

Request for Proposal (RFP) Number 08-85191: "Domestic Violence Primary Prevention
Technical Assistance and Training Project (DVPPTAT)"
Pre-Proposal Teleconference Summary
April 11, 2008

General Announcements:

This document is a summary of information provided during the teleconference for Request for Proposal (RFP) Number 08-85191: "Domestic Violence Primary Prevention Technical Assistance and Training Project (DVPPTAT)" conducted on April 11, 2008 by the California Department of Public Health (CDPH), Epidemiology and Prevention for Injury Control Branch (EPIC). This summary includes all questions submitted either in writing to EPIC, or asked during the teleconference. CDPH/EPIC will not accept or respond to any further questions regarding RFP #08-85191. A copy of this summary and all RFP updates are posted on www.dhs.ca.gov/epic, under "Funding Opportunities".

Review of Disabled Veteran Business Enterprise Participation Requirements:

California Law requires Disabled Veteran Business Enterprise (DVBE) participation and/or performance of a good faith effort (GFE) to meet these requirements. CDPH policies require DVBE participation on all contracts exceeding \$10,000. You may need four weeks or more to complete this process; therefore, you should begin this process promptly. Out-of-state firms must comply with California's DVBE participation requirements.

Any questions can be directed to the Contracts Management Unit at (916) 650-0117.

Review of Pertinent RFP Information:

The purpose of this project is to build the capacity of local organizations to provide comprehensive domestic violence (DV) primary prevention programs in communities across the state. The contractor selected for this RFP will work closely with EPIC to develop, implement, and evaluate a comprehensive training project.

The primary audience for this project is EPIC pilot project grantees that will be funded to implement model primary prevention programs, beginning in July 2009. Domestic Violence prevention advocates are the secondary audience.

In order to qualify for this RFP submission process, proposers must meet the eligibility requirements and qualifications as stated in the RFP.

Some of these qualifications include a demonstrated organizational commitment to the prevention of domestic violence, and at least two consecutive years, within the last five years, of experience in:

- Provision of statewide training and technical assistance on domestic violence prevention to diverse audiences in California;
- Developing, implementing, and evaluating training curricula and collateral materials;

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- Designing, developing, and producing camera-ready media and educational materials; and
- Designing, planning, and coordinating statewide meetings and conferences.

All proposals must address all of the services described in the Scope of Work, which can be found in Exhibit A of the RFP.

CDPH/EPIC has made specific recommendations in regards to the budget for this project, including core staffing and minimum operating expenses. These recommendations are intended to guide Proposers in developing a budget that will accommodate the highly technical and specialized services necessary for the development and implementation of trainings on model programs, and the costs associated with the purchase, design and/or tailoring of social marketing collateral materials, and the reproduction of these materials for use by local programs.

It is therefore incumbent upon the Proposer to consider a staffing pattern that can manage the project over the contract period, while at the same time, allowing for sufficient operating expenses to achieve the goal of utilizing expert subcontractors and consultants to design and establish model program trainings and collateral materials.

Important Dates:

Non-binding Mandatory Letter of Intent is due: April 14, 2008

Proposal due date: May 7, 2008

Contract award date: May 29, 2008

Contract start date: August 1, 2008

Contract end date: June 30, 2011

Errata:

We have identified an error in the dates listed for the Final Reports included in the Scope of Work. For each fiscal year, the correct due dates for the Final Reports are July 31, 2009; July 31, 2010; and July 31, 2011; and not June 30th as listed in the RFP.

Questions and Answers (submitted in writing pre-teleconference):

- 1. I am the owner of Corps Productions a certified SBE/DVBE company. I want to know if the above RFP contract has a SBE and DVBE requirement. If so, what are the percentages for each?**

The following provisions do apply:

There is no requirement for subcontracting with a small business, although this is encouraged and applicants are eligible for preference points if at least 25% of their subcontracts will be with qualified small businesses. All applicants must meet a 3% goal of subcontracting with qualified Disabled Veterans Business

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Enterprise agencies or must submit substantiation of a good faith effort to meet this requirement.

2. Will Project Advisory Team (PAT) members receive an annual honorarium for their participation or is this a volunteer position? (SOW, B. Project Advisory Team, pg. 2)

The PAT members do not receive honoraria, but receive paid travel and per diem for in-person meetings.

3. Is it possible to extend the deadline for the completion of the Resource Assessment in Year 1 from 90 days of contract start date to 150 days to allow for an adequate response period for PAT member input (who are to be convened within the first 60 days of contract) and contractor's follow-up and researching of PAT member suggestions/recommendations? (SOW, C. DVPP Resource Assessment, pg. 4)

No. The timeline reflects necessary deadlines to ensure adequate time for development of collateral materials.

