

# OHIO DEPARTMENT OF HEALTH SUBRECIPIENT REQUEST FOR PROPOSAL (RFP)

The Ohio Department of Health (ODH) is soliciting proposals for professional services.

## 1. PROJECT INFORMATION.

1.1 Project Title: Bureau of Health Improvement & Wellness, Tobacco Use Prevention & Cessation Program (TUPCP), Vaping Cessation Project

1.2 Posting Date: October 09, 2020

1.3 Due Dates: November 13, 2020

1.4 Inquiry Start Date: October 09, 2020

1.5 Inquiry End Dates: October 19, 2020

1.6 Project Background. The use of vaping products among Ohio's youth is skyrocketing, with a 135% percent increase in reported use between 2017 and 2019 for high school students. In 2018, more than 3.6 million U.S. youth, including 1 in 5 high school students and 1 in 20 middle school students, used e-cigarettes.

Combating this epidemic will require the combined efforts from all community sectors. Tobacco manufacturers have targeted Ohio's young people using a combination of old industry tactics and modern social media marketing, such as recruiting celebrities to market their products and making claims about vaping products as "healthy alternative" to traditional tobacco products. Additionally, the use of youth-friendly flavorings, such as dessert or candy flavors, and the appealing look of the vaping technologies have been specifically designed and marketed to garner interest from young customers. Furthermore, the discreet design of the latest generation of e-cigarettes in combination with the newest vaping technology, allowing for virtually no visible emissions, can make these devices and their use difficult to detect.

There is a great deal of evidence showing that vaping (e.g., JUUL, VUSE, BLU) is unsafe for kids, teens, and young adults. Most e-cigarettes contain nicotine, a highly addictive substance that can harm brain development, which continues into the mid-20s. Contrary to popular belief, e-cigarettes can contain other harmful substances as well. In addition to health concerns, young people who use e-cigarettes are more likely to smoke cigarettes in the future. It's important to keep youth from starting as this may lead to a life-long addiction that is known to be the number one cause of preventable death in the United States. Nearly 80 percent of daily tobacco users start by age 18, and almost all daily tobacco users start by age 21. Through proper education and intervention, it is possible to stop young people from initiating use of tobacco products, and therefore preempt the numerous, detrimental health consequences of tobacco use later in life.

1.7 Project Objective. The objective of the project is to increase the readiness of communities to address vaping and nicotine dependence that has developed as a result of the growing popularity of electronic nicotine delivery systems (ENDS) and their use.

Programs are expected to raise community readiness related to vaping by 0.5 points or greater, as measured by a subrecipient-administered brief community assessment provided by ODH. Assessment must be administered by the subrecipient and completed within the first month and, again, during the last month of the contract.

Changes in community readiness will result from the four major activities required:

- Educate yourself, by attending an ODH sponsored training and conduct a short community readiness assessment.
- Educate and engage your community members
- Convene a task force to develop objectives to address vaping in your community
- Promote the use of My Life, My Quit, including at least one community based media campaign

- 1.8 Project Budget. \$600,000.00
- 1.9 Project Award. 30 awards of \$20,000
- 1.10 Agreement Term. Execution of Agreement Date – December 1, 2020
- 1.11 Project Period. December 1, 2020 – June 30, 2022

ODH reserves the right to execute multiple agreements with awarded provider to fulfill the entire project period, subject to and contingent on the discretionary decision of the Ohio General Assembly to appropriate funds (if needed) for the biennium, satisfactory performance of the awarded providers and the needs of the Ohio Department of Health.

2. PROJECT REQUIREMENTS.

- 2.1 Subrecipient Experience Requirement: Must be a local health department in Ohio or a non-profit agency. If not a local health department, applicant must include in their application a letter of support from the local public health agency that states their commitment to be part of the workgroup that will be formed. Funding is not available for communities that already receive funding through ODH’s Local Tobacco Grant opportunity.
- 2.2 Candidate Expertise Requirement: Must have at least three years’ experience implementing public health programming, or community organizing and/or youth-centered work in the community for which they are applying for funding. Work experience specific to tobacco is preferred, but not required.
- 2.3 Notice of Award Requirements: N/A
- 2.4 Mandatory Licenses &/or Certifications Required: N/A

3. SCOPE OF WORK AND DELIVERABLES.

3.1 Scope of Work.

SCOPE OF WORK	
3.1.1	<p>All programs funded through this opportunity will be required to attend an ODH-sponsored training event on addressing vaping and youth nicotine dependence and to administer a community readiness assessment in their community</p> <ol style="list-style-type: none"> <li>1. Confirm willingness to attend training.</li> <li>2. Discuss what agency would expect to learn at such a training.</li> <li>3. Provide a list of agency positions that might attend training.</li> <li>4. Confirm agency will provide post-training summary of how information will be used in the implementation of deliverables.</li> <li>5. Obtain at least 15 responses to an ODH provided survey from at least 15 individuals representing at least 11 sectors of the community (see Appendix 1)</li> </ol>
3.1.2	<p>Programs are expected to increase community knowledge and awareness of Ohio’s vaping epidemic through training on both prevention and cessation issues relating to use. Required audiences include (but are not limited to): youth, parents, healthcare providers and community partners. A training plan will be required and must include training materials (i.e., handouts and presentation), plans for promotion and outreach and how evaluation of trainings will be conducted. ODH approval of all materials must be obtained prior to implementation of each training event.</p> <ol style="list-style-type: none"> <li>1. Discuss how each of the required audiences will be reached.</li> <li>2. Outline key messages to be used in the invitation to attend training.</li> </ol>

