

Media, Advertising and Public Relations Campaign
Nutrition Education and Obesity Prevention Branch



REQUEST FOR PROPOSALS

RFP #14-10014
State of California

April 30, 2014

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I. INTRODUCTION

PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The California Department of Public Health (CDPH), Nutrition Education and Obesity Prevention Branch (NEOPB) is soliciting proposals from proposers that are able to develop and implement a comprehensive media, advertising, social media and public relations campaign to support the Champions for Change Program.

NEOPB intends to make a single contract award to the most responsive and responsible proposer earning the highest score. This procurement is open to all eligible proposers and/or individuals that meet the qualification requirements, including commercial businesses, nonprofit organizations, State or public universities (including auxiliary organizations) and other entities.

The successful proposer shall have demonstrated experience in public relations and advertising. However additional expertise may be gained by proposing a team of subcontractor(s) to provide the range of expertise required under this contract.

BACKGROUND

NEOPB is funded by the United States Department of Agriculture's (USDA) Supplemental Nutrition Assistance Program (SNAP), (known in California as CalFresh, formerly Food Stamps) through an interagency agreement with the California Department of Social Services (CDSS). Since 1997, CDPH has created innovative partnerships that empower low-income Californians to increase fruit and vegetable consumption, physical activity, and food security with the goal of preventing obesity and other related chronic diseases. The Champions for Change Program has grown over the years to be among the largest and most diverse nutrition and physical activity initiative in the country. In the past, The Champions for Change Program approach has been based on social marketing, which is the use of marketing principles and techniques to influence voluntary behavior change for the benefit of individuals, groups, and society as a whole. In practice, The Champions for Change Program implements well designed integrated projects that reach low-income families as many times and in as many ways as possible to achieve positive outcomes.

Over the past thirty years, the nation's obesity epidemic has produced devastating health effects with resulting chronic diseases. California's lower-income households are significantly impacted. Two Governor-initiated obesity prevention summits were held and the first California Obesity Prevention Plan: A Vision for Tomorrow, Strategic Actions for Today was published in 2006. The plan was updated in 2010 following a review of the latest evidence-based strategies, extensive public input, and review by the Centers for Disease Control and Prevention (CDC). NEOPB and its funded partners, such as, the local health departments, play an important role in California's work to address the obesity epidemic. Trends from state survey results show an increase in fruit and vegetable consumption among California's low-income adult population from 1997 to 2007. Obesity rates appear to be leveling off, but they remain alarmingly high.

I. INTRODUCTION, CONTINUED

Passage of the Federal Healthy, Hunger-Free Kids Act (HHFKA) of 2010 has provided a unique opportunity for California and CDPH. The HHFKA transitioned Supplemental Nutrition Assistance Program-Education (SNAP-Ed) into a nutrition education and obesity prevention program and allowed community and public health approaches to improve nutrition. The Supplemental Nutrition Assistance Program (CalFresh) will reduce the prevalence of obesity and the onset of related chronic diseases within the California SNAP-Ed population (less than or equal to 185 percent of the Federal Poverty Level (FPL)) and others eligible for SNAP-Ed. This will be accomplished by educating and providing support to participants, especially parents and their children, to consume healthy foods and beverages, reduce consumption of less healthy foods and beverages, increase physical activity, and improve food resource management skills.

Additional NEOPB background information can be found at the link below:
<http://www.cdph.ca.gov/programs/cpns/Pages/NEOPBMediaRFP14-10014Resources.aspx>

AVAILABLE FUNDING

There is a maximum of up to \$32 million available for the term of the contract. See the funding periods with maximum budget amounts per year below:

Year 1	\$11 million	10/1/14 – 9/30/15
Year 2	\$11 million	10/1/15 – 9/30/16
Year 3	\$10 million	10/1/16 – 9/30/17

In the event funds are not available, the NEOPB shall have no further liability with regard to the contract. The NEOPB reserves the right to reduce contract funding to an amount deemed appropriate in the event that USDA does not provide full funding of NEOPB contracts. In this event, the Contractor and NEOPB staff shall meet and reach an agreement on a reduced Scope of Work (SOW) commensurate with the level of available funding.

KEY ACTIVITIES AND DATES

Key activities and times for this RFP are presented below. This is a tentative schedule; please call the Contracts Office to confirm dates.

ACTIVITY	ACTION DATE
RFP Release	April 30, 2014
Deadline to Submit Written Questions by 4:00 p.m.	May 14, 2014
Deadline for CDPH to Respond to Questions	May 26, 2014
Deadline to Submit Mandatory Letter of Intent to Bid	May 28, 2014
Deadline to Submit Proposals by 4:00 p.m.	July 1, 2014
Site Visits/Hypothetical	July 28 - 29, 2014
Oral Interviews/Case History	August 7 – 8, 2014
Notice of Proposed Award	August 11, 2014
Protest Period by 5:00p.m.	August 11-18, 2014
Contract Start Date	October 1, 2014
Contract Termination Date	September 30, 2017

I. INTRODUCTION, CONTINUED

CONTACT INFORMATION

Lynn Hoang, CMU Analyst
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Sacramento, California 95814

QUESTIONS

During the RFP process, questions or clarification about this RFP must be directed to the Bid Sync website at: www.bidsync.com. All questions concerning this RFP must be submitted in writing and received by **4:00 p.m. (PDT), May 14, 2014**.

Any verbal communication with a CDPH employee concerning this RFP is not binding on the State and shall in no way alter a specification, term, or condition of the RFP. The integrity of the selection process is of the utmost importance to NEOPB. Failure to comply with the stated process may result in disqualification.

LETTER OF INTENT TO BID

Proposers are **required** to submit a "Letter of Intent to Bid" (RFP Attachment 1) to CDPH by the date and to the address listed in this RFP. Faxes are not accepted. Potential Proposers must include an e-mail address or phone number contact on the form.

Proposers that fail to submit a Letter of Intent to Bid by the specified deadline are precluded from submitting a proposal for consideration under this solicitation. A proposal submitted by the proposer will be rejected, and will not be scored or considered for funding.

RESPONSES TO THIS RFP

Responses to this solicitation shall be in the form of an Administrative Proposal and Technical and Cost Proposal according to the format described in this RFP. The Administrative Proposal shall provide the required administrative documentation as described in this RFP, and the Technical and Cost Proposal shall document the proposer's experience, qualifications, management capabilities, project organization, technical expertise, etc., and cost to perform the tasks described in the Scope of Work.

II. SCOPE OF WORK

GOALS AND OBJECTIVES

The selected Contractor will target California's culturally diverse multicultural market, as well as target markets specified by NEOPB. For the purpose of this solicitation the target audience is defined as: adults living in households below 185 percent of the Federal Poverty Level; specifically multicultural English language dominant African American, Caucasian, and Latina women with school-aged children; Spanish and Asian language dominant women with school-aged children.

Services shall be provided statewide, with strategic and cost-efficient media and public relations activities that maximize outreach to all target markets.

ADVERTISING CAMPAIGN GOALS AND OBJECTIVES

NEOPB seeks a dynamic advertising proposer with strong, full-service advertising capabilities including, but not limited to: strategic planning, efficient media buying, social media and texting, development and production of educational videos, development and utilization of digital media and creative breadth which can produce an effective advertising campaign. The advertising proposer must be highly strategic to handle NEOPB's integrated media account (including but not limited to strategic media communication plans, media buys, production, public relations, focus groups, etc.) and help navigate future challenges and opportunities. The advertising campaign must be multi-platform and integrated to maximize effectiveness, and be responsive to changes in the media marketplace and consumer behavior.

The proposer must have strong project management skills, the ability to manage a team of subcontractors extensive knowledge of the diverse California media market, and the ability to manage advertising development, testing, production, and placement.

PUBLIC RELATIONS (PR) CAMPAIGN GOALS AND OBJECTIVES

NEOPB seeks a strong full-service PR proposer with capabilities, including, but not limited to: strategic planning, account management, crisis communication, support statewide PR signature events, event planning and execution, media relations, material development, outreach to multiple populations, identify and instruct Champions for Change spokespeople, summarization of media impressions, and overall client counsel.

The PR proposer must have strong project management skills, extensive knowledge of the diverse California media market, and the ability to effectively utilize media relations to address NEOPB's objectives. The PR proposer must integrate the efforts and needs of NEOPB's local projects and statewide advertising within PR strategies, outreach, and executions.

II. SCOPE OF WORK, CONTINUED

SUBCONTRACTORS

A subcontractor is defined as a proposer, an individual expert or consultant with media communications/outreach expertise to supplement the Contractor's expertise. The Contractor, in conjunction with the subcontractors, is referred to as the contractor team. NEOPB reserves the right to use some or all of the subcontractors belonging to the Contractor team, and to remove, approve and/or designate additional subcontractors during the contract term. The Contractor shall manage and coordinate all subcontracts and is responsible for the quality of all subcontractor work and activities, and the NEOPB will assign all work to the Contractor.

Any subcontractor whose work within the proposal would be essential to completion of the tasks in this agreement must be identified as a "key" subcontractor and identified specifically in the proposal.

When subcontractors are hired or added in conjunction with the Contract, the Contractor shall comply with the State's procedures for competitive bids. For example, awards shall be made to the lowest proposer meeting the requirements of the bid document and obtaining a minimum of three bids.

The Contractor shall work directly with and report to the Contract Manager (CM) on subcontract status and subcontractor work assignments and progress. The Contractor shall ensure that the CM has necessary access to and communication with all involved subcontractors and the Contractor shall facilitate and coordinate, as necessary, the subcontractors' access to and communication with, the CM.

The Contractor shall require subcontractors to provide invoices that correctly identify expenses charged to each contract task. The Contractor shall provide all subcontractor invoices for which Contractor is seeking compensation, to the CM, showing funds authorized, invoices submitted, and status.

