



STATE OF ALASKA
Department of Health and Social Services
Division of Public Health
350 Main Street, Room 6
Juneau, AK 99811

Request For Proposals
RFP 2013-0600-1925
Date of Issue: **June 12, 2013**

Title and Purpose of RFP:

Mission 100: Tobacco Prevention and Control Outreach and Technical Assistance

The State of Alaska, Division of Public Health, Tobacco Prevention and Control Program (TPC) is seeking written proposals from qualified vendors to serve as a Mission 100: Tobacco Prevention and Control Outreach and Technical Assistance contractor. Mission 100 is the TPC's outreach program to achieve a 100% tobacco-free Alaska. The Mission 100 contract will work to extend the reach of the TPC program through outreach and technical assistance to grantee and non-grantee organizations across the state; expertise in tobacco prevention and control programming including Prevention, Cessation, Communication Interventions, and Health Equity are required.

Offerors Are Not Required To Return This Form.

Important Notice: If you received this solicitation from the State of Alaska's "Online Public Notice" web site, you must register with the procurement officer listed in this document to receive subsequent amendments. Failure to contact the procurement officer may result in the rejection of your offer.

Janice Neal
Procurement Officer
Department of Health and Social Services
Janice.Neal@alaska.gov

TABLE OF CONTENTS

1. SECTION ONE INTRODUCTION AND INSTRUCTIONS.....	4
1.01 RETURN MAILING ADDRESS, CONTACT PERSON, TELEPHONE, FAX NUMBERS AND DEADLINE FOR RECEIPT OF PROPOSALS.....	4
1.02 CONTRACT TERM AND WORK SCHEDULE.....	4
1.03 PURPOSE OF THE RFP.....	5
1.04 BUDGET.....	5
1.05 LOCATION OF WORK.....	5
1.06 HUMAN TRAFFICKING.....	6
1.07 ASSISTANCE TO OFFERORS WITH A DISABILITY.....	6
1.08 REQUIRED REVIEW.....	6
1.09 QUESTIONS RECEIVED PRIOR TO OPENING OF PROPOSALS.....	6
1.10 AMENDMENTS.....	7
1.11 ALTERNATE PROPOSALS.....	7
1.12 RIGHT OF REJECTION.....	7
1.13 STATE NOT RESPONSIBLE FOR PREPARATION COSTS.....	7
1.14 DISCLOSURE OF PROPOSAL CONTENTS.....	7
1.15 SUBCONTRACTORS.....	8
1.16 JOINT VENTURES.....	8
1.17 OFFEROR'S CERTIFICATION.....	8
1.18 CONFLICT OF INTEREST.....	9
1.19 RIGHT TO INSPECT PLACE OF BUSINESS.....	9
1.20 SOLICITATION ADVERTISING.....	9
1.21 NEWS RELEASES.....	9
1.22 ASSIGNMENT.....	10
1.23 DISPUTES.....	10
1.24 SEVERABILITY.....	10
1.25 FEDERAL REQUIREMENTS.....	10
2. SECTION TWO STANDARD PROPOSAL INFORMATION.....	11
2.01 AUTHORIZED SIGNATURE.....	11
2.02 PRE-PROPOSAL CONFERENCE.....	11
2.03 SITE INSPECTION.....	11
2.04 AMENDMENTS TO PROPOSALS.....	11
2.05 SUPPLEMENTAL TERMS AND CONDITIONS.....	11
2.06 CLARIFICATION OF OFFERS.....	11
2.07 DISCUSSIONS WITH OFFERORS.....	12
2.08 MINIMUM QUALIFICATIONS.....	12
2.09 EVALUATION OF PROPOSALS.....	13
2.10 VENDOR TAX ID.....	13
2.11 F.O.B. POINT.....	13
2.12 ALASKA BUSINESS LICENSE AND OTHER REQUIRED LICENSES.....	13
2.13 APPLICATION OF PREFERENCES.....	14
2.14 5 PERCENT ALASKA BIDDER PREFERENCE.....	14
2.15 5 PERCENT ALASKA VETERAN PREFERENCE.....	15
2.16 FORMULA USED TO CONVERT COST TO POINTS.....	15
2.17 ALASKA OFFEROR PREFERENCE.....	16
2.18 CONTRACT NEGOTIATION.....	17
2.19 FAILURE TO NEGOTIATE.....	17
2.20 NOTICE OF INTENT TO AWARD (NIA) — OFFEROR NOTIFICATION OF SELECTION.....	17
2.21 PROTEST.....	18

3. SECTION THREE STANDARD CONTRACT INFORMATION	19
3.01 CONTRACT TYPE	19
3.02 CONTRACT APPROVAL.....	19
3.03 STANDARD CONTRACT PROVISIONS.....	19
3.04 PROPOSAL AS A PART OF THE CONTRACT	19
3.05 ADDITIONAL TERMS AND CONDITIONS	19
3.06 INSURANCE REQUIREMENTS	19
3.07 BID BOND - PERFORMANCE BOND - SURETY DEPOSIT	20
3.08 CONTRACT FUNDING	20
3.09 PROPOSED PAYMENT PROCEDURES	20
3.10 CONTRACT PAYMENT	20
3.11 INFORMAL DEBRIEFING.....	20
3.12 CONTRACT PERSONNEL	20
3.13 INSPECTION & MODIFICATION - REIMBURSEMENT FOR UNACCEPTABLE DELIVERABLES.....	20
3.14 TERMINATION FOR DEFAULT	21
3.15 LIQUIDATED DAMAGES.....	21
3.16 CONTRACT CHANGES - UNANTICIPATED AMENDMENTS	21
3.17 CONTRACT ADDITIONS - ANTICIPATED AMENDMENT	21
3.18 CONTRACT INVALIDATION	21
3.19 NONDISCLOSURE AND CONFIDENTIALITY	22
4. SECTION FOUR BACKGROUND INFORMATION.....	23
4.01 BACKGROUND INFORMATION	23
5. SECTION FIVE SCOPE OF WORK	25
5.01 SCOPE OF WORK.....	25
6. SECTION SIX PROPOSAL FORMAT AND CONTENT	33
6.01 PROPOSAL FORMAT AND CONTENT.....	33
6.02 INTRODUCTION	33
6.03 UNDERSTANDING OF THE PROJECT	33
6.04 METHODOLOGY USED FOR THE PROJECT.....	33
6.05 MANAGEMENT PLAN FOR THE PROJECT.....	33
6.06 EXPERIENCE AND QUALIFICATIONS.....	33
6.07 COST PROPOSAL	34
6.08 EVALUATION CRITERIA.....	34
7. SECTION SEVEN EVALUATION CRITERIA AND CONTRACTOR SELECTION.....	35
7.01 UNDERSTANDING OF THE PROJECT (5 PERCENT)	35
7.02 METHODOLOGY USED FOR THE PROJECT (15 PERCENT).....	35
7.03 MANAGEMENT PLAN FOR THE PROJECT (15 PERCENT).....	35
7.04 EXPERIENCE AND QUALIFICATIONS (15 PERCENT).....	36
7.05 CONTRACT COST (40 PERCENT)	36
7.06 ALASKA OFFEROR PREFERENCE (10 PERCENT)	37
8. SECTION EIGHT ATTACHMENTS	38
8.01 ATTACHMENTS	38
OFFEROR’S CHECKLIST	39
PROPOSAL EVALUATION FORM	43
CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION LOWER TIER COVERED TRANSACTIONS	48

SECTION ONE INTRODUCTION AND INSTRUCTIONS

1.01 Return Mailing Address, Contact Person, Telephone, Fax Numbers and Deadline for Receipt of Proposals

Offerors must submit an **original and four, unbound copies of their proposal**, in writing, in a sealed envelope to the procurement officer. **Submit only one Cost Proposal in a separate, sealed envelope. No portion of the cost proposal shall be included within the body of the proposal.**

Include with your proposal packet a CD containing electronic copies of the Proposal and Cost Proposal as separate documents. Electronic documents should be no larger than 5MB each. Submissions must be addressed as follows:

Department of Health and Social Services
Division of **Public Health**
Attention: **Janice Neal**
Request for Proposal (RFP) Number: **2013-0600-1925**
Project name: **Mission 100: Tobacco Prevention and Control
Outreach and Technical Assistance**
350 Main Street, Room 6
Juneau, AK 99811

Proposals must be received no later than 4:00 P.M., Alaska Time on **July 8, 2013**. Fax proposals are not acceptable. Oral proposals are not acceptable.

An offeror's failure to submit its proposal prior to the deadline will cause the proposal to be disqualified. Late proposals or amendments will not be opened or accepted for evaluation.

Important Note: There is **no** overnight express mail delivery to Juneau, Alaska. Expedited mail service takes at least two nights.

PROCUREMENT OFFICER: **Janice Neal** – PHONE **907-465-5842** - FAX **907-465-6421**

1.02 Contract Term and Work Schedule

The contract term and work schedule set out herein represents the State of Alaska's best estimate of the schedule that will be followed. If a component of this schedule, such as the opening date, is delayed, the rest of the schedule will be shifted by the same number of days.

The length of the contract will be from the date of award, approximately July 25, 2013 through June 30, 2014 with three (3) one-year optional renewals to be exercised at the sole discretion of the state.

Unless otherwise provided in this RFP, the State and the successful offeror/contractor agree: (1) that any holding over of the contract excluding any exercised renewal options, will be considered as a month-to-month extension, and all other terms and conditions shall remain in full force and effect and (2) to provide written notice to the other party of the intent to cancel such month-to-month extension at least 30-days before the desired date of cancellation.

The approximate contract schedule is as follows:

- Issue RFP **June 12, 2013,**
- Deadline for Receipt of Questions **June 21, 2013,**
- Deadline for Receipt of Proposals **July 8, 2013,**
- Proposal Evaluation Committee complete evaluation by **July 12, 2013,**
- State of Alaska issues Notice of Intent to Award a Contract **July 15, 2013,**
- State of Alaska issues contract **July 25, 2013**

1.03 Purpose of the RFP

The State of Alaska, Division of Public Health, Tobacco Prevention and Control Program (TPC) is seeking written proposals from qualified vendors to serve as a Mission 100: Tobacco Prevention and Control Outreach and Technical Assistance contractor. Mission 100 is the TPC's outreach program to achieve a 100% tobacco-free Alaska. The Mission 100 contract will work to extend the reach of the TPC program through outreach and technical assistance to grantee and non-grantee organizations across the state; expertise in tobacco prevention and control programming including Prevention, Cessation, Communication Interventions, and Health Equity are required.

1.04 Budget

Department of Health and Social Services, Division of Public Health, estimates a budget of \$1,600,000 (FY14 through FY17 - \$400,000 per year) and dollars for completion of this project. Proposals priced at more than **\$1,600,000 DOLLARS** will be considered non-responsive.

1.05 Location of Work

The location(s) the work is to be performed statewide, completed statewide and managed in Anchorage.

