



**Request for Application**

Youth Substance Use Disorder Prevention Program  
April 2020

Department of Health Care Services  
Community Services Division MS 2603  
PO Box 997413  
Sacramento, CA 95899-7414

**Table of Contents**

<b>A. Purpose and Background.....</b>	<b>3</b>
<b>B. Time Schedule.....</b>	<b>3</b>
<b>C. Contract Term.....</b>	<b>3</b>
<b>D. Scope of Work.....</b>	<b>4</b>
<b>E. Qualification Requirements .....</b>	<b>4</b>
<b>F. Questions .....</b>	<b>5</b>
<b>G. Reasonable Accommodations.....</b>	<b>6</b>
<b>H. State’s Rights .....</b>	<b>6</b>
<b>I. Narrative Application Format and Content Requirements .....</b>	<b>7</b>
<b>J. Evaluation and Selection.....</b>	<b>11</b>
<b>K. Contract Award .....</b>	<b>16</b>
<b>L. Application Withdrawal .....</b>	<b>16</b>
<b>M. Disposition of Materials Following Award.....</b>	<b>17</b>
<b>N. Award Objections .....</b>	<b>17</b>
<b>O. RFA Attachments .....</b>	<b>17</b>

**A. Purpose and Background**

**1. Purpose**

The Department of Health Care Services (DHCS), Community Services Division solicits applications from entities that can provide services for the Youth Substance Use Disorder (SUD) Prevention Program. Applications must address all the services described throughout this Request for Application (RFA) and “Scope of Work” (SOW).

**2. Background**

With the increased availability of legal marijuana, rising overdose deaths resulting from the nationwide opioid epidemic, and the rise in methamphetamine use, it is essential that DHCS implement solutions that educate and prevent youth from these devastating outcomes. Funding provided by Proposition 64 (Prop 64) will enable California to take a substantial step forward in the areas of education and prevention for youth. DHCS will support local programs that emphasize prevention-oriented care that promotes the health and well-being for youth.

This Contract implements the Youth SUD Prevention Program. The goal of this program is to support SUD prevention, education, and early intervention start-up activities and/or enhancement efforts throughout urban and rural areas across the state.

**B. Time Schedule**

Below is the tentative time schedule for this procurement. If DHCS finds a need to alter the timelines listed herein, either an addendum or correction notice will be issued announcing the alternate timelines.

<b>Event</b>	<b>Date</b>
RFA Released	April 1, 2020
Questions Due	April 15, 2020 @ 4:00 p.m.
Application Due Date	May 15, 2020 @ 4:00 p.m.
Contractor Selected	May 22, 2020
Proposed Start Date of Agreement	July 1, 2020

**C. Contract Term**

The term of the resulting agreement is expected to be 42 months, anticipated to be effective July 1, 2020 and continue through December 31, 2023.

The agreement term may change if DHCS makes an award earlier than expected or if DHCS cannot execute the agreement in a timely manner due to unforeseen delays.

DHCS reserves the right to extend the term of the resulting agreement via an amendment as necessary to complete or continue the services. Contract extensions are subject to satisfactory performance and funding availability.

**D. Scope of Work**

Refer to the Youth SUD Prevention Program, Exhibit A - Scope of Work contained as an attachment to the RFA. The SOW is referred to throughout the RFA and provides a more detailed description of the requirements.

**E. Qualification Requirements**

Failure to meet the following requirements by the application submission deadline will be grounds for DHCS to deem an Applicant nonresponsive. When submitting an application, each Applicant must certify and prove that it possesses the following qualification requirements.

**1. Applicant Requirements**

- a) Applicant must be registered with the California Secretary of State to operate in California.
- b) Applicant must have extensive experience and expertise in administering, overseeing, and monitoring several complex contracts simultaneously.
- c) Applicant must have extensive experience and expertise in serving as a fiscal intermediary managing large budgets, and tracking payments to contractors.
- d) Applicant must have extensive experience and expertise in project management of large and complex projects.
- e) Applicant will be required to conduct a minimum of three listening sessions per contract year.
- f) Applicant must have extensive experience and expertise in data collection, analysis, and reporting.
- g) Applicant must create and maintain program branding, marketing, and design strategies.
- h) Applicant must attend quarterly Prop 64 Advisory Group meetings and present project information to stakeholders.
- i) Applicant must provide meeting space for quarterly Prop 64 Advisory Group meetings.