The Contractor shall ensure that all subcontractors provide the CM with copies of all final, approved work statement deliverables. All SOW deliverables from the Contractor team must be submitted as drafts for review by the CM.

TASKS

The Contractor shall perform the tasks 1-6 outlined below to meet the program goals and objectives. These tasks are not inclusive, and are intended to guide the proposer in preparing a proposal that demonstrates that the proposer has the technical expertise and skills necessary to successfully perform the work.

Task 1: Strategic Media Communications Plan (MCP)

Develop a 3-year Strategic Media Communications Plan (MCP) for the entire contract term. The MCP process must build on existing NEOPB Champion for Change brand and messaging which is based on attributes of champions, change agents and empowerment. The plan must cite available surveillance and program data to show links with NEOPB's overarching objectives.

II. SCOPE OF WORK, CONTINUED

Task 1.1: Internal Planning

Facilitate up to twelve meetings/teleconferences in Sacramento for the purpose of gathering information and developing and refining strategic direction.

Task 1.2: Media and Communication Plan (MCP)

Develop and present a MCP to NEOPB staff for approval that effectively delivers messaging to audiences comprised of Cal-Fresh recipients and eligibles that will achieve USDA's requirement in reaching 50 percent of individuals living at less than 185 percent of FPL households. Refine and update strategic direction annually as needed.

Task 1.3: Revisions and Annual Updates

Annually and as required, revise and present the three-year strategic MCP to NEOPB staff.

Task 2. Production

Develop and Produce up to three advertising campaigns to launch in FFY 2016 & 2017. Based on the approved strategic MCP, develop new campaigns that articulate the NEOPB's communication positioning and strategy. Creative concepts must be adaptable to a range of media vehicles which include: television (TV), radio, Out of Home (OOH), internet and non-traditional mediums that best reach target populations.

Task 2.1: Conduct research, develop campaign briefs and no less than three creative concepts for each production cycle.

Task 2.2: Prior to conducting focus groups, submit all focus group discussion guides, key informant interviews and surveys, and qualitative surveys, including translated documents to NEOPB's staff for approval and direction.

Task 2.3: Conduct focus group testing for:

- (a) English-dominant Caucasians,
- (b) English-dominant African American
- (c) Spanish-language dominant
- (d) Asian language dominant women.

Modify the recommended concept based on qualitative testing.

Task 2.4: Provide NEOPB with all final focus group research materials and reports.

Task 2.5: Produce new ads:

- Up to seven (7) TV commercials
- Up to five (5) radio commercials
- Up to twelve (12) OOH advertising concepts
- Up to six (6) Digital Executions.

Task 2.6: Provide adaptation of ads for NEOPB funded partners that coordinate with the overall media campaign, as needed.

II. SCOPE OF WORK, CONTINUED

Task 3. Media Plan and Placement

Develop and Implement a media plan on the approved MCP. Schedule a minimum of 24 weeks of mass advertising during each fiscal year. Substantiate that over half of paid advertising impressions are being received by low-income populations (less than or equal to 185 percent FPL), using adjustment factors provided by NEOPB. Designated Market Areas (DMA) in order of low-income population density are as follows: Bakersfield, Chico, El Centro (California buy only), Eureka, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, and Santa Barbara.

Task 3.1: Develop and present to NEOPB staff an annual statewide media plan. The media plan will be tailored to each DMA based on market efficiencies that effectively reach NEOPB's target audience.

Task 3.2: Provide an annual strategic recommendation for the development and placement of advertising based on internal and external research.

Task 3.3: Negotiate, place, print, traffic, steward and evaluate a mass media buy for proposed advertising flight dates of April through September for each federal fiscal year (FFY).

Task 3.4: Provide copies of scientific studies, research, and calculations used to substantiate the facts used in ads to NEOPB's staff for review and approval.

Task 3.5: Implement media buys that utilize maximum negotiating methods to leverage deep discounts, bonus weight and/or added-value opportunities such as: radio remotes, booth presence at community events/festivals, on-line digital banners, and radio vignettes in select markets.

Task 3.6: Provide post-buy analysis of the effectiveness of media placement.

Task 4. Public Relations

Plan and implement public relations activities and provide technical assistance for Each Federal Fiscal Year. Based upon the approved strategic MCP, coordinate public relations activities and strategies that extend messaging based on national and state trends related to NEOPB's approved USDA plan. Recommendations shall include consideration of national and state trends related to NEOPB's approved strategic plan. As requested, provide public relations technical assistance to NEOPB staff and its funded proposers.

Task 4.1: In conjunction with NEOPB planning teams, design and support up to six (6) statewide public relations signature events per year in multiple venues that promote NEOPB's objectives. Some of these events are: Fruit & Veggie Fest, Power up Your Summer and Latino Health Awareness Month.

Task 4.2: Provide NEOPB staff a wrap-up report per event summarizing the key results.

II. SCOPE OF WORK, CONTINUED

Task 4.3: Maintain summary of media impressions for all NEOPB statewide and local events for submittal to NEOPB on a quarterly basis.

Task 4.4: Coordinate activities with NEOPB staff and develop PR materials to support local level events.

Task 4.5: For each contract year, identify and instruct Champions for Change spokespeople in the delivery of nutrition education and obesity prevention services directly to eligible individuals to support events occurring locally throughout the state.

Task 5. Evaluation

Provide evaluation studies for each FFY. Conduct qualitative research that will assess the extent of target audience exposure to NEOPB campaign materials and interventions and to determine levels of basic knowledge about healthy eating and physical activity; explore prevailing social normative and other beliefs; self-efficacy, assess attitudes and perceptions toward environmental reforms encouraging healthier eating and physical activity.

Task 5.1: In conjunction with NEOPB staff and in accord with the strategic MCP, develop an annual plan for market research, analysis, and evaluation that includes but is not limited to: focus groups, key informant interviews and surveys, and qualitative surveys.

Task 5.2: Work with NEOPB Communications and Research staff and participate in development meetings regarding annual advertising recall benchmark study. Provide necessary advertising materials and collaborate with NEOPB staff as appropriate. Annual benchmark study will be led by CDPH Research staff and CDPH Research Consultant.

Task 6. Contract Management & Administration.

Manage and monitor all campaign activities, current personnel and subcontractors responsible for activities for entire contract term, and as specified in Tasks 1 through 5 of this SOW. The outcome will be to ensure planning, deliverables and budgets are met.

Task 6.1: Develop a schematic specifying the contractor and/or subcontractor to whom each activity is assigned to accomplish activities as outlined in the SOW and update schematic annually if necessary.

Task 6.2: In collaboration with NEOPB staff, develop and submit work orders, as needed, and schedule for completion, for all work performed, including any services and deliverable performed or provided in whole or in part by subcontractors or consultants.

Task 6.3: Provide monthly financial reports and back-up documentation to NEOPB staff that cover all expenses and percent of budget spent for each project.

Task 6.4: Provide monthly status reports, by telephone conferences, regarding all contract related tasks. Provide a written status report to follow along during the telephone conference call.

II. SCOPE OF WORK, CONTINUED

Task 6.5: Maintain an “at-a-glance” 90-day flowchart of all contractor and subcontractor responsibilities in progress indicating the task and timing.

Task 6.6: Provide a mid-year and final report for each contract year in a format approved by NEOPB which summarizes the work completed under this agreement.

Task 6.7: Prior to the end of the contract term, meet with NEOPB staff to discuss the overall contract and its closeout requirements. All deliverables must be submitted on CD-ROM in an agreed upon format within 90 days of closeout.

III. EVALUATION PROCESS AND CRITERIA

ABOUT THIS SECTION

This section explains how the proposals will be evaluated. It describes the evaluation stages, preference points, and scoring of all proposals. Proposal will be evaluated and scored based on its response to the information requested in this RFP.

The entire evaluation process from receipt of proposals to the posting of the Notice of Proposed Award is confidential.

PROPOSAL EVALUATION

To review all proposals, the NEOPB will organize an Evaluation Committee. The identity of the evaluators will be kept confidential during the selection process. A multiple stage evaluation process will be used to review and score the proposal. NEOPB will reject any proposal that is found to be nonresponsive at any stage of the evaluation. Proposers who do not submit a Letter of Intent will be rejected and proposals will not be evaluated.

The proposals will be reviewed in the following stages:

Stage 1: Administrative Response

After the period has closed for receipt of proposals, each proposal received prior to the time and date set for receipt of proposals is opened and examined to determine compliance with the RFP format requirements and grounds for rejection. If a proposal is not rejected for reasons stated in Grounds for Rejection, it may still be rejected if it does not meet the proposal requirements.

Stage 2: Evaluation of Proposals

Proposals that meet the basic format requirements, initial qualification requirements and contain the required documentation, as evidenced by passing Stage 1 review, will be submitted to the Evaluation Committee.

The Evaluation Committee will evaluate and score all remaining proposals based on the Evaluation Criteria. The Evaluation Committee may, at its discretion, seek clarification at any point in the written technical and cost proposal through a conference call or interview with the affected proposer. The total possible points in Stage 2 is 276 points, and proposals must attain at least 70 percent (193 points) of the combined possible total points to proceed to Stage 3.

Stage 3: Site Visit

The proposer that advances to Stage 3 will be contacted to schedule a time when the NEOPB Evaluation Committee can visit the proposer. The proposer will be notified one week prior to the scheduled site visit date. The time limit for each site visit is three hours, including introductions and a tour of proposer's facility. At least 20 minutes must be allotted at the end for the NEOPB Evaluation Committee to ask questions. Time

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

limits will be strictly adhered to and it is the responsibility of the proposer to monitor their time accordingly.

The purpose of the Stage 3 is for the NEOPB Evaluation Committee to:

- A. Tour the proposer's facility and meet personnel, especially those who will be assigned to the account. All subcontractors (if applicable) should attend.