The state **will not** provide workspace for the contractor. The contractor must provide its own workspace.

The contractor should include in their price proposal: transportation, lodging, and per diem costs sufficient to pay for 6 person(s) to make 4 trip(s) each to communities in mostly rural Alaska, but also some urban communities as well for a minimum of two days each.

By signature on their proposal, the offeror certifies that all services provided under this contract by the contractor and all subcontractors shall be performed in the United States.

If the offeror cannot certify that all work will be performed in the United States, the offeror must contact the procurement officer in writing to request a waiver at least 10 days prior to the deadline for receipt of proposals.

The request must include a detailed description of the portion of work that will be performed outside the United States, where, by whom, and the reason the waiver is necessary.

Failure to comply with this requirement or to obtain a waiver may cause the state to reject the proposal as non-responsive, or cancel the contract.

1.06 Human Trafficking

By signature on their proposal, the offeror certifies that the offeror is not established and headquartered or incorporated and headquartered in a country recognized as Tier 3 in the most recent United States Department of State's Trafficking in Persons Report.

The most recent United States Department of State's Trafficking in Persons Report can be found at the following website: <http://www.state.gov/g/tip/>

Failure to comply with this requirement will cause the state to reject the proposal as non-responsive, or cancel the contract.

1.07 Assistance to Offerors with a Disability

Offerors with a disability may receive accommodation regarding the means of communicating this RFP or participating in the procurement process. For more information, contact the procurement officer no later than ten days prior to the deadline for receipt of proposals.

1.08 Required Review

Offerors should carefully review this solicitation for defects and questionable or objectionable material. Comments concerning defects and objectionable material must be made in writing and received by the procurement officer at least ten days before the proposal opening. This will allow issuance of any necessary amendments. It will also help prevent the opening of a defective solicitation and exposure of offeror's proposals upon which award could not be made. Protests based on any omission or error, or on the content of the solicitation, will be disallowed if these faults have not been brought to the attention of the procurement officer, in writing, at least ten days before the time set for opening.

1.09 Questions Received Prior to Opening of Proposals

All questions must be in writing and directed to the issuing office, addressed to the procurement officer. The interested party must confirm telephone conversations in writing. **No further questions will be allowed after 4:00 pm Alaska time on date June 21, 2013.**
Send questions to janice.neal@alaska.gov.

Two types of questions generally arise. One may be answered by directing the questioner to a specific section of the RFP. These questions may be answered over the telephone. Other questions may be more complex and may require a written amendment to the RFP. The procurement officer will make that decision.

1.10 Amendments

If an amendment is issued, it will be provided to all who were mailed a copy of the RFP and to those who have registered with the procurement officer as having downloaded the RFP from the State of Alaska Online Public Notice web site.

1.11 Alternate Proposals

Offerors may only submit one proposal for evaluation.

In accordance with 2 AAC 12.830 alternate proposals (proposals that offer something different than what is asked for) will be rejected.

1.12 Right of Rejection

Offerors must comply with all of the terms of the RFP, the State Procurement Code (AS 36.30), and all applicable local, state, and federal laws, codes, and regulations. The procurement officer may reject any proposal that does not comply with all of the material and substantial terms, conditions, and performance requirements of the RFP.

Offerors may not qualify the proposal nor restrict the rights of the state. If an offeror does so, the procurement officer may determine the proposal to be a non-responsive counter-offer and the proposal may be rejected.

Minor informalities that:

- do not affect responsiveness;
- are merely a matter of form or format;
- do not change the relative standing or otherwise prejudice other offers;
- do not change the meaning or scope of the RFP;
- are trivial, negligible, or immaterial in nature;
- do not reflect a material change in the work; or
- do not constitute a substantial reservation against a requirement or provision;

may be waived by the procurement officer.

The state reserves the right to refrain from making an award if it determines that to be in its best interest.

A proposal from a debarred or suspended offeror shall be rejected.

1.13 State Not Responsible for Preparation Costs

The state will not pay any cost associated with the preparation, submittal, presentation, or evaluation of any proposal.

1.14 Disclosure of Proposal Contents

All proposals and other material submitted become the property of the State of Alaska and may be returned only at the state's option. AS 40.25.110 requires public records to be open to reasonable inspection. All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process and prior to the time a Notice of Intent to Award is issued. Thereafter, proposals will become public information.

Trade secrets and other proprietary data contained in proposals may be held confidential if the offeror requests, in writing, that the procurement officer does so, and if the procurement officer agrees, in writing, to do so. Material considered confidential by the offeror must be clearly identified and the offeror must include a brief statement that sets out the reasons for confidentiality.

1.15 Subcontractors

Subcontractors may be used to perform work under this contract. If an offeror intends to use subcontractors, the offeror must identify in the proposal the names of the subcontractors and the portions of the work the subcontractors will perform.

If a proposal with subcontractors is selected, the offeror must provide the following information concerning each prospective subcontractor within five working days from the date of the state's request:

- (a) complete name of the subcontractor;
- (b) complete address of the subcontractor;
- (c) type of work the subcontractor will be performing;
- (d) percentage of work the subcontractor will be providing;
- (e) evidence that the subcontractor holds a valid Alaska business license; and
- (f) a written statement, signed by each proposed subcontractor that clearly verifies that the subcontractor is committed to render the services required by the contract.

An offeror's failure to provide this information, within the time set, may cause the state to consider their proposal non-responsive and reject it. The substitution of one subcontractor for another may be made only at the discretion and prior written approval of the project director.

1.16 Joint Ventures

Joint ventures will not be allowed.

1.17 Offeror's Certification

By signature on the proposal, offerors certify that they comply with the following:

- (a) the laws of the State of Alaska;
- (b) the applicable portion of the Federal Civil Rights Act of 1964;
- (c) the Equal Employment Opportunity Act and the regulations issued thereunder by the federal government;
- (d) the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government;

- (e) all terms and conditions set out in this RFP;
- (f) a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury;
- (g) that the offers will remain open and valid for at least 90 days; and
- (h) that programs, services, and activities provided to the general public under the resulting contract conform with the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the federal government.

If any offeror fails to comply with [a] through [h] of this paragraph, the state reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

1.18 Conflict of Interest

Each proposal shall include a statement indicating whether or not the firm or any individuals working on the contract has a possible conflict of interest (e.g., currently employed by the State of Alaska or formerly employed by the State of Alaska within the past two years) and, if so, the nature of that conflict. The Commissioner, Department of Health and Social Services, reserves the right to **consider a proposal non-responsive and reject it or** cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the offeror. The Commissioner's determination regarding any questions of conflict of interest shall be final.

Current Tobacco and Prevention grantees will be precluded from submitting a proposal unless a written statement of refusal of grant funds is attached. All proposals submitted by current grantees must indicate that grant awards will not be accepted for the duration of the contract and/or any quarterly advance that has already been received will be returned upon award of contract. Proposals submitted by current grantees without this statement shall be deemed non-responsive.

1.19 Right to Inspect Place of Business

At reasonable times, the state may inspect those areas of the contractor's place of business that are related to the performance of a contract. If the state makes such an inspection, the contractor must provide reasonable assistance.

1.20 Solicitation Advertising

Public notice has been provided in accordance with 2 AAC 12.220.

1.21 News Releases

News releases related to this RFP will not be made without prior approval of the project director.

1.22 Assignment

Per 2 AAC 12.480, the contractor may not transfer or assign any portion of the contract without prior written approval from the procurement officer.

1.23 Disputes

Any dispute arising out of this agreement will be resolved under the laws of the State of Alaska. Any appeal of an administrative order or any original action to enforce any provision of this agreement or to obtain relief from or remedy in connection with this agreement may be brought only in the Superior Court for the State of Alaska.

1.24 Severability

If any provision of the contract or agreement is declared by a court to be illegal or in conflict with any law, the validity of the remaining terms and provisions will not be affected; and, the rights and obligations of the parties will be construed and enforced as if the contract did not contain the particular provision held to be invalid.

1.25 Federal Requirements

The offeror must identify all known federal requirements that apply to the proposal, the evaluation, or the contract.

Expenditures from this contract may involve federal funds. The U.S. Department of Labor requires all state agencies that are expending federal funds to have a certification filed in the proposal (by the offeror) that they have not been debarred or suspended from doing business with the federal government. Certification regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions **(included in this document) must be completed and submitted with your proposal.**

<https://www.epls.gov/>

SECTION TWO

STANDARD PROPOSAL INFORMATION

2.01 Authorized Signature

All proposals must be signed by an individual authorized to bind the offeror to the provisions of the RFP. Proposals must remain open and valid for at least 90-days from the opening date.

2.02 Pre-proposal Conference

A pre-proposal conference will not be held for this solicitation. See Section 1.08 for instructions on submitting questions regarding this RFP.

2.03 Site Inspection

The state may conduct on-site visits to evaluate the offeror's capacity to perform the contract. An offeror must agree, at risk of being found non-responsive and having its proposal rejected, to provide the state reasonable access to relevant portions of its work sites. Individuals designated by the procurement officer at the state's expense will make site inspection.

2.04 Amendments to Proposals

Amendments to or withdrawals of proposals will only be allowed if acceptable requests are received prior to the deadline that is set for receipt of proposals. No amendments or withdrawals will be accepted after the deadline unless they are in response to the state's request in accordance with 2 AAC 12.290.

2.05 Supplemental Terms and Conditions

Proposals must comply with Section **1.11 Right of Rejection**. However, if the state fails to identify or detect supplemental terms or conditions that conflict with those contained in this RFP or that diminish the state's rights under any contract resulting from the RFP, the term(s) or condition(s) will be considered null and void. After award of contract:

- a) if conflict arises between a supplemental term or condition included in the proposal and a term or condition of the RFP, the term or condition of the RFP will prevail; and
- b) if the state's rights would be diminished as a result of application of a supplemental term or condition included in the proposal, the supplemental term or condition will be considered null and void.

2.06 Clarification of Offers

In order to determine if a proposal is reasonably susceptible for award, communications by the procurement officer or the proposal evaluation committee are permitted with an offeror to clarify uncertainties or eliminate confusion concerning the contents of a proposal. Clarifications may not result in a material or substantive change to the

proposal. The evaluation by the procurement officer or the proposal evaluation committee may be adjusted as a result of a clarification under this section.

2.07 Discussions with Offerors

The state may conduct discussions with offerors in accordance with AS 36.30.240 and 2 AAC 12.290. The purpose of these discussions will be to ensure full understanding of the requirements of the RFP and proposal. Discussions will be limited to specific sections of the RFP or proposal identified by the procurement officer. Discussions will only be held with offerors who have submitted a proposal deemed reasonably susceptible for award by the procurement officer. Discussions, if held, will be after initial evaluation of proposals by the PEC. If modifications are made as a result of these discussions they will be put in writing. Following discussions, the procurement officer may set a time for best and final proposal submissions from those offerors with whom discussions were held. Proposals may be reevaluated after receipt of best and final proposal submissions.

