



INSTRUCTIONS FOR RESPONSE TO REQUEST FOR BEST VALUE PROPOSALS (RFP) #852P012

Issue Date: January 22, 2010
Title: Tobacco Use Prevention & Cessation Programs with Youth in Virginia
Issuing Agency: Virginia Foundation for Healthy Youth (VFHY)

- Period of Contract: From July 1, 2010 through June 30, 2011.
- Anticipated amount of awards: Not to exceed \$75,000.
- Attendance is required at one of four mandatory offeror's conferences. Offeror's conference information is listed on page six.
- This is an online proposal process. No hard copy proposals will be accepted.
- Online proposals are due and must be uploaded by **11:59 pm, Eastern Standard Time, March 29, 2010**. To be considered, all proposals must be uploaded on or before the date and hour stipulated. Offerors are encouraged to submit online proposals prior to the deadline to avoid any delays due to busy servers or other internet failures. No late proposals will be accepted, under any circumstances, regardless of the reason(s). The VFHY is not responsible if the proposal is not submitted by the appointed time. The official time used in the receipt of responses is the electronic time stamp recorded by the server's clock. Proposals uploaded after the date and hour designated are automatically disqualified and will not be considered.
- All inquiries for information should be directed to Donna Gassie, Director of Programs at (804) 225-3619 or dgassie@healthyyouthva.org or to regional Grants Program Administrators (contact information on Page 2).
- Note: This Public Body does not discriminate against faith-based organizations in accordance with the *Code of Virginia*, Section 2.2-4343.1 or against an Offeror because of race, religion, color, sex, national origin, age, disability, or any other basis prohibited by state law relating to discrimination in employment.
- **Late proposals will not be accepted. Proposals will be accepted until 11:59 pm, March 29, 2010.**
- All data, materials, and documentation originating and prepared for the VFHY pursuant to the RFP shall belong exclusively to the VFHY and such data, materials and documents shall be subject to public inspection and disclosure in accordance with the Virginia

Freedom of Information Act. Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protection of Section -2.2-4342 (F) of the *Code of Virginia*, in writing, either before or at the time the data is submitted. The written notice must specifically identify the data or materials to be protected and state the reasons why protection is necessary. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures or paragraphs that constitute trade secrets or proprietary information. The classification of the entire proposal document, line item prices and/or total proposal prices as proprietary or trade secrets is not acceptable and will result in rejection and return of the proposal.

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I. PURPOSE

The purpose of the Request for Best Value Proposals (RFP) is to solicit online proposals to establish a contract through competitive negotiations for the purchase of the implementation of youth tobacco use prevention/cessation programs by the Virginia Foundation for Healthy Youth (also referred to herein as the Purchasing Agency). *This solicitation is using Best Value procurement procedures.*

II. BACKGROUND

In 1999, the Virginia General Assembly created the Virginia Foundation for Healthy Youth (VFHY) to distribute monies from the Virginia Tobacco Settlement Fund for the purpose of restricting the use of tobacco products by minors through such means as educational and awareness programs on the health effects of tobacco use on minors, and enforcement of laws restricting the distribution of tobacco products to minors. The VFHY began a comprehensive movement to help prevent the youth of Virginia from using tobacco products. The VFHY has developed a system to provide funding to local organizations and agencies to provide tobacco use prevention and cessation programs for youth.

III. STATEMENT OF NEEDS

A total of up to \$1,200,000 is available for grants across the state. Competition for grant awards takes place on a statewide basis.

IV. EVALUATION AND AWARD CRITERIA

All areas described in “*Specific Requirements*” of the VFHY Proposals Instructions will be reviewed for level of completeness and accuracy.

All proposals will be reviewed and evaluated by a Statewide Review Panel comprised of members of the VFHY Regional Advisory Boards. “Best Value” concepts will be used for the evaluation and award. “Best Value” means the overall combination of quality, price, and various elements of required services that in total are optimal relative to a public body’s needs. Various elements may include location, target population, and type of program. VFHY will consider awards to other than the highest technically acceptable proposal. The Regional Review Panel will recommend to the VFHY Board of Trustees those proposals which most closely meet the requirements of VFHY and are considered to be “best value.”

