

**IOWA DEPARTMENT OF PUBLIC HEALTH
DIVISION OF TOBACCO USE PREVENTION AND CONTROL**

REQUEST FOR PROPOSAL 58808040

**Priority Population Networks to
Eliminate Tobacco-Related Disparities**

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SECTION 1 -- GENERAL AND ADMINISTRATIVE ISSUES

1.01 Purpose

The purpose of this Request for Proposal (RFP) 58808040 is to solicit proposals that will enable the Iowa Department of Public Health (IDPH) to select the most qualified applicants to support tobacco prevention and control initiatives to eliminate tobacco-related disparities among five populations which are disproportionately affected by the health and economic impact of tobacco use. A total of five identified priority populations are (in no particular order):

African American
Asian/Pacific Islander
Hispanic/Latino
Gay/Lesbian/Bisexual/Transsexual (GLBT)
Native American

The U.S. Centers for Disease Control defines tobacco-related disparities as: “differences in patterns, prevention, and treatment of tobacco use; the risk, incidence, morbidity, mortality, and burden of tobacco-related illness that exist among specific population groups in the United States; and related differences in capacity and infrastructure, access to resources, and environmental tobacco smoke exposure.”

These activities relate to Healthy Iowans 2010, Chapter 21, Goal Statements 21-7, 21-8, 21-9, 21-10.

1.02 Project Period/Contract Term

The project period shall be a three year period from July 1, 2008 to June 30, 2011.

IDPH expects the initial contract period to be a one year term from July 1, 2008 to June 30, 2009. IDPH shall have the option to renew the contract for up to two additional one (1) year terms subject to review of the continuation application, successful applicant performance and compliance with the terms and conditions of the contract, and availability of funds.

The issuance of this RFP in no way constitutes a commitment by IDPH to award a contract.

1.03 Eligible Applicants and Service Delivery Area

Eligible Applicants:

Community-based organizations, faith-based organizations, public health agencies or other non-profit agencies with experience providing services which promote the health and well-being of the specified population to be served are eligible to submit proposals in accordance with this RFP. Additional eligibility requirements which applicants must meet are:

1. A minimum of three years experience providing culturally and linguistically appropriate services to the specified population to be served,
2. Staff that reflects the culture and language of the population to be served,
3. Demonstrated capacity to serve communities of the specified population to be served wherever members of that population may reside within the state.

Applicants cannot be affiliated with any manufacturer or distributor of tobacco products and cannot be the recipients of tobacco industry contracts, grants, donations or other tobacco industry resources such as event sponsorships.

Service Delivery Area:

The service delivery area is the identified priority population throughout the State of Iowa.

1.04 Available Funds

The source of funding is the General Fund Healthcare Trust which is appropriated by the Iowa legislature.

A total of five (5) Priority Population Network grants will be awarded, **one (1) for each identified priority population**. The maximum award for each Priority Population Network grant is as follows:

African American Network: \$150,000
Asian/Pacific Islander Network: \$100,000
Hispanic/Latino Network: \$150,000
Gay/Lesbian/Bisexual/Transsexual Network: \$100,000
Native American Network: \$50,000

Applicants are not obligated to apply for the maximum amount. Actual total award and individual contract funding levels may vary from that listed or funding may be withdrawn completely, depending on availability of funding.

1.05 Schedule of Events (All times and dates listed are local Iowa time.)

The following dates are set forth for informational purposes. IDPH reserves the right to change them.

RFP Issued	March 20, 2008
Written Questions Due	April 2, 2008
IDPH Responses to Written Questions Issued	April 9, 2008
Proposals Due	May 7, 2008
Issue Notice of Award	May 29, 2008

A. RFP Issued – March 20, 2008. IDPH will issue the RFP to current program successful applicants and to any person or entity which requests the RFP. IDPH will post the RFP on the IDPH web page under *Grants, Bids and Proposals*: www.idph.state.ia.us.

B. An applicant's conference will not be held.

C. Written Questions Due – April 2, 2008. Written questions and comments related to the terms and conditions of the RFP must be received by Stacey Hewitt at the address below by April 2, 2008.

Stacey Hewitt, Contract Administrator
Iowa Department of Public Health
Lucas State Office Building
321 East Twelfth Street
Des Moines, Iowa 50319 – 0075
E-mail: shewitt@idph.state.ia.us
Fax: (515) 281-3789

Questions or comments must be submitted by mail, by electronic mail or by facsimile. If the question or comment pertains to a specific section of the RFP, the section and page must be referenced. Oral questions will not be accepted.

D. Response to Written Questions Issued – April 9, 2008. IDPH will prepare written responses to all pertinent and properly submitted questions and will mail the responses to all persons and entities on file as receiving the RFP. The responses will also be placed on the IDPH web page. IDPH's written responses will be considered part of the RFP.

E. Proposals Due – May 7, 2008. **Proposals must be received by Stacey Hewitt at the address below by 4:00 p.m. (local time) on May 7, 2008.** This requirement is a mandatory requirement and will **not** be subject to waiver as a minor deficiency.

One original signed with non-black ink, five photocopies and one 3.5" diskette or CD that contains the content of the entire application in Microsoft Word format with the budget in Microsoft Excel format shall be submitted to:

Stacey Hewitt, Contract Administrator
Iowa Department of Public Health
Lucas State Office Building - 6th Floor
321 East Twelfth Street
Des Moines, Iowa 50319-0075

Proposals received by IDPH after the stated due date and time will be rejected, returned to the applicant, and not reviewed by IDPH.

