



California Department of Public Health

Solicitation #23-10481

CYBHI Public Education and Change Campaign

September 1, 2023

California Department of Public Health
Office of Health Equity
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I. INTRODUCTION

A. Background, Purpose, Goals, and Objectives

1. Background

The goal of the Children and Youth Behavioral Health Initiative (CYBHI) is to reimagine the systems that support behavioral health and wellness for California's children and youth into an innovative, up-stream focused ecosystem. This ecosystem will focus on promoting well-being and preventing behavioral health challenges, and on routinely screening, supporting, and serving ALL children and youth for emerging and existing mental, emotional, behavioral health (MEB), including substance use disorders and wellness. The initiative will be designed and implemented in partnership with CalHHS departments, education community partners from early childhood, K-12 and higher education, other State agencies, subject matter experts, community partners on the ground and in the field, and children, youth, and their families. Focusing on prevention and early intervention can help reduce children and youth's risk of developing serious mental, emotional and behavioral challenges.

Research shows that half of all lifetime cases of diagnosable mental illnesses begin by age 14, three-fourths begin by age 24, and most substance use begins in adolescence;¹² emphasizing the need to strengthen prevention and early identification and intervention services. In California, thirteen percent of children aged 3-17 years old reported having at least one mental, emotional, developmental, or behavioral health problem,³ and eight percent of children have a serious emotional disturbance that limits participation in daily activity.⁴ Despite these high rates of needs, many children and youth with behavioral health needs do not receive care.

A 2018 report shows that about two-thirds of adolescents with major depressive episodes in California do not get treatment.⁵ The COVID-19 pandemic has exacerbated children and youth's behavioral health issues, underscoring the need to reimagine the children and youth behavioral health system. Based on the California Health Interview Survey (CHIS), in 2021, 34% of teenagers likely experienced psychological distress in the previous year, with the highest prevalence (42%) among American Indian and Alaska Native (AIAN) teenagers (Table 1).⁶ Over the same year, 37% of teenagers reported needing help for

1 Kessler RC, Berglund P, Demler O, Jin R, Merikangas KR, Walters EE. Lifetime prevalence and age-of-onset distributions of DSM-IV disorders in the National Comorbidity Survey Replication [published erratum appears in Arch Gen Psychiatry 2005;62:768]. Arch Gen Psychiatry 2005;62:593-602

2 NIDA. 2021, August 3. Introduction. Retrieved from <https://www.drugabuse.gov/publications/principles-adolescent-substance-use-disorder-treatment-research-based-guide/introduction> on 2021, November 19

3 Child and Adolescent Health Measurement Initiative. 2019 National Survey of Children's Health (NSCH) data query. Data Resource Center for Child and Adolescent Health supported by the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau (MCHB). Retrieved [10/12/21] from [www.childhealthdata.org].

4 Holzer C and Nguyen H. Estimation of Need for Mental Health Services. 2014

5 California Health Care Almanac, California Health Care Foundation, March 2018, <https://www.chcf.org/wp-content/uploads/2018/12/MentalHealthCA2018.pdf>

6 UCLA Center for Health Policy Research, Los Angeles, CA. AskCHIS 2021. Likely has had serious psychological distress during past year (California). Available at <http://ask.chis.ucla.edu>. Accessed on December 12, 2022.

emotional or mental health problems, including feeling sad, anxious, or nervous (Table 1). There was disproportionately higher need among AIAN (54%), multiracial (43%), and Black or African American (39%) teenagers.⁷ However, only 21% of all teenagers in California received psychological or emotional counseling. Lack of accessibility to mental health services is also exacerbated among LGBTQ youth. Based on the National Survey on LGBTQ Youth Mental Health, in 2021, 48% of LGBTQ youth wanted mental health counseling, but were unable to receive it.⁸ The intersectionality of race and ethnicity with gender identity is shown in national data. LGBTQ youth who identify as Native or Indigenous have the highest incidence of suicidal ideation (52%), followed by multiracial and LGBTQ youth (48%), Black and LGBTQ youth (47%), and Latino and LGBTQ youth (43%).⁹ This data highlights the gaps in mental health services and challenges in accessing services, which may include stigmatization of mental health. Furthermore, the gaps and challenges related to mental health are more prevalent among minoritized and marginalized youth. However, there is currently a lack of data on mental health stigma among youth in California. Understanding stigma will be critical to the proposed work, and in turn, can begin to fill the gaps in data on mental health related stigma across different populations of youth in California.

7 UCLA Center for Health Policy Research, Los Angeles, CA. AskCHIS 2021. Teen needed help for emotional/mental health problems (California). Available at <http://ask.chis.ucla.edu>. Accessed on December 12, 2022.

8 The Trevor Project. (2021). 2021 National Survey on LGBTQ Youth Mental Health. West Hollywood, California: The Trevor Project.

9 The Trevor Project. (2021). 2021 National Survey on LGBTQ Youth Mental Health. West Hollywood, California: The Trevor Project.

Table 1: Psychological distress and need for emotional and mental health support among youth in California in 2021

	Total	American Indian / Alaska Native	Asian	Black or African American	White	Other single race	Two or more races	Latino
Psychological distress								
Likely experienced serious psychological distress in the last year	33.9%	42.1%	31.5%	36.2%	35.2%	27.1%	37.6%	31.3%
Not likely to experience serious psychological distress in the last year	66.1%	57.9%	68.5%	63.8%	64.8%	72.9%	62.4%	66.1%
Need for emotional or mental health problems								
Needed help in the last year	36.7%	53.5%	29.5%	39.2%	38.2%	29.9%	43.4%	32.4%
Did not need help in the last year	63.3%	46.5%	70.5%	60.8%	60.8%	70.1%	56.6%	67.6%

Data source: California Health Interview Survey (CHIS) 2021 “Likely has had serious psychological distress during past year” and “Teen needed help for emotional/mental health problems.”