A. Evaluation Criteria: Proposals will be evaluated by VFHY using the following adjectival rating method:

Acceptable:

Offeror’s proposal demonstrates an acceptable understanding of goals and objectives of the procurement. There may be strengths and weaknesses, however strengths outweigh the weaknesses.

Marginal:

Offeror’s proposal demonstrates a fair understanding of the goals and objectives of the procurement. Weaknesses have been found that may outweigh strengths that exist. Weaknesses may be difficult to correct.

Unacceptable:

Offeror’s proposal fails to demonstrate an understanding of the goals and objectives of the procurement. The proposal has one or more significant weaknesses that will be very difficult to correct or are not correctable.

The following areas of the proposal will be evaluated by reviewers for completeness, clarity and understanding:

Proposal Summary, Organizational Background, Program Information, Program Matrix & Workplan, Evaluation, Budget, Budget Narrative and Appendix to include Memorandums of Agreement, Job Descriptions and Resumes.

- B. Award Criteria: Selection will be made of Offerors deemed to be fully qualified and best suited among those submitting proposals on the following: the adjectival ratings from the reviewers' individual evaluation, the group consensus rating at the team review, the Best Value requirements and the amount of funding available. Negotiations will be conducted with the Offerors so selected. Price will be considered, but need not be the sole determining factor. After negotiations have been conducted with each Offeror so selected, the agency will select the Offeror(s) that, in its opinion, has made the best proposal(s), and will award the contract(s) to those Offeror(s). The VFHY may cancel this Request for Best Value Proposals or reject proposals at any time prior to an award, and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. (See Section, 2.2-4359 D of the *Code of Virginia*.) Awards are contingent on availability of funds through the Master Settlement Agreement and/or appropriations made by the General Assembly, and/or as budgeted and approved by the VFHY Board of Trustees.
- C. Oral Presentation: Offerors who submit a proposal in response to this RFP may be required to give an oral presentation of their proposal to the VFHY. This provides an opportunity for the Offeror to clarify or elaborate on the proposal. This is a fact finding and explanation session only and does not include negotiation. The issuing agency will schedule the time and location of these presentations. Oral presentations are an option of the purchasing agency and may or may not be conducted

MANDATORY OFFEROR'S CONFERENCES

Offerors must attend one of the mandatory Offeror's Conferences prior to the submission of an online proposal. Four workshops will be held across the state. Pre-registration is required. To register, go the VFHY website (www.VFHY.org) and follow the "Funding Opportunities" tab. Offeror's Conferences are from 10:00am-1:00pm. *An optional Compendium Program Workshop will be offered from 2:00pm-4:00pm for those interested in learning more about the available compendium and supplemental programs.*

If you have questions, contact one of the VFHY Grants Program Administrators listed for the Offeror's Conferences below:

February 8, 2010 Conference: 10:00am-1:00pm Compendium Workshop: 2:00pm-4:00pm	Best Western Crossroads Inn & Suites 135 Wood Ridge Terrace Gordonsville, VA 222954 540-832-1700 Questions? Contact Henry Harper, VFHY Grants Program Administrator (Central) harper@healthyouthva.org or 434-842-9149
February 9, 2010 Conference: 10:00am-1:00pm Compendium Workshop: 2:00pm-4:00pm	The Inn at Virginia Tech and Skelton Conference Center 901 Prices Fork Road Blacksburg, VA 24061 877-200-3360 Questions? Contact Jennifer Martin, VFHY Grants Program Administrator (Southwest) jmartin@healthyouthva.org or 540-961-8485
February 10, 2010 Conference: 10:00am-1:00pm Compendium Workshop: 2:00pm-4:00pm	Four Points by Sheraton 10800 Vandor Lane Manassas, VA 20109 703-335-0000 Questions? Contact Lisa Brown, VFHY Grants Program Administrator (North) lbrown@healthyouthva.org or 703-501-3042
February 11, 2010 Conference: 10:00am-1:00pm Compendium Workshop: 2:00pm-4:00pm	SpringHill Suites 1997 Power Plant Parkway Hampton, VA 23666 757-310-6333 Questions? Contact Judy Link, VFHY Grants Program Administrator (Southeast) jlink@healthyouthva.org or 757-886-2882