	3. Discuss how each of the required elements of the training plan will be approached.
3.1.3	<p>Programs will be required to convene a time-limited task force as a funded activity. The task force must meet no fewer than three times during the first three months of the Agreement Period and at least monthly for the remainder of the project period. Projects must document a commitment to participate from the representative of each community sector to be part of the task force (required sectors include education, law enforcement, business, government, health/medical professionals, housing, involved citizens, faith-based organizations, civic associations, media and community organizations). The task force will develop a community action plan with at least three priority SMART (Specific, Measurable, Achievable, Relevant and Time limited) community-specific objectives to address vaping. (see Appendix 1 for community sectors).</p> <ol style="list-style-type: none"> <li>1. Describe the agency's approach to recruiting members of the task force, including talking points and materials to be used.</li> <li>2. Confirm that written documentation from task force members will include their commitment to: participate in task force meetings, represent their sector in developing community specific objectives to address the vaping epidemic in their community and engage in the process of implementing objectives identified, as appropriate to their sector of the community and conduct a brief community readiness assessment provided by ODH. The Community Readiness Assessment must be completed by each member of task force prior to the first meeting of the task force.</li> <li>3. Confirm that the ODH provided online or paper community readiness assessment on vaping will be completed by at least 15 individuals (including at least one representative from each community sector) prior to the first meeting of the task force.</li> <li>4. Confirm at least three task force meetings will be completed within the first three months of the Agreement Period and monthly for the remainder of the project period.</li> <li>5. Describe proposed logistics for task force meetings.</li> <li>6. Confirm an action plan will be submitted within five months of the start of the budget period which includes the following: <ul style="list-style-type: none"> <li>• Proposed objectives that are SMART and are accompanied by a justification that includes data used to identify objective and evaluate each objective</li> <li>• Identified implementation activities for each objective as well as a timeline and the name of the responsible party for each activity</li> <li>• Implementation timeline with objectives specific to the contract period, but may include recommendations for long-range objectives, as well</li> <li>• Implementation timeline must indicate initiation of implementation of at least one objective prior to June 30, 2021 and implementation of the other two priority objectives before June 30, 2022</li> <li>• The signatures of task force members on the action plan indicating their agreement and commitment to the action plan.</li> </ul> </li> </ol>
3.1.4	<p>Promote Youth Cessation to achieve a 1% utilization of My Life, My Quit Program (MLMQ) in county based on estimated youth tobacco use in your county. Promoting available services to help youth to end their dependence on vaping products is an important aspect of this funding opportunity. TUPCP funds National Jewish Health's MLMQ program and increasing enrollments in this program is the measurable outcome agencies will be paid to achieve. Provide a plan that includes:</p> <ol style="list-style-type: none"> <li>1. Identification of channels to be used to demonstrate how MLMQ will be marketed to at least the following audiences: Youth, School Personnel, Parents and Healthcare Providers.</li> <li>2. Confirmation of intention to execute at least one mass media campaign using ODH-provided guidance that costs at least \$1,000.</li> <li>3. Detail what other outreach activities will take place to ensure objective is achieved. ODH will provide additional guidance upon award to define appropriate outreach based on level of community</li> </ol>
3.1.5	Conduct a final brief community readiness assessment provided by ODH that will include at least 15 completed responses including a response from at least one representative from each community sector.