We can and must do more to prevent the circumstances that lead to these challenges by focusing on strategies that strengthen protective factors and support the social and emotional well-being of ALL of California’s children and youth. Considering the need and urgency, lessons learned from this effort can guide and build more effective public education and change campaigns, appropriately resourced, to reach and impact California’s populous and diverse state.

The campaign will take a strategic and effective public health approach to behavioral health led by California Department of Public Health (CDPH) Office of Health Equity, which will be referred to as CDPH in this document; with support from the Office of the Surgeon General (OSG) and close collaboration with the Department of Health and Children’s Services (DHCS) among other agencies and departments participating in this initiative. The Office of Health Equity (OHE) and the new Office of Suicide Prevention (OSP) will play important roles ensuring efforts are developed and implemented through a lens of reducing disparities, addressing inequities, and advancing mental health equity.

This initiative will initially focus four key strategic areas and encompass twenty workstreams managed by one or more CalHHS departments or offices. This includes ACEs and Toxic Stress campaigns in partnership with OSP, to raise awareness about prevention, recognizing the signs and selfcare strategies, *and* trauma informed training for educators in partnership with the OSG. CYBHI will serve as a catalyst for reimagining the systems that support behavioral health equity for children and youth and create synergistic partnerships and integrated strategies across sectors and programs to ensure children and youth needs are centered, and equity in access and outcomes are advanced. This is a tremendous opportunity to make a long-term impact on the health and well-being of California's children and youth.

One commonly measured downstream outcome of poor mental health is suicide. While there are various actionable upstream factors, such as improved accessibility and stigma reduction, monitoring suicide incidence is important for public health surveillance and an understanding of youth health outcomes. In 2019, 9.2% of Californian high school students attempted suicide. Suicide attempts were significantly higher among gay, lesbian, or bisexual teenagers (25.8%) and bisexual teenagers (23.7%) compared to heterosexual teenagers (6.6%).¹⁰ Furthermore, from 2019 to 2020, the rate of youth suicide deaths in California only increased among Black youth and Hispanic youth, whereas the rate of suicide stayed the same or decreased among other racial and ethnic populations. Black youth in California experienced the greatest increase in rate of suicide deaths from 9.7 per 100,000 in 2019 to 12.3 per 100,000 in 2020 (28% increase). Hispanic youth experienced a 2% increase in the rate of suicide deaths from 5.5 to 5.6 per 100,000.¹¹ National data on suicide incidence further highlight racial and ethnic disparities in suicide attempt among LGBTQ youth. In 2021, 31% of Native or Indigenous and LGBTQ youth, 21% of Black and LGBTQ youth, and 18% of Latino and LGBTQ youth attempted suicide in the US.¹²

In 2011 – 2012, California launched a multi-year statewide effort to prevent suicide, reduce stigma, discrimination, and improve student mental health, known as the Prevention and Early Intervention (PEI) Statewide Projects. Using Mental Health Services Authority (MHSA) funds, the counties through CalMHSA (joint power authority) implemented over 30 different programs and two social marketing campaigns. These efforts were comprehensively studied by RAND and demonstrated significant promise, including an analysis of the costs that could be saved by preventing the negative outcomes associated with not receiving behavioral health care until a crisis, including school dropout, hospitalization, incarceration, homelessness and even death by suicide.

In 2016 when RAND assessed the impact of the effort, they documented increased knowledge, skills, and awareness, but noted that to achieve behavior

10 Centers for Disease Control and Prevention (CDC). 2019 High School Youth Risk Behavior Survey Data (California). Available at <http://yrbs-explorer.services.cdc.gov/>. Accessed on December 12, 2022.

11 California Department of Public Health (CDPH) Suicide Prevention Program (2021). California Suicide and Self-Harm Trends in 2020. Available at <https://www.cdph.ca.gov/Programs/CCDC/DCDC/SACB/CDPH%20Document%20Library/Suicide%20Prevention%20Program/SuicideAndSelfHarmIn2020-DataBrief-ADA.pdf>

12 The Trevor Project. (2021). 2021 National Survey on LGBTQ Youth Mental Health. West Hollywood, California: The Trevor Project.

change, efforts would need to be sustained. As RAND noted “California’s progress toward broader goals, including reducing suicide, improving early receipt of needed services, reducing discrimination, and avoiding some of the negative social and economic consequences associated with mental illness — will require a long-term commitment to a coordinated PEI strategy that is continuously informed by population needs, evidence regarding promising and best practices, and indicators of program performance and quality.” Considering the need and urgency, lessons learned from this effort can guide and build more effective public education and change campaigns which are appropriately resourced to reach and impact California’s populous and diverse state.¹³

CDPH will play an important role to ensure efforts are developed and implemented through a lens of reducing disparities and addressing inequities particularly for children and youth who are part of communities that are historically unserved, underserved, and inappropriately served. The five priority populations, include but is not limited to children and youth from the following communities:

- African Americans/Black
- Native Americans
- Asians and Pacific Islanders
- Latinos
- Lesbian, Gay, Bisexual, Transgender, Queer and Questioning
- Special considerations to be made for transition-age youth, persons with disabilities, and those living in rural areas.

CDPH may identify additional population groups as needed.

The statewide comprehensive campaigns must be created in partnership with youth advisory group(s), caregivers, community-based organizations, and build on existing local efforts that are culturally and linguistically appropriate. In addition, the campaigns must promote the mental, emotional, and behavioral (MEB) wellness of individuals, families, and communities in maintaining nurturing environments, including initiatives to support those at risk or in need; raise awareness and reduce public stigma; negative stereotypes and prejudices that result in discrimination against children and youth with mental health conditions; and highlight effective community practices that address topics related to mental health and wellness and ways to support help-seeking behaviors without stigma.

CDPH recognized the importance of engaging our community partners in this initiative and their input were critical to ensuring that they, (children, youth, caregivers, and their communities), are not only part of co-designing campaigns but are meaningfully engaged. To inform this Solicitation, CDPH engaged community partners to ensure their voices were centered throughout the process as well as partnered with trusted organizations who worked closely with youth from the five priority populations.

