



**COVID-19 Vaccine Media
Campaign**

Solicitation #20-10810

California Department of Public Health
Center for Infectious Diseases
Immunization Branch
850 Marina Bay Pkwy, Bldg P
Richmond, CA 94804

I. INTRODUCTION

A. Urgent Public Health Situation: COVID-19 Pandemic

1. The California Department of Public Health (CDPH) seeks an integrated marketing agency with strong capabilities and creative breadth that can quickly execute an advertising and communications campaign. The agency must possess dynamic and cutting edge creative abilities, strong project management skills, the ability to manage subcontractors (if necessary), have extensive knowledge of the diverse California media market, and the ability to effectively utilize statewide media to increase Californian's adoption of the forthcoming COVID-19 vaccine. The agency must anticipate changes based on consumer research, social factors, public health recommendations and/or scientific advancements.
2. We are prioritizing messaging and support for communities that have been disproportionately impacted by COVID-19. CDPH encourages proposals from agencies that are committed to diversity, equity and inclusion, and that engage in partnerships that demonstrate real diversity in leadership, with strong community knowledge and connections.

B. Goal: Motivate and educate Californians about the COVID-19 Vaccine

1. Create and implement an expedited, consumer-tested campaign designed to ensure Californians and key groups who are at high risk for COVID-19 receive timely, accurate and actionable information about COVID-19 vaccination.
2. This contract is awarded pursuant to [Executive Order N-33-20](#).

C. Vision: Controlling the Pandemic

1. A vaccine planning effort to distribute the COVID-19 vaccine in California is well underway, rooted in principles of safety, equity, and transparency. To effectively distribute the COVID-19 vaccine in California, the state has established an inter-agency [COVID-19 California Governor's Vaccine Task Force](#) with state government leadership and subject matter expertise. Additionally, California is drawing upon the knowledge of many to ensure the following:
 - a. To ensure the COVID-19 vaccine meets safety requirements, California formed a [Scientific Safety Review Work Group](#) comprised of nationally recognized immunization, public health, academic and other subject matter experts. The work group is charged with staying abreast of vaccine candidate(s) trials, evidence of safety and efficacy, and other information to independently provide

recommendations to California leadership and vaccine planning efforts as well as ensure public confidence in vaccine safety, efficacy, and implementation efforts. [In October, 2020, this Work Group expanded to include western state partners.](#)

- b. Two other groups are working to ensure the vaccine is distributed and administered equitably: a [Drafting Guidelines Workgroup](#) is developing California-specific guidance for the prioritization and allocation of vaccine when supplies are limited, and the Community Advisory Vaccine Committee is providing input and feedback to the planning efforts, serving as trusted messengers to their diverse communities and represented groups, and resolving barriers to equitable vaccine implementation and decision-making.
2. A safe and effective COVID-19 vaccine is one of the most important interventions to drastically curb the COVID-19 pandemic. Because the vaccine will be in limited supply initially, California is deploying a phased distribution approach prioritizing individuals with the highest risk of becoming infected and spreading COVID-19.
3. Interwoven into the enormity of the distribution effort are perceptions and attitudes towards the COVID-19 vaccine. Many complex factors play a role in trust of, access to, and willingness to accept the vaccine. Californians must receive culturally appropriate, culturally competent, fact-based messaging about the vaccine to address barriers and encourage and promote acceptance.
4. The vaccine comes at a time of unprecedented surge in COVID-19 cases. The vaccine will be one of the most important interventions to reduce rates of infection, start the process of fully re-opening our economy, and bring an end to the COVID-19 pandemic.

D. Key Scope of Work Items

The integrated campaign will:

1. Develop a strategic, overarching, approach for public health messaging for the COVID-19 vaccine, navigate through continued COVID-19 uncertainty, and counter misinformation/disinformation.
2. Be conducted in multiple languages and formats to ensure all users can engage with content (i.e., Accessibility (ADA) in all platforms.)
3. Prioritize campaign's goals and objectives and emphasize public health strategies and tactics to ensure users are reached where they consume information in multiple languages, using Medi-Cal's threshold languages

as a guide.