ONLINE PROPOSAL INSTRUCTIONS

General Requirements:

- **Read the entire online RFP, VFHY Terms and Conditions, and Proposal Instructions before completing a proposal.**
- Offerors must complete each required section of the online proposals and upload all of the required VFHY forms.
 - I. Proposal Summary – Compendium Program(s), Amount Requested, Geographic Region, Program Area, Project Description
 - II. Organizational Background – Organizational History, Experience Working with Youth, Previous Programs and Outcomes, Specific Experience with Substance Abuse/Tobacco Use Prevention/Reduction Programs, Previous Grants Management, List of Previous Grants, Sustainability
 - III. Program Information – Need and Organizational Response, Program Matrix and Workplan, Implementation Plan, VFHY Supplemental Program, Collaborating Agencies & Partners, Staff & Responsibilities
 - IV. Evaluation
 - V. Budget – Budget Line Item Form and Budget Narrative Form
 - VI. Appendix – Memorandums of Agreement (MOA's), Job Descriptions, Resumes, Terms and Conditions/Required Statements
- Offerors must complete and upload the three required forms (Program Matrix and Workplan(s), Budget Line Item Form, Budget Narrative Form). Offerors can directly link to these forms from the online application. They are also available from the VFHY website, www.healthyyouthva.org, under the “Funding Opportunities” tab. The forms are in Microsoft Word and Microsoft Excel. VFHY staff can email you the required forms upon request. VFHY Terms and Conditions/Required Statements must also be downloaded and read and attested to in the online proposal.
- Appendix items must be submitted electronically (uploaded) as part of the online proposals. Directions for file uploading including document conversion and Fax to File, can be found on page 11.
- All sections must be completed. All questions must be answered to ensure a complete proposal. Non-responsive proposals may not be forwarded for review.

SPECIFIC REQUIREMENTS

Compendium Information

All proposals must use programs from the VFHY Compendium of Tobacco Use Prevention and Cessation Programs for Youth (Compendium). The Compendium programs are listed below and are available on the VFHY website, <http://www.healthyyouthva.org/programs/compendium.asp>, or in written version in the VFHY Richmond office. One of these programs must be used as the core program around which a youth tobacco use prevention/cessation program is designed in order to receive funding from VFHY.

Offerors must use a Compendium program as the basic program and may add VFHY supplemental programs listed below and on the VFHY website. VFHY has expanded its mission to address youth obesity prevention and now includes obesity prevention programs in its supplemental listings. If an Offeror opts to implement a supplemental program, it must be conducted with the same audience as the core Compendium program.

Full Compendium Listing	
All Stars	Not On Tobacco (NOT)
AI's Pals	Positive Action
Athletes Targeting Healthy Exercise and Nutrition Alternatives (ATHENA)	Project Alert
Creating Lasting Family Connections (CLFC)	Project EX
Helping Teens Stop Using Tobacco (TAP)	Project Toward No Tobacco Use (TNT)
Intervening With Teen Tobacco Users (TEG)	Project Toward No Drug Use (TND)
Know Your Body (KYB)	Strengthening Families Program (SFP 3-5, 6-11, 12-16)
Life Skills Training (LST)	Strengthening Families Program (SFP 10-14)
Minnesota Smoking Prevention Programs (MSPP)	Too Good For Drugs

Tobacco Supplemental Programs		
Anti-Tobacco Media Blitz	Teens Tackle Tobacco	Youth Media Network
Keep A Clear Mind		
Obesity Supplemental Programs		
CATCH	Healthy Life Style Choices	SPARK Physical Education
Color Me Healthy	The Organ Wise Guys	