¹³ RAND published dozens of studies on the PEI statewide project which are summarized in this report - https://www.rand.org/pubs/research_briefs/RB9917.html

In 2021 – 2022, CDPH conducted the following activities:

- a. Created an internal subject matter expert (SME) group made up of 17 leaders across various sectors to conduct an internal landscape analysis of internal behavioral health projects within CDPH.
- b. Conducted external landscape analysis of best practices in successful public education campaigns co-designed with youth and landscape analysis of similar campaigns and initiatives both domestically and internationally.
- c. Created an external advisory committee subject matter expert (SME) group called Brain Trust, an advisory committee comprised of eight subject matter experts. The Brain Trust's valuable feedback to date has informed the design of community partner engagement and ensured that diverse community partners are met with respect and community-based evidence is used to measure the success of the campaigns. CDPH recognizes that ensuring the meaningful engagement of children, youth, caregivers, and communities to increase behavioral health literacy and reduce stigma is crucial while simultaneously acknowledging the criticality of having objective and impartial subject matter experts give feedback throughout the lifespan of this youth-centered initiative. The Brain Trust's feedback helped ensure this initiative continues to be designed for and by youth as well as empower caregivers and communities to support children and youth behavioral health in a stigma free environment. CDPH and the Brain Trust members convened bi-monthly; their advice and feedback allowed for rapid, efficient, and objective assessment of stakeholder engagement throughout the Solicitation process.
- d. Conducted introductory meetings and listening sessions with community partners supporting youth and parents from five priority populations.
- e. Partnered with two community-based organizations who conducted focus groups in English and Spanish with youth and parents with lived experience to hear about their perspectives on stigma, accessing behavioral health care, improving equity in mental health services statewide, and public health education campaigns.

2. Purpose

The purpose of this solicitation is for CDPH to receive proposals from qualified multimedia agencies to conduct statewide public education and change campaigns that are co-designed for and by youth to raise behavioral health literacy for children, youth, caregivers, and their communities in California. The selected Contractor is responsible for creating statewide media campaigns based on Exhibit A, entitled "Scope of Work." This solicitation and subsequent contract is exempt from Part 2 (commencing with Section 10100) of Division 2 of the Public Contract Code. This solicitation herein after will be referred to within this document and any appendices, as **Solicitation (#23-10481)**.

The selected Contractor will be required to produce and deploy impactful multicultural and multilingual media campaigns on 1) education and awareness to change the perception of children and youth mental, emotional, and behavioral health (MEB), including substance use disorders and wellness 2) education and awareness of mental health stigma, discrimination and strategies to advance mental health equity, tackle disparities, inequities, and promote a stigma free environment 3) education and awareness of effective community practices to support help-seeking behaviors without stigma 4) provide technical and media support to local and community partners.

The campaign must provide culturally and linguistically appropriate, scientifically accurate information, to California children, youth, caregivers from five priority populations.

The campaigns media placement must reach the intended audiences and its success will be measured by the extent in which there is:

- awareness of the campaigns, and an awareness of the importance of MEB in the audience's lives, lives of others they care about, and lives of those in their communities:
- increased knowledge from the intended audience of environmental factors that contribute to MEB concerns
- increased hope from the intended audience that MEB concerns can improve
- reduced stigma associated with MEB concerns
- increase in the number of intended audience members seeking support for MEB concerns
- quantitative and qualitative evidence from CBOs that they were partners in the design process
- quantitative and qualitative evidence from CBOs that they were connected to a larger network as a result of the campaigns
- quantitative and qualitative evidence from children, youth, caregivers, families, and communities, that they were partners in the design process
- quantitative and qualitative evidence from children, youth, caregivers, families, and communities, that the campaigns were culturally, linguistically and age appropriate

3. Goals and Objectives

CDPH seeks a dynamic multimedia agency (hereafter, “Contractor”) with strong, full-service advertising capabilities that can produce effective multicultural and multilingual media strategy campaigns. The Contractor must be exceptionally strategic to handle CDPH’s integrated media account and help navigate future challenges and opportunities. The media campaign must be multi-platform and integrated to maximize effectiveness and be responsive to changes in the media marketplace and consumer behavior.

The Contractor must have strong project management skills and the ability to manage a team of subcontractors, extensive knowledge of the diverse California media market, capability to provide innovated products and services with key competencies in advertising, public relations, media engagement and placement, creative and message testing, production, and evaluation to address CDPH’s priorities.

The selected Contractor will also be required to create, develop, and promote CDPH’s integrated digital assets, owned properties, social media efforts, overall branding, and incorporate existing campaigns, including CDPH’s community-based organizations micro campaigns and campaigns from other state and national ongoing/forthcoming behavioral health education and awareness programs.

The contractor must partner with youth advisory groups, caregivers, and community-based organizations from the five priority populations through work groups to align plan priorities, metrics, and outcomes. Those metrics should utilize community-based evidence and emphasize impacted communities’ knowledge, attitudes, behaviors, and include youth in the evaluation process. The Contractor must provide technical and media support to local and community partners, demonstrate strong knowledge and connections to these communities and facilitate the co-development and dissemination of the campaigns.

The selected Contractor will develop and implement a statewide media campaign to reach children, youth, families, caregivers, communities, and the public to: Reduce stigma around mental, emotional, behavioral health and substance use disorder and to increase help seeking behavior and wellness support. Messaging for the priority population must be age appropriate and reach the priority population; ages 0-25, children, youth, transitional age youth (TAY), caregivers, and communities’ awareness and education.

The selection process for this Solicitation will focus on proposers’ strategic planning capabilities, creative breadth, specialized services capacity, cost efficiency, and the ability to prioritize relevant populations and communities through a strategic media plan. The services provided shall be strategic and cost-efficient, maximizing outreach to all priority audiences. CDPH intends to make a single contract award to the most responsive and responsible firm earning the highest score. This procurement is open to all eligible firms and/or individuals that meet the qualification requirements, including commercial businesses,

nonprofit organizations, State, or public universities (including auxiliary organizations) and other entities.