- j) Applicant must not be a member of the Prop 64 Advisory Group.

## **2. Applicant Preferred Experience**

- a) Preferred if applicant has experience and knowledge of SUD prevention, education, early intervention, systems change and youth development.
- b) Preferred if applicant has experience and knowledge of SUD delivery systems in California.
- c) Preferred if applicant has experience and expertise in web development, materials and brand messaging.

## **3. Corporations, Partnerships, Limited Liability Companies**

As required by California law, business entities must be in good standing and qualified to do business in California.

## **4. Non-profit organizations must certify their eligibility to claim non-profit status**

## **5. Past Business Practice**

Applicant must have a past record of sound business integrity and a history of being responsive to past contractual obligations.

## **6. Staffing Requirements**

Applicant must have trained and experienced personnel or labor resources with appropriate knowledge, skills, and abilities to direct, supervise, and perform all services outlines in the SOW.

## **7. Transportation and Other Resources**

Applicant must have adequate transportation resources, materials, supplies, and/or equipment to effectively perform all services outlines in the SOW.

## **8. Financial Stability**

Applicant must certify they are financially stable and solvent and have adequate cash reserves to meet all financial obligations while awaiting reimbursement from the state.

## **F. Questions**

Direct questions about the services or about the instructions herein to DHCS as indicated below. Inquiries and questions will not be accepted after **4:00 p.m.** on April 15, 2020.

Please include the following in an inquiry:

- Respondent's name, name of Respondent's firm, mailing address, area code, telephone number, fax number, and email address.
- A description of the subject or issue in question or discrepancy found.
- RFA section, page number, or other information useful in identifying the specific problem or issue in question.

<b>Email Inquiries</b>
<b>Email Address:</b> <a href="mailto:DHCSProp64@dhcs.ca.gov">DHCSProp64@dhcs.ca.gov</a>
<b>Subject:</b> Questions – Youth SUD Prevention Program Admin RFA

DHCS will respond directly to each person or firm submitting an inquiry. If a question and response is determined to be of value to other potential respondents, DHCS will transmit the question(s) and response(s) to the other firms on the Respondents list. At its discretion, DHCS may contact an inquirer to seek clarification of any question or inquiry received.

#### **G. Reasonable Accommodations**

For individuals with disabilities, DHCS will provide assistive services such as reading or writing assistance, conversion of the RFA, questions/answers, RFA addenda, or other Administrative Notices into Braille, large print, audiocassette, or computer disk. To request copies of written materials in an alternate format, please use one of the following methods below to arrange for reasonable accommodations.

<b>Reasonable Accommodation Requests</b>
<b>Email Address:</b> <a href="mailto:DHCSProp64@dhcs.ca.gov">DHCSProp64@dhcs.ca.gov</a>
<b>Subject:</b> Reasonable Accommodations – Youth SUD Prevention Program Admin RFA
<b>Fax:</b> 916-440-5230
<b>(TTY) California Relay Telephone Number:</b> 1-800-735-2929

#### **H. State's Rights**

1. DHCS may collect additional applicant documentation, signatures, missing items, or omitted information during the response review process. DHCS will advise the applicant orally, by fax, email, or in writing of any documentation that is required along with the submission timeline. Failure to submit the required documentation by the date and time indicated may cause DHCS to deem a response nonresponsive and eliminate it from further consideration.
2. The submission of a response to this RFA does not obligate DHCS to make a contract award.

3. DHCS reserves the right to deem incomplete responses as non-responsive to the RFA requirements.
4. DHCS reserves the right to modify or cancel the RFA process at any time.
5. The following occurrences may cause DHCS to reject a response from further consideration:
  - a) Failure to meet the state applicant requirements by the submission deadline.
  - b) Failure to comply with a request to submit additional documents in a timely manner, if needed.
  - c) Failure to comply with all performance requirements, terms, conditions, and/or exhibits that will appear in the resulting contract.