The proposer shall provide an overview presentation of the firm that highlights the capacity of the proposer's California-based office(s), including who is on the proposer's team and particularly those who would interact with NEOPB or be assigned to the account. Team members shall provide NEOPB with a sense of the proposer's style and an understanding of the proposer's strategic advertising and public relations capabilities and depth. In addition, the proposer's philosophy, specific strengths, collaboration style with the client and other proposers (PR and/or advertising) should be discussed.

- B. Observe a presentation by the proposer's team that includes a NEOPB advertising assignment that addresses a hypothetical situation. The assignment will be provided to the proposer one week prior to when the site visit date is scheduled.

The total possible points in Stage 3 is 54, and proposals must attain at least 70 percent (38 points) to proceed to Stage 4.

Stage 4: Oral Interviews

Proposers who pass Stage 3 will be contacted for an interview. The purpose of the oral interview is to assess:

- A. The Proposer's understanding of NEOPB's Media, Advertising, and Public Relations campaign needs and the overall importance of the project.
- B. The Proposer's commitment to provide quality services in a timely manner.
- C. The soundness and strengths of the Proposer's approach to accomplish the objectives and manage the project to ensure successful completion of all SOW requirements.
- D. The Proposer's ability to identify the target audience, develop a culturally appropriate strategy and creative.
- E. The Proposer's ability to reach the target audience by utilizing various forms of mediums, including social media.
- F. The Proposer's ability to present a case history showcasing a successful advertising and public relations campaign that a current California-based team designed and implemented. Present details from beginning to end.

The presentation must include but not limited to:

1. Key facts from background market research and analysis.

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

2. Identification of target markets, including approximate audience size, age range, socioeconomic status, language, and culture/ethnicity.
3. Creative strategy/positioning.
4. Creative examples developed for the campaign. Include the production costs for each example (examples of TV creative should be limited to a production budget of \$300,000 or less). Highlight examples of creative that crossed over to other mediums. At least one example must be a digital asset.
5. Media objectives and media placement planning for the selected campaign; discussion must include any bonus weight and other added value opportunities negotiated.
6. How the campaign was evaluated.
7. Challenges or other considerations (e.g., budget, competition, organizational, and environmental constraints).
8. Current proposer staff who worked on this campaign and their roles.

The length of each oral interview shall not exceed two hours. The proposer will be notified one week prior to the scheduled oral interview date. In addition to the Proposer's official authorized representative(s), NEOPB may request the presence of primary and/or key project personnel to attend the interview.

Proposers may earn 24 points for the oral interview stage.

The earned oral interview points will be added to the Technical Proposal Score and the Site Visit Proposal Score in the final score calculation. NEOPB will calculate final proposal scores to determine the highest scored proposal.

HOW WILL MY PROPOSAL BE SCORED?

The Evaluation Committee will award points based the following scoring scale.

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

Scoring Scale

The proposals will be scored by a consensus of the Evaluation Committee. The scores will then be multiplied by a weighting factor to obtain the total points for that criterion. The final score for each proposer will reflect the consensus of all Evaluation Committee members. Scores will be assigned in accordance with the following guidelines:

Points	Interpretation	General basis for point assignment
0	Inadequate	Proposal response (i.e., content and/or explanation offered) is inadequate or does not meet NEOPB's needs/requirements or expectations. The omission(s), flaw(s), or defect(s) are significant and unacceptable.
1	Barely Adequate	Proposal response (i.e., content and/or explanation offered) is barely adequate or barely meets NEOPB's needs/requirements or expectations. The omission(s), flaw(s), or defect(s), are consequential and unacceptable.
2	Fully Adequate	Proposal response (i.e., content and/or explanation offered) is fully adequate and fully meets NEOPB's needs/requirements or expectations. The omission(s), flaw(s), or defect(s), if any, are inconsequential and acceptable.
3	Excellent or Outstanding	Proposal response (i.e., content and/or explanation offered) is excellent and outstanding and fully exceeds NEOPB's needs/requirements or expectations. Proposer offers one or more enhancing feature, method or approach that will enable performance to exceed NEOPB's expectations.

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

PROPOSAL RATING FACTORS

The Evaluation Committee will use the following criteria to score the narrative portion of each proposal.

1. Executive Summary

Executive Summary Rating Factors	Weight Factor	Points Possible	Weighted Score
The proposer expresses, in its own words, its understanding of NEOPB's needs and the importance of this project	1.0	3	
The proposer demonstrates the tangible results that it expects to achieve.	1.0	3	
The proposer expresses the capacity to perform this work in an efficient and timely manner.	1.0	3	
	Maximum Possible Points		9

2. Proposer Capability

Proposer Capability Rating Factors	Weight Factor	Points Possible	Weighted Score
The proposer demonstrates capacity and experience to deliver robust account service including account management, market research, strategic planning, media planning, media buying, public relations, creative development, production expertise, securing and tracking talent, and production and media quality assurance.	1.0	3	
The proposer demonstrates capacity and experience in tracking key trends and issues in advertising, public relations and social marketing necessary to meet the requirements of the Tasks.	1.0	3	
The proposer details which media will be purchased in house or by a buying service and demonstrates media planning and buying staff are experienced and capable of delivering or managing cost effective ad buys.	1.0	3	
The proposer demonstrates strong experience with accounts targeting low-income, multi-ethnic populations or demonstrates an appropriate plan for ensuring that ethnic market expertise will be incorporated into the campaign.	1.0	3	
The Proposer possesses sufficient experience (at least three years) in establishing, implementing and evaluating large-scale, complex public health, social marketing or community based media and public relations projects.	1.0	3	
The proposer described key and unique contributions of their proposal and why they should be considered for this advertising contract.	1.0	3	

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

Proposer Capability Rating Factors	Weight Factor	Points Possible	Weighted Score
The proposer demonstrates a history of providing bonus weight and added value for clients. Examples indicate that obtained added value was beneficial or tailored to client needs.	1.0	3	
The proposer's staff and subcontractors have appropriate expertise to undertake the proposed SOW.	1.0	3	
The proposer demonstrates an understanding and capability to effectively utilize various media vehicles and has used them in past media buy and media relations efforts.	1.0	3	
The proposer produced a variety of collateral materials for a media campaign <u>and</u> evaluated their effectiveness.	1.0	3	
Based on a review of the Proposer's information about its prior accounts or work projects in the past 3 years, the proposer demonstrates that it has performed services that were similar in nature or closely related to the SOW.	1.0	3	
The proposer demonstrates experience, capacity, and processes in place for evaluating the efficacy of strategies and individual creative executions.	1.0	3	
	Maximum Possible Points		36 _____

3. Work Plan

Work Plan Rating Factors	Weight Factor	Points Possible	Weighted Score
The Proposer's overall approaches and/or methods are comprehensive.	2.0	3	
The Proposer offers a reasonable and appropriate basis for choosing its particular approaches and methods (i.e., proven success or past effectiveness).	2.0	3	
The Proposer describes in detail the specific actions (i.e., tasks/activities and functions) that the Proposer will perform to fulfill all SOW requirements.	2.0	3	
The proposed performance time lines are realistic and achievable, and not overstated.	2.0	3	
The proposer adequately demonstrates how it will measure and/or prove the completion of major tasks, functions, or activities (i.e., identification of key events/outcomes or deliverables).	2.0	3	
All of the required activities from this RFP included in the Proposer's work plan.	2.0	3	
	Maximum Possible Points		36 _____

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

4. Management Plan

Management Plan Rating Factors	Weight Factor	Points Possible	Weighted Points
The Proposer demonstrated its capability to effectively coordinate, manage and monitor the efforts of assigned staff (including subcontractors) to ensure that work is effectively completed and timely with seamless coordination.	1.0	3	
Proposer's fiscal processes and controls appear adequate to ensure the responsible use and management of contract funds and accurate invoicing.	1.0	3	
The Proposer's description of its fiscal accounting processes and budgetary controls properly accounts for state project costs to ensure that only appropriate costs are billed to NEOPB.	1.0	3	
The Proposer's fiscal reporting and monitoring capabilities are adequate to ensure contract funds are managed responsibly.	1.0	3	
The proposer demonstrated that it will maintain appropriate documentation to prove, support, or substantiate the expenses invoiced to NEOPB.	1.0	3	
Upon reviewing the proposer's organizational chart in the Appendix Section, the proposer's organizational structure is sound with distinct lines of authority and reporting relationships between management and all staff including subcontractors and independent consultants.	1.0	3	
The proposer has access to appropriate fiscal resources to carry State expenses for several months while awaiting reimbursement.	1.0	3	
	Maximum Points Possible		21 _____

5. Project Personnel

Project Personnel Rating Factors	Weight Factor	Points Possible	Weighted Points
Upon reviewing the proposer's staffing plan, the proposer allocated a sufficient number of staff in the appropriate position levels or classifications to perform the full range of services.	1.0	3	
Upon reviewing the proposer's staffing plan, the proposer allocated ample Full Time Equivalents (FTE) or percentages of staff time for each position or classification.	1.0	3	
The proposed salary rates and duties for the proposed personnel are appropriate in relation to the assigned duties and level of responsibility.	1.0	3	
The Proposer reasonably assigned the job responsibilities and tasks among the different personnel.	1.0	3	

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

The proposer reasonably divided the work between its in-house resources and proposed. If no subcontracting is proposed, up to three (3) points will be assigned based on the effectiveness of the proposer's allocation of tasks to its in-house personnel.	1.0	3	
Upon reviewing the job descriptions and resumes of the proposed staff [excluding the project director(s)/administrator(s) or project coordinator(s)], the proposed personnel possess the qualifications and expertise needed to perform the assigned duties.	1.0	3	
The proposer identified staff with experience in working with NEOPB's diverse low-income ethnic populations and has the appropriate in-house staff and/or subcontractors with extensive cultural competency expertise.	1.0	3	
Upon reviewing the Proposer's administrative policies and procedures, the policies/procedures lead to the recruitment and selection of qualified, competent and experienced staff, and subcontractors for this project.	1.0	3	
	Maximum Possible Score		24