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

B. Who May Submit a Proposal

The minimum required qualifications for proposers include:

- Currently operating, full-service, multimedia advertising and/or social marketing agency with minimum annual gross billings of \$11 million, which may include media placement billings for agency clients completed by an external media buying service, in at least two (2) of the past three (3) years.
- California-based, full-service office(s) with a minimum of 50 full-time employees; not including sub-contractors.
- Minimum of three (3) of the past five (5) years' experience working with community-based organizations, youth advisory groups, parents and/or caregivers, and from the five priority populations. The five priority populations, include but is not limited to children and youth from the following communities: African Americans/Black, Native Americans, Asians and Pacific Islanders, Latinos, and Lesbian, Gay, Bisexual, Transgender, Queer and Questioning communities with special considerations made to transition-age youth, persons with disabilities, and those living in rural areas.

These preliminary eligibility requirements must be certified by the proposer as further described in Section II, Proposal Submission.

Each agency may submit only one proposal. More than one proposer with the same 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 advertising agencies.

Subcontractors may participate in more than one bidding proposal.

C. Contract Term

1. The anticipated term is two (2) years and 6 months: December 1, 2023 to June 30, 2026 or upon final approval. The contract term may change if CDPH makes an award earlier than expected or if CDPH cannot execute the agreement because of unforeseen delays.
2. The resulting contract will be of no force or effect until signed by both parties. The Contractor is hereby advised not to commence performance until the contract is fully executed. Should performance commence before all approvals are obtained, and the contract is not fully executed, said services may be considered to have been volunteered.

D. Anticipated Funding

1. It is estimated that up to \$45 million may be available for the contract term. The actual funding amount may be lower.
2. Funding for each fiscal year (FY) is subject to annual appropriation of revenues by the State Legislature and approval by the Governor. If full funding does not become available, CDPH will terminate or amend the agreement to reflect reduced funding and reduced deliverables.

E. Scope of Work

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.

F. Subcontractors

Given the rich diversity of California, it is anticipated the successful Contractor will most likely need to subcontract with one or more agencies with demonstrated knowledge, experience, and marketing capacity to effectively reach targeted ethnic communities and/or provide other specialty advertising services. CDPH also realizes that many multimedia/advertising agencies rely on a media-buying service in order to offer cost -competitive pricing for its clients.

If the Contractor does not have the full-service capabilities to effectively accomplish all components of the SOW, they are required to identify proposed subcontractors and note which subsidiaries are owned by the same holding company, as applicable.

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.

If a proposed subcontractor is denied, or if the selected Contractor does not, to the satisfaction of CDPH, demonstrate their internal capabilities to address a specific target market or specialized service and meet CDPH’s needs at any time during the contract, the selected Contractor may be required to procure a subcontractor or consultant through a separate competitive process.

G. Nonexclusive Rights

CDPH does not grant the selected Contractor the exclusive rights to provide all advertising services during the contract period. CDPH reserves the right to acquire advertising and/or media services from other agencies without infringing upon, nor terminating, the awarded contract.

The successful proposer must collaborate with existing and future CDPH contractors, including public relations and advertising agencies, subcontractors, and consultants.

H. Solicitation Timeline

Below is the schedule and Key Action dates for this Solicitation:

Event	Date*	Time (Pacific)
Solicitation Released	Sept. 1, 2023	-
Deadline for Questions	Sept 8, 2023	3:00 pm PST
Response to Questions Posted	Sept. 15, 2023	5:00 pm PST
Mandatory Non-Binding Letter of Intent	Sept. 19, 2023	3:00 pm PST
Proposals Due Date	Sept. 29, 2023	3:00 pm PST
Presentations	Oct. 30-Nov. 1, 2023	-
Post Notice of Intent to Award	Nov. 3, 2023	5:00 pm PST
Appeal Deadline	Nov. 13, 2023	3:00 pm PST
Expected Start Date of Contract	Dec. 1, 2023	-

*CDPH reserves the right to amend dates at any time during the Solicitation process.

It is the proposers’ responsibility to check for notices and addenda for this Solicitation throughout the process on [CDPH Child and Youth Behavioral Health Initiative \(ca.gov\)](https://www.cdph.ca/Programs/CID/DCDC/Pages/Imz/Pages/ChildandYouthBehavioralHealthInitiative.aspx)

I. Questions and Responses

All questions regarding this Solicitation, including clarification on materials, instructions or requirements, must be submitted by the deadline indicated in the Solicitation Timeline to the following email address: CYBHIMedia@cdph.ca.gov Please include "CDPH Solicitation 23-10481" in the subject line.

1. How to Submit Questions for this Solicitation:

- a. Verbal questions will not be accepted. All questions must be transmitted in written form.
- b. Submit written questions or errors by email to CYBHIMedia@cdph.ca.gov by the date and time specified in the Solicitation Timeline. CDPH will send an email to confirm receipt of written questions.

2. What to Include in an Inquiry:

- a. Name of inquirer, name of the organization represented, mailing address, and telephone number, and email address.
- b. A description of the subject, concern, issue in question, or Solicitation discrepancy found.
- c. Solicitation section, page number, and other information useful in identifying the specific problem, concern, or issue in question.
- d. Proposed remedy sought or suggested, if any.

3. Response to Questions:

All relevant questions and responses will be posted at [CYBHI Website](#) by the deadline indicated in the Solicitation Timeline.

- a. CDPH reserves the right to accept or reject individual questions and to only answer questions considered relevant to this Solicitation.
- b. At its discretion, CDPH may consolidate and/or paraphrase similar or related inquiries.
- c. Questions received through the process outlined will be published on the [CYBHI program website](#) on the date identified in Solicitation Timeline.
- d. CDPH may issue an addendum to address errors in the Solicitation until the application submission deadline. These will be posted on the [CYBHI program website](#). It is the responsibility of the proposer to monitor the [CYBHI program website](#) for addenda issued.