4. Demonstrate the ability to coordinate and integrate efforts with other levels of State government working on COVID-19 response.
5. Prioritize high-risk and high-need groups, such as essential workers, Hispanic/Latinos, African American/Blacks, and emphasize mass reach media.
6. Conceptualize, develop, pre-test, and produce impactful advertising for use on paid media.
7. Drive media to additional educational resources to further educate about the virus and public health measures appropriate for that population.
8. Be scalable – up or down – in response to the virus and vaccine distribution.
9. Be highly adept at social media content creation, messaging, community management, and social listening.
10. Evaluate effectiveness.
11. Public Relations and Community Engagement:
 - a. Develop and execute a culturally competent, multilingual public relations strategy to engage diverse communities, handle crisis communications, and deploy rapid response messages.
 - b. Develop earned media opportunities with ethnic media partners and multilingual outlets.
 - c. Monitor and counter dis/misinformation along with a rapid response plan.
 - d. Monitor media monitoring and analysis (i.e., social listening, stay in the know, analyze performance, identify trends quickly), message penetration and key messages along with strategic recommendation on messaging.
 - e. Develop and execute a community engagement strategy with the involvement of trusted messengers and influencers.
 - f. Prepare culturally competent, multilingual media tools and materials reflective of the populations that will utilize the resources, coordinating with other contractors as required.

See Exhibit A, entitled “Scope of Work,” for a detailed description of the services and work to be performed as a result of this solicitation. The scope of work and service expectations for the contract resulting from this solicitation are defined under Exhibit A as included with the sample contract provided herein.

E. Who May Submit A Proposal

1. The minimum required qualifications for advertising agencies include:
 - a. A currently operating, full-service, California-based office that has been in business since January 1, 2015, or longer.
 - ~~b. Has had a minimum annual gross billings of \$50 million in two of the past three years.~~
 - b. Has had a minimum annual gross billing of \$35 Million in two of the past three years (see Addendum 1)**
 - c. No conflict of interest with pharmaceutical companies and tobacco, e-cigarette or related industries.

A proposer must certify that it meets these preliminary eligibility requirements in its Stage 1 submission.

2. Each agency may submit only one proposal. More than one proposer with the same ultimate holding company will be allowed to compete as long as there is no collaboration on the proposals or any shared day-to-day management, staff, or supervisory relationship between the proposing agencies.
3. Subcontractors may participate in more than one bidding proposal.
4. CDPH reserves the right to deny any or all proposed subcontractors of the selected contractor. Posting the “Notice of Intent to Award” does not imply CDPH’s approval of proposed subcontractors.

F. Contract Period

1. The anticipated term of the resulting agreement is expected to be 12 (twelve) months, January 12, 2021, through January 11, 2022.
2. The contract term may change if CDPH makes an award earlier than expected or if CDPH cannot execute the agreement because of

unforeseen delays.

G. Anticipated Funding (Solicitation Budget)

1. It is anticipated that up to \$40,000,000.00 (**Forty million dollars**) may be available for the 12-month contract term. The actual contract awarded may be lower than the anticipated available funding.
2. Funding is subject to appropriation of revenues by CDPH. If full funding does not become available, CDPH will cancel the resulting agreement or amend it to reflect reduced funding and reduced deliverables.
3. If changes are required by legislation, court action, or other administrative action affecting CDPH, the contract, as applicable, will be amended or terminated accordingly to order to comply with these actions.

H. Key Action Dates Below is the tentative timeline for this Solicitation

Event	Date	Time (Pacific Time)
Solicitation Released	December 11, 2020	---
Register to Attend and Email Advance Questions for Voluntary Pre-Proposal Webinar	December 14, 2020	5 p.m.
Voluntary Pre-Proposal Webinar	December 15, 2020	2 p.m.
Stage 1 Proposals Due	December 19, 2020 December 21, 2020	4 p.m. 5 p.m.
Stage 2 Remote Site Visit: Agency Presentation and Staffing Chart	January 4 and 5, 2021 January 11th and 12th, 2021	TBD
Stage 3 Orals, Client References and Financial/Cost Proposal	January 8, 2021 January 15, 2021	TBD
Notice of Intent to Award	January 11, 2021 January 19, 2021	-
Appeal Deadline	Fifth working day starting the day after the Letter of Intent to Award is posted.	5 p.m.