3.2 Deliverables and Due Dates.

DELIVERABLES		DUE DATE
3.2.1	Attend ODH sponsored training event on addressing youth nicotine dependence and vaping and submit post-training summary of how information will be used in the implementation of deliverables. Complete initial Community Readiness Assessment – At least 15 respondents from 11 different sectors as described in Appendix 1.	End of month one
3.2.2	Submit ODH-approved training plan including training materials (handouts and presentation), methods and materials that will be used for recruitment and plans for how trainings will be evaluated. The plan must include at least four trainings designed and targeted toward at least these four audiences: youth, school personnel, parents and healthcare providers.	End of month two
3.2.3	Submit documentation of at least 15 attendees at each of six trainings. Reimbursement will not be provided for training sessions with less than 15 attendees.	Throughout Agreement Period
3.2.4	Submit ODH-approved recruitment list for the task force.	End of month one
3.2.4	Submit documentation of commitment for each required sector representative on the task force (they will participate in meetings, will represent their sector in developing community specific objectives to address vaping, will engage in the process of implementing objective identified, as appropriate to their sector) and documentation that task force members have completed the ODH provided community readiness assessment prior to first meeting of task force.	End of month three
3.2.5	Submit agendas, notes and sign-in sheets for each meeting of the task force. (total of at least three first six months and monthly, thereafter)	End of month six, monthly
3.2.6	Submit an ODH-approved Task Force Action Plan meeting following criteria: <ol style="list-style-type: none"> <li>1. Objectives must be SMART and accompanied by justification that includes data used to identify each objective</li> <li>2. Implementation activities must be identified for each objective and include a timeline and responsible party, by name and position</li> <li>3. Implementation timeline included</li> <li>4. Indication of at least one objective that will be implemented before the end of the Agreement period</li> </ol>	End of month eight
3.2.7	Submit and obtain ODH-approval of communication plan for promotion of My Life, My Quit to Youth, School Personnel, Parents and Healthcare Providers and Community Organizations who work with youth (i.e., YMCA, Faith-based organizations)..	End of month two
3.2.8	Submit evidence of execution of ODH-approved mass media campaign that cost not less than \$1,000 that will last not less than 3 months.	End of month six
3.2.9	Conduct at least two community readiness activities per month starting month two of the budget period and submit ODH provided spreadsheet on a quarterly basis documenting activities.	Throughout Agreement Period

3.2.10	Evidence of implementation of at least one task force objective.	June 2021
3.2.11	Evidence of implementation of two additional priority objectives from vaping action plan	June 2022
3.2.12	Complete final brief community readiness assessment provided by ODH.	June 2022
3.2.13	Participate in monthly individual conference calls with TUPCP Public Health Consultant and monthly collaborative calls with other project leads.	Monthly

4. TECHNICAL EVALUATION CRITERION:

SUBRECIPIENT PROFILE		WEIGHT
4.1	Subrecipient is a local health department or non-profit agency	5
4.2	Subrecipient has at least three years' experience conducting public health or youth-centered interventions or in community organizing in the community for which they are requesting funding.	5
4.3	Subrecipient demonstrates an ability to establish relationships with representatives of community sectors as defined in Appendix 1.	5

STAFFING PLAN (PERSONNEL PROFILE)		WEIGHT
4.4	Candidate must demonstrate assignment of sufficient staff to implement work plan	5
4.5	Candidate staff assigned to project have at least one-year experience working in public health implementing public health interventions	5

WORK PLAN		WEIGHT
4.6	Candidate agrees to attend training, has identified appropriate staff to attend training, and agrees to submit a summary that indicates how information will be used in the implementation of other deliverables. Also, agreement to administer a short community readiness assessment to at least 15 community members that represent at least 11 sectors of the community, as described in Appendix 1.	5
4.7	Candidate outlines approach to creating and implementing training plan which includes development of training materials (handouts and presentation), methods and materials that will be used for recruitment and plans for how trainings will be evaluated. Plan must include at least six trainings designed and targeted toward at least these four audiences: youth, school personnel, parents and healthcare providers.	15

4.8	Candidate submits documentation of at least 15 attendees at each of six trainings. Reimbursement will not be provided for training sessions with less than 15 attendees.	5
4.9	Candidate describes the agency's approach to recruiting members of the task force.	5
4.10	Candidate outlines how all required aspects of task force member commitment will be obtained through written documentation and that each member will complete the ODH provided community readiness assessment prior to the first meeting of the task force.	5
4.11	Candidate describes how agency will submit documentation that task force meetings occurred	5
4.12	Candidate outlines plans for development of action plan to address vaping in their community that meets the following criteria: <ol style="list-style-type: none"> <li>1. Objectives are SMART and accompanied by justification that includes data used to identify the objectives</li> <li>2. Implementation activities are identified for each objective and include a timeline and the name and position of responsible party</li> <li>3. Implementation timeline is included</li> <li>4. Indication of at least one priority objective that will be implemented before the June 2021 and two additional priority objectives before June 2022. Objectives should be clearly identified in action plan</li> </ol>	15
4.13	Candidate will assure that at least one priority objective of the action plan will be implemented prior to June 2021 and an additional two priority objectives before June, 2022	5
4.14	Candidate discusses how communication plan will be developed and implemented to increase community readiness related to vaping and awareness of My Life, My Quit. Plan should also address how these activities will achieve the 1% utilization of MLMQ outcome.	15
4.15	Candidate demonstrates they will complete at least two community readiness appropriate activity per month starting in the second month of the budget period and that they will document these activities on ODH provided spreadsheet. ODH will provide guidance on tailoring activities to readiness of community.	20
4.16	Candidate has confirmed intention to execute at least one mass media campaign (at least \$1,000) using ODH-provided guidance as part of communications plan.	5
4.17	Candidate demonstrates they will complete the final vaping community readiness assessment which includes 15 completed responses with at least one completed by a representative of each community sector.	5
<b>TOTAL</b>		<b>100</b>

5. PROPOSAL SCORING

CRITERIA	MAXIMUM ALLOWABLE POINTS
Technical Proposal	130
Cost Proposal	50
MBE Set -Aside	50
Total	230

6. INSTRUCTIONS

6.1. Scope of Work and Specifications. ODH is authorized to prepare scope of work and specifications to obtain supplies and services. The purpose of the scope of work or deliverables is to describe the supplies or services to be purchased and will serve as a basis for comparison of proposal responses.