J. Mandatory Non-Binding Letter of Intent

All Proposers intending to submit a proposal are **required** to submit a letter notifying CDPH of its intent to submit a proposal. The Letter of Intent is not binding and Proposers submitting a letter are not required to submit a proposal. A sample of the Letter of Intent is provided in (Attachment 1).

Email the signed Letter of Intent to CYBHIMedia@cdph.ca.gov no later than the date and time listed in Solicitation Timeline. Please include “CDPH Solicitation 23-10481” in the subject line.

Bids received without a corresponding Letter of Intent will be considered non-responsive and summarily rejected without review.

K. News Releases and Social Media

During the solicitation process proposers may not issue any news release nor make any statements to any news media and/or post through any social media channels pertaining to, this Solicitation, proposal, the contract, or resulting work without written approval by CDPH.

II. PROPOSAL SUBMISSION

This section contains the Solicitation instructions for scoring. **See Section IV: Submission Requirements for instructions on formatting requirements.**

A. Eligibility and Capabilities Requirements

Proposal Scoring Scale:

Scoring Breakdown	Maximum Points Available	Maximum Points Available for the Cumulative Score
Stage 1 Eligibility Documents (Attachments 2-5)	Pass/Fail	Pass/Fail
Stage 2 Executive Summary and Agency Capabilities (Attachments 6 and 7)	85	85
Financial Package and Client References (Attachments 8-12)	45	130
Stage 3 Presentations	70	200

See Section III, Evaluation Criteria, for details on the scoring criteria.

Proposers must receive a Pass score on Eligibility Documents in order to advance to Stage 2. At the completion of scoring Stage 1 and 2 proposers will be notified in writing as to whether they qualify to continue to Stage 3: Presentations. The proposal with the highest cumulative will be awarded the contract.

1. Stage 1: Eligibility Documents

Items 1 through 4 will be used to determine eligibility and will be scored on a pass/fail basis. Complete and sign in blue ink Eligibility Documents. Place all documents in the Appendix Section of the proposal.

a. Proposal Cover Page (Attachment 2)

A person authorized to bind the proposer must sign the “Proposal Cover Page” with an original signature in blue ink. If the proposer is a corporation, a person authorized by the Board of Directors to sign on behalf of the Board must sign the “Proposal Cover Page.”

b. Certification of California Office and Gross Billings (Attachment 3)

Complete and sign the “Certification of California Office and Gross Billings” Form in blue ink, certifying that the proposer has a currently operating, full-service California-based office, capable of providing services under the proposed contract for the term of the contract and at least 50 employees.

Provide certification that the agency had at least \$11 million in gross billings per year in two of the three years prior to 2023 from its California-based office(s) that would provide services to CDPH. Include the agency’s actual gross billings for each year and indicate whether they are on a calendar or fiscal year basis.

c. Guaranty (Attachment 4)

Complete and sign the “Guaranty” from the agency or parent corporation, if the agency is a subsidiary, which ensures that all obligations of a contract awarded from this Solicitation would be performed, the proposer is financially stable and solvent, and has adequate cash reserves to meet all financial obligations while awaiting reimbursement from the state.

d. Conflict of Interest Certification (Attachment 5)

- i. Any firm that intends to submit a proposal is required to certify that the proposing firm:
 - 1) Is not currently involved with or connected to the California Department of Public Health in either a contracting or decision-making capacity and/or engaging in the exchange of information, and
 - 2) Understands that the conflict-of-interest requirements shall remain in effect for the entire term of the resulting agreement.
- ii. If a conflict of interest is determined to exist that cannot be resolved to the satisfaction of CDPH, before the award of the contract, the conflict will be grounds for deeming a proposal nonresponsive.
- iii. Proposers must assess their own situation according to the Conflict-of-Interest Compliance Certification information. Complete, sign, and attach any required documentation according to the instructions on the attachment.

2. Stage 2: Executive Summary and Agency Capabilities

Complete an executive summary and response for Agency Experience and Strengths and Advertising Effectiveness. Do not simply restate or paraphrase information in this solicitation.

Note: See Section IV, Submission Requirements, for narrative format requirements.

Scoring: The maximum score 85 points.

a. Executive Summary (3 pages maximum)

Describe in the Proposer's own words, an understanding of CDPH's needs and the importance of this project, the tangible results that are expected to be achieved, a sincere commitment to perform the scope of work in an efficient and timely manner. How this project will be effectively integrated into the proposing firm's current obligations and existing workload. Why the proposing firm should be chosen to undertake this work at this time.

b. Agency Capabilities

i. Agency Experience and Strengths (six pages maximum)

- 1) Agency Experience: Describe your agency's capability and experience at performing the following services: account and project management, market research, strategic planning, media planning and buying, creative development, production expertise, talent negotiations and tracking, production and media quality assurance, public relations, project collaboration and engagement with youth and community based organizations and other agencies, and expertise tracking key trends and issues in advertising, public relations and social marketing. Describe your agency's experience with making campaign and related resources American with Disabilities Act (ADA) compliant.
- 2) Agency Strengths: Describe the strengths of your agency, including historical accomplishments, unique services, account leadership, and experience working on accounts with similar size and scope. Describe in detail key contributions your agency would bring to CDPH and why your agency should be considered for this contract.
- 3) Multicultural and Ethnic Experience: Describe the experience and expertise of your agency, or that of your proposed subcontractors, at successfully reaching multicultural or ethnically diverse communities in California, including the utilization of in-language

media. Include research, planning, execution, and evaluation processes as they relate to client needs and objectives.