4. Who is the intended audience of the collateral materials? Staff of the pilot project grantees? Clients of the pilot project grantees? The broader DV provider community? General DV clients? General public? (SOW, F. Collateral Materials, pg. 6)

The primary audience of this training project is the pilot project grantees, and the secondary audience is domestic violence prevention advocates participating in regional trainings. However, it is anticipated that these materials will be available and useful to the broader domestic violence prevention constituency throughout the state.

5. Please clarify the scope of the campaign to be developed by a social marketing consultant. The hiring of a social marketing firm designed to develop collateral materials (including posters, bus ads, postcards, t-shirts, etc.) could easily eat-up the entire budget allocated for year one activities. (SOW, F. Collateral Materials, pg. 6)

The social marketing consultant is not developing a campaign, but designing collateral materials to be used in conjunction with local programs. The scope of the collateral materials is in part dictated by the results of the resource assessment, and in part by the budget. It is possible that some pre-existing materials may be tailored for use in California, which will reduce design costs. As per the RFP, page 25, iii. Operating Expenses, CDPH recommends that a minimum of \$50,000 be budgeted for the design and/or purchase of collateral materials in the first year of the contract, and \$25,000 for the second year.

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6. If the contractor has expertise in-house must a social marketing firm be used? (SOW, F. Collateral Materials, pg. 6)

Due to the highly technical and specialized services necessary for the development of social marketing collateral materials, EPIC requires that the contractor hire a social marketing expert with experience matching the scope of work deliverables.

7. Please clarify what the final deliverable is in Year One F.8. "Produce camera-ready/web-ready materials by June 30, 2009." Does this mean submission of electronic files to EPIC of the camera-ready collateral materials or does it mean actual printing/production of collateral materials? (SOW, F. Collateral Materials, pg. 7)

Camera-ready/web-ready materials include physical proofs and electronic copies.

8. Our experience tells us that no-show rates can be high for free trainings, but this rate can be reduced through nominal financial commitment. Can the contractor charge a nominal fee (e.g. \$20-\$25) to ensure attendance and cover minimal food and beverage service during the pilot project grantee in person trainings in Years Two and Three? (SOW, C. CDPH/EPIC Funded Pilot Project Grantee Trainings, pgs. 10 and 14)

It is not necessary or appropriate to charge a registration fee in this case due to the fact that EPIC pilot project grantees will be required to attend these trainings, and regional trainings will be in conjunction with regularly scheduled meetings. It is acceptable to collect reimbursement for any meals as the state does not allow for this cost.

9. Please provide a mid-point range of how many days of technical assistance (TA) per pilot project grantee are expected in Years Two and Three? (SOW, E. Technical Assistance, pgs. 11 and 15)

The contractor is required to provide ongoing TA and consultation through telephone, email, listserves, and/or on-site consultation and support. On-site consultation and support for each grantee is to be provided on an as-needed basis, and would include no more than 1-2 days per year.

10. Is the TA to the 5-10 regional representatives envisioned as group TA to the region or is it conceived of as an additional 5 – 10 TA consults per region, for a total of 35 to 70 TA consults? (SOW, E. Technical Assistance, pgs. 11 and 15)

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As a follow-up to trainings, and to continue to strengthen statewide capacity for DVPP, the Contractor will provide ongoing TA to approximately 5-10 representatives from each of the seven (7) regions on matters related to the DVPPTATP, which would total a maximum of 70 representatives. It is anticipated that this TA will be provided on an as-needed basis, and be administered primarily through phone or electronic communications, and not require onsite consultation.

11. Will there be an approval process/priority setting from CDPH/EPIC to assist the contractor in prioritizing technical assistance requests from the regional representatives? (SOW, E. Technical Assistance, pg. 11)

Yes. The contractor will consult with CDPH/EPIC in all aspects of the project, which would include a process for prioritizing and responding to technical assistance requests.

12. In Year Three are the 3 webinars also to be completed by November 1, 2010 as well as the three trainings? (SOW, C. CDPH/EPIC Funded Pilot Project Grantee Trainings, pg. 14)

No. The webinars are designed to be supplemental to the trainings and will occur throughout the contract year. The content and implementation schedule will be developed based on the evaluation findings and input from CDPH/EPIC, the expert trainers, and the PAT.