- I. **Organizational Background:** Offerors should answer each question by entering historical information on their organization, their previous programs and their experience with grants.
- II. **Program Information:** The Program Matrix and Workplan form outlines the major implementation components of the Compendium program. The Program Matrix provides a table for charting the implementation of the Compendium program. Offerors must provide information about number of youth to be served, when, in what groups, size of groups, length of sessions and frequency of sessions. Information from this Matrix must correspond correctly with the information provided in the Workplan. The Program Matrix and Workplan must be submitted on the VFHY form provided. It should include a listing of the goals, objectives, strategies, responsible staff, projected timelines and expected outcomes to complete the program during the course of the grant. A separate, additional matrix and workplan is required if conducting an optional obesity prevention supplemental program.

The VFHY Workplan provides the required goal(s) and objective(s) for youth 9 years and older. For programs with youth 8 and younger, the organization must utilize the provided prevention goal and define the appropriate objective. Each applicant will provide the specific strategies to reach one or more

of the stated goal(s) and objective(s). Offerors are not required to use both the prevention and cessation goals. If the Offeror identifies additional objectives for its own use, the workplan form may be expanded if more space is required. Additional copies of workplan pages may be duplicated as needed.

Directions for Completing Program Matrix and Workplan Form

- All offerors are required to utilize the VFHY Program Matrix and Workplan Form provided. The form can be downloaded from the VFHY website, www.healthyyouthva.org, under the “Funding Opportunities” tab and is also directly linked in the online application. Save the form to your computer before entering information to reduce errors. Do not enter information in the shaded areas on the Workplan– if funded, grantees will utilize these columns for quarterly reporting.
- Offerors choosing to conduct optional obesity prevention supplemental program must complete a separate Program Matrix & Workplan Form. This form can be downloaded from the VFHY website and will be directly linked in the online application.
- Offerors must select at least one of the VFHY Workplan forms based on the proposed program type (prevention or cessation) and age of program participants. An objective is provided for programs reaching youth ages nine (9) and older. For those programs serving youth ages eight (8) and younger, offerors must define their own *measurable* objectives as determined by their evaluation plan.
- Strategies/activities for local and/or statewide evaluation activities must be included in the workplan.
- Strategies/activities for public relations activities must be included in the workplan.
- Additional pages may be added if more space is needed for additional objectives and/or strategies and activities.
- For technical assistance with the workplan, contact the Grants Program Administrator for your region listed on Page 5.

Public Relations: It is expected that grantees will utilize public relations strategies to promote their programs and results to local communities. PR strategies should be reflected in the workplan as separate activities. Press releases, media alerts and outreach to the community are all activities that meet the public relations requirement. All press related materials must be approved by the VFHY Public Affairs Coordinator before their release. PR strategies should include identification and outreach to legislators for thank you letters and program visits.

Need and Organizational Response: VFHY's goal is to prevent all children in the Commonwealth from using tobacco products. There are specific risk factors that increase the likelihood of tobacco use. This area must identify and discuss any risk factors identified for the targeted youth and how the organization will adequately address these risk factors with the program(s) chosen.

Implementation Plan: This area must outline the details of program delivery and describe recruitment plans, a summary of the program’s core elements, and implementation action steps.

Supplemental Program: Offerors should describe any VFHY Supplemental Programs that will be implemented with the core Compendium program. Offerors may choose from tobacco use prevention or youth obesity prevention programs. Complete this section with a description of the implementation plan and how this program will enhance the core program. Supplemental programs must be conducted with the same youth targeted with the core Compendium program.

Collaborating Agencies & Partners: Identify all partnering organizations and provide a description of their roles and responsibilities within the scope of the proposed program.

Staff & Responsibilities – List the position titles, names (if possible) and roles of all staff providing oversight (fiscal and/or implementation) of the selected programs.