If an offeror does not submit a best and final proposal or a notice of withdrawal, the offeror's immediate previous proposal is considered the offeror's best and final proposal.

Offerors with a disability needing accommodation should contact the procurement officer prior to the date set for discussions so that reasonable accommodation can be made. Any oral modification of a proposal must be reduced to writing by the offeror.

2.08 Minimum Qualifications

In order for offers to be considered responsive offerors must provide evidence that they meet these minimum prior experience requirements.

Note: Please provide the start and end dates, including month and year, in which the minimum requirements were satisfied.

- 1) A minimum of five (5) years of experience leading, facilitating, and administering state wide technical assistance and support; to include coordinated technical assistance delivery, data base development and implementation, as well as maintenance of list serves and databases
- 2) A minimum of three (3) years of experience partnering, leading, participating, and/or collaborating in a state-wide policy initiative
- 3) A minimum of two (2) years of experience providing technical assistance and support to statewide and local tobacco control grantees and contractors, including school, community, and/or cessation grantees
- 4) A minimum of two (2) years' experience in health policy and health systems change
- 5) A minimum of two (2) years' experience in general health care communications development and collateral resources, including social media

An offeror's failure to meet these minimum prior experience requirements will cause their proposal to be considered non-responsive and their proposal will be rejected. Evidence of meeting minimum prior experience must be shown in the experience section of the offeror's proposal.

2.09 Evaluation of Proposals

The procurement officer, or an evaluation committee made up of at least three state employees or public officials, will evaluate proposals. The evaluation will be based solely on the evaluation factors set out in Section SEVEN of this RFP.

After receipt of proposals, if there is a need for any substantial clarification or material change in the RFP, an amendment will be issued. The amendment will incorporate the clarification or change, and a new date and time established for new or amended proposals. Evaluations may be adjusted as a result of receiving new or amended proposals.

2.10 Vendor Tax ID

A valid Vendor Tax ID must be submitted to the issuing office with the proposal or within five days of the state's request.

2.11 F.O.B. Point

Not applicable.

2.12 Alaska Business License and Other Required Licenses

At the time the proposals are opened, all offerors must hold a valid Alaska business license and any necessary applicable professional licenses required by Alaska Statute. Proposals must be submitted under the name as appearing on the person's current Alaska business license in order to be considered responsive. Offerors should contact the Department of Commerce, Community and Economic Development, Division of Corporations, Business, and Professional Licensing, P. O. Box 110806, Juneau, Alaska 99811-0806, for information on these licenses. Offerors must submit evidence of a valid Alaska business license with the proposal. An offeror's failure to submit this evidence with the proposal will cause their proposal to be determined non-responsive. Acceptable evidence that the offeror possesses a valid Alaska business license may consist of any one of the following:

- (a) copy of an Alaska business license with the correct NAICS code;
- (b) certification on the proposal that the offeror has a valid Alaska business license and has included the license number in the proposal;
- (c) a canceled check for the Alaska business license fee;
- (d) a copy of the Alaska business license application with a receipt stamp from the state's occupational licensing office; or
- (e) a sworn and notarized affidavit that the offeror has applied and paid for the Alaska business license.

You are not required to hold a valid Alaska business license at the time proposals are opened if you possess one of the following licenses and are offering services or supplies under that specific line of business:

- Fisheries business licenses issued by Alaska Department of Revenue or Alaska Department of Fish and Game.
- Liquor licenses issued by Alaska Department of Revenue for alcohol sales only.

- Insurance licenses issued by Alaska Department of Commerce, Community and Economic Development, Division of Insurance.
- Mining licenses issued by Alaska Department of Revenue.

2.13 Application of Preferences

Certain preferences apply to all contracts for professional services, regardless of their dollar value. The Alaska bidder, Alaska veteran, and Alaska Offeror Preferences are the most common preferences involved in the RFP process. Additional preferences that may apply to this procurement are listed below. Guides that contain excerpts from the relevant statutes and codes, explain when the preferences apply and provide examples of how to calculate the preferences are available at the Department of Administration, Division of General Services' web site:

<http://doa.alaska.gov/dgs/policy.html>

Alaska Products Preference - AS 36.30.332

Recycled Products Preference - AS 36.30.337

Local Agriculture and Fisheries Products Preference - AS 36.15.050

Employment Program Preference - AS 36.30.170(c)

Alaskans with Disability Preference - AS 36.30.170 (e)

Employers of People with Disabilities Preference - AS 36.30.170 (f)

The Division of Vocational Rehabilitation in the Department of Labor and Workforce Development keeps a list of qualified employment programs; a list of individuals who qualify as persons with a disability; and a list of persons who qualify as employers with 50 percent or more of their employees being disabled. A person must be on this list at the time the bid is opened in order to qualify for a preference under this section.

As evidence of an individual's or a business' right to a certain preference, the Division of Vocational Rehabilitation will issue a certification letter. To take advantage of the employment program preference, Alaskans with Disability Preference or Employers of People with Disabilities Preference described above, an individual or business must be on the appropriate Division of Vocational Rehabilitation list at the time the proposal is opened, and must provide the procurement officer a copy of their certification letter. Offerors must attach a copy of their certification letter to the proposal. The offeror's failure to provide the certification letter mentioned above with the proposal will cause the state to disallow the preference.

2.14 5 Percent Alaska Bidder Preference AS 36.30.170 & 2 AAC 12.260

An Alaska Bidder Preference of five percent will be applied prior to evaluation. The preference will be given to an offeror who:

- (a) holds a current Alaska business license;
- (b) submits a proposal for goods or services under the name on the Alaska business license;
- (c) has maintained a place of business within the state staffed by the offeror, or an employee of the offeror, for a period of six months immediately preceding the date of the proposal;
- (d) is incorporated or qualified to do business under the laws of the state, is a sole proprietorship and the proprietor is a resident of the state, is a limited liability company organized under AS 10.50 and all members are residents of the state, or is a partnership under AS 32.05 or AS 32.11 and all partners are residents of the state; and
- (e) if a joint venture, is composed entirely of entities that qualify under (a)-(d) of this subsection.

Alaska Bidder Preference Affidavit

In order to receive the Alaska Bidder Preference, proposals must include a statement certifying that the offeror is eligible to receive the Alaska Bidder Preference.

If the offeror is a LLC or partnership as identified in (d) of this subsection, the affidavit must also identify each member or partner and include a statement certifying that all members or partners are residents of the state.

If the offeror is a joint venture which includes a LLC or partnership as identified in (d) of this subsection, the affidavit must also identify each member or partner of each LLC or partnership that is included in the joint venture and include a statement certifying that all of those members or partners are residents of the state.

**2.15 5 Percent Alaska Veteran Preference
AS 36.30.175**

An Alaska Veteran Preference of five percent will be applied prior to evaluation. The preference will be given to an offeror who qualifies under AS 36.30.170 (b) as an Alaska bidder and is a:

- (a) sole proprietorship owned by an Alaska veteran;
- (b) partnership under AS 32.06 or AS 32.11 if a majority of the partners are Alaska veterans;
- (c) limited liability company organized under AS 10.50 if a majority of the members are Alaska veterans; or
- (d) corporation that is wholly owned by individuals and a majority of the individuals are Alaska veterans.

Alaska Veteran Preference Affidavit

In order to receive the Alaska Veteran Preference, proposals must include a statement certifying that the offeror is eligible to receive the Alaska Veteran Preference.

**2.16 Formula Used to Convert Cost to Points
AS 36.30.250 & 2 AAC 12.260**

The distribution of points based on cost will be determined as set out in 2 AAC 12.260 (c). The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out below. In the generic example below, cost is weighted as 40% of the overall total score. The weighting of cost may be different in your particular RFP. See section SEVEN to determine the value, or weight of cost for this RFP.

EXAMPLE

Formula Used to Convert Cost to Points

[STEP 1]

List all proposal prices, adjusted where appropriate by the application of all applicable preferences.

Offeror #1 - Non-Alaskan Offeror	\$40,000
Offeror #2 - Alaskan Offeror	\$42,750
Offeror #3 - Alaskan Offeror	\$47,500

[STEP 2]

Convert cost to points using this formula.

$$\frac{[(\text{Price of Lowest Cost Proposal}) \times (\text{Maximum Points for Cost})]}{(\text{Cost of Each Higher Priced Proposal})} = \text{POINTS}$$

The RFP allotted 40% (400 points) of the total of 1,000 points for cost.

Offeror #1 receives 400 points.

The reason they receive that amount is because the lowest cost proposal, in this case \$40,000, receives the maximum number of points allocated to cost, 400 points.

Offeror #2 receives 374 points.

$$\begin{array}{r} \$40,000 \\ \text{Lowest} \\ \text{Cost} \end{array} \times \begin{array}{r} 400 \\ \text{Max} \\ \text{Points} \end{array} = 16,000,000 \div \begin{array}{r} \$42,750 \\ \text{Offeror \#2} \\ \text{Adjusted By} \\ \text{The Application Of} \\ \text{All Applicable} \\ \text{Preferences} \end{array} = \begin{array}{r} 374 \\ \text{Points} \end{array}$$

Offeror #3 receives 337 points.

$$\begin{array}{r} \$40,000 \\ \text{Lowest} \\ \text{Cost} \end{array} \times \begin{array}{r} 400 \\ \text{Max} \\ \text{Points} \end{array} = 16,000,000 \div \begin{array}{r} \$47,500 \\ \text{Offeror \#3} \\ \text{Adjusted By} \\ \text{The Application Of} \\ \text{All Applicable} \\ \text{Preferences} \end{array} = \begin{array}{r} 337 \\ \text{Points} \end{array}$$

**2.17 Alaska Offeror Preference
 AS 36.30.250 & 2 AAC 12.260**

2 AAC 12.260(e) provides Alaska offerors a 10 percent overall evaluation point preference. Alaska bidders, as defined in AS 36.30.170(b), are eligible for the preference. This preference will be added to the overall evaluation score of each Alaskan offeror. Each Alaskan offeror will receive 10 percent of the total available points added to their evaluation score as a preference.

EXAMPLE

Alaska Offeror Preference

[STEP 1]

Determine the number of points available to Alaskan offerors under the preference.

Total number of points available - 100 Points

$$\begin{array}{r} 1000 \\ \text{Total Points} \\ \text{Available} \end{array} \times \begin{array}{r} 10\% \\ \text{Alaskan Offerors} \\ \text{Percentage Preference} \end{array} = \begin{array}{r} 100 \\ \text{Number of Points} \\ \text{Given to Alaskan Offerors} \end{array}$$

Under the Preference

[STEP 2]

Add the preference points to the Alaskan offers. There are three offerors: Offeror #1, Offeror #2, and Offeror #3. Offeror #2 and Offeror #3 are eligible for the Alaska Offeror's Preference. For the purpose of this example presume that all of the proposals have been completely evaluated based on the evaluation criteria in the RFP. Their scores at this point are:

Offeror #1 - 890 points
Offeror #2 - 800 points
Offeror #3 - 880 points

Offeror #2 and Offeror #3 each receive 100 additional points. The final scores for all of the offers are:

Offeror #1 - 890 points
Offeror #2 - 900 points
Offeror #3 - 980 points

Offeror #3 is awarded the contract.