Electronic mail and faxed copies of the proposal **will not** be accepted. Applicants who choose to mail proposals must allow ample mail delivery time to ensure timely receipt of their proposals by IDPH. Postmarking by the due date will not substitute for actual receipt of the proposal by IDPH. It is the applicant's responsibility to ensure that the proposal is date and time stamped as received by IDPH prior to the deadline.

Any information submitted separately from the proposal will not be considered in the review process.

F. Release of Names of Applicants – May 9, 2008. The names of all applicants who submitted properly dated and time stamped proposals shall be released to all who have, in writing, requested such notification.

G. Notice of Award – May 29, 2008. The successful and unsuccessful applicants will be notified in writing using the United States Postal Service, registered receipt return mail.

H. Contract Negotiations and Execution of the Contract – Following issuance of the notice of award, the successful applicant will receive a contract document. The successful applicant has ten (10) working days from date of receipt in which to negotiate and sign a contract with IDPH. If a contract has not been executed within ten (10) working days, IDPH reserves the right to cancel the award and to begin negotiations with the next highest ranked applicant or other entity deemed appropriate by IDPH. IDPH may, at its sole discretion, extend the time period for negotiations of the contract.

1.06 Inquiries

During the period following release of this RFP and during the period of evaluation, applicants should contact only Stacey Hewitt in the manner provided for in section 1.05(C). Unauthorized contact regarding this RFP with other state employees may result in disqualification. In no case shall verbal communications override written communications. Only written communications are binding on IDPH.

IDPH assumes no responsibility for representations made by its officers or employees prior to the execution of a legal contract, unless such representations are specifically incorporated into the RFP or the contract.

Any verbal information provided by the applicant shall not be considered part of its proposal.

1.07 Amendments to the RFP

IDPH reserves the right to amend the RFP at any time. In the event it becomes necessary to amend, add to, or delete any part of this RFP, a written amendment will be posted on the IDPH Web site. The applicant is advised to check the IDPH Web site periodically for amendments to this RFP.

1.08 Open competition

No attempt shall be made by the applicant to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

1.09 Withdrawal of proposals

Proposals may be withdrawn, modified and resubmitted at any time prior to the stated due date and time for the receipt of proposals. An applicant desiring to withdraw its proposal after the submission time shall notify the Contract Administrator in writing.

1.10 Acceptance of Terms and Conditions

A. An Applicant's submission of a proposal constitutes acceptance of the terms, conditions, criteria and requirements set forth in the RFP and operates as a waiver of any and all objections to the contents of the RFP. By submitting a proposal, an Applicant agrees that it will not bring any claim or have any cause of action against IDPH or the State of Iowa based on the terms or conditions of the RFP or the procurement process.

B. IDPH reserves the right to accept or reject any exception taken by an Applicant to the terms and conditions of this RFP. Should the successful Applicant take exception to the terms and conditions required by IDPH, the successful applicant's exceptions may be rejected and IDPH may elect to terminate negotiations with that applicant. However, IDPH may elect to negotiate with the successful Applicant regarding contract terms which do not materially alter the substantive requirements of the RFP or the contents of the applicant's proposal.

1.11 Costs of Proposal Preparation

All costs of preparing the proposal are the sole responsibility of the applicant. IDPH is not responsible for any costs incurred by the Applicant which are related to the preparation or delivery of the proposal or any other activities undertaken by the Applicant related in any way to this RFP.

1.12 Multiple Proposals

An organization may submit one (1) proposal for each specified priority population, for a total maximum of five (5) proposals per organization. **However, one separate, complete proposal must be submitted for each specified priority population to be served.**

1.13 Oral Presentation

Applicants may be requested to make an oral presentation of the proposal. The determination of need for presentations, the location, order, and schedule of the presentations is at the sole discretion of IDPH. If an oral presentation is required, applicants may clarify or elaborate on their proposals, but may in no way change their original proposal.

1.14 Rejection of Proposals

A. IDPH reserves the right to reject, in whole or in part, any or all proposals, to advertise for new proposals, to arrange to receive or itself perform the services herein, to abandon the need for such services, and to cancel this RFP if it is in the best interests of IDPH.

B. Any proposal will be rejected outright and not evaluated for any of the following reasons:

1. The Applicant fails to deliver the letter of intent if required by this RFP by the relevant dates and times stated in section 1.05.
2. The Applicant fails to deliver the proposal by the relevant dates and times stated in section 1.05.

C. Any proposal may be rejected outright and not evaluated for any one of the following reasons:

1. The Applicant fails to include required information or fails to include sufficient information to determine whether an RFP requirement has been satisfied.
2. The Applicant fails to follow the proposal format instructions or presents information requested by this RFP in a format inconsistent with the instructions of the RFP.
3. The Applicant provides misleading or inaccurate answers.
4. The Applicant states that a mandatory requirement cannot be satisfied.
5. The Applicant's response materially changes a mandatory requirement.
6. The Applicant's response limits the right of IDPH.
7. The Applicant fails to respond to IDPH's request for information, documents, or references.
8. The Applicant fails to include any signature, certification, authorization, or stipulation requested by this RFP.
9. The Applicant initiates unauthorized contact regarding the RFP with a state employee.

1.15 Restrictions on Gifts and Activities

Iowa Code chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Applicants are responsible for determining the applicability of this chapter to their activities and for complying with these requirements.

In addition, Iowa Code chapter 722 provides that it is a felony offense to bribe a public official.

1.16 Use of Subcontractors

A. The applicant is permitted to subcontract for the performance of certain services required under the contract. Subcontracts must adhere to the provisions of Section 5 of the IDPH General Conditions effective February 1, 2007 as posted on the IDPH Web page at www.idph.state.ia.us under the *Grants, Bids and Proposals* link. Planned use of subcontractors by an applicant must be clearly explained in the proposal. This information must include:

1. The name and address of the subcontractors if known;
2. The scope of work to be performed by each subcontractors;
3. Subcontractor qualifications; and
4. The estimated dollar amount of each subcontract.

