-2019.
5. Vuong T, Zhang, X., Roeseler, A., *California Tobacco Facts and Figures 2019*. May 2019.
6. UCLA Center for Healthy Policy Research. *Current Cigarette Use by Demographics, 2019*.
7. Warner KE. An endgame for tobacco? *Tobacco Control*. May 2013;22 Suppl 1:i3-5. doi:10.1136/tobaccocontrol-2013-050989
8. Malone RE, McDaniel PA, Smith EA. Tobacco Control Endgames: Global initiatives and implications for the UK. *Cancer Research UK*; 2014.