2.18 Contract Negotiation

2 AAC 12.315 CONTRACT NEGOTIATIONS After final evaluation, the procurement officer may negotiate with the offeror of the highest-ranked proposal. Negotiations, if held, shall be within the scope of the request for proposals and limited to those items which would not have an effect on the ranking of proposals. If the highest-ranked offeror fails to provide necessary information for negotiations in a timely manner, or fails to negotiate in good faith, the state may terminate negotiations and negotiate with the offeror of the next highest-ranked proposal. If contract negotiations are commenced, they may be held in **Anchorage**, Alaska, the offeror will be responsible for their travel and per diem expenses.

2.19 Failure to Negotiate

If the selected offeror

- fails to provide the information required to begin negotiations in a timely manner; or
- fails to negotiate in good faith; or
- indicates they cannot perform the contract within the budgeted funds available for the project; or
- if the offeror and the state, after a good faith effort, simply cannot come to terms,

the state may terminate negotiations with the offeror initially selected and commence negotiations with the next highest ranked offeror.

2.20 Notice of Intent to Award (NIA) — Offeror Notification of Selection

After the completion of contract negotiation the procurement officer will issue a written Notice of Intent to Award (NIA) and send copies to all offerors. The NIA will set out the names of all offerors and identify the proposal selected for award.

2.21 Protest

AS 36.30.560 provides that an interested party may protest the content of the RFP.

An interested party is defined in 2 AAC 12.990(a) (7) as "an actual or prospective bidder or offeror whose economic interest might be affected substantially and directly by the issuance of a contract solicitation, the award of a contract, or the failure to award a contract."

If an interested party wishes to protest the content of a solicitation, the protest must be received, in writing, by the procurement officer at least ten days prior to the deadline for receipt of proposals.

AS 36.30.560 also provides that an interested party may protest the award of a contract or the proposed award of a contract.

If an offeror wishes to protest the award of a contract or the proposed award of a contract, the protest must be received, in writing by the procurement officer within ten days after the date the Notice of Intent to Award the contract is issued.

A protester must have submitted a proposal in order to have sufficient standing to protest the proposed award of a contract. Protests must include the following information:

- a. the name, address, and telephone number of the protester;
- b. the signature of the protester or the protester's representative;
- c. identification of the contracting agency and the solicitation or contract at issue;
- d. a detailed statement of the legal and factual grounds of the protest including copies of relevant documents; and the form of relief requested.

Protests filed by telex or telegram are not acceptable because they do not contain a signature. Fax copies containing a signature are acceptable.

The procurement officer will issue a written response to the protest. The response will set out the procurement officer's decision and contain the basis of the decision within the statutory time limit in AS 36.30.580. A copy of the decision will be furnished to the protester by certified mail, fax or another method that provides evidence of receipt.

All offerors will be notified of any protest. The review of protests, decisions of the procurement officer, appeals, and hearings, will be conducted in accordance with the State Procurement Code (AS 36.30), Article 8 "Legal and Contractual Remedies."

SECTION THREE STANDARD CONTRACT INFORMATION

3.01 Contract Type

This contract is a *fixed price* contract.

3.02 Contract Approval

This RFP does not, by itself, obligate the state. The state's obligation will commence when the contract is approved by the Commissioner of the Department of Health and Social Services, or the Commissioner's designee. Upon written notice to the contractor, the state may set a different starting date for the contract. The state will not be responsible for any work done by the contractor, even work done in good faith, if it occurs prior to the contract start date set by the state.

3.03 Standard Contract Provisions

The successful offeror will be required to sign and submit the attached State's Standard Agreement Form for Professional Services Contracts (form 02-093/Appendix A). The successful offeror must comply with the contract provisions set out in this attachment. No alteration of these provisions will be permitted without prior written approval from the Department of Law. Objections to any of the provisions in Appendix A must be set out in the offeror's proposal

3.04 Proposal as a Part of the Contract

Part or all of this RFP and the successful proposal may be incorporated into the contract.

3.05 Additional Terms and Conditions

The state reserves the right to add terms and conditions during contract negotiations. These terms and conditions will be within the scope of the RFP and will not affect the proposal evaluations.

3.06 Insurance Requirements

The successful offeror must provide proof of workers' compensation insurance prior to contract approval.

The successful offeror must secure the insurance coverage required by the state. The coverage must be satisfactory to the Department of Administration Division of Risk Management. An offeror's failure to provide evidence of such insurance coverage is a material breach and grounds for withdrawal of the award or termination of the contract.

Offerors must review form APPENDIX B1 in the attached EXAMPLE –Standard Agreement, for details on required coverage. No alteration of these requirements will be permitted without prior written approval from the Department of Administration, Division of Risk Management.

3.07 Bid Bond - Performance Bond - Surety Deposit

Not applicable.

3.08 Contract Funding

Approval or continuation of a contract resulting from this is contingent upon legislative appropriation.

3.09 Proposed Payment Procedures

The state will make payments based on a negotiated payment schedule. Each billing must consist of an invoice and progress report. No payment will be made until the progress report and invoice has been approved by the project director.

3.10 Contract Payment

No payment will be made until the contract is approved by the Commissioner of the Department of Health and Social Services or the Commissioner's designee. Under no conditions will the state be liable for the payment of any interest charges associated with the cost of the contract.

The state is not responsible for and will not pay local, state, or federal taxes. All costs associated with the contract must be stated in U.S. currency.

3.11 Informal Debriefing

When the contract is completed, an informal debriefing may be performed at the discretion of the project director. If performed, the scope of the debriefing will be limited to the work performed by the contractor.

3.12 Contract Personnel

Any change of the project team members named in the proposal must be approved, in advance and in writing, by the project director. Personnel changes that are not approved by the state may be grounds for the state to terminate the contract.

3.13 Inspection & Modification - Reimbursement for Unacceptable Deliverables

The contractor is responsible for the completion of all work set out in the contract. All work is subject to inspection, evaluation, and approval by the project director. The state may employ all reasonable means to ensure that the work is progressing and being performed in compliance with the contract. The project director may instruct the

contractor to make corrections or modifications if needed in order to accomplish the contract's intent. The contractor will not unreasonably withhold such changes.

Substantial failure of the contractor to perform the contract may cause the state to terminate the contract. In this event, the state may require the contractor to reimburse monies paid (based on the identified portion of unacceptable work received) and may seek associated damages.

3.14 Termination for Default

If the project director determines that the contractor has refused to perform the work or has failed to perform the work with such diligence as to ensure its timely and accurate completion, the state may, by providing written notice to the contractor, terminate the contractor's right to proceed with part or all of the remaining work.

This clause does not restrict the state's termination rights under the contract provisions of Appendix A, attached.

3.15 Liquidated Damages

Not applicable.

3.16 Contract Changes - Unanticipated Amendments

During the course of this contract, the contractor may be required to perform additional work. That work will be within the general scope of the initial contract. When additional work is required, the project director will provide the contractor a written description of the additional work and request the contractor to submit a firm time schedule for accomplishing the additional work and a firm price for the additional work. Cost and pricing data must be provided to justify the cost of such amendments per AS 36.30.400.

The contractor will not commence additional work until the project director has secured any required state approvals necessary for the amendment and issued a written contract amendment, approved by the Commissioner of the Department of Health and Social Services or the Commissioner's designee.

3.17 Contract Additions - Anticipated Amendment

At the State's sole option and contingent upon available funding, DHSS may invoke a second phase of this contract for additional professional services that fall within the general scope of the original contract. If opted for, work under phase II may not progress until the Procurement Officer of record determines in writing that phase II is necessary and in the State's best interest.

3.18 Contract Invalidation

If any provision of this contract is found to be invalid, such invalidation will not be construed to invalidate the entire contract.

3.19 Nondisclosure and Confidentiality

Contractor agrees that all confidential information shall be used only for purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow dissemination of confidential information except as provided for in this section. The contractor shall hold as confidential and will use reasonable care (including administrative, physical and technological security) to prevent unauthorized access by, storage, disclosure, publication, dissemination to and/or use by third parties of, the confidential information. "Reasonable care" means compliance by the contractor with all applicable federal and state law, including the Social Security Act, the Health Insurance Portability and Accountability Act ("HIPAA"), the Health Information Technology for Economical and Clinical Health Act ("HITECH Act"), and 45 C.F.R. Parts 160 and 164 ("Privacy and Security Rule"). The contractor must promptly notify the state in writing if it becomes aware of any storage, disclosure, loss, unauthorized access to or use of the confidential information.

The contractor shall comply with the business associate requirements set forth in HIPAA, the HITECH Act, and the Privacy and Security Rule if the contractor will be using or will have access to the protected health information (as defined in 45 C.F.R. 160.103) of DHSS, as part of the services performed by the contractor. The contractor shall be required to agree to the terms of, and sign, the HIPAA Business Associate Agreement as a condition of this contract if the contractor will be using or will have access to the protected health information of DHSS, as part of the services performed by the contractor.

Confidential information, as used herein, means any data, files, software, information or materials (whether prepared by the state or its agents or advisors) in oral, electronic, tangible or intangible form and however stored, compiled or memorialized that is protected health information (as defined in 45 C.F.R. 160.103); or classified confidential as defined by State of Alaska classification and categorization guidelines (i) provided by the state to the contractor or a contractor agent or otherwise made available to the contractor or a contractor agent in connection with this contract, or (ii) acquired, obtained or learned by the contractor or a contractor agent in the performance of this contract. Examples of confidential information include, but are not limited to: technology infrastructure, architecture, financial data, individually identifiable health information, trade secrets, equipment specifications, user lists, passwords, research data, and technology data (infrastructure, architecture, operating systems, security tools, IP addresses, etc).

If confidential information is requested to be disclosed by the contractor pursuant to a request received by a third party and such disclosure of the confidential information is required under applicable state or federal law, regulation, governmental or regulatory authority, the contractor may disclose the confidential information after providing the state with written notice of the requested disclosure (to the extent such notice to the state is permitted by applicable law) and giving the state opportunity to review the request. If the contractor receives no objection from the state, it may release the confidential information within 30 days. Notice of the requested disclosure of confidential information by the contractor must be provided to the state within a reasonable time after the contractor's receipt of notice of the requested disclosure and, upon request of the state, shall seek to obtain legal protection from the release of the confidential information.

The following information shall not be considered confidential information: information previously known to be public information when received from the other party; information freely available to the general public; information which now is or hereafter becomes publicly known by other than a breach of confidentiality hereof; or information which is disclosed by a party pursuant to subpoena or other legal process and which as a result becomes lawfully obtainable by the general public.