B. Current individual employees of the State of Iowa may not act as subcontractor under this contract.

Note: The applicant is fully responsible for all work performed by subcontractors. No subcontract into which the applicant enters into with respect to performance under the contract will, in any way, relieve the applicant of any responsibility for performance of its duties.

1.17 Reference Checks

IDPH reserves the right to contact any reference to assist in the evaluation of the proposal, to verify information contained in the proposal and to discuss the applicant's qualifications and the qualifications of any subcontractor identified in the proposal.

1.18 Criminal Background Checks

IDPH reserves the right to conduct criminal history and other background investigations into the applicant, its officers, directors, managerial and supervisory personnel, clerical or support personnel, and health care professional personnel retained by the applicant for duties related to the performance of the contract. Such information may be used in determining contract awards. The applicant shall cause all waivers to be executed by appropriate persons to effectuate the investigations.

1.19 Information from Other Sources

IDPH reserves the right to obtain and consider information from other sources concerning an applicant, including the applicant's product or services, personnel, and subcontractor, and the applicant's capability and performance under other state contracts and contracts with private entities. IDPH may use any of this information in evaluating an applicant's proposal.

1.20 Verification of Proposal Contents

The contents of a proposal submitted by an applicant are subject to verification. Misleading or inaccurate responses shall result in rejection of the proposal pursuant to section 1.14.

1.21 Bid Proposal Clarification Process

IDPH may request clarification from applicants for the purpose of resolving ambiguities or questioning information presented in the proposals. Clarifications may occur throughout the proposal evaluation process. Clarification responses shall be in writing and shall address only the information requested. Responses shall be submitted to IDPH within the time stipulated at the time of the request. An applicant will not be permitted to modify or amend its proposal if contacted by IDPH for this reason.

1.22 Waivers and Variances

IDPH reserves the right to waive or permit cure of nonmaterial variances in the proposal's form and content providing such action is in the best interest of IDPH.

In the event IDPH waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the applicant from full compliance with RFP specifications or other contract requirements if the applicant is awarded the contract. The determination of materiality is in the sole discretion of IDPH.

1.23 Disposition of Proposals

All proposals become the property of IDPH and shall not be returned to the applicant unless all proposals are rejected. In the event all proposals are rejected, applicants will be asked to send prepaid shipping instruments to IDPH for return of the proposals submitted. In the event the IDPH does not receive shipping instruments, IDPH will destroy the proposals.

If IDPH awards funds to an applicant, the contents of all proposals will be in the public domain at the conclusion of the selection process and will be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other provision of law.

1.24 Public Records

All information submitted by an applicant will be treated as public information following the conclusion of the selection process unless the applicant properly requests that information be treated as confidential at the time the proposal is submitted.

Any request for confidential treatment of information must be included in the transmittal letter with the applicant's proposal. In addition, the applicant must enumerate the specific grounds in Iowa Code chapter 22 which support treatment of the material as confidential. The request for confidential treatment of information must also include the name, address, and telephone number of the person authorized by the applicant to respond to any inquiries by IDPH concerning the confidential status of the materials.

Any proposal submitted which contains confidential information must be conspicuously marked on as containing confidential information and must indicate which sections of the proposal should be treated as confidential. Identification of the entire proposal as confidential shall be deemed non-responsive and shall disqualify the applicant.

The applicant must submit one copy of the proposal from which the confidential information had been excised. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the proposal as possible.

In the event IDPH receives a public request for RFP information marked confidential, written notice shall be given to the applicant seventy-two (72) hours prior to the release of the information to allow the applicant to seek injunctive relief pursuant to Iowa Code section 22.8. The information marked confidential shall be treated as confidential information to the extent such information is determined confidential under Iowa Code Chapter 22 or other provisions of law by a court of competent jurisdiction.

The applicant's failure to request confidential treatment of material pursuant to this section and the relevant law will be deemed by IDPH as a waiver of any right to confidentiality which the applicant may have had.

1.25 Copyrights

By submitting a proposal, the applicant agrees that IDPH may copy the proposal for the purpose of facilitating the evaluation of the proposal or to respond to requests for public records. By submitting the proposal, the applicant consents to such copying and warrants and represents that such copying will not violate the rights of any third party. IDPH shall have the right to use ideas or adaptations of ideas that are presented in the proposals. In the event the applicant copyrights its proposal, the department may reject the proposal as noncompliant.

1.26 Appeal of Award Decision

Applicants may appeal the award decision by filing a written appeal to IDPH within 10 working days of receipt of the award decision in accordance with 641 Iowa Administrative Code 176.8. Appeals shall be submitted in writing, return receipt requested, to Stacey Hewitt, Contract Administrator, Division of Administration and Professional Licensure, Iowa Department of Public Health, Lucas State Office Building-6th floor, Des Moines, Iowa 50319-0075. Appeals must clearly and fully identify all issues being contested and demonstrate what procedures in the proposal were not followed. In the event of an appeal, the Department will continue working with the successful applicant pending the outcome of the appeal.

1.27 Definition of Contract

The full execution of a written contract by both parties shall constitute the making of a contract for services and no applicant shall acquire any legal or equitable rights relative to the contract until the contract has been fully executed by the successful applicant and the IDPH.

1.28 Construction of RFP

This RFP shall be construed in light of pertinent legal requirements and the laws of the State of Iowa. Changes in applicable statutes and rules may affect the award process or the resulting contract. Applicants are responsible for ascertaining the relevant legal requirements.