## **I. Narrative Application Format and Content Requirements**

### **1. General Instructions**

- a) Each Applicant may submit only one proposal. For the purpose of this paragraph, "Applicant" includes a parent corporation of an Applicant and any other subsidiary of that parent corporation. If an Applicant submits more than one proposal, DHCS will reject all proposals submitted by that Applicant.
- b) All narrative portions should be straightforward, detailed, and precise. DHCS will determine the responsiveness of an application by its quality, not its volume, packaging, or displays. DHCS will not count any information contained on the pages past the set limits.

### **2. Format Requirements**

- a) Submit one application with cover page that includes the name of the Applicant entity along with contact information.
- b) Format the narrative portion of the narrative application as follows:
  - i. Use one-inch margins at the top, bottom, and both sides.
  - ii. Use a font size of no less than 12 points.
  - iii. Sequentially paginate the pages in each section.

### **3. Content Requirements**

This section specifies the order and content of each application. Applications must conform to the page limitations. Assemble the materials in the following order:

a) Proposal Cover Page

A person authorized to bind the Proposer must sign the Proposal Cover Page. If the Proposer is a corporation, a person authorized by the Board of Directors to sign on behalf of the Board must sign the Proposal Cover Page.

b) Table of Contents

Properly identify each section and the contents therein. Paginate all items in each section with the exception of those items placed in the Forms Section and Appendix Section.

c) Executive Summary Section

This section must not exceed **one (1) page** in length.

In preparing the Executive Summary, do not simply restate or paraphrase information in this RFA. Describe or demonstrate, in the Applicant's own words, the following information.

- i. The outcomes that are expected to be achieved by this project and how they will be achieved.
- ii. How this project will be effectively integrated into the applicant firm's current obligations and existing workload.
- iii. Why the proposing entity should be chosen to undertake this work at this time.

d) Applicant's Capability Section

This section must not exceed **three (3) pages** in length.

- i. Describe experience that qualifies the proposing entity to undertake this project. The Application must demonstrate an ability to perform the requirements to implement services outlined in the SOW.
- ii. Describe how the Application will enact the following four phases of implementation.
  - 1. Service preparation
  - 2. Initial deployment of services
  - 3. Collection of data
  - 4. Formation of best practice performance measures

e) Deliverable Performance Section

This section must not exceed **seven (7) pages** in length.



- i. Describe the overall approach and/or methods that will be used to accomplish the SOW. Include a description for accomplishing the requirements in each of the twelve (12) categories outlined in the SOW.

- A. Implementation Plan
- B. Outreach Plan
- C. Request for Application (RFA)
- D. Subcontracting with Youth SUD Prevention Program Grantees
- E. Training and Technical Assistance
- F. Webinars
- G. Distribution of Program Materials
- H. Website Development
- I. Data Collection and Performance Measures
- J. Quarterly Reporting
- K. Final Report
- L. Meetings with DHCS

- ii. Implementation Timeline

- 1. Applicant must include an implementation timeline which identifies the specific tasks/activities that will be performed in the order they are likely to occur.

f) Management Plan Section

This section must not exceed **three (3) pages** in length.

- i. Describe how the Applicant will effectively coordinate, manage, and monitor the efforts of the assigned staff, including Subcontractors and/or Consultants, to ensure that all tasks, activities, and functions are completed effectively and in a timely manner.
- ii. Describe the processes or procedures that will be used to ensure that key personnel vacancies, if any, are filled expeditiously and services are continued despite the presence of vacancies.
- iii. Include an implementation timeline which identifies the specific tasks/activities that will be performed in the order they are likely to occur.
- iv. Describe how the Applicant will ensure that project funds do not supplant other funding.
- v. Describe the fiscal accounting processes and budgetary controls that will be employed to ensure the responsible use and management of contract funds and accurate invoicing. Include, at a minimum, a brief description of the proposing entity's fiscal reporting and monitoring capabilities to ensure contract funds are managed responsibly.