Proposed Start Date of Contract	January 18, 2021	-
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I. Voluntary Pre-Proposal Webinar

1. CDPH will conduct a **voluntary** Pre-Proposal Webinar on the date and time stated in the above timeline. The purpose of the webinar is to review the Solicitation and to provide proposers with an opportunity to ask questions about preparing and submitting proposals.
2. Prospective proposers can register for the webinar and submit advance questions by emailing CovidVaccineMediaRFP@cdph.ca.gov by **5 p.m. (Pacific Time) on December 14, 2020**, in order to receive the login information. The agency and contact person must be clearly identified. At its discretion, CDPH may contact a proposer to clarify the meaning of any question received.
3. Remarks and explanations expressed during the webinar do not take precedence over the written provisions in the Solicitation documents and will not be binding unless confirmed in writing by CDPH on the <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVIDVaccineSolicitation.aspx>

J. News Releases and Social Media

Proposers may not issue any news release nor make any statement to the news media or through social media channels pertaining to this RFP, any proposal, the contract, or resulting work, without first obtaining prior written approval by CDPH.

II. PROPOSAL SUBMISSION & STAGES

A. This section contains the instructions for Stage 1 and general instructions for Stages 2 and 3.

1. At the completion of each stage, proposers will be notified both via phone and by email, as to whether they qualify to continue to the next stage.
2. Proposers who successfully complete Stage 1 with a **minimum score of 60 points**, will receive additional instructions to compete in Stage 2.
3. Up to 3 proposers will continue to the final stage (Stage 3) and be considered finalists.

4. The agency with the **highest cumulative score**, from Stages 2 and 3 will be awarded the contract.

B. Proposal Scoring Scale

Stage	Maximum Points Available	Maximum Points Available for the Cumulative Score
Stage 1: Eligibility and Capabilities Requirements	75	0
Stage 2: Remote Site Visit: Agency Presentation and Proposed Account Staffing	150	150
Stage 3: Oral Presentation, Client References, and Financial Package/Cost Proposal	150	300

C. Stage 1: Eligibility and Capabilities Requirements

1. Complete and sign the following forms:
 - a. Certification of California Office and Gross Billings (Attachment 1)
 - b. Non-Conflict of Interest Certification (Attachment 2)
 1. Each proposer should assess its own situation according to the “Non-Conflict of Interest Certification” prior to signing.
 2. Identified subcontractors should also sign a certification for their organization.
 - c. Agency Fact Sheet and Subcontractor Fact Sheet (Attachment 3 and 3 a).
2. Agency Capabilities Overview Narrative (5 – 8 pages maximum). Address the following components that will serve to demonstrate agency capabilities **for meeting the needs, challenges, and scope:**
 - a. Agency Experience - Describe your agency’s full-service capabilities and experience as a lead agency. Full-service capabilities description should include, but not limited to: account and project management, communications/public relations/social media, market research for diverse target audiences, strategic

planning, creative development, media planning and buying, production expertise, including website production services, and evaluating effectiveness of an advertising campaign. Please also describe the strengths of your organization, including historical accomplishments, unique services and account leadership from the California office that would work with CDPH.

- b. Multicultural and Ethnic Experience - Describe the experience and expertise of your agency at successfully reaching multiple multicultural or ethnically diverse communities in California, including the utilization of in-language and culturally relevant creative and mediums.
- c. Subcontractor/Vendor Plan
 1. If your agency does not have the full-service capabilities in-house to service this account, describe the subcontractor/vendor role(s), why you are proposing the agency/agencies, and how you and the subcontractors will work together through the development of the campaign.
 2. Note: This includes media buying and planning. If all, or a certain portion, of your clients' media is not planned or purchased by your agency, please identify the agency you will work with and describe how the process would be seamless for the client

3. Case study (2 pages maximum) – Countering Misinformation and Disinformation

Instructions: Submit a case study showcasing experience your agency has in countering of misinformation/disinformation messages. The case study must include:

- a. Details on the campaign, strategy, goals, objectives, and campaign assets.
- b. Identification of target markets and populations.
- c. Include types of mis/disinformation messages and what platforms they occurred on.
- d. Analysis of mis/disinformation messages including who was creating and disseminating them, and what impact they were having on your campaign effort.
- e. Other considerations and details (total campaign budget, timeline).
- f. Evaluation of campaign effectiveness in countering the mis/disinformation messages.