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SECTION 2 – DESCRIPTION OF SERVICES

2.01 Background and Objectives

The mission of the Division of Tobacco Use Prevention and Control is to reduce tobacco use and exposure to secondhand smoke by promoting partnerships among state government, local communities, and the people of Iowa in order to foster a social and legal climate in which tobacco use becomes undesirable and socially unacceptable.

Following Best Practices for Comprehensive Tobacco Control Programs guidelines established by the Centers for Disease Control and Prevention, the Division utilizes evidence-based strategies to address four primary goals:

- Prevent the initiation of commercial tobacco use among young people
- Reduce exposure to second hand smoke
- Promote the cessation of commercial tobacco use by youth and adults
- Reduce disparities in the impact of tobacco use on diverse populations

To accomplish the Division objective to reduce disparities in the impact of tobacco use, Priority Population Network successful applicants will serve to increase the level of community competency and capacity to ensure implementation of culturally and linguistically appropriate, evidence-based interventions to reduce the disproportionate toll of tobacco use in these priority populations in Iowa: African American, Asian/Pacific Islander, Hispanic/Latino, Gay/Lesbian/Bisexual/Transsexual, Native American.

2.02 Description of Work and Services

The three-year project period for Priority Population Network will be divided into two phases:

- Phase 1 will be **Capacity Building** phase and shall be completed by the successful applicant during the first year of the project. Capacity building shall include formation of an advisory coalition, assessment of the impacts of tobacco use within the specified priority population, and the development of a two-year strategic plan to reduce the identified impacts of tobacco use.
 - ❖ **Assessment:** During the first year of the project, the successful applicant will complete an assessment of the impact of tobacco use on the health and economic well-being of the specified priority population. This assessment shall include information from all communities of the priority population wherever they are located throughout the state.
 - ❖ **Advisory Coalition:** During the first year of the project, the successful applicant will establish a coalition composed of members of the specified priority population, including youth members, and representatives of organizations serving the priority population to act as an advisory body involved in all aspects of strategic plan development and implementation. (If the successful applicant currently works with an established advisory coalition, that coalition may be considered as meeting this requirement if approved by the Division.)

- ❖ Strategic Plan: During the first year of the project, the successful applicant will develop a Two-Year Strategic Plan for Fiscal Years 2010 through 2011 to reduce the impact of tobacco use on the health and well-being of the specified population to be served.
 - Action plans that will be submitted in future years of the project will detail activities that will achieve objectives identified in the developed and submitted two-year strategic plan that will be developed during year one. The Annual Action Plan format will be provided by IDPH, Division of Tobacco Use Prevention and Control.
- Phase 2 will be the **Implementation** phase and shall involve implementation of the two-year strategic plan during year two and three of the project period. For project years two and three, an annual action plan will be implemented according to the developed two-year strategic plan. Amendments to the plan shall occur as necessary for successful completion of the project.

During the course of the project, at a minimum, successful applicants of the RFP shall:

- A. Establish and maintain working relationships with communities of the specified population wherever members of that population may reside within the state.
- B. Partner with individuals, groups, and organizations affiliated with and/or providing services to the specified population to establish an advisory coalition.
- C. Complete an assessment of the impact of tobacco use within the specified population.
- D. Develop and implement a Two-Year Strategic Plan to reduce the impact of tobacco use within the specified population.
- E. Provide technical assistance and training, as requested, to other Division successful applicants to improve their cultural competency and effectiveness of outreach.
- F. Recruit youth from the specified population to attend the annual Just Eliminate Lies (JEL) youth summit. More information about JEL and the JEL Summit can be found at www.jeliowa.org.
- G. Attend regional and statewide meetings and/or trainings sponsored by the Division.
- H. Attend bi-monthly Iowa Tobacco Use Prevention and Control Commission meetings. (Meetings are held in the Des Moines metro area.)
- I. Work with Division staff to ensure that Priority Population Network priorities are reflected in Division materials, objectives, and priorities.
- J. Increase the availability of data (quantitative and qualitative) that guide work of the Division on reducing tobacco-related disparities.

K. Complete a final project evaluation documenting progress toward achieving the objectives of the Two-Year Strategic Plan.

L. Attend/receive Technical Assistance:

The successful applicant will receive facilitated technical assistance from the Tobacco Technical Assistance Consortium (TTAC) and the appropriate national Priority Population Network supported by the Centers for Disease Control and Prevention. Attendance to the technical assistance is required by each successful applicant. Each successful applicant must assure that all program staff supported by the funds attend all technical assistance meetings and trainings provided by the Tobacco Technical Assistance Consortium. Ongoing access to technical assistance will also be provided via email or conference call.

Technical assistance is being provided by TTAC under a contract with the Department at no cost to the successful applicant. Instructional topics will include best practices for tobacco prevention and control, network/coalition building, community assessment, and strategic action-planning.

More information about the Tobacco Technical Consortium can be found at: www.ttac.org.

More information about national Priority Population Networks can be found at: <http://www.tobaccopreventionnetworks.org/site/c.ksJPKXPFJpH/b.2858325/k.BE1D/Home.htm>.

Activities must not duplicate services performed by any other grants funded by the Iowa Department of Public IDPH.)

2.03 Staffing or Personnel Requirements

Each applicant will be required to maintain a Priority Population Network director or manager whose position is supported by funds and who is directly responsible for carrying out contract objectives. Staff supported by funds should have knowledge and skills in:

- Direct affiliation with the identified priority population
- Program coordination and management (including fiscal management)
- Cultural and language competence
- Community outreach and mobilization
- Basic computer literacy

2.04 Budget

Applicants must submit a line-item budget and budget justification consistent with the stated objectives, planned activities, and time frames of the project.