SECTION FOUR BACKGROUND INFORMATION

4.01 Background Information

Background information concerning this project is as follows.

Tobacco use remains Alaska's leading preventable cause of disease and death. More Alaskans die as a result of tobacco use than from infectious diseases, alcohol, car accidents, illegal drugs, murders and suicides combined. Tobacco use exacts an enormous burden on the State of Alaska and its residents, causing premature death and millions of dollars of avoidable medical care expenditures. The single best thing that Alaskans who use tobacco can do to improve their health and the health of those around them is to quit using any tobacco products.

The Centers for Disease Control and Prevention (CDC) has identified tobacco use as one of the most important "winnable battles" in public health – priorities with large-scale impact on health and known, effective strategies to address them. The CDC offers guidance to states about how to reduce the burden of tobacco use through comprehensive tobacco prevention and control programs described in *Best Practices for Comprehensive Tobacco Control Programs – 2007*. These evidence-based, comprehensive, sustained statewide tobacco control programs have been shown to reduce smoking rates, tobacco-related deaths, and diseases caused by smoking.

Tobacco use remains a critical health issue in Alaska and disproportionately affects Alaska Native adults and youth, individuals of low socioeconomic status (SES), and young adults, leading to health inequities or disparities for these groups. According to the 2010 Behavioral Risk Factor Surveillance System, 41% of Alaska Native adults smoke, compared to 18% of non-Native adults. Alaska Native youth are also more likely to smoke than their non-Native peers (26% vs. 11%). For non-Native adults, smoking prevalence among adults of lower socioeconomic status is 31% (vs. 15% among higher SES). Thirty-two percent (32%) of young adults (ages 18-29) smoke vs. 20% among adults ages 30-54. Smoking rates also vary by region, with some of the highest rates found in Northern/Northwest/Interior and Southwestern Alaska regions.

Health equity is a value of the Tobacco Prevention and Control Program (TPC) and Section of Chronic Disease Prevention and Health Promotion. To achieve optimal health for Alaskans, the program and section engages in and supports activities that promote health equity and respect for diversity.

Achieving health equity means addressing unjust health disparities through the modifiable social and economic conditions that policies can shape. These conditions include education, income, poverty, and housing, as well as access to safe places to play and be active and the availability of transportation, good schools, tobacco-free environments and nutritious food. Health equity is aligned with the acknowledgement and respect of diversity within a community. To this end, we expect our partners to incorporate this value into the work they do on behalf of our program.

Alaska has made considerable progress in reducing the burden of tobacco use by implementing a comprehensive tobacco prevention and control program consistent with CDC guidelines. Since the inception of the program in 1996, adult smoking rates have declined significantly to 21% in 2010, and youth smoking rates have been more than cut in half, to 14% in 2011. The declines in adult prevalence alone result in more than 31,000 fewer smokers and an estimated 7,800 fewer tobacco-related deaths and \$290 million savings in future health care costs within the State of Alaska.

The State of Alaska Tobacco Prevention and Control (TPC) Program has achieved success by implementing an evidence-based comprehensive tobacco prevention and control program, including a tobacco Quit Line, counter-marketing media, and grants to promote tobacco-free policies in community programs, schools, and healthcare organizations.

These program elements combine to address the four goals of the TPC program:

- prevent the initiation of tobacco use among youth;
- promote cessation for tobacco users;

- eliminate exposure to secondhand smoke (SHS); and
- identify and eliminate tobacco use disparities.

Beginning in FY 14, the TPC provides a comprehensive, regional funding scenario to encourage all types of organizations to approach and coordinate tobacco control and prevention at the community level. Grantees will be working collaboratively on evidenced-based strategies that change the community context around tobacco use within their Public Health/Labor Market Region (Public Health Region) and at a statewide level. Expected outcomes of these programs include the creation, implementation, and enforcement of population-based policies that protect residents from SHS, discourage youth initiation, and create environments that support tobacco users attempting to quit. All grant programs also incorporate strategies to identify and reduce tobacco related disparities and provide communication interventions that support their policy goals. Each grantee is also encouraged to stay informed on national developments in the tobacco control movement as well as statewide goals. Community level systems change cannot occur with one agency or individual working in isolation. By working collaboratively in communities and across the region, grantees will leverage resources to affect greater change.

The Public Health Regions are: Anchorage/Mat-Su, Gulf Coast, Interior, Northern, Southwest, and Southeast. Grantees are also able to work statewide. For more information, please see *Tobacco Prevention and Control Regional Profiles*.

Additional resources on tobacco use in Alaska and the TPC Program that may be useful in preparing proposals are listed below.

All data on the burden of tobacco use in Alaska is retrieved from:

Alaska Department of Health and Social Services, Division of Public Health, Section of Chronic Disease Prevention and Health Promotion. *Alaska Tobacco Facts 2012 Update*.

http://dhss.alaska.gov/dph/Chronic/Documents/Tobacco/PDF/2012_alaska_tobacco_facts.pdf

Alaska Department of Health and Social Services, Division of Public Health, Section of Chronic Disease Prevention and Health Promotion. *Tobacco Prevention and Control Regional Profile Anchorage, AK*: Alaska Department of Health and Social Services; 2013. Retrieved from:

<http://dhss.alaska.gov/dph/Chronic/Pages/Tobacco/default.aspx>

Alaska Department of Health and Social Services, Division of Public Health, Section of Chronic Disease Prevention and Health Promotion. *Tobacco in the Great Land, A Portrait of Alaska's Leading Cause of Death, 2012 Update*. Anchorage, AK: Alaska Department of Health and Social Services; 2012.

Available at

http://dhss.alaska.gov/dph/Chronic/Documents/Tobacco/DPF/2012_TobaccoinGreatLand.pdf

Alaska Department of Health and Social Services, Division of Public Health, Center for Health Data and Statistics, *Informed Alaskans*. Available at: <http://www.hss.state.ak.us/dph/infocenter/ia/default.htm>

For more information on the tobacco prevention and control strategies and the Alaska TPC Program please see the following:

Centers for Disease Control and Prevention. *Best Practices for Comprehensive Tobacco Control Programs – 2007*. Atlanta: U.S. Department of Health and Human Services, Office on Smoking and Health; October 2007.

Available at:

http://www.dcd.gov/tobacco/stateandcommunity/best_practices/pdfs/2007/BestPractices_Complete.pdf

Alaska Department of Health and Social Services, Division of Public Health, Section of Chronic Disease Prevention and Health Promotion. *A Decade of Progress: Tobacco Prevention and Control in Alaska, FY 2010-2011*. <http://dhss.alaska.gov/dph/Chronic/Documents/Tobacco/PDF/TobaccoARF10.pdf>

Tobacco Program Technical Assistance and Support Resources www.tobaccofreealaska.com

Mission 100 Technical Assistance and Systems Change Support Resources www.mission100alaska.com

SECTION FIVE SCOPE OF WORK

5.01 Scope of Work

Mission 100

The goal of Mission 100 (M100) is a 100% tobacco-free Alaska. M100 will achieve this goal by promoting community norms at all levels and across all socio-economic and community sectors to support tobacco-free lifestyles and prevent youth from ever using tobacco. M100 recognizes that it takes an entire community to achieve this: businesses of all kinds, health care organizations, local and tribal governments, schools, parents, community leaders, elders, landlords, homeowners and, statewide initiatives, play a role in reducing the tobacco burden. Mission 100 (M100) is an effort to engage and ignite communities and organizations across Alaska in the State's comprehensive tobacco prevention and control program efforts. To achieve this, M100 enhances the existing comprehensive program to:

- **Work with communities to build regional capacity and develop place-based solutions.**
- **Provide education and resource development for a broad range of organizations.**
- **Scaling the resources and the program model to meet the needs of any party, grantee and non-grantee, that is ready to tackle tobacco control and prevention in their organization or community.**
- **Maintain brand identity of M100 as the central clearinghouse to link communities with appropriate resources.**

The vision of the TPC was to develop the infrastructure and processes to scale the statewide reach and impact of the program and maximize use of limited resources. Developing reliable systems for tracking, responding, and quickly meeting the needs of the community as appropriate was a central goal. To support this goal, M100 employs a multi-layered, regional, and scalable approach that spans all facets of programming. This approach emphasizes collaboration, regional leadership and capacity development, high quality, centralized outreach, technical assistance, materials, and media, and reliable easy access for non-grantees seeking tobacco-related information and support. Each "layer" plays an important role in realizing M100:

- **TPC Staff:** Direct and evaluate the TPC program; provide leadership, oversight, and resources to all Mission 100 activities; build capacity of regional hubs
- **Contracted Staff:** Build the capacity of regional hubs, provide expertise and centralized resources to Mission 100 efforts across the state
- **Regional Grantees:** Serve as regional hubs of tobacco prevention and control programming; organize Mission 100 activities regionally
- **Non-Grantees:** Implement tobacco-free policies and practices, leverage Mission 100 resources, engage in and promote Mission 100 efforts, and share lessons learned with peers
- **Regional Coalition Members:** Coordinate and galvanize regional Mission 100 efforts through regional work plans; leverage regional relationships to champion regional change
- **Partners with Statewide Reach:** Provide leadership and resources to critical statewide initiatives; participate in regional coalitions and understand/contribute to regional work plans when working at regional level

- **Other Coalition Members:** Participate in statewide working/learning groups with peers who share common interests and enjoy collaborating on state-level issues; share health equity experience and expertise gained through participation in statewide workgroup with regional coalitions

Supporting Regional Coalitions and Regional Grantees

As described above, a key element of the new program design is to build regional capacity and create high performing regional hubs that direct and deliver outreach and technical assistance within each region. The Contractor will ensure regional grantees and coalitions are empowered with the education, tools and support they need to be successful.

5.02 Deliverables

The contractor will be required to provide the following deliverables:

The State of Alaska's TPC Program has put together a comprehensive list of deliverables, in an effort to address the following principles:

A. Work with communities to build regional capacity and develop place-based solutions.

1. The contractor will dedicate resources to effectively coordinate regional efforts and help coalitions to develop a regional work plan that unifies grantee action plans around a shared regional set of goals and priorities.
2. Develop a standard process for assisting coalitions in developing regional work plans. Facilitate the development of work plans by coalitions in six (6) regions.
3. Designate staff positions to employ a *regional coordinator* in each of the 6 Public Health regions (we estimate .5 FTE per region for this position) to coordinate regional coalition activities and assist in the development of tools and materials to support coalition planning and implementation process in conjunction with the TPC Grant Program Manager.
4. Ensure each regional coalition has a regional coordinator from the region and support the lead facilitator and help guide the overall grantee work plan.
5. Coordination and collaboration with TPC leadership will be critical. The contractor must organize timeline and schedule meetings with the TPC staff to establish a common vision, confirm TPC staff roles and responsibilities, activities, and details of the program's transition year.