- 4) Localized Community Experience: Describe your agency's experience working with community-based organizations, youth advisory groups, parents and/or caregivers from the five priority populations.
- 5) Digital and Social Media Experience: Describe your agency's capacity and capability for strategic and creative digital media executions, including web development and social media efforts. Describe your agency's experience in this area and give a detailed example of your agency's work.
- 6) Collaboration Experience: Identify any proposed subcontractor(s). Describe their role(s) at what point you involve them in the proposed scope of work activities. Describe why their agency was selected. List any past clients you have shared with proposed subcontractors and examples of past collaboration with proposed subcontractors.

ii. Advertising Effectiveness (four pages maximum)

- 1) Strategic Services: Describe your agency's experience in creating an annual strategic communications plan, including the steps you take to create the plan and the client's collaborative involvement in the process.
- 2) Research and Evaluation: Describe your agency's research, development, strategic planning, and evaluation processes. Include in your description whether these functions are normally performed in-house or by a subcontractor or consultant. Describe your agency'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. Describe what your agency identifies as key performance indicators (KPIs) of a campaign and provide an example of how it has been established for a client. Discuss how evaluation is approached for non-sales based accounts, discuss how your client's KPIs of brand awareness, image, and/or changing of cultural norms were evaluated.
- 3) Substantiation Services: Describe how your agency analyzes and substantiates the factual content of ads. Include the name of the person or firm who is designated to review ads for legal compliance and briefly describe their qualifications.

- 4) **Media Management:** Describe your agency's capabilities and strengths in media research, planning, buying, monitoring and overall stewardship of your clients' funds. Please make sure you address traditional as well as digital media, as applicable. If all, or a certain portion, of your clients' media is not planned or purchased by your agency, please indicate with whom the agency works in this regard and how that process becomes seamless for the client. Please describe your agency's, or your media buying agency's, overall buying strength.

iii. Advertising Agency and Subcontractor Fact Sheet (Attachment 6)

- 1) Complete the Fact Sheet for the agency.
- 2) If proposing any subcontractors, a Fact Sheet must be provided for each proposed subcontractor.

iv. Proposed Account Staffing Chart (Attachment 7)

Complete the Proposed Account Staffing Chart of the proposed primary account staff who will be assigned to the CDPH account, including proposed subcontractor staff. Include the following information on the proposed account staff:

- 1) Brief description of duties as related to the CDPH account.
- 2) Proposed percentage of time to be dedicated to the CDPH account.
- 3) Specific training or expertise that is relevant and would be helpful to the CDPH account.
- 4) Identify any vacancies or positions which would be filled or created upon award of the CDPH account. Indicate percentage of time to be dedicated to the CDPH account and their role.

3. Stage 3: Financial Package and Client References

Provide a general overview of the format and expectations of the Financial Package and client references.

Scoring: The maximum score 45 points.

B. Financial Package

Each proposer must submit two (2) copies of the financial documents in a separate, sealed envelope marked “Financial Records,” the agency’s name, and “CDPH Solicitation # 23-10481.” CDPH reserves the right to require any additional information necessary to determine the financial integrity and stability of a proposer.

1. Agency Cost Proposal (Attachment 8)

Instructions: Complete the Agency Cost Proposal, demonstrating cost-effective and cost competitive services at the best value for the services proposed.

2. Proposed Budget Summary (Attachment 9).

Instructions: Complete the Proposed Budget Summary demonstrating an understanding of CDPH priorities and the requirements of the SOW. Complete both tabs in attachment 9, following instructions.

3. Financial Records

Audited statements for the most recent calendar or fiscal year are required. If audited financial statements are supplied, all noted audit exceptions must be explained. If audited financial statements are not available, CDPH will accept accrual basis financial statements prepared by a proposer’s financial accounting department or an accounting firm along with copies of the federal tax return filed with the Internal Revenue Service for the most recent year. A statement signed in blue ink by a proposer’s Chief Financial Officer certifying that the financial statements are accurate and complete must accompany all financial statements.

Financial records of all proposers received by CDPH will be destroyed at the time of Contract Award.

4. Other Required Information

Complete the “Bankruptcy and Litigation Disclosure” (Attachment 10), and “Contractor Certification Clauses (CCC-307)” (Attachment 11) Forms.

5. Client References form (Attachment 12)

List three clients served in the past three years for which your firm provided similar services. At least one must be of similar account size. List the most recent first. CDPH may verify with CDPH offices to which you have provided services, currently or in the past.

C. Presentations

Up to three (3) proposers with the highest scores will advance to presentations. They will be contacted to schedule a time for a presentation. Detailed instructions

will be provided to the invited participants upon notification. Presentations will be conducted before a review panel. An assignment will be sent separately to all proposers. The agency may be asked to present speculative creative.

Scoring: The maximum score is 70 points.

III. EVALUATION CRITERIA

This section contains the evaluation criteria and 200 possible points that can be earned for the proposal and presentation requirements.

Evaluation Criteria: Eligibility and Capabilities Requirement	Points <i>85 points possible</i>
Eligibility Documents	Pass/Fail
Proposal Cover Page, Certification of California Office and Gross Billing Form, Guaranty, Conflict of Interest Certification	
Executive Summary and Agency Capabilities	Points <i>85 points</i>
<p>Executive Summary:</p> <ul style="list-style-type: none"> a. An understanding of CDPH’s needs and the importance of this project, b. Tangible results that are expected to be achieved. c. Sincere commitment to perform the scope of work in an efficient and timely manner. d. Project will be effectively integrated into the proposing firm’s current obligations and existing workload. e. Explains why agency should be chosen to undertake this work at this time. 	

Agency Experience and Strengths:

- a. Capability and experience at performing the services necessary to meet the requirements of the SOW.
- b. Strengths of their agency, including historical accomplishments, unique services, account leadership, and experience working on accounts with similar size and scope. Describes in detail key contributions the agency would bring to CDPH and why they should be considered for this advertising contract.
- c. Describes project personnel capabilities and experience.
- d. Describes experience and expertise of the agency and that of the proposed subcontractors at successfully reaching multicultural or ethnically diverse communities in California, including the utilization of in-language media. Includes research, planning, execution, and evaluation processes as they relate to CDPH's needs and objectives.
- e. Experience working with community-based organizations, youth advisory groups, parents and/or caregivers, and from the five priority populations.
- f. Demonstrates capability for strategic and creative digital media executions, including web development and social media efforts and provides a detailed example of their work.
- g. Identifies and describes all subcontractor's role(s) and why they were selected. Shared examples of past collaboration with proposed subcontractors.
- h. Experience with ADA compliances.