6. Facilities and Resources

Facilities and Resources Rating Factors	Weight Factor	Points Possible	Weighted Score
The proposer has access to office facilities accessible either by physical proximity or remote to state offices that are sufficient to enable performance of the SOW.	0.5	3	
The proposer possesses or has access to resources needed to ensure successful performance of the SOW.	0.5	3	
	Maximum Points Possible		3

7. Creative Samples

Creative Samples Rating Factors	Weight Factor	Points Possible	Weighted Score
The proposer provided innovative creative samples that utilize new innovative media and social media applications for social marketing.	1.0	3	
The advertisement and collateral materials are persuasive, clear and innovative in capturing the attention of the public and/or target segments.	1.0	3	
Ad creative covered a broad spectrum of strategies and approaches to deliver the message including emotional appeal, memorable simple messages, and a clear call to action.	1.0	3	

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

Creative Samples Rating Factors	Weight Factor	Points Possible	Weighted Score
The public relations materials written with clarity, persuasion and ease of understanding.	1.0	3	
Examples showcased experience and strengths of <u>current</u> creative staff.	1.0	3	
The press kits are comprehensive and well organized.	1.0	3	
The samples provided demonstrate the proposer's experience in utilizing a variety of communication approaches or techniques. The samples provided were developed within the last two years.	1.0	3	
	Maximum Points Possible		21 _____

8. Audience Diversity

Audience Diversity Rating Factors	Weight Factor	Points Possible	Weighted Score
The proposer described the steps taken to define and characterize the target audience(s).	1.5	3	
The proposer's example addressed audience diversity in the strategy and message(s), in the marketing mix (advertising, public relations, promotion, etc.), and in the execution.	1.5	3	
The proposer uses appropriate market research to develop effective approaches for each segment of the diverse audience to be targeted.	1.5	3	
The proposer described what proposer and/or subcontractor expertise was used and at what point they were brought into the project.	1.5	3	
	Maximum Possible Points		18 _____

9. Cost Section

Cost Section Rating Factors	Weight Factor	Points Possible	Weighted Score
The Proposer made good use of the contract funds by demonstrating cost effectiveness and competitiveness.	4.5	3	
The Proposer allocated sufficient funds to each of the budgeted line items.	4.5	3	
The budget justifications and explanation supplied by the proposer show that the costs are reasonable and/or appropriate.	4.5	3	

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

Cost Section Rating Factors	Weight Factor	Points Possible	Weighted Score
Upon reviewing the proposed salary/wage rates for in-house and subcontracted personnel, the rates appear to be reasonable based upon the assigned level of responsibility.	4.5	3	
The proposer's Account Management costs are reasonable and have been kept to a minimum.	4.5	3	
The mark-up rates are appropriate and reflective of industry standards.	4.5	3	
There is appropriate fiscal balance between the costs allocated for in-house staff versus subcontracted personnel. Two (2) points will be earned if in-house personnel costs exceed subcontracted costs by 50 percent or more. Three (3) points will be earned if subcontracted costs are 25 percent or less of the total personnel line item.	4.5	3	
The subcontractor budgets are reasonable for their assigned SOW tasks.	4.5	3	
Maximum Possible Points		108	_____

Stage Two Scoring

Criteria	Points Possible	Weighted Score
Executive Summary Score	9	
Proposer Capability	36	
Work Plan	36	
Management Plan	21	
Project Personnel	24	
Facilities and Resources	3	
Creative Samples	21	
Audience Diversity	18	
Cost	108	
Maximum Points for Phase Two		276
Minimum Points Required to Pass Phase Two		193

The total possible points in Stage 2 is 276, and proposals must attain a passing score of 193 points to advance to Stage 3. Proposers scoring under 193 points will not advance to Stage 3.

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

10. Site Visit

Site Visit Rating Factors	Weight Factor	Points Possible	Weighted Score
The proposer demonstrates its capacity and style of its California-based office(s) and team who would be assigned to the NEOPB account.	2.0	3	
The proposer displays its philosophy, strengths, and collaboration style with subcontractors and it's client.	2.0	3	
The proposer discusses the multicultural approach to reach a broad and diverse target audience.	2.0	3	
The proposer exhibits it's strategic and creative capabilities and tailored media placement experience.	2.0	3	
The proposer identified highly capable staff that has the expertise, training, skills and experience consistent with the account management, creative, media, and talent needs identified in NEOPB's tasks.	2.0	3	
The proposer's campaign is strategic and based on current market research and analysis.	2.0	3	
The proposed timeline and steps taken to realize the campaign seem reasonable and appropriate	2.0	3	
The proposer showcases the ability to provide value with production and media budget, as well as the ability to adapt creative to crossover to additional mediums.	2.0	3	
The proposer presents how it would evaluate the campaign and analyze its results.	2.0	3	
	Maximum Points Possible for Stage 3		54
	Minimum Points for Stage 3		38

The total possible points in Stage 3 is 54, and proposals must attain a passing score of 38 points in order to advance to Stage 4. Proposers scoring under 38 points in Stage 3 will not advance to Stage 4.

11. Oral Interviews

Oral Interview Rating Factors	Weight Factor	Points Possible	Weighted Score
Proposer demonstrated an understanding of NEOPB's Media, Advertising, and Public Relations Campaign needs and overall importance.	1.0	3	
Proposer demonstrated its capability to effectively coordinate, manage and monitor the efforts of assigned staff including subcontractors to ensure that work is effectively completed and timely with seamless coordination.	1.0	3	

III. EVALUATION PROCESS AND CRITERIA, CONTINUED

Oral Interview Rating Factors	Weight Factor	Points Possible	Weighted Score
The proposer demonstrates strategic ability to build on the strengths of the current media campaign and advance NEOPB overall program objectives.	1.0	3	
The proposer's campaign is strategic and based on market research and analysis.	1.0	3	
The proposer showcased a broad spectrum of strategies and approaches to deliver the message including emotional appeal, memorable simple messages, or a clear call to action.	1.0	3	
The proposer identified the target market(s) and develops a culturally-appropriate strategy and creative.	1.0	3	
The proposer showcased the ability to provide value with moderate or limited production and media budgets, as well as the ability to adapt creative to crossover to additional mediums.	1.0	3	
The proposer presented how it evaluated the campaign and analyzed its results for the potential impact of future efforts.	1.0	3	
	Maximum Points Possible for Stage 4		24 _____

Total Scores:

Sum of Weighted Points for Proposal Evaluation, Stage 2	276	
Sum of Weighted Points for Site Visit, Stage 3	54	
Sum of Weighted Points for Oral Interview, Stage 4	24	
Total Maximum Points	354	
Small Business Preference 5%		

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY

ABOUT THIS SECTION

This section contains the format requirements and instructions how to submit a proposal. The format is prescribed to assist the proposer in meeting State bidding requirements and to enable NEOPB staff to evaluate each proposal uniformly and fairly. Proposers must follow all proposal format instructions, answer all questions, and supply all requested data.

GENERAL INSTRUCTIONS

- a. Each proposer or individual may submit only one proposal.

For the purposes of this paragraph, “proposer” includes a parent corporation of a proposer and any other subsidiary of that parent corporation. If a proposer or individual submits more than one proposal, NEOPB will reject all proposals submitted by that or individual.

A proposer acting as a prime contractor may be named as a subcontractor in another Proposer’s proposal. Similarly, more than one proposer may use the same subcontractors and/or independent consultants.

- b. Develop proposals by following all RFP instructions and/or clarifications issued by NEOPB staff in the form of question and answer notices, or RFP addenda.
- c. In preparing a proposal response, all narrative portions should be straightforward, detailed and precise. NEOPB will determine the responsiveness of a proposal by its quality, not its volume, packaging or colored displays.
- d. Arrange for the timely delivery of the proposal package(s) to the address specified in this RFP. Do not delay until shortly before the deadline to submit the proposal.

QUALIFICATION REQUIREMENTS

Failure to meet the following requirements by the proposal submission deadline will be grounds for NEOPB to deem a proposer nonresponsive. In submitting a proposal, each proposer must certify and prove that it possesses the following qualification requirements.

1. At least three consecutive years of experience of the type(s) listed below. All experience must have occurred within the past five years. It is possible to attain the experience types listed below during the same time period. Proposers must have the following experience:

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

- a. A current fully-functioning California-based office to service this account, have been conducting business in California as a marketing proposer for at least three years, and for each of the last three years and have annual gross billings of at least \$7.0 million.
 - b. Experience with diverse governmental, non-profit or business organizations, public schools, food industry groups, agricultural organizations and/or community-based coalitions, particularly carrying out multi-level social marketing campaigns with community interventions using a variety of channels and developing relevant collateral materials including: print materials, electronic Public Service Announcements (PSA), paid advertisements, and other media materials, such as distinctive press kits with backgrounders, fact sheets, graphics, and photography/art.
 - c. Experience establishing, implementing and evaluating large-scale, moderate budget, and complex social marketing projects aimed at modifying lifestyle practices of the general public or of targeted subgroups.
 - 1) **Large-scale** is defined as a statewide population segment of at least one million persons, or regional media markets where contracts are set up to encompass multiple media markets or the entire state.
 - 2) **Moderate budget** is defined as having conducted a statewide program with a total annual budget of at least \$3,000,000.
 - 3) **Complex** is defined as including multiple channels and using multiple collateral materials to reach multiple target populations, particularly those who are low-income and under-served. In addition to English and Spanish, experience with languages such as Chinese, Vietnamese and Hmong dialect is desirable. Examples of channels are: units of state and local government; schools and school districts; food and physical activity; businesses, restaurants, supermarkets, and other food outlets; non-profit service organizations like community youth organizations, and community- based coalitions.
 - d. Experience working with low-income populations with diverse ethnic and cultural backgrounds, and children/youth.
2. Proposers must certify, acknowledge and agree and are willing to comply with all proposed terms and conditions addressed in the RFP section entitled, "Contract Terms and Conditions," including the terms appearing in the referenced contract Exhibits.
 3. Corporations must certify they are in good standing and qualified to conduct business with the State of California.
 4. Non-profit organizations must certify their eligibility to claim non-profit status.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