6.2. Technical Proposal Format. Subrecipient's technical proposal shall address all items in the scope of work and deliverables and be submitted as the "Technical Proposal". Failure to sufficiently address each item may result in ODH's determination that the Proposal does not provide sufficient detail to adequately evaluate the Proposal and is, therefore, incomplete and nonresponsive. If the Proposal contains elements that exceed the requirements of the RFP, the Proposal should state the degree to which the requirement will be exceeded and how this will be accomplished. Proposals should be prepared simply and economically, providing a straightforward, concise, and complete description of the Subrecipient's proposal and capabilities to perform the Agreement. Emphasis should be on completeness, specificity, and clarity of content.

6.2.1. Company Narrative. Responses to the RFP shall include a short narrative describing the following:

- 6.2.1.1. Description of the Subrecipient's experience and expertise conducting projects of similar size and scope.
- 6.2.1.2. Subrecipient's ability to meet minimum requirements.
- 6.2.1.3. Subrecipient's capacity to provide the services required.
- 6.2.1.4. Documentation of Subrecipient's soundness and financial capability to perform the work.
- 6.2.1.5. List of three (3) references for whom the Subrecipient has performed similar services and deliverables. ODH may, but is under no obligation to, contact the references.

6.2.2. Project Narrative. Responses to the RFP shall include a detailed project narrative describing the following:

- 6.2.2.1. Identification of the objectives, strategies, methodology, services and deliverables that Subrecipient proposes to provide.
- 6.2.2.2. Use of evidence-based practices, if applicable.
- 6.2.2.3. Timeline for completion of services and deliverables.
- 6.2.2.4. Ability and experience of key project personnel intended to work on the project and their responsibilities to the project. Include resumes.
- 6.2.2.5. Identification and description of any proposed Subcontractors. Subrecipient may not subcontract any work or services of the type described in project scope of work and deliverables without ODH prior written approval.

6.2.3 Project Work Plan. Responses to the RFP shall include a detailed project implementation plan describing the following:

- 6.2.3.1. Clearly identify and discuss with specificity how the Subrecipient will perform the requirements specific to this project, including each item under Scope of Work and Deliverables.
  - 6.2.3.2. Description of the location and principal office from which the work is to be performed.
  - 6.2.3.3. Identification of the amount of time that lead, and key project personnel will be expected to work on the project.
  - 6.2.3.4. Description of contingency plans for completing the project, should the lead or key project personnel become unavailable for any reason.
  - 6.2.3.5. Identification of any anticipated difficulties in meeting the project specifications and a description of proposed solutions to these difficulties.
- 6.3. Subrecipient's Compensation. Subrecipient's proposed compensation by deliverable shall be submitted as the "Cost Proposal". If in the event an Agreement ensues as a result of this RFP, the Subrecipient will be required to fulfill the Agreement obligations at the amount proposed. The proposed cost must include all costs associated with performing the work, including travel, shipping, overhead, etc.
- 6.4. Proposal Submittal. Subrecipient must submit both a "Technical Proposal" and a "Cost Proposal" as a part of its Proposal package. These are two separate components which shall be submitted as separate electronic documents, clearly identified as either "Technical Proposal" or "Cost Proposal" and the RFP number.
- 6.5. When Proposals May Be Emailed. ODH must receive proposals via email by no later than 3:00 p.m., the day the proposals are scheduled to be due. Proposals received after 3:00 p.m. on the scheduled opening date will not be opened.
- 6.6. Where Proposals Must Be Emailed. Proposals must be emailed (no fax, mailed or hand delivered proposals will be accepted) to the following email address: [procurement@odh.ohio.gov](mailto:procurement@odh.ohio.gov)
- 6.7. Proposals are a Public Record. Once proposals have been reviewed, they will be forwarded to the ODH Project Evaluation Committee to begin the evaluation process. After proposals are opened, they are public records as defined in Ohio Revised Code Section 146.43 and are subject to all laws appurtenant thereto. Subrecipient may request that certain information, such as trade secrets or proprietary data, be designated as confidential and not considered as public records. Pricing is not considered as confidential. The decision as to whether or not such trade secrets or proprietary data shall be disclosed shall rest solely with ODH.
- 6.8. Withdrawal of Proposal Prior to Scheduled Opening. Subrecipient may withdraw a proposal by written request any time after ODH receives the proposal and before scheduled opening.
- 6.9. Withdrawal of Proposal After Scheduled Opening. Subrecipient may by written request withdraw its proposal after scheduled opening if there is reasonable proof that an inadvertent mistake was made, and the correction cannot be determined with reasonable certainty.
- 6.10. Correction of Proposal Before Scheduled Opening. If a Subrecipient withdraws its proposal and resubmits it with revisions, the revisions should be clearly identified and initialed by the Subrecipient. Any corrections must be completed off the ODH premises.
- 6.11. Correction after Scheduled Opening. ODH may permit a Subrecipient alleging an inadvertent error to correct its proposal after opening, only if the mistake and the correction are clearly evident from the proposal and correction does not affect the amount of the proposal or otherwise give the Subrecipient an unfair competitive advantage.
- 6.12. Proposals are Firm for 90 Days. Unless stated otherwise, once opened all proposals are irrevocable for ninety (90) days. Beyond ninety (90) days, the Subrecipient will have the option to honor their proposal or make a written request to withdraw their proposal from consideration.
- 6.13. Rejected Proposals. ODH may reject any proposal in whole or in part, if any of the following circumstances are true:
- 6.13.1. Proposals are not in compliance with the required format stated in the RFP.
  - 6.13.2. Proposals do not address all of the requirements of the RFP.
  - 6.13.3. The price is excessive in comparison with market conditions or with the available funds of the Agency.