B. Expert Policy Consultation and Partner Technical Assistance Duties of Contractor:

1. Develop, modify, and implement strategies to improve health outcomes for Alaskans with an emphasis on policy efforts that reduce tobacco use and exposure to second hand smoke and related chronic diseases. Services must include the following:
 - a. Serve as an expert in: tobacco policies designed to reduce exposure to second hand smoke, comprehensive school-based tobacco prevention programs, and policies that help tobacco users quit, including changes in health care systems. Assist and identify policy issues impacting grantee regions and work with communities, in collaboration with the TPC, in implementation of appropriate policy strategies. Provide one-on-one direct grantee assistance to the currently funded TPC grantees via phone calls, email, and in person communication to stay abreast of grantee needs regarding tobacco policies for school, community, and health care settings and other related questions or action plan activities.
 - b. Work with community coalitions, school wellness teams, and health care organizations to identify and address barriers and challenges to tobacco policy development, implementation, and enforcement

- c. Facilitate goal setting and strategic planning sessions with community coalitions, school wellness teams, and health care organizations to encourage ownership and acceptance of tobacco policy goals and grantee Action Plan activities
 - d. Develop a clear strategy for maximizing the effectiveness of workgroups that focus on disparate populations, including tribal entities and college campuses. Create ways to engage collaboration between partners, regional coalition members, and contractors
 - e. Connect grantees with appropriate state and national resources to succinctly align grantee strategies and objectives in evidence based practice. Examples of such resources include factsheets, website links, toolkits, and sample policy language.
 - f. Conduct site visits to grantee regions at a minimum of once per quarter at the request of the TPC Manager in conjunction with each Grant Program Manager.
 - g. Provide training and consultation tobacco control policy during quarterly grantee orientations, biannual grantee trainings, ATCA annual meetings, or other state or national public health trainings
 - h. Work with TPC statewide grantees on policy development and implementation plans, including smoke free workplaces, multiunit housing, and K-12 policies. Facilitate technical assistance provided by grantees, support statewide coalitions including the youth coalition, and monitor distribution of program materials to partners.
 - i. Serve as technical expert and advisor in the design and implementation of tobacco prevention strategies for youth and young adults. Collect and synthesize the latest research, data and Best Practices for engaging youth in tobacco control. Establish communication links between statewide grantees and national leaders in tobacco control and youth engagement including the Centers for Disease Control, Office on Smoking and Health and Division of Adolescent and School Health, the National Campaign for Tobacco Free Kids, and the California Youth Advocacy Network.
 - j. Report monthly to the TPC Manager on the status of policy activities of each grantee, in a format developed by the TPC Program staff
 - k. Report quarterly to the TPC Manager. This Quarterly Report will contain a thorough description of technical assistance provided, by region and grantee, inclusive of issues/barriers and summary of grantee activities (including updated grantee profile), technical assistance provided, issues/barriers/challenges encountered during the quarter, along with contractor recommendations
 - l. Coordinate policy activities with the TPC Grant Program Managers, media contractors, training contractors, and other Technical Assistance resources at monthly Technical Assistance Team meetings, or more frequently if needed
 - m. Develop & implement a mechanism for sharing information between grantees, TPC, partners and stakeholders (ex: webinars, newsletter, M100 website).
2. Monitor activity and provide program Best Practices recommendations regarding policy and prevention strategies to the TPC Program and external partners and stakeholders. Services must include the following:
- a. Recommend program priorities and strategic directions related to second hand smoke exposure to ensure that efforts to identify and address policy focused solutions are integrated throughout the TPC Program
 - b. Communicate clearly and consistently with TPC program staff and external partners and stakeholders on technical aspects of policy objectives and promote understanding of program priorities for tobacco prevention and control
 - c. Keep up to date on the latest policy specific research, guidance, and best practices and apply the knowledge gained from federal guidelines and strategies used by government agencies and the scientific community to reduce tobacco initiation, decrease tobacco use, and address tobacco related disparities. Communicate relevant new findings to TPC staff, grantees, and other stakeholders Identify emerging issues, address problems or challenges and present findings to the TPC Manager
 - d. Provide resources and facilitate coordination of partner efforts around smoke free workplace policy

- e. Collaborate in the facilitation and coordination of policy goals and objectives among partners, stakeholders, legislators, and other state agencies to develop and implement effective public health policy
 - f. Collaborate and support communication and linkages among Alaskans for Tobacco Free Kids, ATCA, and TPC Program grantees
 - g. Interpret and/or facilitate interpretation of existing tobacco prevention and control laws, regulations, and rules as directed by the TPC Manager
 - h. Collect and synthesize the latest research, data, and Best Practices related to tobacco policy and make programmatic recommendations to the TPC accordingly
 - i. Facilitate and collaborate in the development of relationships with external stakeholders and work with other external contractors, consultants, and TPC staff to identify and implement strategies to utilize policy solutions to reduce harms to health from tobacco use
 - j. Participate in agency meetings and discussions related to smoke free workplace efforts. Coordinate with TPC program staff and contractors in project planning and coordination support ATCA's policy agenda.
3. Provide input about the evaluation of tobacco policy strategies, as requested or directed by the TPC Manager.
4. Technological Support.
- a. Develop and maintain a policy database to collect policy information, demographic data, and grantee reporting. This database of information will provide users the ability to input data and program information, access data from various sources, run reports and queries and accesses documents/ PDF files. This system should be web-based and allow for multiple users. The system must be user-friendly and have the capacity to grow over the course of the contract.
 - b. Research and secure a technology solution that facilitates collaboration and information sharing across regional grantees, TPC staff, and contracted technical assistance providers. The system will help analyze, organize, and maintain data of multiple policy types.
 - c. Ensure that investments in technology are designed to support grantee efforts first and foremost; solicit feedback from a handful of high performing grantees prior to moving forward with the development of the policy database and customer relationship management systems currently under consideration to ensure proposed solutions will meet their needs.
 - d. Maintain and update the current statewide policy spreadsheet with information and tracking of smoke free and tobacco-free policies including but not limited to: community ordinances, school districts, tribal resolutions, multi-unit housing authorities, college and university campuses, health care systems, and worksites.
 - e. Work with staff and partners to collect all policies as they are adopted. Code each policy according to standards previously developed by TPC staff and enter into the database.
 - f. Run reports with policy updates to inform staff, grantees, partners, and other interested parties. Reports will compare policy by type, community, and demographic information as requested by TPC program staff. Reports should be run a minimum of once per quarter and shared with partners as agreed upon with TPC Project Director.
 - g. Maintain quit line information dissemination database that integrates and tracks technical assistance and outreach activities (including clients, contacts, services, outreach activities, follow up) and materials requests. (Not sure if this belongs here or Section D.)
5. Synthesize current relevant scientific and technical information and consult media contractors in the development of the statewide media campaign to reduce exposure to second hand smoke and promotion of tobacco cessation resources. Services must include the following:
- a. Write and edit content for public education materials on tobacco policy including brochures, fact sheets, and websites, press releases, and talking points
 - b. Track and monitor local and national media for tobacco industry and other organized opposition to local and state tobacco policies

C. Provide education and resource development for a broad range of organizations.

- We encourage and support widespread adoption of systems to reduce tobacco use among the 70% of tobacco users who visit their health care providers annually. To that end, contract deliverables include providing technical assistance and outreach to health care providers, health and wellness organizations, and other non-health related entities. Outreach activities include prioritization and provision of technical assistance and training to Alaskan health professionals, health organizations, and allied health professionals.
 1. Develop and deliver tobacco education, prevention and cessation training to health care centers, their providers, employees, and other employers:
 - a. Assist in establishing organizational practices and protocols that adhere to CDC Best Practices and the US Public Health Service's Clinical Practice Guidelines for Treating Tobacco Use and Dependence;
 - b. Provide technical assistance with program development, implementation and evaluation strategies to Alaskan health care centers and health and wellness organizations interested in implementing systems changes recommended in the Clinical Practice Guidelines to systematically identify tobacco users within the patient population, provide patient advice to quit, referral to cessation services, and/or cessation counseling;
 - c. Develop and provide education, presentations and trainings designed to educate health care providers and health care systems workers on Alaska's Tobacco Quit Line in addition to any other tobacco education, prevention and cessation resources and services available statewide;
 - d. Train prevention and wellness organizations to promote tobacco prevention and cessation messages, perform brief tobacco interventions, and to use Alaska's Tobacco Quit Line and integrate a direct fax referral program into existing health care systems. These organizations include, but are not limited to, health corporations, health benefit plans, health insurance brokers, and wellness programs;
 - e. Provide technical assistance to non-health entities looking to integrate tobacco prevention education and cessation to their employees through the promotion of Alaska's Tobacco Quit Line and through applicable Return On Investment case studies;
 - f. Arrange for continuing medical education (CME) and/or continuing education unit (CEU) accreditation for tobacco education and cessation presentations to health professionals and allied health staff.
 - g. Prioritize statewide health and wellness systems and other organizations that strive to include sustainable tobacco identification/screening, education and referral systems and tobacco education and prevention activities in adherence with CDC Best Practices.
 - h. Develop readymade presentations on the importance of integrating tobacco prevention and cessation into their practice and Best Practices for Tobacco Prevention and Control for different health care sectors including dentistry, employer health and wellness programs, behavioral health, and pharmacists.
 2. Engage Primary Health and Behavioral Health Care to integrate tobacco treatment into patient care:
 - a. Develop a strong baseline of knowledge regarding Best Practices in primary care across the state;
 - b. Dialogue with primary care decision makers and seek to clarify how best M100 can support primary care organizations in their efforts to implement the Clinical Practice Guidelines for Treating Tobacco Use and Dependence;
 - c. Invest in learning the language of and realities confronted by our primary care partners in the state;
 - d. Understand the incentives and pressures in place for primary care organizations to make tobacco prevention and cessation a priority;
 - e. Develop a series of case studies on clinics/organizations that have implemented the recommendations in the U.S. Public Health Service Clinical Practice Guideline: Treating Tobacco Use and Dependence. Example case studies include how organizations have integrated one or

more of the following: Tobacco Free Campus Policy and Enforcement; Ask Advise and Refer; Documentation and Electronic Health Records; Billing and Reimbursement Strategies; Use of Alaska's Tobacco Quit Line; and Quit Medications into their practice;

- f. Dialogue with behavioral health leaders at the Alaska Mental Health Trust Authority, Alaska Native Tribal Health Consortium and the Division of Behavioral Health in order to understand current issues among providers and to gauge level of readiness to integrate tobacco treatment;
- g. Investigate and promote Return on Investment opportunities within primary care, and behavioral health from Medicaid and private insurers to promote coverage of comprehensive tobacco cessation services;
- h. Determine from providers' perspective if Medicaid reimbursement level will be adequate to incentivize integration of tobacco treatment;
- i. Provide illustrative guidance to help decision makers and providers understand Medicaid billing opportunities.
- j. Better understand current efforts to integrate primary care and behavioral health, including Patient-Centered Medical Home Model pilot project (funded in part by The Alaska Mental Health Trust Authority and Department of Health and Social Services) and the implications upon chronic disease prevention in general and tobacco cessation specifically.