Existing services budgeted from other funding sources cannot be supplanted with tobacco use prevention and control funding.

Allowable Costs – The following items are examples of, but not limited to, costs allowed:

- A. All activities that are supported by research or identified as effective tobacco-control by the CDC as outlined in the CDC “*Best Practices for comprehensive Tobacco Control Program*,” “*Key Outcome Indicators for Evaluating tobacco Control Programs*”, the U.S. Department of Health and Human Services’ “*Treating Tobacco Use and Dependence*” or in other like Division-approved guidelines.
- B. Expenses associated with the approved Annual Action Plan.
- C. Office costs: including printing, postage, routine office supplies and telephones, etc.
- D. Space costs: including rent, utilities, depreciation, etc.
- E. Educational materials: Up to 5% of the budget may be used to purchase or rent educational materials such as video tapes, DVDs, pamphlets, and curricula. Materials must be approved by the Division before purchase.
- F. Travel: mileage should be calculated at the state rate of \$0.39 per mile.
- G. Trainings: registration cost, and any other related travel expenses (mileage/airfare, lodging, or meals) directly related to attending the training. Instate maximum allowable amounts for meal reimbursement rates are \$8.00/breakfast, \$12.00/lunch and \$23.00/dinner; lodging maximum \$75 plus taxes per night.
- H. Promotional items: Up to 5% of the budget may be used to purchase promotional items to carry out the strategic plan. All promotional items must include an anti-tobacco use message and must be approved by the Division before purchase. Examples of promotional items include but are not limited to: T-shirts, pens, magnets, water bottles, etc.
- I. Advertising and other forms of paid media promotion: Up to 5% of the budget may be used to purchase advertising to carry out the strategic plan. Advertising and paid media promotion must be approved by the Division before placement.
- J. Large supply items: items costing more than \$500 but less than \$5,000, individually or as a group, are to be itemized under this heading.
- K. Refreshments associated with Priority Population Network coalition meetings or Just Eliminate Lies youth group meetings.

Unallowable Costs – The following unallowable costs are prohibited from purchase with this funding.

- A. Purchase of land or construction of buildings or improvements thereon, or payments of real estate mortgages or taxes.
- B. Purchase of other fixed assets such as automobiles or automotive vehicles, program equipment, or fixtures, or major medical equipment: unless specifically written approval is received from the DEPARTMENT.
- C. Dues to organizations or federations.
- D. Costs for social activities or amusements not related to the purpose of this contract (examples include but are not limited to dances, concerts, haunted houses, carnivals, etc.)
- E. Advertising and promotions that are cost-prohibitive or a duplication of services provided by statewide initiatives.
- F. Costs related to political activity.
- G. Any bonus, commission or fee paid by the successful applicant for the purpose of applying for or obtaining a DEPARTMENT contract.
- H. Interest costs, fines, penalties, law suits or legal fees.
- I. Contingencies such as pending litigation, possible liabilities, etc.
- J. Contributions and donations.
- K. Paid speakers without specific DEPARTMENT written approval.
- L. Subcontracting for services by organizations other than government or private non-profit entities.
- M. Contests, including but not limited to essay contests, coloring contests, poster contests and/or other like activities.
- N. Purchase of educational or cessation curricula and materials for use by a third party (such as a school or treatment center).
- O. Teaching of K-12 prevention or cessation curricula or adult cessation counseling provided by a subcontractor or other third party.
- P. Ongoing teaching of K-12 prevention or cessation curricula or adult cessation counseling provided by successful applicant staff. (A limited number of K-12 prevention or cessation presentations or adult cessation classes are allowed if they are shown to directly support a systems change or policy objective or are shown to be directly connected with a specific community event).
- Q. Purchase of nicotine patches or any other pharmacotherapy used to support tobacco use cessation.
- R. Direct enforcement of tobacco control policies.
- S. Cost of services which are paid for by another organization or individual.
- T. Activities not supported by research or identified as effective tobacco-control by the CDC as outlined in the CDC's "Best Practices for Comprehensive Tobacco Control Programs," "Key Outcome Indicators for Evaluating Tobacco Control Programs," or by the U.S. Department of Health and Human Services' "Treating Tobacco Use and Dependence," or in other similar Department-approved guidelines.

2.05 Required Reporting

Successful applicants will be required to prepare and submit the following reports to IDPH. IDPH will provide a format for these reports.

Anticipated Report	Date Due
Quarterly progress report describing progress on action plan. A Sample progress report is outlined as Attachment G.	Quarterly, actual dates to be determined.
Year-end Report	July 17, 2009
Final Project Evaluation	Year three; date to be determined.
Monthly General Accounting Expenditure (GAX)* Voucher	45 days following the month of expenditure
Monthly Expenditure Report	45 days following the month of expenditure
Final GAX and Expenditure Report	August 15, 2009

IDPH reserves the right to request additional reports throughout the project period.

SECTION 3 -- PROPOSAL FORMAT AND CONTENT

3.01 Instructions

These instructions prescribe the format and content of the bid proposal and are designed to facilitate the submission of a proposal that is easy to understand, review, and evaluate. Failure to adhere to the proposal format may result in disqualification of the proposal.

3.02 Technical Requirements

The RFP must meet the following technical requirements:

- Font: Proposals must be typed using a 12-point font and must not exceed 20 pages, not including the budget detail attachments and work samples. Proposals must be submitted on specified forms (attachments), if provided. Tables, figures or maps may use 10-point font. Handwritten applications will not be accepted.
- Layout: Proposal paragraphs must be double-spaced with single-spacing on required forms. Proposal pages should be single-sided with one-inch margins and must be sequentially numbered (1,2,3...) including the cover page and attachments. Identify applicant's organization name in the top right corner of each page.
- Copies: Applicants must submit one (1) signed original, five (5) copies, and one CD that contain the content of the entire application. Microsoft Word format must be used for the proposal and Microsoft Excel for the budget and provided in these formats on the diskette.
- Binding: Clip the original application and the copies, and separate them with colored paper. The proposal shall be submitted without specially prepared binders. Proposals shall not contain promotional or display materials unless otherwise requested.