Advertising Effectiveness:

- a. Experience in research, strategic planning, creative development, and evaluation processes.
- b. Experience in creating a strategic communications plan, including the steps you take to create the plan and the client's collaborative involvement in the process.
- c. Analyzes and substantiates the factual content of ads and/or other related material.
- d. Capabilities and strengths in media research, planning, buying, monitoring and overall stewardship of your clients' funds.
- e. Demonstrates experience and processes in place for evaluating the efficacy of strategies of advertising campaigns at various stages of development and placement.

<p>Advertising Agency Fact Sheet:</p> <ul style="list-style-type: none"> a. Has a broad range of accounts with a specific focus on cause-related marketing, a health focus and/or targeted outreach. b. Capability and experience to purchase media in different outlets, either in-house or through a media buying service. Note: Proposers will not be penalized for the use of a media buying service. c. Demonstrates experience in reaching ethnic, economic, and/or culturally diverse populations. d. Has strong experience, knowledge, and capacity to provide digital services (online advertising, social media, etc.). <p>Proposed Account Staffing:</p> <ul style="list-style-type: none"> a) The proposer demonstrates commitment to this campaign by identifying adequate and highly capable staff who have the expertise, training, skills, and experience consistent with needs identified in the SOW. b) The proposed percentage of time dedicated to the account is sufficient to meet the needs identified in the advertising SOW. c) The proposer clearly identifies vacancies that would be filled or positions that would be created to service the account, including the time dedicated and role. 	
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Evaluation Criteria: Financial Package and Client References	Points <i>45 points possible</i>																
Cost Proposal																	
<p>CDPH will employ the following formula: Lowest bid / Bidder being evaluated) = % x Total Points.</p> <p><i>Example:</i></p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 25%;"></th> <th style="width: 25%;">Total Cost Proposal</th> <th style="width: 25%;">%</th> <th style="width: 25%;">Points Awarded</th> </tr> </thead> <tbody> <tr> <td>Submital 1</td> <td>\$500,000</td> <td>1.0</td> <td>40</td> </tr> <tr> <td>Submital 2</td> <td>\$550,000</td> <td>0.91</td> <td>36</td> </tr> <tr> <td>Submital 3</td> <td>\$575,000</td> <td>0.87</td> <td>35</td> </tr> </tbody> </table>		Total Cost Proposal	%	Points Awarded	Submital 1	\$500,000	1.0	40	Submital 2	\$550,000	0.91	36	Submital 3	\$575,000	0.87	35	40
	Total Cost Proposal	%	Points Awarded														
Submital 1	\$500,000	1.0	40														
Submital 2	\$550,000	0.91	36														
Submital 3	\$575,000	0.87	35														
Client References																	
<ul style="list-style-type: none"> a) The proposer demonstrates overall client satisfaction and account management capabilities yielding satisfactory references from other agency clients of a similar size and scope. 	5																

Presentations	Points <i>70 points possible</i>
Presentations	
<ul style="list-style-type: none"> a) The proposer shows strengths in all aspects of research, planning, creative execution, and evaluation necessary to sustain a long-term advertising and public relations campaign with continued innovation. b) The proposer demonstrated an understanding CDPH needs in the assignment. c) The proposer and their subcontractors answered all CDPH questions satisfactorily. 	

IV. SUBMISSION REQUIREMENTS

A. Format Requirements

1. Copies Required

One (1) hard copy marked “original,” five (5) copies, and one (1) digital copy on a USB flash drive are required. Each copy of the proposal must be complete, including copies of all the required attachments and documentation submitted in the original. The additional copies may have photocopied signatures on attachments and throughout the document.

2. Narrative Format

a. In preparing a proposal response, all narrative portions should be straightforward, detailed, and concise. Do not restate or paraphrase information in this Solicitation. CDPH will determine the responsiveness of a proposal by its quality, not its volume or packaging. The proposer may choose how to bind the proposal (stapled, spiral, etc.).

b. Format the narrative portions of the proposal as follows. Failure to follow these requirements may disqualify your submission.

(i) Use Times New Roman, 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.

(ii) Print pages single-sided on letter size (8.5 by 11 inches) white paper with 1.5” spacing.

(iii) Use one-inch margins at the top, bottom, and both sides.

- (iv) 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.
- (v) 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.
- (vi) Have a person who is authorized to bind the proposing firm sign each Solicitation attachment that requires a signature in blue ink. Signature stamps are not acceptable.

B. Submission of Solicitation Materials

“Solicitation materials” means anything submitted by a proposer to CDPH in response to this Solicitation, including, but not limited to, written questions about this solicitation, and responses to any section. It is essential that proposers use the following address formats, exactly as shown, for submission of Solicitation materials:

U.S. Mail	Courier (e.g., FedEx)	Drop-off Please coordinate delivery two business days prior to drop-off by emailing: CYBHIMedia@cdph.ca.gov
California Department of Public Health P.O. Box 997377 MS 0022 Sacramento, CA 95899-7377 Phone: (916) 449-5500	California Department of Public Health MS 7206 1616 Capitol Avenue, Suite 74.516 Sacramento, CA 95814 Phone: (916) 449-5500	California Department of Public Health MS 7206 1616 Capitol Avenue, Suite 74.516 Sacramento, CA 95814

C. Importance of Meeting All Solicitation Deadlines

Proposers are responsible for the delivery of submissions to CDPH prior to the submission deadline. If the package tracking information indicates its arrival at CDPH by the deadline, the package will be considered to have arrived on time. Postal service postmarks, however, will not be accepted as proof of timely delivery. Faxed or electronic submissions will not be accepted.