III. Evaluation: All grantees with programs for youth ages nine (9) or older (3rd grade and above) are required to participate in the VFHY statewide evaluation. These programs are not required to conduct a local evaluation. However, a plan for local evaluation may be included if the grantee prefers to do both. Grant proposals for programs with youth eight (8) and younger (2nd grade and below) must include a local evaluation plan and will not participate in the VFHY statewide evaluation. All grant proposals must include evaluation strategies in the workplan.

- The Statewide Evaluation is a written, post-survey only, taking place at the completion of the program implementation.
- Programs serving youth ages nine (9) or older, (third grade and above) will use the objectives provided by VFHY. These objectives utilize the outcome measures evaluated through the VFHY statewide evaluation process. The core measures and additional measures are different for each age group:

Core measures for grades six - twelve:

1. Current tobacco use
2. Intentions to smoke
3. Perceived benefits of remaining tobacco free
4. Knowledge about the harmful effects of tobacco
5. Self efficacy

Additional measures for grades six – twelve

1. Percent of students who have ever used tobacco products
2. Average number of tobacco products student has tried
3. Percent of current smokers who consider themselves as a smoker
4. Current smoker's perceived likelihood of quitting smoking in next six months
5. Current smoker's perceived ability to quit

Core measures for grades three – five:

1. Intent to smoke
2. Knowledge about the harmful effects of tobacco

Additional measures for grades three – five:

1. Rejection of smoking
2. Resistance to peer pressure

- The following programs must use the Cessation Goal: Ending Nicotine Dependence, Helping Teens Stop Using Tobacco (TAP), Intervening with Teen Tobacco Users (TEG), Not on Tobacco, Project EX.
- All programs serving youth ages eight (8) and younger, (second grade and below) are required to conduct a local evaluation. The statewide evaluation questions are not appropriate for this age group; therefore, a local evaluation must be planned and completed. Grantees may choose to develop their own evaluation instrument or use evaluation tools that are provided through the developers of their chosen VFHY Compendium program(s). The evaluation instrument selected should relate back to the objective(s) developed in the Workplan. Final evaluation results will be provided to VFHY.
- If your program has mixed ages or grades, identify the majority of participants and select the required evaluation accordingly.
- *EVALUATION OF OPTIONAL OBESITY PREVENTION SUPPLEMENTAL PROGRAMS*

Offerors electing to conduct optional obesity prevention supplemental program(s) must include a separate evaluation plan that utilizes one or more of the following objectives:

- To increase knowledge of basic principles of healthful and nutritious foods and snacks
- To increase knowledge of the importance of daily physical activity
- To increase knowledge about how to be more active on a daily basis
- To increase intent to make healthy choices about food, snacks and physical activity

IV. Budget and Budget Narrative: A separate Budget Line Item Form and Budget Narrative Form must be completed and uploaded for the online proposals. Use the VFHY Budget Line Item Form to list amount funding being requested per line item. List anticipated in-kind or matching donations your organization or partners will provide. Use the VFHY Budget Narrative Form to provide the justification for each line item request and provide calculations for both VFHY funds and match dollars. All equipment purchases requested must be thoroughly justified. Supplanting of current funding is not allowed. Supplanting is defined by VFHY as replacing funds already available in your organization to implement a program.

Directions for Completing the Budget and Budget Narrative Forms

- The Budget Line Item Form and Budget Narrative Form are provided as electronic downloads from www.healthyouthva.org and are also directly linked in the online application. They must be completed and uploaded to each online proposal. Save the forms to your computer before entering information to reduce errors. The Budget Line Item Form is in Microsoft Excel and the Budget Narrative Form is in Microsoft Word.
- Ensure that all line items are reasonable and are adequately justified. Explain how each item was calculated and include formulas used to determine line item costs in the narrative justification. Provide

an explanation regarding why the items are necessary for successful implementation of the program.