5. Proposers must have a past record of sound business integrity and a history of being responsive to past contractual obligations.
6. Proposers must certify they are financially stable and solvent and have adequate cash reserves to meet all financial obligations while awaiting reimbursement from the State.
 - a. The proposer must submit evidence of adequate financial reserves or a Letter of Commitment from Creditor (lender) recognizing that initial payment may be delayed for approximately four (4) months. The proposer must have adequate financial resources to cover approximately four (4) months of delayed payments, (which could total more than \$4 million). The proposer must include a letter of commitment from a creditor (lender) only if borrowing will provide any or all of the monies necessary to meet initial expenses.
7. Proposers must certify their proposal response is not in violation of the requirement of the Darfur Contracting Act of 2008, Public Contract Code (PCC) Sections 10475, et seq.; Stats. 2008, Ch. 272, Attachment 8
8. The winning Proposer must supply before contract execution, proof of liability insurance that meets the requirements of, Attachment 12, Sample Standard Agreement, Exhibit E, Provision 6.
9. Proposers must agree to contain their indirect costs at a percentage rate not to exceed 26 percent of modified direct costs (total direct costs less rent and subcontracts).
10. Proposers must certify and submit proof that no prohibited conflict of interest exists, Attachment 10.

FORMAT REQUIREMENTS

All proposals submitted under this RFP must be typed or printed using a standard 11-point font, singled-spaced and a blank line between paragraphs. Pages must be numbered and sections titled and printed back-to-back.

- A. Bind each proposal set in a way that enables easy page removal. Loose leaf or three-ring binders are acceptable.
- B. All RFP Attachments that require a signature must be signed in ink, preferably in a color other than black.
 - 1) Have a person who is authorized to bind the proposer, sign each RFP Attachment that requires a signature. Signature stamps and/or electronic signatures are not acceptable.
 - 2) Place the originally signed Attachments in the proposal set marked "Original".

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

- 3) The RFP Attachments and other documentation placed in the extra proposal sets may reflect photocopied signatures.
- C. Proposers must submit an original and ten (10) copies of the Administrative Response and Technical and Cost Proposal. Proposers must also submit electronic files of the proposal on [CD-ROM diskette](#) along with the paper submittal. Electronic files must be in Microsoft Word XP (.doc format) and Excel Office Suite formats. Electronic files submitted via e-mail will not be accepted.
- D. Do not mark any portion of the proposal response, any RFP Attachment, or other item of required documentation as “Confidential” or “Proprietary”. NEOPB will disregard any language purporting to render all or portions of a proposal confidential.

Include the following label information when delivering your proposal.

Person's Name, Phone # Company Name Street Address City, State, Zip Code	RFP #14-10014 California Department of Public Health Contracts Management Unit 1616 Capitol Avenue, Suite 74.317, MS 1802 Sacramento, California 95814
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A Proposer may deliver a proposal by:

- U. S. Mail
- Personally
- Courier service

Proposals must be received no later than 4:00 p.m. (PDT), July 1, 2014, to the California Department of Public Health during normal business hours and prior to the date and time specified in this RFP. In accordance with Public Contract Code 10344, proposals received after the specified date and time are considered late and will not be accepted. There are no exceptions to this law. Postmark dates of mailing, e-mail and facsimile transmissions are not accepted under any circumstances and are not acceptable toward meeting the submission deadline for proposal delivery.

ORGANIZE YOUR PROPOSAL AS FOLLOWS:

VOLUME 1: ADMINISTRATIVE RESPONSE

- Cover Letter
- Table of Contents
- Business Information Form Attachment 3
- Darfur Contracting Act Form Attachment 8

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

- Small Business Preference Certification (if applicable) Attachment 11b
- Contractor Certification Clauses Attachment 7

Cover Letter

Each Proposer shall submit a cover letter on company letterhead that references the following:

- “REQUEST FOR PROPOSAL, No.14-10014”;
- Summary of the Proposer’s ability to perform the services described in the Scope of Work; and,
- Statement that the Proposer is willing to perform those services and enter into a contract with the State.

The cover letter must be signed by a person having the authority to commit the Proposer to a contract. If the Proposer claims a Small Business Preference, a statement to that effect shall also be included in the cover letter.

Table of Contents

Each Proposal must include a Table of Contents, organized in the order previously cited and include corresponding page numbers.

Required Administrative Forms

Each Proposer must complete and include the following forms with their proposal:

- Business Information form Attachment 3
- Contractor Certification Clauses, Attachment 7
- Darfur Contracting Act form, Attachment 8
- Small Business (if applicable), Attachment 11b

VOLUME 2: TECHNICAL AND COST

- Executive Summary
- Proposer Capability
- Work Plan
- Management Plan
- Project Personnel
- Facilities and Resources
- Creative Samples
- Audience Diversity
- Cost Section
- Appendix Section

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

EXECUTIVE SUMMARY (LIMIT 4 PAGES)

In preparing the Executive Summary, describe the following information.

1. An understanding of NEOPB's needs and the importance of this project.
2. The tangible results that are expected to be achieved.
3. A sincere commitment to perform the SOW in an efficient and timely manner.
4. How this project will be effectively integrated into the proposer's current obligations and existing workload.
5. Why the proposer should be chosen to undertake this work at this time.

PROPOSER CAPABILITY (LIMIT 5 PAGES)

1. Include a brief history of the proposer, including:
 - a) Date of establishment. If applicable, explain any changes in business history (i.e., name change, ownership, partnership arrangements, etc.) or organizational structure that will assist NEOPB in determining the qualifications of the proposer.
 - b) A description of the proposer's goals that are relevant, closely related, or will complement this project.
2. Describe proposer's capability and experience at performing the following services, including, but not limited to: account management, market research, strategic planning, media planning, media buying, public relations, creative development, production expertise, securing and tracking talent, production and media quality assurance, and expertise tracking key trends and issues in advertising and social marketing.
3. Describe your experience (at least 3 years) in establishing, implementing and evaluating large-scale, complex public health, social marketing or community based media and public relations projects.
4. Describe proposer's capacity and experience to deliver strong public relations services on a local and statewide level, including strategic planning; account and project management; event planning and execution; strong media relations; writing and material development for outreach to multiple markets including; ethnic, rural, urban and culturally diverse markets; instruct spokespeople; provide technical assistance; develop and utilize digital media, and overall client counsel necessary to meet SOW requirements.
5. Describe the strengths of proposer, including historical accomplishments, unique services, account leadership, and experience (at least 3 years) with outreach to low-income families with children with diverse populations.
6. Describe in detail key contributions proposer would bring and why it should be considered for this advertising contract.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

7. Briefly describe any experience that demonstrates the proposer's ability to establish and maintain effective working relationships with government entities, local or community-based organizations, and private nonprofit organizations.
8. Describe proposer's experience and methods used in analyzing the effectiveness of advertising campaigns. Include the process for preproduction, post-placement, and input, and how those results are obtained and applied.
9. Describe the background and work experience of your research, development, strategic planning, and evaluation personnel. Include in your description whether these functions are normally performed in-house or by a subcontractor or consultant.
10. Describe proposer's understanding and capability to effectively utilize various media vehicles and used them in past media buy and media relations efforts.
11. Describe proposer's history of providing bonus weight and added value and how it was tailored for client's needs.
12. Describe how proposer evaluated the effectiveness of collateral materials tied to a media campaign.
13. Identify three proposer references that the proposer has serviced in the past five years that can confirm their satisfaction with the services and confirm if the proposer provided timely and effective services or deliverables. Use the Proposer References form (Attachment 6) for this purpose. Place the completed Proposer References form in the Forms Section of the proposal.
14. Conflict of Interest, refer to Attachment 10.
15. Complete the Advertising and Public Relations Agency Fact Sheet, Attachment 4 and 5.

DETAILED WORK PLAN (LIMIT 130 PAGES)

Provide a work plan that includes projected performance timelines and a detailed description of the step-by-step actions, methods, and approaches used to fulfill all Scope of Work requirements.

1. The Work Plan must include an in-depth discussion and description of the methods, approaches, and step-by-step actions that will be carried out to fulfill all tasks.
2. If the nature of a task hinders specific delineation of in-depth methods and procedures (e.g., a task is dependent upon a future action or multiple approaches may be used), explain the probable methods, approaches, or procedures that will be used to accomplish the task. Also, describe, in this

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

instance, how the proposer will propose the ultimate strategies and detailed plans to NEOPB for full consideration and approval before proceeding to carry out the project.