4. Creative Reel

- a. Include a reel which illustrates the agency's unique creative strengths and highlights ads with messages including emotional appeal, memorable simple messages, or a clear call to action.
- b. The reel must not exceed five minutes primarily showcasing the work of the agency's proposed creative team and produced after January 1, 2017. Ensure the reel includes in-language creative. Please indicate if ads were produced by subcontractors, if applicable.

D. Stage 2: Remote Site Visit: Agency Presentation and Proposed Staffing

1. The purpose of Stage 2 is for the CDPH Review Panel to observe a remote (i.e., virtual; not held on-site) presentation by the proposer's team that includes an agency overview; proposed campaign plan, creative concepts and media plan, and budget. It is also an opportunity for CDPH to meet personnel including subcontractors, specifically those who will be assigned to the account.
2. Each proposer that advances to Stage 2 will be contacted to schedule a time for the agency (remote) presentation. Specific instructions and logistics will be provided.
 - a. The time limit for the presentation is up to 2 hours, including introductions, presentation and potential questions.
 - b. At least 20 minutes of the 2 hours must be allotted at the end for the CDPH Review Panel to ask questions.
 - c. The proposer is responsibility for monitoring its time accordingly.
3. Stage 2 consists of the following components:
 - a. Agency Overview
 1. Provide a presentation that highlights the capacity of the agency's California-based office(s), particularly those who would interact with CDPH and be assigned to the account.
 2. Team members should provide an understanding of the agency's media strategy and creative capabilities,

including tailored media placement experience. In addition, the agency's philosophy, specific strengths and collaboration style with the client and subcontractors should be discussed.

b. COVID-19 Vaccination Campaign Plan

1. Explain how your agency would develop and execute a media campaign to address the Solicitation's scope of work in a cost-effectiveness and timely manner. Include the campaign strategy, communications plan, and landing page approach.
2. A timeline that provides details on how you will operationalize this is also required.
3. A draft high-level budget must be covered that outlines the advertising vs public relations costs (percentages) as well as prime vs. subcontractors' budgets.

c. Campaign Creative Concepts and Media Plan

1. Include two (2) creative campaign approaches with sample campaign elements for the vaccine advertising campaign and a media flow chart based on the Solicitation budget and timeframe.

d. Proposed Account Staffing (Attachment 4). List key personnel that would be assigned to this account, including key subcontractors.

E. Stage 3: Oral Presentation, Client References, and Financial Package/Cost Proposal

1. The purpose of Stage 3 is to allow CDPH to evaluate the proposer's:
 - a. Additional discovery of agency capacity and capabilities, based on oral presentation and client reference checks.
 - b. Cost-effectiveness and cost-competitiveness of the proposed campaign.
2. A general overview of the format and expectations of the cost proposal, oral presentation, and client references are provided below.

- a. Oral Presentation (Remote, virtual presentation) - Instructions:
 1. Selected finalists will be contacted to schedule a time for the oral presentation. Detailed instructions will be provided to the invited participants. This presentation will be done before a review panel.

- b. Client References – Instructions:
 1. (Attachment 5) is required immediately after the proposer is notified by CDPH that it is a selected finalist. List 3 clients served in the past 3 years for which your firm provided similar services. At least one must be of similar account size. List the most recent first.

 2. CDPH may verify with CDPH offices to which you have provided services, currently or in the past. A negative reference may result in proposal rejection.

- c. Financial Package/Cost Proposal – Instructions:
 1. The Financial Package will be due the day before the Oral Presentation.

 2. Cost Proposal Assignment – complete the “Cost Proposal” (Attachment 6)

 3. Note: CDPH reserves the right to require additional information necessary to determine the financial integrity and stability of a proposer.