6.13.4. ODH determines that awarding any item is not in the best interest of the Agency.

- 6.14. Alternative Proposals. A Subrecipient may desire to submit an alternative proposal that achieves the purpose, specifications and scope of ODH's request. A Subrecipient submitting an alternative proposal shall clearly identify and quantify the advantages of the alternative.
- 6.15. Proposal Preparation. ODH assumes no responsibility for costs incurred by the Subrecipient prior to the award of the Agreement resulting from this RFP. Proposals may not include any amounts attributable to its preparation.
- 6.16. Subrecipient May Request Clarification. If a Subrecipient discovers an inconsistency, error or omission in this RFP, the Subrecipient should request clarification from ODH Office of Procurement Services. Such clarification may be made only through email. No other form of clarification is acceptable. Failure of Subrecipient to comply may result in the Subrecipient being deemed not responsive.
- 6.17. Communication Prior to the Response Due Date. From the Release Date of this RFP until the date of the Agreement award, there shall be no communications concerning this RFP between any Subrecipient who may ultimately submit a Proposal and any employee of ODH involved in the issuing of the RFP, or any other state employee who is in any way involved in the ODH project, except as follows:
- An ODH employee may send communications to potential Subrecipients with a link to ODH's RFP announcement after the Release Date to encourage a diversity of Subrecipients to submit a Proposal.
- 6.18. ODH Modifications to the RFP. When it is necessary to modify an RFP prior to the RFP opening, ODH does so by written addendum only. Revisions to an RFP, after the RFP opening, shall be distributed to only those Subrecipients that submitted a proposal. A Subrecipient may elect to withdraw the proposal, provided that the Subrecipient files a written request within ten (10) calendar days of ODH's distribution of the addendum.
- 6.19. Unit Costs. Subrecipients shall not insert a unit cost of more than two (2) digits to the right of the decimal point. Digits beyond the two (2) will be dropped and not used in the evaluation of the proposal.
- 6.20. Responsive Subrecipient. A Subrecipient is responsive if its proposal responds to the RFP completely and contains no irregularities or deviations from the RFP that would affect the proposal or otherwise give the Subrecipient an unfair advantage.
- 6.21. Responsible Subrecipient. ODH will determine if a Subrecipient is responsible using the following factors:
- 6.21.1. Experience of the Subrecipient.
  - 6.21.2. Subrecipient's financial condition.
  - 6.21.3. Subrecipient's conduct and performance on previous Agreement.
  - 6.21.4. Subrecipient's facilities.
  - 6.21.5. Subrecipient's management skills.
  - 6.21.6. Subrecipient's ability to execute the Agreement properly.
  - 6.21.7. Review of Federal and State debarment lists.
- 6.22. Information Requested. ODH may request additional information to evaluate a Subrecipient's responsiveness to the RFP or to evaluate a Subrecipient's responsibility. If a Subrecipient does not provide the requested information, it may adversely impact ODH evaluation of the Subrecipient's responsiveness or responsibility.
- 6.23. Samples. ODH may require Subrecipients to provide samples or examples of work, at the Subrecipient's expense. Samples must be clearly identified by the Subrecipient, the RFP number, and the item the sample represents. ODH will return samples that are not destroyed in testing, at the Subrecipient's expense, upon the Subrecipient's timely request. ODH may keep the samples of the Subrecipient awarded the Agreement until the completion of the Agreement.
- 6.24. Estimated Usage. Unless otherwise stated, the usage indicated for each item(s), if applicable, are to be considered as estimates only and should be considered as information relative to potential purchases that may be made from the Agreement. ODH makes no representation or guarantee as to the actual amount of the item(s) to be purchased.