3. Briefly, explain or describe the overall approach and/or methods that will be used to accomplish the SOW.
4. Explain why the particular proposed approaches and methods were chosen (e.g., proven success or past effectiveness, etc.).
5. If applicable, explain what is unique, creative, or innovative about the proposed approaches and/or methods.
6. If any major complications or delays are envisioned at any stage of performance, describe those complications or delays and include a proposed strategy for overcoming those issues. Identify the specific tasks/activities that will be performed in the order they are likely to occur. Include the following in-depth information for each task in the work plan:
 - a) Indicate who will have primary responsibility for performing each major task. If known, identify the name and position title of all key personnel, subcontractors, and/or consultants that will perform the work. If the responsible party is unknown or not yet identified, identify a staff position title or project name/title and indicate "TBD" which is the abbreviation for "to be determined".
 - b) Include a performance timeline for each major task or function. Indicate the approximate beginning and ending month and year. If a task or function will only occur in one fiscal period or year, indicate the beginning and ending month and year. If desirable, in addition to start and end dates, proposers may use other terms such as start-up, on-going, continuous, take-over, turn-over, etc. to describe the performance timeline. In doing so, proposers must define the meaning of each unique term that is used.
 - c) Explain/describe how the proposer intends to measure or prove successful completion of each major task, function, or activity. If applicable, identify the key events or outcomes that will signify completion or identify tangible items (deliverables) that will result at the conclusion of the various tasks/activities or functions.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

7. Rejection of tasks, activities or functions
 - a) If full funding does not become available, is reduced, or NEOPB determines that it does not need all of the services described in this RFP; NEOPB reserves the right to offer an amended contract for reduced services.
 - b) If the Work Plan contains proposed methods or approaches; functions, tasks, or activities known by NEOPB to be ineffective or determined to be unacceptable, NEOPB reserves the right to require the substitution of comparable items that can be performed at the same or similar cost.

MANAGEMENT PLAN SECTION (LIMIT 3 PAGES; EXCLUDING ORGANIZATIONAL CHART AND FINANCIAL STATEMENTS)

1. Describe how the proposer will effectively coordinate, manage, and monitor the efforts of the assigned staff, including subcontractors and/or consultants, if any, to ensure that all tasks, activities, and functions are completed effectively and in a timely manner.
2. Describe the fiscal accounting processes and budgetary controls that will be employed to ensure the responsible use and management of contract funds and accurate invoicing. Include at a minimum, a brief description of all of the following:
 - a) How the costs incurred under this project will be appropriately accounted for and only applicable project expenses will be billed to NEOPB (e.g., use of unique account/project codes, etc.).
 - b) The proposer's fiscal reporting and monitoring capabilities (e.g., spread sheets, automated fiscal reports, quality controls, checks and balances, etc.) to ensure contract funds are managed responsibly.
 - c) Proposed billing or invoicing frequency (not more frequently than once per month). Electronic billing is not possible.
 - d) Identify the documentation that will be submitted to NEOPB as required to support, and/or substantiate the expenses that are invoiced to NEOPB.
3. Include an organization chart. Place the organization chart in the Appendix Section of the proposal.
4. Include financial statements. Place the financial statement in the Appendix Section of the proposal.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

PROJECT PERSONNEL (LIMIT 5 PAGES, EXCLUDING DUTY STATEMENTS)

Describe the proposed staffing plan. In the staffing plan, include at a minimum:

1. Position titles for all proposed employees (persons on the proposer's payroll).
2. Number of personnel in each position.
3. By position, indicate the Full Time Equivalent (FTE) or percentage of staff time devoted to this project (e.g., full time = 1.0, 1/2 time = .50, 3/4 time = .75, 1/4 time = .25, projected number of hours, if hourly, etc.).
4. Monthly salary rate or wage range for each position title. It is the Proposer's responsibility to project annual merit increases and/or cost of living increases into each wage rate.
5. Include a job description or duty statement for each position title or classification that will perform work under this project. The job descriptions must indicate the typical tasks and responsibilities that will be assigned to the position and may include desired or required education and experience. Place all job descriptions or duty statements at the end of the Project Personnel Section.
6. Identify by name and/or position title, each key staff person that will have primary responsibility for managing, directing, overseeing and/or coordinating the work of assigned staff, subcontractors and/or independent consultants and who will maintain effective communications with NEOPB (i.e., Project or Program Manager, Project or Program Director, Contract Manager, etc.).
 - a) Briefly, describe each person's expertise, capabilities, and credentials.
 - b) Emphasize any relevant past experience in directing, overseeing, coordinating, or managing other government projects.
7. Include a one page resume for each key staff person (professional, managerial or supervisory) that will exercise a major administrative, policy, or consulting role in carrying out the project work. Place staff resumes in the Appendix Section. To the extent possible, resumes should not include personal information such as a social security number, home address, home telephone number, marital status, sex, birth date, age, etc.
8. Briefly, describe the administrative policies or procedures that will be used to ensure that the proposer will recruit and select well-qualified, competent, and experienced in-house staff, subcontractors and/or independent consultants.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

- If employee recruitment/selection policies or procedures are present in an operations manual, Proposers may cite excerpts from such manuals. Do not simply indicate that such policies exist and do not attach copies of any policies or manuals to the proposal. If deemed necessary, NEOPB may request copies of the Proposer's existing manuals or policies.
9. Briefly, describe the processes or procedures that will be used to ensure vacancies are filled expeditiously and services are continued despite the presence of vacancies.
10. If subcontractors (including consultants) will be used to perform contract services, proposers must do the following at the time of proposal submission:
- a) Indicate if the proposer has pre-identified any proposers/persons to perform the work or if the proposer will recruit them later. For each pre-identified subcontractor and consultant include:
- Full legal name.
 - A job description or duty statement that outlines the duties and functional responsibilities that will be assigned to the subcontracted proposer.
 - A brief explanation as to why the subcontracted proposer was chosen. Stress things such as applicable skills, knowledge, capabilities, past experience or accomplishments, availability, reasonableness of rates, notoriety in a field or specialty, etc.
 - A one page resume for each pre-identified subcontractor and consultant. Place all subcontractor and/or consultant resumes in the Appendix Section. To the extent possible, resumes should not include personal information such as a social security number, home address, home telephone number, marital status, sex, birth date, age, etc.
 - A letter of agreement, signed by an official representative of each subcontracted proposer. Place all subcontractor and/or consultant letters of agreement in the Appendix Section.
 - Specific subcontractor and/or consultant relationships proposed in response to this RFP (i.e., identification of pre-identified subcontractors and consultants) shall not be changed during the procurement process or prior to contract execution. The pre-identification of a subcontractor or consultant does not affect NEOPB's right to approve personnel or staffing selections or changes made after the contract award.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

- For subcontractors and/or consultants that cannot be identified when the proposal is submitted to NEOPB or are TBD after the contract is executed, include:
 - An identification of the functions, activities, and responsibilities that will be assigned to each subcontractor and/or consultant.
 - A description of the process that will be used to obtain NEOPB approval of each subcontractor and/or consultant selection along with approval of their budgeted costs and assigned responsibilities.

FACILITIES AND RESOURCES (LIMIT 2 PAGES)

Describe the following as it relates to the Proposer's capacity to perform the SOW:

1. Current office facilities at the Proposer's disposal including number of offices owned or leased, square footage, number of staff housed and physical location or address.
2. Current support services and office equipment capabilities immediately available and/or accessible for use in carrying out the proposed SOW. Include such things as, but not limited to:
 - a) A description of the range and/or type of support services available and number of staff.
 - b) Messenger, delivery, shipping, distribution, or transport capabilities.
 - c) Teleconferencing or telecommunications capabilities.
 - d) Printing/reproduction or photocopying capabilities.
 - e) Computer hardware and system capabilities (i.e., number, type, size, age, capacity and speed of personal computers or work stations and servers; Local Area Network capabilities, Wide Area Network capabilities; data transfer capabilities (disk or tape), data storage capacity, video/graphics capabilities, etc.).
 - f) Software applications in use (word processing applications, spread sheet applications, data base applications, graphics development applications, Web page design applications, unique or other specialized software applications, etc.).
 - g) Other support functions or capabilities that can be accessed and/or utilized.
3. Identify any facilities, support services, or equipment that the Proposer must purchase, rent, or lease on a long or short-term basis to perform the services described in this RFP.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

CREATIVE MARKETING SAMPLES

Provide three (3) copies of each sample.

The following creative samples must all have been produced by the office(s) that will service this account and who will be responsible for creating the materials. Samples must have been produced within the last two (2) years.

1. Submit a minimum of three (3) television advertisements, three (3) radio advertisements and two (2) out of home and digital samples. One television and one radio advertisement should be ethnic specific. All advertisements should be combined onto one DVD.
2. Submit a minimum of three (3) samples of comprehensive press kits including a media advisory, news release, supporting materials and wrap-up report.
3. Submit a minimum of two (2) samples of press event minute-by-minute overviews with accompanying speaking points.
4. Submit a minimum of four (4) samples of collateral material such as brochures, direct mail pieces, promotional items/materials, and education resource tool kits.

For each of the above, list the marketing objective and strategies, the target audience, the creative strategy, total cost, the creative team/names of persons who worked on the project, qualitative and/or quantitative results including program impact/benefit and/or community action or policy change.

AUDIENCE DIVERSITY (LIMIT 5 PAGES)

Describe expertise and experience in marketing to low-income consumers and ethnic populations including African American, Latino, Spanish and Asian-language dominant speakers (Hmong dialects, Chinese dialects, and Vietnamese). Also describe expertise in marketing to children ages 6 to 18, and the specific products/services involved with this expertise.

Provide a case history of one (1) campaign that demonstrates the proposer's ability to address one or more of the target populations of this proposal.

1. What steps did you take to define and characterize the target audience and shape the communications plan?
2. Describe how the audience diversity was addressed in the strategy and message(s), and how the marketing mix (advertising, public relations, promotions, etc.) was selected.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

3. What measures were used to evaluate the campaign's effectiveness with the audience, and for the client?
4. How was the project managed? Describe how staff, including subcontractors, were brought into the project and how the client relationship worked.

PROPOSER REFERENCES

Proposers must provide a list of at least three (3) proposer references who have received similar services from the Proposer or the Proposer's personnel or subcontractors, during the last five (5) years by completing Attachment 6. Such services should be of comparable complexity to the services requested in this RFP. Complete at least one reference form for each team member or company and include the completed forms in Section 2 of Volume 2 of Proposer's proposal.

All references must include the name and telephone number of a contact person with the contacting organization. These individuals, as well as others, may be contacted by the NEOPB when reviewing the submitted proposals. Final evaluations filed with the State on Proposer's past contract performance may be reviewed; therefore, the Proposer may wish to discuss any disagreements he/she has with those evaluations.