3.03 Proposal Content

For the following sections, provide each item, in the order listed, on a separate sheet of paper or on the forms provided in the RFP as required in these instructions. In the event it becomes necessary to attach additional pages, please identify the applicant's organization name, and the item addressed at the top of each page.

A. Cover Page (use form- Attachment A)

Applicants must complete the form found as Attachment A. Complete all information, and sign in non-black ink. The priority population to be served must also be identified in the space provided on this form.

1. Applicant - Provide the legal name of the organization. This must be the organization name registered with the Federal Identification (ID) number. If the organization operates under a name different than the legal name; also provide that name, preceded by "d/b/a" (doing business as).
2. IRS # - Provide the applicant's federal identification number.
3. Applicant Address, Telephone and FAX – Provide information as requested.
4. Executive/Program Director – Provide the name and email address of the individual to whom the governing body has delegated overall responsibility and authority for administering the agency or division applying for the funding.
5. Program Director - Provide the name, email address and telephone number of the individual with direct responsibility for this program and the person that the department can contact concerning the application.
6. Amount of Funding Requested – Indicate the total amount requested, not to exceed the limits provided in Section 1.04 and reflective of the total amount requested in your budget.
7. Priority Population to be Served – Indicate the priority population in which the proposal is serving.
8. Conditions - Sign and date in non-black ink to certify that the applicant is in agreement with the conditions listed. Authorized signature must be an individual duly authorized to commit the agency and to certify that the information included in the proposal is correct.

B. Proposal Checklist (Attachment B - required)

Include this form and compile the application in the order listed on this form. This checklist will serve as an index for your proposal. Page numbers should be indicated in the appropriate column.

C. Letters of Support

Provide at least three letters of support from other organizations or groups serving the specified priority population in the community with which the Applicant has collaborated or partnered on community-wide projects comparable to the work described in this RFP.

D. Background and Demonstrated Effectiveness Experience (Limit: 7 pages, double-spaced, 12 point font)

The applicant must describe the background that has prepared it for this work. Preferably choose examples that demonstrate the Applicant's ability to work within the specified priority population to be served through this project.

1. Document at least three year's experience providing culturally appropriate services to the specified population to be served.
2. Describe experience with project planning, coordination, and evaluation. Please describe any experience managing projects aimed at reducing health disparities, reducing economic or other disparities. Ideally, describe any projects to prevent tobacco use within the specified population to be served. Be specific about the role of your organization and outcomes achieved.
3. Clearly demonstrate the capacity to serve members of the specified population in multiple regions of the state.
4. Identify any established partnership relationships with the specified priority population community.
5. Describe experience working collaboratively with community partners with outcomes that include expanding opportunities for specified priority population community members to participate in planning and decision-making processes, and improving access to resources, programs, and services.
6. If subcontractors are identified, the applicant shall provide any previous experience working with and managing subcontractors.
7. Identify other projects in which the applicant is currently providing or has provided services similar to the services described in this RFP.
8. Tell us why you believe your organization is best suited to provide services to reduce the impact of tobacco use within the specified priority population to be served.

E. Work Samples

Provide three (3) work samples with the proposal. Work Samples shall be submitted as Appendices to the proposal. Samples do not need to be submitted in WORD format, there is no page limit, and the work samples do not count against the proposal page limit identified in section 3.02. **Work samples will NOT be returned to the applicant.**

All work samples shall be of work produced by the applicant or subcontractors of the applicant after January 1, 2003. For each work sample, indicate the person(s) who were responsible for implementation of the project or activity.

Provide a work sample which illustrates **each** of the following (for a total of three work samples):

1. A project plan or a strategic plan, and;
2. An evaluation plan or an evaluation tool, and;
3. Documentation of a project that was designed to prevent or reduce the use of tobacco or other drugs, **OR** documentation of a project that was designed to address health disparities or improve community health or well-being.

F. Community Narrative (Limit: 5 pages, double-spaced, 12 pt. font, 1 inch margin)

Provide a detailed description of the characteristics of the specified priority population to be served.

1. Include a demographic profile of the specified priority population, including geographic distribution within the state, age statistics, education levels, income levels, disability statistics, and any other population data considered relevant by the applicant.
2. Provide a profile of the health and economic status of the specified population. Discuss any information known about the effects of tobacco use on the specified population.
3. Include information on cultural practices, if any, within the specified population which may include the use of commercial tobacco products and/or non-commercial tobacco.

G. Key Personnel: (use form, Attachment D)

Complete Attachment D- "Key Personnel". Identify by name and position/title known personnel who will be working on this project including planned subcontractor, Priority Population Network director or manager, finance and business office/administrative staff, project staff, etc. Submit job descriptions for all key personnel and attach them as appendices to the proposal.

3.04 Budget

The applicant shall submit a line-item budget and budget justification narrative of anticipated direct project costs for the period of July 1, 2008 to June 30, 2009. The budget detail shall include the elements below and comply with the guidelines as outlined in section 2.04 and should be based on the best available estimates of time and expenses. Projected budgets may not exceed the funding amount per priority population as identified in Section 1.04.

A. Line Item Budget Detail: (use form, Attachment C)

The budget form (Attachment C) is provided in Microsoft Excel. Please expand the form and line items as needed to provide adequate description information. If typing on a hard copy, additional pages may be added as needed to provide line item descriptions. If including itemized costs, please include subtotal of line item.