13. Can you please clarify what the term "Reproduce collateral materials" means in Year Three, C.1.? (SOW, C. CDPH/EPIC Funded Pilot Project Grantee Trainings, pg. 14)

Pilot project grantees will receive collateral materials that can be used in conjunction with their local programs. "Reproduce collateral materials" refers to a combination of photocopying, printing, and/or producing of these materials, depending on the type, format and media that is produced in year one.

14. The budget for Year Two and Year Three are the same, yet, the cost exchange of deliverables between these years (reducing trainings in Yr 3 for the 2-day conference) are not equivalent. Will CDPH/EPIC consider other deliverable reductions in Yr 3 to support the Statewide DVPP Networking and Capacity Building Meeting including reducing training days or TA consults in Year Three? (SOW, F. Statewide DVPP Networking and Capacity-Building Meeting, pg. 16)

No. It is expected that less trainings and other project costs associated with initial project development will be reduced in Year Three that will allow for the costs associated with the meeting.

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15. The Statewide Meeting food and beverage services can be quite expensive and could easily exceed a nominal meeting budget. What is CDPH/EPIC's expectation in regards to food and beverage services at the Statewide DVPP Networking and Capacity Building Meeting? (SOW, F. Statewide DVPP Networking and Capacity-Building Meeting, pg. 16)

The State of California does not allow for costs related to food and beverages, and these costs should not be reflected in the budget.

16. Is there a page limit for the RFP response, besides the 3-page Executive Summary limit? (Page 16-17, Format Requirements and Content Requirements)

No.

17. For the \$25,000 recommended minimum to be budgeted for model program consultants/trainer subcontracts, is this suggested amount intended to include subcontractor costs for conducting regional trainings and pilot project grantee trainings also or only the costs of developing the model program trainings? How was this amount determined? (Page 25, Subcontract Expense)

The RFP/SOW does not require the contractor to utilize expert trainer subcontractors to provide the regional trainings. It is incumbent upon the Proposer to delineate how the regional trainings will be administered. The SOW requires the contractor to establish subcontracts with program consultants from each of the three (3) model programs to develop two, 2-3 day in-person trainings, to be held in Sacramento, for approximately 15-20 CDPH/EPIC funded pilot project grantee participants per training. The budget amounts are projections based on review of previous CDPH trainings provided by subcontractors.

18. What is the definition of collateral materials?

The intent of these materials is to allow for common messages and themes across all three (3) model programs that domestic violence prevention program staff can use in their programs and communities. Examples of these materials include but are not limited to: posters, bus ads, post-cards, or t-shirts. The format and type of these materials will be determined through the developmental process with the expert trainers, social marketing consultant, PAT, focus groups and CDPH/EPIC.

19. For the \$50,000 in year one and \$25,000 in year two to be budgeted for design and/or purchase of collateral materials, does this budget amount include program curricula, participant materials, and training materials for

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the regional and model program trainings (e.g. training workbooks, curricula guides, etc.) or only collateral materials? What type of expenses are allowable design costs (e.g. graphic designers, staff time, etc.)? How was this amount determined? (Page 25, Operating expenses)

This budget amount does not include training materials, such as curricula or trainers guides, that the contractor or subcontractor will use in the implementation of trainings, but is meant to include materials that can be used by CDPH/EPIC funded pilot project grantees and other domestic violence prevention advocates in the implementation of their primary prevention programs. The RFP does not provide specific types of expenses that are allowed within this budget requirement. However, it is anticipated that only those costs directly related to the design and/or purchase of these materials be included in this budget requirement. The budget amounts are projections based on review of previous CDPH contracts that provided for the design and/or purchase of collateral materials.

20. Are the consultants/trainers from the three model programs who design the trainings and webinars based on their model programs expected to be the same individuals who conduct and implement the trainings? Are the regional trainings expected to be conducted by the same individuals as the pilot project trainings? (SOW, C. CDPH/EPIC Funded Pilot Project Grantee Trainings, pgs. 10 and 14)

Yes. It is expected that the expert trainers will conduct the two, 2-3 day in-person trainings, to be held in Sacramento, for approximately 15-20 CDPH/EPIC funded pilot project grantee participants per training. The SOW does not require the contractor to utilize expert trainer subcontractors to provide the regional trainings. It is incumbent upon the Proposer to delineate how the regional trainings will be administered.