COST SECTION

The Cost Section will consist of the following documents:

- 1) Basic content
 - a) Cost Proposal Forms (Attachment 2, 2a, 3, 3a, 4, 4a).
 - b) Required cost justification and documentation described later in this section.
- 2) General instructions
 - a) All cost forms (Cost Proposal Forms) must be typewritten or completed in ink. Errors, if any, should be crossed out and corrections should be printed in ink or typewritten adjacent to the error.
 - b) When completing the Cost Proposal Forms, include all estimated costs to perform the services for the entire term, including applicable annual rate adjustments attributable to merit increases, profit margins, and inflation or cost of living adjustments.
- 3) Required Cost Proposal Forms
 - a) Include the Cost Proposal Forms (Attachments 2, 2a, 3, 3a, 4, 4a), On each Cost Proposal Form, provide specific cost breakdowns for the budget line items identified in this section.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

- b) All unit rates/costs, if any (i.e., square footage, salary rates/ranges, fully loaded hourly rates, etc.), must be multiplied out and totaled for each budget period.
- c) Please report costs using whole dollars only. Round fractional dollar amounts or cents to the nearest whole dollar amount.
- d) When completing the Cost Proposal Forms, Proposers may create like images or computerized reproductions of the forms included in this RFP. Use as many pages as are necessary to display the detailed budgeted costs. The Cost Proposal Forms (Attachments 2, 2a, 3, 3a, 4, 4a) included in this RFP are not intended to dictate the specific costs that are to be reported, but are intended to show the required format for reporting proposed budget detail.
- e) Identify the projected detailed expenses for each line item identified below.
 - Personnel
 - Fringe Benefits
 - Operating Expenses
 - Subcontract Expenses
 - Travel Expenses
 - Other Costs
 - Indirect Costs
 - Total Costs

APPENDIX SECTION

Place the following documentation in the Appendix Section of the proposal in the order shown below.

- a) Proof of Corporate status

If the Proposer is a Corporation, submit either a copy of the proposer's most current Certificate of Status issued by the State of California, Office of the Secretary of State or submit a downloaded copy of the proposer's on-line status information from the California Business Portal website of California's Office of the Secretary of State. Include an explanation if this documentation cannot be submitted. Unless otherwise specified, do not submit copies of the proposer's Bylaws or Articles of Incorporation.

- b) Proof of Non-profit status

Non-profit organizations must prove they are legally eligible to claim "non-profit" and/or tax-exempt status by submitting a copy of an IRS determination letter indicating non-profit or 501 (c) (3) tax-exempt status.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

c) An organization chart

The organization chart must show the distinct lines of authority between and among the divisions that will perform the project work and the primary reporting relationships within the Proposer's organization. Show the relationships between management, key decision makers, supervisory personnel and subcontractors and/or independent consultants, if any.

d) Financial statements

Submit copies of financial statements for the past two years or most recent twenty-four (24) month period.

- Annual Income statement(s) and
- Quarterly or annual balance sheets

Audited statements are preferred, but not required. If audited financial statements are supplied, all noted audit exceptions must be explained. NEOPB will accept financial statements prepared by a Proposer's financial accounting department, accounting firm or an auditing firm. A statement signed by a Proposer's Chief Financial Officer or Controller certifying that the financial statements are accurate and complete must accompany all financial statements.

e) Staff resumes

Resume specifications appear in the Project Personnel Section of this RFP. To the extent possible, resumes should not exceed 1 page in length per person and should not include personal information such as social security number, home address, home telephone number, home e-mail address, marital status, sex, birth date, age, etc.

f) Subcontractor/Consultant resumes

Submit a resume for each pre-identified subcontractor or consultant, if any, as discussed in the Project Personnel Section. To the extent possible, resumes should not exceed 1 page in length per person and should not include personal information such as social security number, home address, home telephone number, home e-mail address, marital status, sex, birth date, age, etc.

g) Subcontractor/Consultant letters of agreement

For each pre-identified subcontractor and consultant that will be used to perform services under the resulting contract, submit a letter of agreement to work on this project.

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

A letter of agreement must be signed by an official representative of each subcontracted proposer, indicating his or her acknowledgment of being named as a subcontractor or consultant, their availability to work on this project and acknowledgement that they have read or been made aware of the proposed contract terms, conditions and Exhibits. Include an explanation if a letter of agreement cannot be obtained from each pre-identified subcontractor and consultant and indicate when a letter of agreement will be forthcoming.

h) Conflict of Interest Compliance Certificate

Any proposer that intends to submit a proposal is required to submit Attachment 10 certifying that the proposing firm:

- a. An instance where the proposer/contractor or any of its subcontractors, or any employee, officer or director of the proposer/contractor or any subcontractors is currently involved or connected with NEOPB of the CDPH in either a contracting decision making capacity and/or engaging in the exchange of information.
- b. An instance where the proposer/contractor or any of its subcontractors, or any employee, officer or director of the proposer/contractor or any subcontractors holds a position of interest, financial or otherwise, which would allow use or disclosure of information obtained while performing services for private or personal benefit or for any purpose that is contrary to the goals and objectives of the contract.
- c. An instance where the proposer/contractor or any of its subcontractors, or any employee, officer or director of the proposer/contractor or any subcontractors has responsibility for the strategy, development, media purchasing, media planning, or media relations for the NEOPB Media, Advertising and Public Relations Campaign and simultaneously has a direct and substantial contractual or corporate responsibility to promote, or assist in the promotion of, the use of, or the sale of tobacco products for a company involved in, or company with a subsidiary involved in, the production, distribution, or marketing of tobacco products.
- d. An instance where the proposer/contractor or any of its subcontractors, or any employee, officer or director of the proposer/contractor or any subcontractors has responsibility for the strategy, development, media purchasing, media planning, or media relations for the NEOPB Media, Advertising and Public Relations Campaign and simultaneously has a direct and substantial contractual or corporate responsibility to promote, or assist in the promotion of, the use of, or the sale of unhealthy food and beverages for a

IV. PROPOSAL FORMAT, REQUIRED DOCUMENTS, AND DELIVERY, CONTINUED

company involved in, or company with a subsidiary involved in, the production, distribution or marketing of soft drinks and foods of minimal nutritional value such as candy, salty snacks, or restaurant foods high in fat and/or sugar. Potential conflicts shall be evaluated on a case by case basis in accordance with section (C) of Attachment 10.

1. If a conflict of interest is determined to exist that cannot be resolved to the satisfaction of NEOPB, before the award of the contract, the conflict will be grounds for deeming a proposal nonresponsive.
2. Proposers must assess their own situation according to the Conflict of Interest Compliance Certification information in Attachment 10. Complete, sign and attach any required documentation according to the instructions on the Attachment 10 and place any accompanying documentation in the Appendix Section of the proposal.

V. ADMINISTRATION

RFP DEFINED

The competitive method used for this procurement of services is a Request for Proposal (RFP). A Proposal submitted in response to this RFP will be scored and ranked based on the Evaluation Criteria. Every Proposal must establish in writing the Proposer's ability to perform the RFP tasks.

IMPORTANT ADMINISTRATIVE DETAILS

COST OF DEVELOPING PROPOSAL

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

ERRORS

If a Proposer discovers any ambiguity, conflict, discrepancy, omission, or other error in the RFP, the Proposer shall immediately notify the NEOPB of such error in writing and request modification or clarification of the document. Modifications or clarifications will be given by written notice of all parties who requested the RFP, without divulging the source of the request for clarification. The NEOPB shall not be responsible for failure to correct errors.

CONFIDENTIAL INFORMATION

The NEOPB will not accept or retain any Proposals that are marked confidential in their entirety and Proposers are strongly discouraged from requesting confidential treatment for any of the information contained in a submittal.

DARFUR CONTRACTING ACT OF 2008

Effective January 1, 2009, all Requests for Proposals (RFP) must address the requirements of the Darfur Contracting Act of 2008 (Act). (Public Contract Code sections 10475, *et seq*; Stats. 2008, Ch. 272). The Act was passed by the California Legislature and signed into law by the Governor to preclude State proposers generally from contracting with "scrutinized" companies that do business in the African nation of Sudan (of which the Darfur region is a part), for the reasons described in Public Contract Code section 10475.

A scrutinized company is a company doing business in Sudan as defined in Public Contract Code section 10476. Scrutinized companies are ineligible to, and cannot, bid on or submit a proposal for a contract with a State agency for goods or services. (Public Contract Code section 10477(a)).

Therefore, Public Contract Code section 10478 (a) requires a company that currently has (or within the previous three years has had) business activities or other operations outside of the United States to certify that it is not a "scrutinized" company when it submits a bid or proposal to a State agency. (# 1 on Attachment 8)

V. ADMINISTRATION, CONTINUED

A scrutinized company may still, however, submit a bid or proposal for a contract with a State agency for goods or services if the company first obtains permission from the Department of General Services (DGS) according to the criteria set forth in Public Contract Code section 10477(b). (# 2 on Attachment 8)

LOSS LEADER

Per Public Contract Code 10302, (b) (1) "It is unlawful for any person engaged in business within this state to sell or use any article or product as a "loss leader" as defined in Section 17030 of the Business and Professions Code."

CERTIFIED SMALL/MICRO BUSINESS AND NON-SMALL BUSINESS

The NEOPB strongly encourages the participation of certified small businesses. In order to receive Small/Micro Business or Non-Small Business Preference, Proposers must either be certified by the State Department of General Services, Office of Small Business and DVBE Certification (OSDC) as a small/micro business, or non-small business.

The preference to a non-small business proposer that commits to small business or microbusiness subcontractor participation of twenty-five percent (25%) of its net bid price shall be five percent (5%) of the lowest responsible proposer's total cost or price. A non-small business which qualifies for this preference may not take an award away from a certified small business. See Government Code section 14838 (b)(1)(2).