6.25. Technical Proposal Evaluation. Proposals submitted by Subrecipients that do not meet the minimum requirements will not be evaluated. Proposals determined by ODH to lack completeness, specificity or clarity of content may be deemed nonresponsive and, therefore, will not be evaluated. The remaining proposals will be evaluated, scored, and ranked by a committee of selected staff. Proposals will be evaluated by the technical review criteria.

The evaluation committee will assign a numerical rating to each technical competency in the above section 4 table of the RFP based upon a review of that Subrecipient’s Proposal. The ratings are to be awarded as follows:

0 Points	Does Not Meet	Proposal does not comply with the requirements.
1 Point	Weak	Response does not substantially meet the requirements.
2 Points	Moderate	Proposal meets most of the requirements but is weak in some areas.
3 Points	Meets	Proposal meets all requirements.
4 Points	Strong	Proposal substantially exceeds requirements.
5 Points	Greatly Exceeds	Proposal significantly exceeds requirements.

The value assigned to each criterion is only a value used to determine which Proposal is the most advantageous to the Agency in relation to the other Proposals that ODH received.

The evaluation committee will evaluate each proposal and award up to the maximum amount specified for each criterion. A proposal must receive a total technical score of at least 300 points (60 percent of the maximum total technical score of 500) for ODH to consider awarding an Agreement for that proposal.

6.26. Presentations and Interviews. ODH may require top Subrecipients to be interviewed. Such interviews will provide a Subrecipient with an opportunity to present its Proposal and to ensure a mutual understanding of the Proposal’s content. This will also allow ODH an opportunity to test or probe the professionalism, qualifications, skills, and work knowledge of the proposed candidates. The interviews will be scheduled at the convenience and discretion of ODH. ODH may record any presentations and interviews. The one (1) to three (3) highest scoring Subrecipients; but no more than the top three (3) may be required to participate. Interviews will be scheduled to be held in Columbus, Ohio at the subrecipient’s expense, if applicable.

6.27. Cost Proposal Evaluation. ODH will calculate the Subrecipient’s Cost Proposal points after the Subrecipient’s total technical points are determined, using the following method:

Cost Points = (Lowest Subrecipient’s Cost/Subrecipient’s cost) x Maximum Allowable Cost Points as indicated in the “Scoring Breakdown” table. In this method, the lowest cost proposed will receive the maximum allowable points.

The number of points assigned to the cost evaluation will be prorated, with the lowest accepted Cost Proposal given the maximum number of points possible for this criterion. Other acceptable Cost Proposals will be scored as the ratio of the lowest Cost Proposal to the Proposal being scored, multiplied by the maximum number of points possible for this criterion.

6.28. Final Stages of Evaluation Subrecipient with the highest point total from all phases of the evaluation (Technical Points + Cost Points) will be recommended for the next phase of the evaluation.

Technical Score: \_\_\_\_\_ + Cost Score: \_\_\_\_\_ + MBE Score \_\_\_\_\_ = Total Score: \_\_\_\_\_

If ODH finds that one or more Proposals should be given further consideration, ODH may select one or more of the highest-ranking Proposals to move to the next phase. ODH may alternatively choose to bypass any or all subsequent phases and make an award based solely on the Proposal evaluation phase.

6.29. Clarifications & Corrections. During the evaluation process, ODH may request clarifications from any potential Subrecipient under active consideration and may give any Subrecipient the opportunity to correct defects in its Proposal if ODH believes doing so does not result in an unfair advantage for the Subrecipient and it is in ODH’s best interests. Any clarification response that is broader in scope than what ODH has requested may result in the Subrecipient’s proposal being disqualified.