For each line item listed, provide the information requested including a description, source of matching funds with indication if it is in-kind or cash, the amount of funds requested from this project, and the amount of matching funds. Provide a subtotal for each line item.

The applicant must identify proposed expenditures using only the following line items:

- Salary/Fringe
- Equipment
- Contractual
- Other
- Indirect Costs/Administrative Costs
- Match Amount for each line item

Complete the columns on the Attachment C - Budget Detail form as follows:

Salary/Fringe

List each individual by name and position/title and full time equivalent (FTE). List the total amount of salary and fringe in the appropriate column entitled "amount".

Staff supported by Priority Population Network grant funds must provide tobacco prevention and control services to members of the population to be served.

No individual staff positions may be budgeted in excess of 1.0 FTE.

Equipment:

This section is to include equipment purchased with a value of equal to or greater than \$5000 and a life expectancy of greater than one year. For each item, show approximate costs and method of calculation of these costs.

Note: Equipment purchased with funds received under this RFP become property of the State of Iowa and will be tagged with a State of Iowa property sticker.

Contract:

List each subcontractor separately. Include the name, if known, or any type of organization and the anticipated contract amount.

Note: All subcontractors must comply with the guidelines stated in RFP application 1.16 by attaching the information requested.

Other:

All other anticipated expenses using funds must be listed on the line item budget and justified. This category includes costs for office management/supplies and conference/travel budgets. Budget for two required meetings for all program staff. Meetings will be located in or near Des Moines and may require one night of lodging.

Travel

IDPH will not reimburse travel amounts in excess of limits established by Iowa Department of Administrative Services, State Accounting Enterprise. Instate maximum allowable amounts for:

- *Food:* \$8.00/breakfast, \$12.00/lunch, \$23.00/dinner
- *Lodging:* Maximum \$75 plus taxes per night
- *Mileage:* Maximum of \$0.39 per mile.

Indirect/Administrative Costs:

Contractors may charge an indirect rate in accordance with their federally approved Indirect Cost Rate Agreement. IDPH reserves the right to negotiate the application of the indirect rate per individual contract. In the absence of a federally approved Indirect Cost Rate Agreement, the contractor may charge an administrative cost not to exceed a maximum rate of 15 percent of the total contractual amount.

Administrative costs are those that are incurred for common or joint objectives, and therefore cannot be identified readily and specifically with a sponsored program, but are nevertheless necessary to the operations of the organization. For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect costs.

The contractor shall maintain documentation to support the administrative cost allocation. The Department reserves the right to request the documentation at any time.

B. Budget Justification Narrative

On a separate sheet, in narrative format, provide additional justification as needed for the following line items:

Equipment: Include description of equipment requested.

Subcontract: Narrative must include a description of subcontractor, scope of work, subcontract period, budget detail, budget narrative and plan for monitoring work. Refer to section 1.16 for additional information and required information to be submitted with this proposal if utilizing subcontracts.

Other: All other anticipated expenses must be justified.

Indirect/Admin: If the applicant is charging an indirect rate, submit a copy of the federally approved indirect cost rate agreement. If charging administrative costs, applicant shall provide a description of the costs included and maintain documentation to support the administrative cost allocation. IDPH reserves the right to request the documentation at any time.

3.05 **Business Organization**

Attach the information required in this section as a Business Organization Appendix to the proposal.

- A. Identify the legal structure of the applicant and the state of incorporation or registration, if applicable. Provide evidence of an Iowa business license and any necessary applicable professional licenses required by law.
- B. Identify and specify the location(s) of the applicant's offices or other facilities involved in provision of services under this proposal.
- C. Describe the history of the organization and the organization mission and vision statements.
- D. Include a table of organization. Describe the executive, management, technical, and professional staff who would perform duties related to this project. Include the number of staff, their roles, and their expertise and experience in providing these types of services.
- E. Disclose if during the preceding three (3)-year period the applicant or any subcontractor identified in the proposal has defaulted on a contract. List all such contracts, contact persons and telephone numbers for the other parties and provide a brief description of each incident.
- F. Disclose if during the preceding three (3)-year period the applicant or any subcontractor identified in the proposal has terminated a contract prior to its stated term or has had a contract terminated by the other party prior to its stated term. List all such contracts, contact persons and telephone numbers for the other parties and provide a brief description of each incident.

G. Provide an audited financial statement for the preceding three (3)-year period. Nonprofit corporations whose previous funding level has not required an audited financial statement shall submit a year end operating statement and balance sheet for the preceding three (3) year period and a current operating statement in lieu thereof. Any applicant agency that currently holds a contract with the department and has previously submitted audit reports need not submit a copy with this proposal. Please specify in the proposal that audits are on file with the department

3.06 Litigation or Investigation

The applicant shall list and summarize pending or threatened litigation, administrative, or regulatory proceedings or similar matters which could affect the ability of the applicant to perform the required services. Failure to disclose such matters may result in rejection of the proposal or in termination of any subsequent contract. This is a continuing disclosure requirement. Any such matter commencing after submission of a proposal must be disclosed in a timely manner in a written statement to the IDPH.

SECTION 4 -- EVALUATION PROCESS AND CRITERIA

4.01 Overview of Evaluation Process

Evaluation of proposals submitted under this RFP will be conducted in three phases.

Phase I -- Technical Review: The first phase will involve a preliminary review by the IDPH staff of an applicant's compliance with the mandatory requirements for submitted proposals. Proposals which fail to satisfy technical requirements may be eliminated from the proposal review. These proposals will be returned to the applicant via United States Postal Service, first class mail. The IDPH reserves the right to waive minor variances at the sole discretion of the IDPH.