D. Scale resources and the program model to meet the needs of any party, grantee and non-grantee that is ready to tackle tobacco control and prevention in their organization or community.

1. Develop Outreach Plan
2. Identify opportunities to provide outreach and education to providers, workplaces, tribal entities, and other organizations.
Identify opportunities to provide training and technical assistance.
3. Secure plenary presentations that reach a broad audience by addressing new and engaging topics, securing national speakers (e.g. Integrating Tobacco in the Patient Centered Medical Home Model, Prevention and the Affordable Care Act, etc.).
4. Pursue non-conference outreach opportunities such as association meetings that occur regularly for engaging decision makers in a meaningful way within each target health care sector, tribal entities, and other workplaces.
 - a. Identify topics and opportunities to provide training directly to providers and employers. Engage national and regional health care accrediting agencies in order to reach providers in need of annual CME/CEU credits.
 - b. Review the technical assistance model and identify approach in the annual work plan. The M100 team has researched sample models for technical assistance provision to primary care organizations:
 - Technical assistance upon demand – this is a subtle but important change from our current model, from an approach where we reach out to target organizations to an approach where we respond to their solicitations for support.
 - Organizations apply to receive technical assistance as part of a cohort – this model is used by the American Academy of Family Physicians Office Champions Tobacco Cessation National Dissemination Project and would allow the technical assistance team to set clear expectations upfront and work with a small cohort of organizations working to implement systems changes to integrate tobacco cessation activities into their practice.
 - Participate in the Patient Centered Medical Home pilot project being developed by the DHSS and offer to provide additional technical assistance to health care organizations to

increase uptake of clinical practice guidelines for treating tobacco dependence as part of this larger pilot project.

E. Maintain brand identity of M100 as the central clearinghouse to link communities with appropriate resources.

1. Develop, in collaboration with the media contractor, a prioritized list of materials by sector to be created/tailored to Alaska's needs in the new contract year; use list of existing/in progress materials to identify gaps and target research into tools developed in other states
2. Develop a process and tools for more effectively managing inventory levels; research technology options to see if the new database could have the capability to track of inventory levels
3. Engage in planning and prioritizing M100 website needs and next steps for supporting material distribution with current media contractor, Northwest Strategies.
 - a. Consider opportunities for partners and stakeholders to utilize the M100 website.
4. Maintain quit line information dissemination database that integrates and tracks technical assistance and outreach activities (including clients, contacts, services, outreach activities, follow up) and materials requests.

F. Project Management Duties

1. Work with TPC program staff and evaluation team to develop an evaluation plan. Define key indicators tied to M100 activities
2. The contractor will ensure staff is capable of independent work on assignments and able to communicate respectfully with grantees, partners, stakeholders, Alaska Tobacco Control Alliance (ATCA) membership, TPC Program staff, and other Evaluation, Technical Assistance (TA) and Media contractors.
3. A comprehensive and strategically engineered proposed annual work plan, outlining associated staff and subcontractors, must accompany the offeror's proposal. All components of project are expected to be represented in the proposed work plan and must also include a proposed evaluation plan.
4. All work plans tied to the Scope of Work and Deliverables in this RFP must be approved by TPC Project Manager, and must demonstrate a clear coordination of work with the other TPC Program Technical Assistance contractors (i.e. Training & Orientation contractor(s), Quit Line contractor(s), Evaluation contractor(s), and Media contractor(s).

If an out of state offeror is awarded this contract, the contractor must be available for consultation throughout the day, during Alaska business hours. Offerors planning to utilize subcontractors must submit the details outlined in Section 1.14. Preference will be given in evaluation to offerors who make use of Alaska vendors. The lead contractor, or proposer, will be considered the TPC primary contact entity and as such, accountable to the TPC for all contract deliverables.

All offerors should review and be familiar with the scope of work the grantees are expected to execute in their community of practice, a description of which can be found in the Request for Proposals (RFP) for the Partnerships in Tobacco Prevention grant program. The RFP is available online in the public notice section of the State website: <http://aws.state.ak.us/OnlinePublicNotices/View.aspx?id=167296>
The contractor will be required to provide consultation, planning, training and orientation to grantees, the TPC Program staff and statewide partners as outlined in the Section 5.02, Deliverables, outlined herein, for the duration of the contract period. The contractor will ensure staff chosen to provide these services are capable of independent work on assignments and able to communicate respectfully with grantees, TPC Program staff and statewide partners. Out of state contractors must be available for consultation during Alaska business hours. The TPC Program reserves the right to approve staff assigned to this work by contractor.

The successful offeror must demonstrate their familiarity with the demographic composition of Alaska, including knowledge of any Alaska-specific health equity issues related to the deliverables or services being sought. Successful offeror must demonstrate the project staff has experience facilitating meetings in a manner that effectively responds to the race, ethnicity, age, gender identity, cultural practices, sexual orientation, socioeconomic status, individuals with disabilities, educational background and language of the target population, and in conducting meetings in a manner sensitive to the political landscape/climate.

SECTION SIX PROPOSAL FORMAT AND CONTENT

6.01 Proposal Format and Content

The state discourages overly lengthy and costly proposals, however, in order for the state to evaluate proposals fairly and completely, offerors must follow the format set out in this RFP and provide all information requested.

6.02 Introduction

Proposals must include the complete name and address of offeror's firm and the name, mailing address, and telephone number of the person the state should contact regarding the proposal.

Proposals must confirm that the offeror will comply with all provisions in this RFP; and, if applicable, provide notice that the firm qualifies as an Alaskan bidder. Proposals must be signed by a company officer empowered to bind the company. An offeror's failure to include these items in the proposals may cause the proposal to be determined to be non-responsive and the proposal may be rejected.

6.03 Understanding of the Project

Offerors must provide comprehensive narrative statements that illustrate their understanding of the requirements of the project and the project schedule.

6.04 Methodology Used for the Project

Offerors must provide comprehensive narrative statements that set out the methodology they intend to employ and illustrate how the methodology will serve to accomplish the work and meet the state's project schedule.

6.05 Management Plan for the Project

Offerors must provide comprehensive narrative statements that set out the management plan they intend to follow and illustrate how the plan will serve to accomplish the work and meet the state's project schedule.

6.06 Experience and Qualifications

Offerors must provide an organizational chart specific to the personnel assigned to accomplish the work called for in this RFP; illustrate the lines of authority; designate the individual responsible and accountable for the completion of each component and deliverable of the RFP.

Offerors must provide a narrative description of the organization of the project team and a personnel roster that identifies each person who will actually work on the contract and provide the following information about each person listed:

- a. title,

- b. resume,
- c. location(s) where work will be performed,

Offerors must provide a three (3) to five (5) reference letters for similar projects the offeror's firm has completed.

Offerors must provide evidence within their proposal that they meet the minimum requirements specified in Section 2.08 Minimum Qualifications along with any certifications and credentials referenced in the resume or their proposal may be found non-responsive and may be rejected.

6.07 Cost Proposal

Please complete the Cost Proposal template in Section Eight (Attachments) of this RFP.

The completed cost proposal, along with any reference to pricing, is to be **excluded** from the body of the offeror's proposal. Instead, it should accompany the proposal in a separate, sealed envelope. Failure to comply with this requirement will result in a proposal rejected as non-responsive.

6.08 Evaluation Criteria

All proposals will be reviewed to determine if they are responsive. They will then be evaluated using the criterion that is set out in Section SEVEN.

An evaluation may not be based on discrimination due to the race, religion, color, national origin, sex, age, marital status, pregnancy, parenthood, disability, or political affiliation of the offeror.

A proposal shall be evaluated to determine whether the offeror responds to the provisions, including goals and financial incentives, established in the request for proposals in order to eliminate and prevent discrimination in state contracting because of race, religion, color, national origin, sex, age, marital status, pregnancy, parenthood, or disability.

SECTION SEVEN EVALUATION CRITERIA AND CONTRACTOR SELECTION

**THE TOTAL NUMBER OF POINTS USED
TO SCORE THIS PROPOSAL IS 1,000**

7.01 Understanding of the Project (5 Percent)

Proposals will be evaluated against the questions set out below:

- [a] How well has the offeror demonstrated a thorough understanding of the purpose and scope of the project?
- [b] How well has the offeror identified pertinent issues and potential problems related to the project?
- [c] To what degree has the offeror demonstrated an understanding of the deliverables the state expects it to provide?
- [d] Has the offeror demonstrated an understanding of the state's time schedule and can meet it?

7.02 Methodology Used for the Project (15 Percent)

Proposals will be evaluated against the questions set out below:

- [a] How comprehensive is the methodology and does it depict a logical approach to fulfilling the requirements of the RFP?
- [b] How well does the methodology match and achieve the objectives set out in the RFP?
- [c] Does the methodology interface with the time schedule in the RFP?

7.03 Management Plan for the Project (15 Percent)

Proposals will be evaluated against the questions set out below:

- [a] How well does the management plan support all of the project requirements and logically lead to the deliverables required in the RFP?
- [b] How well is accountability completely and clearly defined?
- [c] Is the organization of the project team clear?
- [d] How well does the management plan illustrate the lines of authority and communication?
- [e] To what extent does the offeror already have the hardware, software, equipment, and licenses necessary to perform the contract?

- [f] Does it appear that the offeror can meet the schedule set out in the RFP?
- [g] Has the offeror gone beyond the minimum tasks necessary to meet the objectives of the RFP?
- [h] To what degree is the proposal practical and feasible?
- [i] To what extent has the offeror identified potential problems?

7.04 Experience and Qualifications (15 Percent)

Proposals will be evaluated against the questions set out below:

Questions regarding the personnel:

- [a] Do the individuals assigned to the project have experience on similar projects?
- [b] Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in the work the project requires?
- [c] How extensive is the applicable education and experience of the personnel designated to work on the project?

Questions regarding the firm:

- [d] How well has the firm demonstrated experience in completing similar projects on time and within budget?
- [e] How successful is the general history of the firm regarding timely and successful completion of projects?
- [f] Has the firm provided 3 – 5 letters of reference from previous clients?
- [g] If a subcontractor will perform work on the contract, how well do they measure up to the evaluation used for the offeror?

7.05 Contract Cost (40 Percent)

Overall, **40%** of the total evaluation points will be assigned to cost. The cost amount used for evaluation may be affected by one or more of the preferences referenced under Section 2.13.

Converting Cost to Points

The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out in Section 2.15.

7.06 Alaska Offeror Preference (10 Percent)

If an offeror qualifies for the Alaska Bidder Preference, the offeror will receive an Alaska Offeror Preference. The preference will be 10 percent of the total available points. This amount will be added to the overall evaluation score of each Alaskan offeror.