- 6.30. Agreement Negotiation. It is at the discretion of ODH whether to permit negotiations. A Subrecipient must not submit a proposal assuming there will be an opportunity to negotiate any aspects of the RFP. When it has been determined that it is in the Agency's best interest to conduct negotiations, ODH may request a submission of a best and final quotation.
- 6.31. Agreement Award. The ODH Project Committee evaluating the Proposals and, if applicable, the Presentations will recommend to the Director of Health the award of an Agreement based upon the total Subrecipient score and whether awarding an Agreement will result in obtaining the best value and advantage to ODH. The Director's award of an Agreement will be identified by the Director's signature on the Agreement. The Director's award is final and not appealable. ODH at any time may determine that award of an Agreement is not in the best interest of ODH and may reject, cancel, or re-issue this RFP in whole or in part.
- 6.32. Agreement Contents. If this RFP results in an Agreement award, the Agreement will consist of this RFP, along with attachments, addenda, purchase orders, change orders, and terms and conditions. ODH reserves the right to award multiple Agreement under this RFP.
- 6.33. Subrecipient Start Date. ODH expects the Subrecipient to commence work upon Agreement execution. If the Subrecipient is unable or unwilling to commence work, ODH reserves the right to cancel the award and resume the evaluation process with the next most advantageous proposal.
- 6.34. Non-Collusion Certification. The Subrecipient certifies that he/she is (sole owner, partner, president, secretary, etc.) of the party making the forgoing proposal, that such proposal is genuine and not collusive or sham; that Subrecipient has not colluded, conspired or agreed, directly or indirectly, with any Subrecipient or person, to submit a sham proposal; or colluded or conspired to have another not proposal; and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference, with any person to fix the proposal price of its proposal or any other Subrecipient, or to fix any overhead, profit or cost element of the proposal price, or of that of any other Subrecipient, to secure any advantage against any Subrecipient or any person or persons interested in the Agreement and that all statements contained in the proposal are true; and further, that the Subrecipient has not, directly or indirectly, submitted this proposal, or the contents thereof, or divulged any related information or data to any association or to any member or agent of any association.
- 6.35. ODH Withdrawal of the RFP. ODH reserves the right to withdraw the RFP at any time prior to the award the Agreement.
- 6.36. Damages Arising from RFP Specifications. A Subrecipient may not be compensated for damages arising from inaccurate or incomplete information in the RFP, specifications or from inaccurate assumptions based upon the specifications.
- 6.37. Protests. Objections to the Agreement award may be filed through a protest. Such protest must comply with the following information:
- 6.37.1. The protest must be filed by a prospective or actual Subrecipient objecting to the award of an Agreement resulting from this RFP. The protest must be in writing and contain the following information:
- 6.37.1.1. Name, address and telephone number of the protester;
  - 6.37.1.2. Name and number of the RFP being protested;
  - 6.37.1.3. Detailed statement of the legal and factual grounds for the protest, including copies of any relevant document;
  - 6.37.1.4. Request for a ruling by ODH;
  - 6.37.1.5. Statement as to the form of relief requested from ODH; and
  - 6.37.1.6. Any other information the protester believes to be essential to the determination of the factual and legal questions at issue in the written request.
- 6.37.2. A timely protest will be considered within the following periods:
- 6.37.2.1. A protest based on alleged improprieties in the issuance of the RFP, or any other event preceding the closing date for receipt of Proposals which are apparent or should be apparent prior to the closing date for receipt of Proposals, must be filed not later than five (5) business days prior to the Proposal due date.

6.37.2.2. If the protest relates to the recommendation of the evaluation committee for an award of the Agreement, the protest must be filed within fifteen (15) business days of the award communication.

6.37.3 All protests must be filed at the following location:

Ohio Department of Health  
 Office of Procurement Services, 4<sup>th</sup> Floor  
 Attention: Carol Cook  
 246 North High Street

6.38. Minority Business Enterprise Program. ODH is committed to making more Agreements and opportunities available to minority business enterprises (MBE) certified by the Ohio Department of Administrative Services pursuant to Section 123.151 of the Ohio Revised Code and Rule 123:2-15-01 of the Ohio Administrative Code. This RFP contains a sheltered solicitation requirement, which encourages the Subrecipient to seek and set aside a portion of the work to be exclusively performed by Ohio certified MBE businesses. For more information regarding Ohio MBE certification requirements, including a list of Ohio certified MBE businesses, please visit the DAS Equal Opportunity Division web site at <http://das.ohio.gov/Divisions/EqualOpportunity/MBEEDGECertification/tabid/134/default.aspx>

To search for Ohio certified MBE businesses, utilize the following search routine published on the DAS Equal Opportunity Division website.

- 6.38.1 Select "Locate MBE Certified Providers" as the EOD Search Area selection;
- 6.38.2 Select "MBE Certified Providers" link;
- 6.38.3 On the subsequent screen select "All Procurement Types" as a search criterion;
- 6.38.4 Select "Search"; and
- 6.38.5 A list of Ohio MBE Certified Service Providers will be displayed.

6.39. MBE Set-Aside. ODH has included in the Evaluation Scoring Formula of this RFP, a provision for the Subrecipient to seek and set aside work for MBE subcontractors. In seeking proposals, the Subrecipient must:

- 6.39.1 Utilize a competitive process to which only Ohio certified MBEs may respond;
- 6.39.2 Have established criteria by which prospective MBEs will be evaluated including business ability and specific experience related to the work requirements;
- 6.39.3 Require the MBE subcontractor to maintain their certification throughout the term of the Agreement, including any renewals; and,
- 6.39.4 Propose the awarded MBE as a subcontractor under this RFP.
- 6.39.5 The following chart details the participation ranges and values that would be awarded to the Subrecipient for MBE participation.

MBE Participation Value Range	
Percentage of Work Offered	Percentage of MBE Points Available
0%	0
1% - 5%	10 Points
6% - 10%	20 Points
11% - 15%	30 Points
16% - 24%	40 Points
25% or greater	50 Points

- 6.39.6 For this RFP Ohio certified MBEs that are the prime must subcontract with an Ohio certified MBE to meet the above requirement.
- 6.39.7 For purposes of calculating the MBE Set-aside points, the State will not award any points for proposed MBE services that are optional elements of the Scope of Work.