g) Attachments (Required Documents)

i. Proposed Budget/Narrative

1. Applicants must submit a Budget narrative describing the proposed Budget. The Budget narrative must not exceed **three (3) pages**.
2. Applicant may spend up to a project limit of \$29,700,000 for Grantees.
3. Applicant may spend up to \$3,300,000 for administrative costs throughout the contract period.
4. The proposed Budget must be separated into the following periods:
  - a. July 1, 2020 – June 30, 2021
  - b. July 1, 2021 – June 30, 2022
  - c. July 1, 2022 – June 30, 2023
  - d. July 1, 2023 – December 31, 2023
5. The Applicant shall provide a Budget for each consulting contractor including staff classifications, number of persons, name of staff, major tasks/activities, deliverable responsibilities, anticipated number of hours of work under the contract, hourly rate, and labor costs. A Price Quote Template is included in this RFA as an attachment (see Attachment B).

Note: Applicants may project expenditures under the limitation; however, all applications will be capped at the limit projected in the Proposed Budget.

ii. Organization Chart

1. Applicant must include an organization chart of the key staff.
2. The organization chart must show the distinct lines of authority between and among the divisions that will perform the project work and the primary reporting relationships within the Applicant's organization.
3. The organization chart must show the relationships between management, key decision makers, supervisory personnel, and Subcontractors and/or independent Consultants.

iii. Staff Resumes

1. Applicant must include resumes of all key staff.

iv. Subcontractor/Consultant Letter of Agreement

1. Applicant must submit a letter of agreement to work on this project, for each pre-identified Subcontractor or independent Consultant that will be used to perform services under the resulting contract.
2. The submitted letter of agreement, must be signed by an official representative of each subcontracted entity or independent Consultant, acknowledging their intended participation/availability to work on this project and acknowledging they have read or been made aware of the terms and conditions of the SOW.
3. Applicant must include an explanation if a letter of agreement cannot be obtained from each pre-identified Subcontractor and Consultant, and indicate when a letter of agreement will be forthcoming

**4. RFA Application Submission**

- a. Applications must be submitted electronically to DHCS no later than **4:00 p.m. (PDT), May 15, 2020** at the e-mail address shown below. Applications received after the specified date and time are considered late and will not be accepted. There are no exceptions to this requirement.

<b>Application Submissions</b>
<b>Email Address:</b> <a href="mailto:DHCSProp64@dhcs.ca.gov">DHCSProp64@dhcs.ca.gov</a> <b>Subject:</b> Youth SUD Prevention Program Admin RFA Submission

- b. Applicants are responsible for all costs of developing and submitting an application. Such costs cannot be charged to DHCS or included in any cost element of an Applicant's proposed budget.

**J. Evaluation and Selection**

A multiple stage evaluation process will be used to review and/or score narrative applications. DHCS will reject any application that is found to be non-responsive at any stage of evaluation and/or exceeds the specified page limits. In evaluating RFA responses and assigning points, raters may consider issues including, but not limited to, the extent to which a response:

- a) Is lacking information, lacking depth or breadth, or lacking significant facts and/or details;
- b) Is fully developed, comprehensive, and has few if any weaknesses, defects, or deficiencies;
- c) Clearly demonstrates the Applicant's understanding of DHCS' needs, the services sought, and/or the contractor's responsibilities;

- d) Illustrates the Applicant's capability to perform all services and meet all SOW performance requirements;
- e) Will contribute to the achievement of DHCS' goals and objectives if implemented; and/or
- f) Demonstrates the Applicant's capacity, capability, and/or commitment to exceed regular service needs.

## 1. Stage 1 – Narrative Application Evaluation/Scoring

Raters will individually and/or as a team review, evaluate and numerically score applications based on each application's adequacy, thoroughness, and the degree to which it complies with the RFA requirements.

DHCS will use the following scoring system to assign points. Section H outlines the considerations that raters may take into account when assigning individual points to a narrative application. Below are the point values and weight for each rating category that will be scored.