III. EVALUATION CRITERIA

Stage 1 Evaluation Criteria: Eligibility and Capabilities Requirement	Points <i>75 points possible</i>
A. Eligibility Documents	
Certification of California Office and Gross Billing Form, Conflict of Interest Certification	Pass/Fail
B. Agency Capabilities	
<ol style="list-style-type: none"> 1. The proposer demonstrates full-service capabilities and experience to deliver a broad range of advertising services necessary to meet the requirements of the SOW. 2. The proposer demonstrates it has strong capacity to service CDPH, through its accomplishments, unique services and account leadership. 3. The proposer highlights key contributions valuable to CDPH. 4. The proposer demonstrates its experience and capacity to conduct research, strategic planning, and evaluation by its personnel, subcontractor, or outside vendor appropriate to a multi-cultural, multi-lingual public health campaign. 5. Case study demonstrates past experience in handling mis/disinformation in a strategic manner with results. 6. The proposer and/or subcontractor(s) demonstrates experience in reaching ethnic, economic, and/or culturally diverse populations, and working with ethnic media. 7. The proposer demonstrates that its turnover of accounts is at a reasonable rate and has overall strong client retention. 8. The proposer's California office(s) has appropriate experience in leading accounts of a scope and size comparable to the advertising campaign described in this solicitation. 	75
Stage 2 Evaluation Criteria: Site Visit, Agency Presentations and Proposed Account Staffing Chart	Points <i>150 points possible</i>
A. Agency Overview	
<ol style="list-style-type: none"> 1. The proposer demonstrates its capacity and style of its California-based office(s) and team who would be assigned to CDPH are an appropriate cultural fit for the media campaign described in this solicitation. 2. The proposer displays its philosophy, strengths, and collaboration style with clients and other agencies. 	30
B. Campaign Assignment Presentation	

<ol style="list-style-type: none"> 1. The proposer shows strengths in all aspects of research, planning, communications/PR/social media, creative execution, and evaluation necessary to implement an urgent media campaign with continued innovation. 2. The proposer understands CDPH's objectives and demonstrates an ability to develop a holistic strategic advertising and marketing plan that supports these objectives. 3. The proposer demonstrates a high caliber of strategic thinking. 4. The proposer shows the capacity to utilize current research findings in developing strategies to effectively implement an advertising campaign plan 5. The proposer demonstrates an understanding of CDPH's target audience and demonstrates an ability to convey multicultural appropriateness in proposed creative 6. The proposer demonstrates a culturally appropriate strategy and creative capable to maximize reach of California's diverse target markets. 7. The proposer showcases bold, innovative creative. 8. The proposer and team demonstrates a strong ability to develop and balance integrated, marketing campaigns that best meet CDPH's objectives. 9. The proposer demonstrates the ability to establish key metrics and evaluate campaign effectiveness. 10. Each proposed subcontractor has collaborative skills and expertise in reaching CDPH's goals and provides overall added value to the proposer's team. 	100
C. Proposed Account Staffing	
<ol style="list-style-type: none"> 1. The proposer demonstrates commitment to this campaign by identifying highly capable staff who have the expertise, training, skills, and experience consistent with the account management, creative, media, and talent needs identified in the SOW. 2. The proposed percentage of time dedicated to the CDPH account is sufficient to meet the needs identified in the SOW. 3. The proposer clearly identifies vacancies that would be filled or positions that would be created to service the CDPH account, including the time dedicated and role. 4. The proposer demonstrates collaboration with subcontractors 	20
Stage 3 Evaluation Criteria: Oral Presentation, Client References, and Cost Proposal and Proposed Budget Summary	
Points <i>150 points possible</i>	
A. Cost Proposal Assignment	
<ol style="list-style-type: none"> 1. The proposer demonstrates it provides the best value for the services through a Cost Proposal that is cost-effective and cost competitive. 	75
B. Oral Presentation	

<ol style="list-style-type: none"> 1. The proposer demonstrates a high level of strength in all aspects of research, communications/PR/social media, community engagement, planning, creative execution, media, and evaluation necessary for CDPH's objectives. 2. The proposer demonstrates an ability to develop a holistic strategic advertising and marketing plan that supports these objectives. 3. The proposer demonstrates an ability to convey multicultural appropriateness in proposed creative and campaign. 4. The proposer showcases bold, innovative creative. 5. Proposer (and subcontractors) has collaborative skills and expertise in reaching CDPH's goals and provides overall added value to the proposer's team. 	65
C. Client References	
<ol style="list-style-type: none"> 1. The proposer demonstrates overall client satisfaction and account management capabilities yielding satisfactory references from other agency clients of a similar size and scope. 	10