SECTION EIGHT ATTACHMENTS

8.01 Attachments

Included in this RFP document

1. Offeror's Checklist
2. Cost Proposal Form
3. Proposal Evaluation Form
4. Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions

Attached Separately

5. Standard Agreement Form
 - a. Appendix A
 - b. Appendix B1
 - c. Appendix C
 - d. Appendix D
6. Notice of Intent to Award

OFFEROR'S CHECKLIST

IMPORTANT NOTE TO OFFERORS: This checklist is provided to assist offerors and the Procurement Officer in addressing and/or locating specific requirements identified in the RFP for the offeror's proposal. **Offerors are to complete and return this form.** Completion of this form does not guarantee a declaration of responsiveness.

Offeror: _____

1. Per section 2.12, evidence that the offeror holds a valid Alaska business license.
Evidence is provided on page #_____.

2. Per section 1.04, the budget **does not exceed \$1,600,000 (FY14 through FY17 - \$400,000 per year).**
Evidence is provided on page #_____.

3. Per section 1.16, provide a statement regarding Offeror's Certification.
Evidence is provided on page # _____.

4. Per section 1.17, provide a Conflict of Interest statement.
Evidence is provided on page # _____.

5. Per section 2.08, evidence that the offeror meets the minimum prior experience requirements.
 - A minimum of five (5) years of experience leading, facilitating, and administering state wide technical assistance and support; to include coordinated technical assistance delivery, data base development and implementation, as well as maintenance of list serves and databases
Evidence is provided on page #_____.

 - At least three years of experience partnering, leading, participating, and/or collaborating in a state-wide policy initiative
Evidence is provided on page #_____.

 - At least two years of experience providing technical assistance and support to statewide and local tobacco control grantees and contractors, including school, community, and/or cessation grantees

Evidence is provided on page #_____.

- At least two years' experience in health policy and health systems change

Evidence is provided on page #_____.

- At least two years' experience in general health care communications development and collateral resources, including social media

Evidence is provided on page #_____.

6. Per section 1.16, proposal has been **signed** by an individual authorized to bind the offeror to the provisions of the RFP.

Evidence is provided on page #_____.

7. Per section 1.24, offeror has signed and returned the *Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion Lower Tier Covered Transactions* form.

Evidence is provided on page #_____.

COST PROPOSAL BY DELIVERABLE

Note: The purpose of the cost formula is to provide a mechanism for offerors to submit costs per each deliverable in a manner that DHSS can evaluate and score and then use to establish billing rates for the resultant contract. Please enter your cost in the spaces provided below for completing each deliverable.

Deliverable A \$ _____
Work with Communities to Build Regional Capacity and Develop Place-Based Solutions

- Item 1 \$ _____
- Item 2 \$ _____
- Item 3 \$ _____
- Item 4 \$ _____
- Item 5 \$ _____

Deliverable B \$ _____
Expert Policy Consultation and Partner Technical Assistance Duties of Contractor:

- Item 1 \$ _____
- Item 2 \$ _____
- Item 3 \$ _____
- Item 4 \$ _____
- Item 5 \$ _____

Deliverable C \$ _____
Provide Education and Resource Development for a Broad Range of Organizations

- Item 1 \$ _____
- Item 2 \$ _____

Deliverable D \$ _____
Scale Resources and the program model to meet the needs of any party, grantee and non-grantee, that is ready to tackle tobacco control and prevention in their organization or community

- Item 1 \$ _____
- Item 2 \$ _____
- Item 3 \$ _____
- Item 4 \$ _____

Deliverable E \$ _____
Maintain brand identity of M100 as the central clearinghouse to link communities with the appropriate resources

- Item 1 \$ _____
- Item 2 \$ _____
- Item 3 \$ _____
- Item 4 \$ _____

Deliverable F \$ _____
Project Management Duties

- Item 1 \$ _____
- Item 2 \$ _____
- Item 3 \$ _____
- Item 4 \$ _____

Travel Budget \$ _____

Cost Per Year

- Year 1 Total Cost \$ _____
- Optional Renewal 1 Total Cost \$ _____
- Optional Renewal 2 Total Cost \$ _____
- Optional Renewal 3 Total Cost \$ _____

Total Proposed Cost: \$ _____

PROPOSAL EVALUATION FORM

All proposals will be reviewed for responsiveness and then evaluated using the criteria set out herein.

Person or Firm Name _____

Name of Proposal Evaluation (PEC) Member _____

Date of Review _____

RFP Number _____

EVALUATION CRITERIA AND SCORING

THE TOTAL NUMBER OF POINTS USED TO SCORE THIS PROPOSAL IS 1000

7.01 Understanding of the Project—5 Percent

Maximum Point Value for this Section - 50 Points
1000 Points x 5 Percent = 50 Points

Proposals will be evaluated against the questions set out below.

[a] How well has the offeror demonstrated a thorough understanding of the purpose and scope of the project?

EVALUATOR'S NOTES _____

[b] How well has the offeror identified pertinent issues and potential problems related to the project?

EVALUATOR'S NOTES _____

[c] To what degree has the offeror demonstrated an understanding of the deliverables the state expects it to provide?

EVALUATOR'S NOTES _____

[d] Has the offeror demonstrated an understanding of the state's time schedule and can meet it?

EVALUATOR'S NOTES _____

EVALUATOR'S POINT TOTAL FOR 7.01 _____

7.02 Methodology Used for the Project—5 Percent

Maximum Point Value for this Section - 50 Points
1000 Points x 5 Percent = 50 Points

Proposals will be evaluated against the questions set out below.

[a] How comprehensive is the methodology and does it depict a logical approach to fulfilling the requirements of the RFP?

EVALUATOR'S NOTES _____

[b] How well does the methodology match and achieve the objectives set out in the RFP?

EVALUATOR'S NOTES _____

[c] Does the methodology interface with the time schedule in the proposal?

EVALUATOR'S NOTES _____

EVALUATOR'S POINT TOTAL FOR 7.02 _____

7.03 Management Plan for the Project—5 Percent

Maximum Point Value for this Section - 50 Points
1000 Points x 5 Percent = 50 Points

Proposals will be evaluated against the questions set out below.

[a] How well does the management plan support all of the project requirements and logically lead to the deliverables required in the RFP?

EVALUATOR'S NOTES _____

[b] How well is accountability completely and clearly defined?

EVALUATOR'S NOTES _____

[c] Is the organization of the project team clear?

EVALUATOR'S NOTES _____

[d] How well does the management plan illustrate the lines of authority and communication?

EVALUATOR'S NOTES _____

[e] To what extent does the offeror already have the hardware, software, equipment, and licenses necessary to perform the contract?

EVALUATOR'S NOTES _____

[f] Does it appear that offeror can meet the schedule set out in the RFP?

EVALUATOR'S NOTES _____

[g] Has the contractor gone beyond the minimum tasks necessary to meet the objectives of the RFP?

EVALUATOR'S NOTES _____

[h] To what degree is the proposal practical and feasible?

EVALUATOR'S NOTES _____

[i] To what extent has the offeror identified potential problems?

EVALUATOR'S NOTES _____

EVALUATOR'S POINT TOTAL FOR 7.03 _____

7.04 Experience and Qualifications—5 Percent

Maximum Point Value for this Section - 50 Points
1000 Points x 5 Percent = 50 Points

Proposals will be evaluated against the questions set out below.

Questions regarding the personnel.

[a] Do the individuals assigned to the project have experience on similar projects?

EVALUATOR'S NOTES _____

[b] Are resumes complete and do they demonstrate backgrounds that would be desirable for individuals engaged in the work the RFP requires?

EVALUATOR'S NOTES _____

[c] How extensive is the applicable education and experience of the personnel designated to work on the project?

EVALUATOR'S NOTES _____

Questions regarding the firm.

[d] Has the firm demonstrated experience in completing similar projects on time and within budget?

EVALUATOR'S NOTES _____

[e] How successful is the general history of the firm regarding timely and successful completion of projects?

EVALUATOR'S NOTES _____

[f] Has the firm provided letters of reference from previous clients?

EVALUATOR'S NOTES _____

[g] If a subcontractor will perform work on the project, how well do they measure up to the evaluation used for the offeror?

EVALUATOR'S NOTES _____

EVALUATOR'S POINT TOTAL FOR 7.04 _____

7.05 Contract Cost — 40 Percent

Maximum Point Value for this Section - 400 Points
1000 Points x 40 Percent = 400 Points

Overall, 40 percent of the total evaluation points will be assigned to cost. The cost amount used for evaluation may be affected by one or more of the preferences referenced under Section 2.13.

Converting Cost to Points

The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out in Section 2.15.

EVALUATOR'S POINT TOTAL FOR 7.05 _____

7.06 Alaska Offeror Preference — 10 Percent

Alaska bidders receive a 10 percent overall evaluation point preference.
Point Value for Alaska bidders in this section -- 100 Points
1000 Points x 10 Percent = 100 Points

If an offeror qualifies for the Alaska Bidder Preference, the offeror will receive an Alaska Offeror Preference. The preference will be 10 percent of the total available points. This amount will be added to the overall evaluation score of each Alaskan offeror.

EVALUATOR'S POINT TOTAL FOR 7.06 (either 0 or 100) _____

EVALUATOR'S COMBINED POINT TOTAL FOR ALL SECTIONS _____

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION LOWER TIER COVERED TRANSACTIONS

This certification is required by the regulations implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98, Section 98.510, Participant's responsibilities. The regulations were published as Part VII of the May 26, 1988 Federal Register (pages 19160-19211).

**(BEFORE COMPLETING CERTIFICATION, READ THE INSTRUCTIONS ON THE
FOLLOWING PAGE WHICH ARE AN INTEGRAL PART OF THE CERTIFICATION)**

(1) The prospective recipient of Federal assistance funds certifies, by submission of this bid, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

(2) Where the prospective recipient of Federal assistance funds is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this Proposal.

Name and Title of Authorized Representative

Signature

Date

Instructions for Certification

1. By signing and submitting this Proposal, the prospective recipient of Federal assistance funds is providing the certification as set out below.
2. The certification in this class is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective recipient of Federal assistance funds knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the Department of Labor (DOL) may pursue available remedies, including suspension and/or debarment.
3. The prospective recipient of Federal assistance funds shall provide immediate written notice to the person to whom this Proposal is submitted if at any time the prospective recipient of Federal assistance funds learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms "covered transaction," "debarred," "suspended," "ineligible," "lower tier covered transaction," "participant," "person," "primary covered transaction," "principal," "Proposal," and "voluntarily excluded," as used in this clause, have the meanings set out in the Definitions and Coverage sections of rules implementing Executive Order 12549. You may contact the person to which this Proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective recipient of Federal assistance funds agrees by submitting this Proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the DOL.
6. The prospective recipient of Federal assistance funds further agrees by submitting this Proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion - Lower Tier Covered Transactions," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may but is not required to check the List of Parties Excluded from Procurement or Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the DOL may pursue available remedies, including suspension and/or debarment