Points	Interpretation	General Basis for Point Assignment
0	Inadequate	Applicant does not include a response and/or supporting information for the requirement(s) or does not commit to meet the RFA requirement(s).
1	Barely Adequate	Response and/or supporting information just meets the RFA requirement(s) and/or the information is unclear. Response provides very minimal descriptive information to support the Applicant's claim that they understand and intend to meet the requirement(s). Response is lacking information, lacking depth or breadth, or lacking facts and/or details.
2	Adequate	Response and/or supporting information meets the basic RFA requirement(s) and demonstrates an understanding of, and the ability and intent to meet the requirement(s). There may be omission(s), flaw(s) and/or defect(s), but they are inconsequential and acceptable.
3	More than Adequate	Response and/or supporting information demonstrates a thorough, detailed, and complete understanding of the requirement(s), demonstrates the ability and intent to meet the requirement(s), provides evidence of current ability to comply, and/or provides detailed plans or methodologies to further assure compliance with the requirement(s). The response is not considered excellent or outstanding but is above average and has no flaw(s), omission(s) or defect(s).

Points	Interpretation	General Basis for Point Assignment
4	Excellent or Outstanding	Response and/or supporting information demonstrates a thorough, detailed, and complete understanding of the requirement(s). Response demonstrates the ability and intent to exceed the requirement(s), provides evidence of current ability to comply, and proposes detailed plans or methodologies that further assure how the requirement(s) will be exceeded.

## 2. Narrative Application Rating Factors

Raters will use the following criteria to score the narrative applications.

### Executive Summary

Executive Summary Rating Factors	
1. How well does the application describe the outcomes that are expected to be achieved by this project and how they will be achieved?	
2. How well does the application describe how this project will be effectively integrated into the applicant firm's current obligations and existing workload?	
3. How does this application demonstrate that it is qualified and should be chosen To undertake this work?	
<b>Executive Summary Score</b>	<b>Possible Points - 12</b>

### Applicant's Capability

Applicant's Capability Rating Factors	
1. To what extent does the application describe the Applicant's experience that qualifies the proposing entity to undertake this project?	
2. How well does the application describe service preparation as part of the implementation?	
3. How well does the application describe initial deployment of services as part of the implementation?	
4. How well does the application describe collection of data as part of the implementation?	
5. How well does the application describe formation of best practice performance measures as part of the implementation?	
<b>Applicants Capacity Score</b>	<b>Possible Points - 20</b>

## Deliverable Performance

Deliverable Performance Rating Factors	
1. To what extent does the Applicant describe the ability to develop an Implementation Plan?	
2. To what extent does the Applicant identify specific outreach methods including communication plans, engagement of individuals, and timeframes?	
3. To what extent does the Applicant display ability to develop a Request for Application?	
4. To what extent does the Applicant describe the ability to subcontract with Grantees?	
5. To what extent does the Applicant describe the ability to provide training and TA as necessary?	
6. To what extent does the Applicant describe their ability to produce webinars?	
7. To what extent does the Applicant describe their ability to develop and distribute program materials?	
8. To what extent does the Applicant describe their ability to develop a website for the program?	
9. To what extent does the Applicant describe their ability to develop data reporting requirements and provide performance measures?	
10. To what extent does the Applicant describe their ability to develop and provide quarterly reports containing information identified in the SOW?	
11. To what extent does the Applicant describe their ability to develop and provide a final report containing information identified in the SOW?	
12. To what extent does the Applicant describe their ability to convene and facilitate meetings with DHCS?	
13. To what extent does the applicant identify specific task and activities that will be performed?	
<b>Deliverable Performance Score</b>	<b>Possible Points - 52</b>

## Management Plan

Management Plan Rating Factors	
1. To what extent does the Applicant describe how they will effectively coordinate, manage, and monitor the efforts of the assigned staff, including Subcontractors and/or Consultants, to ensure that all tasks, activities, and functions are completed effectively and in a timely manner?	
2. To what extent does the Applicant provide an implementation timeline that identifies the specific tasks/activities performed during the contract?	
3. How well does the Application ensure that project funds will not be supplanted?	
4. To what extent does the Applicant describe the fiscal accounting processes and budgetary controls that will be employed to ensure the responsible use and management of contract funds and accurate invoicing?	
<b>Management Plan Score</b>	<b>Possible Points - 16</b>

Applications, excluding the Budget/Price Quote, will be scored on a scale of 0 to 100 points as follows:

<b>Narrative Rating Category</b>	<b>Total Points</b>
Executive Summary	12
Applicant's Capability	20
Deliverable Performance	52
Management Plan	16
<b>Total</b>	<b>100</b>

### 3. Stage 2 – Proposed Budget Score

DHCS will use the following scoring system to assign points. Section I (3) (g) (i) outlines the considerations that raters may take into account when assigning individual points to a budget application. Below are the point values and weight for each rating category that will be scored.