IV. SUBMISSION REQUIREMENTS

A. Format Requirements

1. Narrative Format
 - a. In preparing a proposal response, all narrative portions should be straightforward, detailed, and concise. CDPH will determine the responsiveness of a proposal by its quality, not its volume.
 - b. Format the narrative portions of the proposal as follows. Failure to follow these requirements may disqualify your submission.
 1. Use Arial or Calibri font of at least 12-point size throughout. Exception: if a form is required by the State that contains a smaller font.
 2. Use 1.5 line spacing for the text and one-inch margins at the top, bottom, and both sides.
 3. Sequentially number the pages in each section and clearly identify each section in the order requested. When a page limit is noted, pages exceeding the limit will not be scored. It is not necessary to paginate the required forms.
 4. Place the proposer's name in a header or footer on every page. If

the proposer's name is not already entered elsewhere on a completed certification or form, add it to a header, footer, or signature block.

5. Have a person who is authorized to bind the proposing firm sign each Solicitation attachment that requires a signature in blue ink. Electronic copies of original signatures will be accepted, not digital PDF signatures.

B. Submission of Solicitation Materials

1. "Solicitation materials" means anything submitted by a proposer to CDPH in response to this Solicitation.
2. Proposers should email files to CovidVaccineMediaRFP@cdph.ca.gov. Provide a link for viewing the creative reel on Vimeo.
3. Proposers are responsible for the delivery of submissions to CDPH prior to the submission deadline.

C. Communication between CDPH and Proposers

1. Proposer Questions

- a. Should any proposer need to communicate with CDPH regarding the Solicitation or the proposal review process, the proposer should do so in writing by email at CovidVaccineMediaRFP@cdph.ca.gov.
- b. *No phone calls will be accepted.*
- c. Immediately notify CDPH if you need clarification about the services sought or have questions about this Solicitation's instructions or requirements.
- d. At its discretion, CDPH reserves the right to contact an inquirer to seek clarification of any inquiry received.
- e. CDPH shall respond to all proposers.

2. Deviations and Modifications

- a. CDPH may, at its sole discretion, waive any immaterial deviation or defect in a submission. However, the waiver of an immaterial deviation or defect in a submission will in no way modify the document or excuse the

proposer from full compliance with the Solicitation requirements if awarded the contract.

- b. Items may be considered “immaterial” by CDPH if, for example, they do not affect the amount of the Cost Proposal, or if allowing the deviation does not give a proposer an advantage or benefit that would not be granted to all other proposers.
- c. CDPH reserves the right to contact proposers at any stage of the proposal process to collect additional clarifying information, if deemed necessary.

D. Property of CDPH

- 1. All submission materials will not be returned to the agency.
- 2. All proposed ideas or adaptations of the ideas contained in any submission become the property of CDPH and CDPH reserves the right to use them. Acceptance or rejection of the submission will not affect this right in any way.

E. Cost of Submissions

- 1. CDPH assumes no responsibility or liability for costs incurred by proposers. Costs of developing and delivering submissions and presentations will not be billable to the State of California or included in the Cost Proposal.

V. CONTRACT AWARD

A. Letter of Intent to Award a Contract

- 1. Award of the contract will be to the most responsive and qualified proposer who earns the highest total Solicitation score.
- 2. All finalists that participated in the final stage held will be notified by email regarding the contract award decision.

B. Confidentiality of Proposals

Financial records received by CDPH will be kept confidential and will be destroyed at the time of the Contract Award. All other portions of proposal responses not containing financial or specific client billing detail requested will be subject to disclosure in accordance with the California Public Records Act (Government Code, Section 6250 et seq.) and may be reviewed and copied by the public if formally requested after CDPH posts the Letter of Intent to Award a Contract, except those

portions of the proposal that are exempt from disclosure as provided in the Public Records Act.

C. CDPH Rights

1. Rejection of All Proposals

- a. Issuance of this Solicitation in no way constitutes a commitment by CDPH to award a contract. CDPH reserves the right to reject any or all proposals or portions of proposals received in response to this Solicitation, or to amend or cancel this Solicitation if it is in the best interest of the State.
- b. CDPH may, at its sole discretion, cancel this Solicitation after the receipt of Stage 1 submissions if the number of submissions is inadequate or if there is insufficient competition among qualified proposers. In the event of such cancellation, CDPH may reissue a new Solicitation at a later date.