6.40. MBE Reporting. After award of the RFP, the Subrecipient must submit a quarterly report to the Procurement Manager or designee documenting the work performed by and payments made to the MBE subcontractor. These reports must reflect the level of MBE commitment agreed to in the Agreement. The reports must be filed at a time and in a form prescribed by the Procurement Manager or designee.

6.41. Veteran-Friendly Business Enterprise (VBE) Program. The State of Ohio's Veteran-Friendly Business Enterprise (VBE) Procurement program provides preference to certified companies that compete to Agreement with the state to supply the goods or services it needs, including eligible construction services. In order to be eligible for certification, the applicant business must satisfy one of the following criteria:

- 6.41.1 At least ten percent of its employees are veterans or on active service;
- 6.41.2 At least fifty-one percent of the applicant business is owned by veterans or persons on active service;
- 6.41.3 If the applicant business is a corporation fifty-one percent of which is not owned by veterans or persons on active service, at least fifty-one percent of the board of directors are veterans or persons on active service; or
- 6.41.4 The business is certified by the United States Department of Veterans Affairs as a Service-Disabled Veteran-Owned Small Business or a Veteran-Owned Small Business and the owner(s) of the business meets the definition of veteran as defined in Rule 123:5-1-01(II) of the Ohio Administrative Code. Information regarding how to obtain this Business Certification can be located at the following link [http://das.ohio.gov/Divisions/EqualOpportunity/BusinessCertification/Veteran-FriendlyBusinessEnterprise\(VBE\)Program.aspx](http://das.ohio.gov/Divisions/EqualOpportunity/BusinessCertification/Veteran-FriendlyBusinessEnterprise(VBE)Program.aspx).

## APPENDIX 1

### Community Readiness and Community Sectors

Community readiness is the degree to which a community is willing and prepared to take action on an issue, in this case addressing the vaping epidemic among youth and young adults. Often, community members are expected to respond immediately to new projects and community change without adequate time to adjust to new ideas or without the knowledge to fully understand them. Beliefs or values related to culture or regional differences can also hamper actions to change. The Community Readiness Model and its methods are about how to understand and measure exactly how ready a community is to address a particular issue, and how to use that knowledge to stimulate community change. More information on the Model can be found at [https://tec.colostate.edu/wp-content/uploads/2018/04/CR\\_Handbook\\_8-3-15.pdf](https://tec.colostate.edu/wp-content/uploads/2018/04/CR_Handbook_8-3-15.pdf).

In addition, because communities are more complicated in their processes of change than individuals, researchers also built the Community Readiness Model on social action work done in the field of community development. The social action process identifies stages on the community level that lay the groundwork for collective action. These five (5) stages include:

- Stimulation of Interest – the recognition of need
- Initiation – involves development of the problem definition and workable solutions via programs proposed by community members
- Legitimization – acceptance of local leaders of the need for action
- Decision to Act – development of specific plans involving members from the wider community
- Action – Implementation

These stages of readiness relate to five different dimensions of community readiness which include:

- Community Knowledge of Efforts – how much the community knows about the current programs and activities related to an issue
- Leadership – what the attitude is of community leaders toward addressing the issue

- Community Climate – the community’s attitude toward addressing the issue
- Community Knowledge of the Issue – how much the community knows about the issue
- Resources – the resources that are being used to address the issue

It is our belief that given the resources ODH has placed into local work in the State, to date, various communities will be at varying levels of community readiness. Therefore, applicants are required to conduct a community readiness survey, a plan for action, and adjust their plans for work based on the results of the surveys and interviews. The focus of this contract is on increasing the readiness of your community to initiate and engage in activities to decrease the use of e-cigarettes and vaping products by youth in your community. The results from the brief assessment you will conduct of the sectors of your community (see table below) will assist you in determining your most successful course of action.

Sector	Role
Education	Superintendent, Principal, College/University Administrators, Preschool Educator, Head Start Representative; Parents or PTA leaders
Law Enforcement	Prosecutor, Police Officer
Business	Grocery Store Manager, Convenience Store Manager, Chamber of Commerce Member
Government	Mayor, Parks & Recreation Director, City Council Member, Librarian
Health/Medical Professional	Clinical Care Provider/Physician, Hospital Administrator, Board of Health Member, Mental Health Service Provider, Board of Developmental Disability Member
Housing	Multiunit Housing Administrator
Involved Citizen	Coalition Leader, Rotary Club President, Non-governmental Agency Employee, Youth Leaders, Non-profit Directors
Faith-Based	Preacher, Rabbi, Priest
Civic Associations	YMCA Director, Service Organization Members, Youth Group Leaders
Media	Radio Hosts, Newspaper Editors, News Producers
Community Organizations	Big Brothers/Big Sisters; Lung Association; LGBT organizations; Heart Association; Cancer Society