<b>Points</b>	<b>Interpretation</b>	<b>General Basis for Point Assignment</b>
<b>0-5</b>	<b>Inadequate</b>	Applicant does not include a response and/or supporting information for the requirement(s), or does not commit to meet the RFA requirement(s).
<b>6-10</b>	<b>Barely Adequate</b>	Response and/or supporting information just meets the RFA requirement(s) and/or the information is unclear. Response provides very minimal descriptive information to support the Applicant's claim that they understand and intend to meet the requirement(s). Response is lacking information, lacking depth or breadth, or lacking facts and/or details.
<b>11-15</b>	<b>Adequate</b>	Response and/or supporting information meets the basic RFA requirement(s) and demonstrates an understanding of, and the ability and intent to meet the requirement(s). There may be omission(s), flaw(s) and/or defect(s), but they are inconsequential and acceptable.
<b>16-20</b>	<b>More than Adequate</b>	Response and/or supporting information demonstrates a thorough, detailed and complete understanding of the requirement(s), demonstrates the ability and intent to meet the requirement(s), provides evidence of current ability to comply, and/or provides detailed plans or methodologies to further assure compliance with the requirement(s). The response is not considered excellent or outstanding, but is above average and has no flaw(s), omission(s) or defect(s).

Points	Interpretation	General Basis for Point Assignment
21-25	Excellent or Outstanding	Response and/or supporting information demonstrates a thorough, detailed, and complete understanding of the requirements(s). Response demonstrates the ability and intent to exceed the requirement(s), provides evidence of current ability to comply, and proposes detailed plans or methodologies that further assure how the requirement(s) will be exceeded.

#### 4. Stage 3 – Final Score Calculation

DHCS will use the formula shown below to calculate final application scores and to determine the highest scored application.

Narrative Application Score (0 -100 pts.) + Proposed Budget Score (0 - 25 pts.) = Total Score (0-125 pts.)

#### K. Contract Award

Award of the contract, if awarded, will be to the eligible applicant that DHCS believes can best meet its needs. DHCS intends to select the applicant earning the highest total score. Consideration may be given to each applicant's past experience, qualifications, personnel resources, management capabilities, and proposed methods and procedures.

DHCS will verbally notify the chosen firm of its selection and will follow-up the verbal notice in writing via fax or email. DHCS will fax or email a notice of award to each firm that submits a price quotation in response to this procurement.

#### L. Application Withdrawal

##### a) Withdrawal deadlines

- 1) An applicant may withdraw an application at any time prior to the application due date.

##### b) Withdrawal request

- 1) An applicant may submit a written withdrawal request, signed by an authorized representative at any time prior to the application due date.
- 2) Label and submit the withdrawal request using one of the following methods.



U.S. Mail, Hand Delivery or Overnight Express:	Email:
<b>Withdrawal - Admin RFA XX-XXXXX</b> Department of Health Care Services Youth Substance Use Disorder Prevention Program Attention: Denise Galvez MS 2600 1501 Capitol Avenue PO Box 997413 Sacramento, CA 95899-7414	Email: <a href="mailto:DHCSProp64@dhcs.ca.gov">DHCSProp64@dhcs.ca.gov</a>  Insert “ <b>Withdrawal - Admin RFA XX-XXXXX</b> ” in the subject line of the email message.

**M. Disposition of Materials Following Award**

All materials submitted in response to this RFA will become the property of DHCS and, as such, are subject to the Public Records Act (GC Section 6250 et. Seq.). DHCS will disregard any language purporting to render all or portions of any response confidential.

**N. Award Objections**

California law does not provide a protest or appeal process against award decisions made through an informal selection method. Applicants submitting a response to this RFA may not protest or appeal the award. DHCS’ award decision shall be final.

**O. RFA Attachments**

Exhibit A – Scope of Work  
Exhibit B – Price Quote Template