2. Verification of Proposer Information

By submitting a proposal, proposers agree to authorize CDPH to:

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

D. Appeals

- 1. Eligible Proposers, prior to the award of a contract, may appeal the award, on the grounds that the Proposer would have been awarded the contract had CDPH correctly applied the evaluation standard in the Solicitation.
 - a. The contract shall not be awarded until either the appeal has been withdrawn or CDPH has decided the matter. It is suggested that the Proposer submit any appeal by certified or registered mail.
 - b. Only those submitting a proposal consistent with the requirements of this Solicitation and who reach the final Solicitation stage may appeal the contract award.

- c. There is no appeal process for proposals that are submitted late, noncompliant, or incomplete.
- d. The awarded Proposer may not appeal the contract award-funding amount.

2. A Proposer may appeal the award decision.

- a. The Proposer must submit a notice of intent to appeal to CovidVaccineMediaRFP@cdph.ca.gov by 5:00 p.m. PT on the date listed in I. Introduction, *Key Action Dates*.
- b. The Proposer shall then have five (5) calendar days to file a detailed written statement specifying the grounds for the appeal and send the Appeal Letter to:

U.S. Mail	Courier (e.g., FedEx)
Miren Klein, Assistant Deputy Director Center for Environmental Health California Department of Public Health PO Box 997377 MS 0511 Sacramento, CA 95899-7377	Miren Klein, Assistant Deputy Director Center for Environmental Health California Department of Public Health 1500 Capitol Ave., Ste 520 Sacramento, CA 95814

3. At the sole discretion of the Assistant Deputy Director, or his/her designee, a hearing may be held.

- a. The decision of the Assistant Deputy Director or his/her designee shall be final. There is no further administrative appeal.
- b. Appellants will be notified of decisions regarding the appeal in writing within 15 working days of the hearing date or the consideration of the written material submitted, if no hearing is conducted.

E. Contracts

- 1. CDPH will confirm the contract award to the winning proposer after the appeal deadline, if no appeals are filed, or following the resolution of all appeals. The agency selected to provide

advertising services to CDPH will be required to sign a contract that details legal and programmatic obligations.

2. The successful proposer must enter into a formal contract with CDPH in order to receive payment for services rendered. The contract may incorporate, as an exhibit or by reference, portions of this Solicitation and responses to this Solicitation that directly identify the work to be performed, performance timelines, methods and approaches, budget or cost details, or other mandatory contract and performance requirements.
3. The successful proposer should enter into a contract with CDPH no later than three State working day after the proposer receives the contract from CDPH and must agree to the terms and conditions outlined in the contract language. Should the successful proposer not be able to fulfill this obligation in the time allocated, CDPH will proceed to obtain a contract with the second-place proposer.
4. Submission of Invoices:
 - a. Contractor must be able to fund up to 60 days of payroll, indirect expenses, and operating costs, as well as expenditures incurred by a subcontractor or consultant prior to reimbursement by the State.
 - b. The Contractor incurs expenses for the previous work period and is then reimbursed by invoice(s) submitted to CDPH no more than once per month, in arrears. The State has up to 45 days to pay invoices pursuant to the Prompt Payment Act (Government Code §927).

F. Contract Forms and Exhibits

1. State contract forms and exhibits will be provided to the finalists advancing to Stage 2.
 - a. Proposers should read these documents carefully to ensure that they will be able to comply with state contract terms.
 - b. The terms and conditions in the contract forms and exhibits are not negotiable.
 - c. The contract resulting from this Solicitation will be prepared on a "Standard Agreement" (Form STD 213).

2. CDPH reserves the right to adjust the language in the contract awarded from this Solicitation. Therefore, final contract language may deviate from the provisions provided. Changes after award of the contract will be accomplished by written amendment to the contract, agreeable to both parties.
3. If an inconsistency or conflict arises between the terms and conditions appearing in the final contract and the proposed terms and conditions appearing in this Solicitation, any inconsistency or conflict will be resolved by giving precedence to the final contract.