Phase II -- Review Committee: Proposals determined to be compliant with technical requirements will be accepted for the second phase of evaluation, which shall be completed by a review committee or committees established by the IDPH. The membership of the review committee(s) shall be determined by the bureau chief with input and oversight from the respective division director. The review committee(s) shall evaluate proposals in accordance with a point system. Each committee member will review the proposals and the evaluation criteria outlined in this chapter and assign a point total for each criteria. If an applicant is requested to make an oral presentation of the proposal pursuant to RFP section 1.13, the committee members may consider the oral presentation of the applicant in determining the points awarded.

The total score awarded by each committee member will be averaged to arrive at the final score (rounded to the nearest whole number) for each proposal and the proposals will then be ranked based on the average of the evaluation scores. IDPH staff may solicit additional input and recommendations from the review committee(s).

In the event competitive proposals receive an equal number of points, two division directors and the respective bureau chief administering the program shall conduct a second review utilizing the same scoring process.

Phase III -- IDPH Review and Award: The third phase will be a final review. The IDPH will consider the submitted proposals and the review committee's scores and recommendations. The IDPH may also consider geographical distribution, budget information, any information received pursuant to sections 1.17 - 1.21 of the RFP, and any other information received pursuant to the procurement process. IDPH reserves the right not to award the contract to the applicant with the highest point average.

4.02 Scoring of Proposals

A maximum of 100 points may be awarded to each proposal. A minimum average score of 60 or greater is required for the proposal to be considered for funding.

Accepted proposals will be evaluated based on the following criteria:

- A. All parts of each section are included and addressed.
- B. Descriptions and details are clear, organized and understandable.
- C. Descriptions are responsive to the intent of the RFP objectives.
- D. The overall ability of the Applicant, as judged by the evaluation committee, to successfully complete the project within the proposed schedule. This judgment will be based upon factors such as budget, project management plan and availability of staff.

Points will be assigned for each item listed as follows:

- 5 Applicant's proposal or capability is exceptional and exceeds expectations for this criterion.
- 4 Applicant's proposal or capability is superior and slightly exceeds expectations for this criterion.
- 3 Applicant's proposal or capability is satisfactory and marginally meets expectations for this criterion.
- 2 Applicant's proposal or capability is unsatisfactory and contains numerous deficiencies for this criterion.
- 1 Applicant's proposal or capability is not acceptable or applicable for this criterion.

The maximum points to be awarded for each proposal section are as follows:

<u>Proposal Component Score</u>	<u>Weight</u>	<u>Potential Maximum</u>
Cover Page (Attachment A)	--	Required
Proposal Check List (Attachment B)	--	Required
Letters of Support	--	Required
Applicant's Background and Demonstrated Effectiveness	x 6	30
Work Samples	x 2	10
Community Narrative	x 6	30
Key Personnel	x 2	10
Budget (Attachment C)	x 4	20
Business Organization	--	Required
Total		100

SECTION 5 – CONTRACT

5.01 Conditions

Any contract awarded by the IDPH shall include specific contract provisions and the IDPH General Conditions effective February 1, 2007 as posted on the IDPH Web page www.idph.state.ia.us under *Grants, Bids and Proposals link*. The contract terms contained in the general conditions are not intended to be a complete listing of all contract terms, but are provided only to enable applicants to better evaluate the costs associated with the RFP and the potential resulting contract. Applicants should plan to include such terms in any contract awarded as a result of the RFP. All costs associated with complying with these requirements should be included in the proposal. If the contract exceeds \$ 500,000, or if the contract together with other contracts awarded to the Contractor by the Department exceed \$ 500,000 in the aggregate, the Contractor shall be required to comply with the provisions of Iowa Code chapter 8F.

The Department requires Contractors to link with the local board of health when providing services supported by Department funding. In particular, Contractors are expected to assist the local board of health in carrying out the three core functions of public health as defined in 641 IAC 77.3 (137): assessment, policy development and assurance. Examples of linking with the board of health include, but are not limited to:

- Provide environmental and/or health data to the local board of health for the purposes of, and provide assistance in, assessing and analyzing the health status of the community.
- Submit reports to the local board of health on the effectiveness, accessibility, and quality of services provided.
- Include the local board of health in establishing policies and plans associated with the services provided. This can be accomplished by establishing a liaison between the Contractor and the board of health or by attending regular meetings of the board of health.
- Educate the local board of health about the services provided and work with the board to identify target populations in need of the services provided.
- Be active in the Community Health Needs Assessment and Health Improvement Plan process.
- Provide the board of health expert input on the services provided and how those services relate to; the health priorities of the community, and health improvement plans to address those priorities.

The successful applicant is expected to provide documentation of linkage efforts if requested by the Department.

Results of the review process or changes in federal or state law may require additions or changes in final contract conditions requirements.

5.02 Incorporation of Documents

The RFP, any amendments and written responses to applicant questions, and the proposal submitted in response to the RFP form a part of the contract. The parties are obligated to perform all services described in the RFP and proposal unless the contract specifically directs otherwise.

5.03 Order of Priority

In the event of a conflict between the contract, the RFP and the proposal, the conflict shall be resolved according to the following priorities, ranked in descending order:

1. the Contract;
2. the RFP;
3. the Proposal.

5.04 Contractual Payments

The IDPH provides contractual payments on the basis of reimbursement of expenses in accordance with Iowa Code 8A.514. In the event the successful applicant lacks sufficient working capital to provide the services of the contract, an advance not to exceed one-month's value of the contractual amount may be provided by the IDPH. One-third (1/3) of this advance will be deducted from eligible reimbursement of expenses for the 7th, 8th, and 9th months of service.