The Office of Small Business and DVBE Certification (OSDC) offer program information and may be reached at:

Department of General Services
Office of Small Business and DVBE Certification
707 3rd Street, 1st Floor, Room 400
West Sacramento, CA 95605
Email: OSDSHelp@dgs.ca.gov
Homepage: <http://www.pd.dgs.ca.gov/smbus>
Receptionist: (916) 375-4940
Fax: (916) 375-4940

RFP CANCELLATION AND AMENDMENTS

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

- Cancel this RFP;
- Revise the amount of funds available under this RFP;
- Amend this RFP as needed; or,
- Reject any or all Proposals received in response to this RFP.

If the RFP is amended, the NEOPB will send an addendum to all parties who requested the RFP.

V. ADMINISTRATION, CONTINUED

CONTRACT AMENDMENT

This RFP may be amended to make changes, including without limitation; additional funds, additional time, additional or modified tasks, and additional or modified terms. Amendments may be made without competitively bidding, so long as the amendment is exempt from competitive bidding pursuant to Public Contract Code section 10335, Government Code section 11010.5 and the State Contract Manual.

MODIFYING OR WITHDRAWAL OF PROPOSAL

A Proposer may, by letter to the Contact Person at the NEOPB, withdraw or modify a submitted Proposal before the deadline to submit proposals. Proposals cannot be changed after that date and time. A Proposal cannot be “timed” to expire on a specific date. For example, a statement such as the following is non-responsive to the RFP: “This proposal and the cost estimate are valid for 60 days.”

IMMATERIAL DEFECT

The NEOPB may waive any immaterial defect or deviation contained in a Proposer’s proposal. The NEOPB’s waiver shall in no way modify the proposal or excuse the successful Proposer from full compliance.

DISPOSITION OF PROPOSER’S DOCUMENTS

On the Notice of Proposed Award posting date all proposals and related material submitted in response to this RFP become a part of the property of the State and public record. Proposers who want any work examples they submitted with their proposals returned to them shall make this request and provide either sufficient postage, or a Courier Charge Code to fund the cost of returning the examples.

CONTRACT TERMS AND CONDITIONS

The winning Proposer must enter a written contract that may contain portions of the Proposer’s proposal (i.e., Cost Proposal Forms, Work Plan), SOW, standard contract provisions, the contract form, and the Exhibits identified below. Other Exhibits, not identified herein, may also appear in the resulting contract.

The Exhibits identified in this section contain contract terms that require strict adherence to various laws and contracting policies. A Proposer’s unwillingness or inability to agree to the proposed terms and conditions shown below or contained in any Exhibit identified in this RFP may cause CDPH to deem a Proposer non-responsible and ineligible for an award. CDPH reserves the right to use the latest version of any form or Exhibit listed below in the resulting agreement if a newer version is available.

The Exhibits identified below illustrate many of the terms and conditions that may appear in the final agreement between CDPH and the winning Proposer. Other terms and conditions, not specified in the Exhibits identified below, may also appear in the resulting agreement. Some terms and conditions are conditional and may only

V. ADMINISTRATION, CONTINUED

appear in an agreement if certain conditions exist (i.e., contract total exceeds a certain amount, federal funding is used, etc.).

In general, CDPH will not accept alterations to the General Terms and Conditions (GTC), CDPH's Special Terms and Conditions, the SOW, other Exhibit terms and/or conditions, or alternate language that is proposed or submitted by a prospective contractor. CDPH may consider a proposal containing such provisions "a counter proposal" and CDPH may reject such a proposal as nonresponsive.

UNANTICIPATED TASKS

In the event unanticipated or additional work must be performed that is not identified in this RFP, but in CDPH's opinion is necessary to successfully accomplish the SOW, CDPH will initiate a contract amendment to add that work. All terms and conditions appearing in the final contract including the salary/wage rates, unit rates and/or other expenses appearing on the Proposer's Cost Proposal Forms will apply to any additional work.

RESOLUTION OF LANGUAGE CONFLICTS (RFP VS. FINAL AGREEMENT)

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

CONTRACT REQUIREMENTS

After Stage Two scoring the Notice of Proposed Awards (NOPA) will be posted for five (5) working days at the NEOPB headquarters in Sacramento, and on the DGS' web site. In addition, each Proposer under this solicitation will be emailed a copy of the NOPA for this solicitation.

The NEOPB will not consider any changes to the Contract "terms and conditions" contained in this RFP. If, for any reason, a successful Proposer does not sign the Contract documents within the time allotted, the NEOPB may eliminate that Proposal from its award list and select the next lowest cost Proposal for funding from the order of eligible proposals under the Solicitation.

The content of this RFP shall be incorporated by reference into the final contract. See the sample Agreement terms and conditions included in this RFP.

NO CONTRACT UNTIL SIGNED & APPROVED

No contract between the NEOPB and the successful Proposer is in effect until the contract is signed by the Contractor, and approved by the Department of General Services, Legal Office.

AUDIT

The Bureau of State Audits may audit a Contract awarded under this RFP up to a period of three years after the final payment or termination of the Contract.

V. ADMINISTRATION, CONTINUED

SUBCONTRACTORS

The Proposer must submit the information required in the Team Qualifications and Experience section of the proposal and the Cost Proposal Forms for all Subcontractors.

UNSUCCESSFUL PROPOSALS

After the NOPA is posted, each unsuccessful Proposer may request a debriefing meeting with the CDPH Contracts Office. The debriefing meeting is an opportunity for an unsuccessful Proposer to learn why their particular proposal was not successful and may provide insight to improving proposal preparation for future solicitations.

AWARD PAYMENTS AND INVOICING

Award payments shall be subject to the following conditions:

Payments will be made on a reimbursement basis, after the recipient submits the appropriate invoice(s) to the NEOPB.

Ten percent (10%) of the contract amount, excluding media buy expenses, will be withheld as retention until the final report is received from the Contractor and the NEOPB's Contract Manager determines the Project has been satisfactorily completed. Typically, the NEOPB withholds 10 percent from each invoice, excluding media buy expenses, throughout the program period, and then the proposer submits a retention invoice once all contract deliverables have been satisfactorily completed.

All invoices must be submitted with a completed payment request form, as specified by the NEOPB, and accompanied by all backup documentation. The backup documentation must include copies of paid invoices and receipts detailing the specific charges being billed to NEOPB.

NEOPB staff must approve all invoices. Such approval is subject to the Contractor's acceptable submittal of the required progress reports, other specified products, and the appropriateness of the invoiced expenses under the contract.

PROPOSERS' ADMONISHMENT

This RFP contains the instructions governing the requirements for a proposer quotation to be submitted by interested Proposers, the format in which the technical information is to be submitted, the material to be included, the requirements which must be met to be eligible for consideration, and Proposer responsibilities. Proposers must take the responsibility to carefully read the entire RFP, ask appropriate questions in a timely manner, submit all required responses in a complete manner by the required date and time, make sure that all procedures and requirements of the RFP are followed and appropriately addressed, and carefully reread the entire RFP before submitting a proposal.

GROUND TO REJECT A PROPOSAL

A PROPOSAL SHALL BE REJECTED IF:

- It is received after the exact time and date set for receipt of Proposals pursuant to Public Contract Code, Section 10344.

V. ADMINISTRATION, CONTINUED

- It is lacking a properly executed Certification Clauses.
- It is lacking a properly executed Darfur Contracting Act.
- It contains false or intentionally misleading statements or references which do not support an attribute or condition contended by the proposer.
- 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 RFP.
- There is a conflict of interest as contained in Public Contract Code Sections 10410-10412 and/or 10365.5.
- The proposer or individual has submitted multiple proposals.
- The proposer is seeking confidentiality of its proposal or of its contents.
- A Letter of Intent to Bid was not received prior to the due date specified.
- A negative evaluation has been filed with the Department of General Services, Legal Office.

A PROPOSAL MAY BE REJECTED IF:

- It is not prepared in the mandatory format described.
- It is unsigned.
- It does not literally comply or contains caveats that conflict with the RFP and the variation or deviation is not material, or it is otherwise non-responsive.
- Bidder has been prohibited from contracting with the State by the Franchise Tax Board www.ftb.ca.gov/aboutFTB/Delinquent_Taxpayers.shtm
- Bidder has been prohibited from contracting with the State by the Board of Equalization www.bor.cs.gov/cgi-bin/frliw.cqi
- Bidder has been suspended or barred from bidding or contracting with the state at the following websites:
 - Secretary of State www.sos.ca.gov
 - Air & Water Polluters pursuant to GC section 4475-4482 www.ciwqs.waterboards.ca.gov/ciwqs/enforcementorders.jsp
 - Plastic trash bag content noncompliance www.calrecycle.ca.gov/buyrecycled/trashbags/complylist/
 - Federal Excluded parties List www.sam.gov/portal/public/SAM/

PROTEST PROCEDURES

A Proposer may file a protest against the proposed awarding of a contract. Once a protest has been filed, contracts will not be awarded until either the protest is withdrawn, or the CDPH cancels the RFP, or the Department of General Services decides the matter.

Please note the following:

V. ADMINISTRATION, CONTINUED

- Protests are limited to the grounds contained in the California Public Contract Code Section 10345.
- During the five working days that the Notice of Proposed Award (NOPA) is posted, protests must be filed with the DGS Legal Office and the CDPH Contracts Management Unit (CMU).
- Within five days after filing the protest, the protesting proposer must file with the DGS and the CDPH CMU a full and complete written statement specifying the grounds for the protest.
- If the protest is not withdrawn or the solicitation is not canceled, DGS will decide the matter. There may be a formal hearing conducted by a DGS hearing officer or there may be briefs prepared by the proposer and the CDPH for the DGS hearing officer consideration.