- Fringe benefits must be listed separately from personnel salaries. The rate of fringe benefits may not exceed 30% of personnel salaries requested from VFHY. Offerors must state their organizational rate for fringe benefits, including the portion (if any) not covered by VFHY.
- Indirect costs are defined as general operating expenses required for the program. They are allowable but cannot exceed *10% of the personnel costs requested from VFHY*. Indirect costs are those costs that cannot be assigned to a particular category but are necessary to the operation of the organization for the implementation of the grant program. Examples could include insurance, general office supplies, equipment maintenance, general purpose software and computer supplies, peripheral administrative costs. Indirect costs cannot be included anywhere else in the budget.
- Incentives are extra items, beyond the materials required to conduct a program. Incentive costs cannot exceed \$5.00 per program participant. Incentives are **ONLY** for youth program participants.
- Include travel expenses for the annual VFHY Annual Statewide Conference for two (2) staff and the Regional Orientation Training for two (2) staff only. Offerors should estimate 200 miles roundtrip for the annual statewide conference. Regional Orientation Meetings will be in Richmond for the Central, North and Southeast regions and in Blacksburg for the Southwest region. When determining mileage, Offerors should use the rate allowable through their organization. However, VFHY will only reimburse up to .5 cents per mile. Anything above that can be included as match by the Offeror.
- There is no match required for the grant. However, if an offeror does expect to provide other funds or in-kind services for the grant, these should be reflected in the overall budget information provided.
- VFHY provides free training for the following compendium programs: *Life Skills Training, Positive Action, Too Good For Drugs, Intervening With Teen Tobacco Users, Helping Teens Stop Using Tobacco and Strengthening Families (10-14)*. If you are using one of these programs, do not include trainer expenses in your budget. Other costs associated with the training such as logistics and facilities/refreshments are allowable.
- Training Costs: VFHY reimburses for applicable costs for Compendium Program training.

V. Appendix – Memorandums of Agreement (MOA’s), Job Descriptions, Resumes, Terms and Conditions

Memorandums of Agreement: Memorandums of Agreement with each partner must be included. School-based programs must specifically provide separate or co-signed letters from school principals and the respective district superintendents with which they plan to partner. These must be *Memorandums of Agreement* rather than letters of support. They must have a current date and specifically outline the commitments of each partner. In some cases where there clearly are no partners, Memorandums of Agreement are not required. In this case, include information stating there are no partners. *Only one file can be uploaded per field. For MOA’s, offerors should include all MOA’s in one file to upload. Two fields have been provided if offerors need to upload two sets of MOA’s.*

Job Descriptions & Resumes: All job descriptions for proposed staff to be funded by the VFHY must be included in this area. Include copies of resumes for any current staff that will work on the proposed grant program. *These documents should be saved as one file for upload.*

Terms and Conditions/Required Statements: Offerors must enter the name of the organization's Authorized Representative to acknowledge agreement to the Terms and Conditions, including the VFHY Required Statements.

Directions for File Conversion, Fax to File and Document Uploading

Several documents must be uploaded with each online proposal. These include the Program Matrix & Workplan, Budget Line Item Form, Budget Narrative Form, Memorandums of Agreement, Job Descriptions, and Resumes.

- Normal document files that are formatted in Microsoft Word or Microsoft Excel can be uploaded as electronic documents by selecting the document from its location and uploading it where requested in the online proposal.
- Only one file can be uploaded per field. For MOA's, offerors should include all MOA's in one file to upload. For large quantities of MOA's, an additional field has been provided. Further, all job descriptions and resumes should be in one file to upload.
- Documents with original signatures or those only available in hard copy format must be scanned and then uploaded to the online proposal. These files can also be converted into PDF documents. This simple conversion process will reduce the size of the file and protect the content. Free PDF document converter downloads are available online. Some example sites are: www.freepdfconverter.com and www.primopdf.com.
- The VFHY online proposals site also offers the "Fax to File" option for those unable to scan or convert their documents to a digital format. This process will enable offerors to fax documents to an external site which will then convert them into electronic PDF files. Offerors will then be able to download to a computer and upload to the online proposals where required. To use this tool, click on the Fax to File tab on the VFHY online proposals page and follow the directions.