This Solicitation has stated deadlines for submitting materials to CDPH and are strictly enforced. Submissions that are incomplete or received after the stated deadline will be returned to sender.

D. Property of CDPH

All submission materials will not be returned to the agency. 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

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.

F. Small Business and Disabled Veteran Business Enterprise (SB/DVBE) Participation

This solicitation is not subject to SB/DVBE participation requirements.

G. Economic Sanctions

Executive Order N-6-22 – Russia Sanctions On March 4, 2022, Governor Gavin Newsom issued Executive Order N-6-22 (the EO) regarding Economic Sanctions against Russia and Russian entities and individuals. “Economic Sanctions” refers to sanctions imposed by the U.S. government in response to Russia’s actions in Ukraine, as well as any sanctions imposed under state law. By submitting a bid or proposal, Contractor represents that it is not a target of Economic Sanctions. Should the State determine Contractor is a target of Economic Sanctions or is conducting prohibited transactions with sanctioned individuals or entities, that shall be grounds for rejection of the Contractor’s bid/proposal any time prior to contract execution, or, if determined after contract execution, shall be grounds for termination by the State.

V. CONTRACT AWARD

A. Letter of Intent to Award

Award of the contract will be to the most responsive and qualified proposer who earns the highest total Solicitation score. A Letter of Intent to Award identifying the selected contractor will be posted on the [CDPH CYBHI program website](#). All proposers 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
2. 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's determined to be in the best interest of the State.
3. 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.
4. Nonresponsive Proposals
A proposal may be deemed nonresponsive and subsequently rejected if any of the following occurs:
 - (a) At any time, a submission is received after the exact time and date set forth in the Solicitation Timeline, for receipt of each submission.
 - (b) The proposer fails to meet any of the eligibility requirements as specified in Minimum Eligibility Requirements. "The proposer fails to submit or fails to complete, and sign required Attachments as instructed in this Solicitation.
 - (c) The submission contains false, inaccurate, or misleading statements or references.
 - (d) The proposer is unwilling or unable to fully comply with the proposed contract provisions.
 - (e) The proposer supplies conditional cost information, incomplete cost information, or cost information containing unsigned/un-initialed alterations or irregularities.

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. The contract shall not be awarded until either the appeal has been withdrawn or CDPH has decided the matter. It is suggested that the Proposer submit any appeal by certified or registered mail. Only those submitting a proposal consistent with the requirements of this Solicitation and who reach the Presentations may appeal the contract award. There is no appeal process for proposals that are submitted late, noncompliant, or incomplete. The awarded Proposer may not appeal the contract award-funding amount.

2. A Proposer may appeal the award decision. The Proposer must submit a notice of intent to appeal to CYBHIMedia@cdph.ca.gov by 5:00 p.m. PT on the date listed in I. Introduction, H. Tentative Solicitation Timeline. 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)
California Department of Public Health P.O. Box 997377 MS 0022 Sacramento, CA 95899-7377	California Department of Public Health MS 7206 1616 Capitol Avenue, Suite 74.516 Sacramento, CA 95814 Phone: (916) 449-5500

3. The appeal will be reviewed by the Office of Health Equity (OHE) Deputy Director or designee. Appellants will be notified of decisions regarding the appeal in writing within 15 working days of the written material submitted.

4. The appeal shall be summarily dismissed if appellant fails to meet the timelines outlined in Section 2.

5. The decision of the Assistant Deputy Director or their designee shall be final. There is no further administrative appeal.

E. Contract Forms and Exhibits

State contract forms and Terms and Conditions exhibits are available at [CDPH CYBHI program website](#). Proposers should read these documents carefully to ensure that they will be able to comply with state contract terms. The terms and conditions in the contract forms and exhibits are not negotiable. The contract resulting from this Solicitation will be prepared on a “Standard Agreement” (Form STD 213).

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.

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.

F. Contractor Required Documents

Upon award of the contract, the Contractor will be required to complete and submit:

- a. The Payee Data Record (STD 204/STD205), to determine if the Awardee is subject to state income tax withholding pursuant to California Revenue and Taxation Code Sections 18662 and 26131. No payment shall be made unless a completed STD 204/ STD 205 has been returned to CDPH/CTCP.
- b. Page one (1) of the Contractor Certification Clauses (CCC) 4/2017.
- c. Evidence of \$1,000,000 commercial general liability insurance or a certification of self-insurance signed by the authority to bind the agency.
- d. Resumes of key employees to be part of Attachment 7.
- e. Any other documents required for the execution of the final agreement.

VI. ATTACHMENTS TABLE OF CONTENTS

To view the following documents, go to the [CDPH CYBHI program website](#) open the selected Attachment documents. If you have difficulty accessing any documents, please email CYBHIMedia@cdph.ca.gov.

- Attachment 1: Mandatory Non-Binding Letter of Intent
- Attachment 2: Proposal Cover Page
- Attachment 3: Certification of California Office and Gross Billings
- Attachment 4: Guaranty
- Attachment 5: Conflict of Interest Certification
- Attachment 6: Advertising Agency and Subcontractor Fact Sheet
- Attachment 7: Proposed Account Staffing Chart
- Attachment 8: Agency Cost Proposal
- Attachment 9: Proposed Budget Summary
- Attachment 10: Bankruptcy and Litigation Disclosure Client References
- Attachment 11: Contractor Certification Clauses (CCC-307)
- Attachment 12: Client References

VII. EXHIBITS and STANDARD FORMS

To view the following documents, go to the [CDPH CYBHI program website](#). If you have difficulty accessing any documents, please email CYBHIMedia@cdph.ca.gov.

STD 213:	Standard Agreement Form
Exhibit A:	Scope of Work
Exhibit B:	Budget Detail and Payment Provisions
Exhibit C:	General Terms and Conditions GTC307
Exhibit D:	Special Terms and Conditions
Post Award Document:	Payee Data Record, STD 204