21. What costs are expected to be covered by the contract for the Statewide DVPP Networking and Capacity-Building meeting and which costs will be covered by CDPH/EPIC? For example, costs of food, honorariums for speakers/panelists, etc. are not specifically mentioned. (SOW, F. Statewide DVPP Networking and Capacity-Building Meeting, pg. 16)

The contractor is responsible for all costs related to the Statewide DVPP meeting, including planning; travel, and accommodations for meeting planning committee members; logistical arrangements; meeting facilities; online registration; onsite meeting management; development and dissemination of all meeting materials and communication; and meeting evaluation. This includes costs related to speakers and/or other logistical expenses. This does not include the cost of food or beverages, which is not a State of California allowable expense.

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- 22. The contractor is aware that DV organizations meet formally and informally in the seven regions throughout the State. Is there a specific regional network that EPIC expects contractors to work with? If so, is that network aware of the expectations to work with the contract on this project? Are the regional representatives aware of the expectation to work with the contractor on this project? What is EPIC's definition of a DV organization for the purpose of defining the intended audience of these regional trainings? Is the contractor expected to work with regional representatives who may not meet the definition of a DV organization but who attend the regional meetings? (Scope of Work, D. Regional Trainings, pg 10)**

Regional representatives have not been previously involved in this planning, due to the confidential nature of RFP development. It will be incumbent upon the contractor to identify representatives from each region and establish an ongoing mechanism and process for training and technical assistance resources established as part of this project. Criteria for eligible DV organizations will be developed in consultation with CDPH/EPIC and the PAT. For the purposes of this RFP, it is sufficient to refer to this audience as DV regional representatives.

- 23. Are the participants of the focus groups expected to be representatives of DV organizations? If not, are there guidelines for who those participants should be? (Scope of Work, F. Collateral Materials, pg. 6)**

The contractor is required to conduct focus groups to gain input from 5-10 participants in each of seven (7) regions, which may or may not include representatives of DV organizations. However, it is likely that some of these participants will include staff from DV organizations. It is anticipated that the contractor will consult with CDPH/EPIC, the PAT, and the social marketing consultant on criteria for focus group participation and content of questions.

- 24. On p. 25 I see reference to "CDPH recommends that a minimum of \$50,000 be budgeted for the design and/or purchase of collateral materials in the first year of the contract, and \$25,000 for the second year." Then on pp. 25-26 I see "CDPH recommends that a minimum of \$25,000 be budgeted for model program consultants/trainer subcontracts for each year of the contract." -- So, I presume the Social Marketing Consultant is to be included in that \$50,000 design/purchase of collateral materials referenced on p. 25 ... but I just wanted to clarify ... that \$50,000 would then include not only the social marketing consultant, but also a graphic designer, and the printing/production costs. (RFP pages 25-26)**

It is incumbent upon the Proposer to identify and propose specific budget items in the preparation of their proposal. There are no requirements that state the

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Social Marketing Consultant is to be included in the \$50,000 minimum amount for the design and/or purchase of collateral materials.

25. Exhibit A Scope of Work -- Under Project Evaluation, item "e" mentions "analyzing grantee project evaluations" ... does this refer to the local, pilot-project grantees? (SOW, G. Project Evaluation, pg. 7)

Yes.

Questions and Answers (during Pre-Proposal Teleconference):

26. Can the qualification requirements be met with subcontractors or only the prime contractor?

The prime proposer must meet the minimum qualification requirements as stated in the RFP (RFP, page 14, I. Qualification Requirements). In the Agency Capability Section of the RFP (RFP, page 17, d. Agency Capability Section), the proposer can include qualifications and expertise of a subcontractor(s) that may strengthen their capability in delivering the services as required in the SOW.

27. In the Scope of Work, Year One, it includes the requirement for an evaluation plan, and Year Three includes an Evaluation Report, but there are no specific evaluation deliverables listed in Year Two. What are the evaluation requirements for Year Two, and is there an overall percent time proposals should include that is devoted to evaluation?

The plan is to address evaluation over the entire contract term, which is delineated in the Evaluation Plan requirements listed in Year One of the Scope of Work (Scope of Work, pg. 7, G. Project Evaluation). There are no requirements for an overall percentage dedicated to evaluation activities. Due to the fact that this is a technical assistance and training project, most of the evaluation will focus on process measures, and not on impact/outcome measures.

28. For the scheduling of PAT meetings, when the resource assessment has been finalized and is ready to be reviewed, is it recommended to have the first in-person meeting after 60 days and then a second in-person meeting to review the resource assessment and identify the model programs?

The contractor will plan all PAT meetings in consultation with CDPH/EPIC. It may be appropriate to do an in-person meeting when reviewing the results of the resource assessment and gaining input from PAT members on these results.