

WRITE THIS ON THE ENVELOPE:

RFP No. DHHS2022-01, Tobacco-Free Humboldt Program

FROM: Stergios Roussos
Community Initiatives for Collective Impact
936 W. 18th St
Merced, CA 95340
(209) 489-9913

TO: Humboldt County DHHS – Contract Unit
Attention: Carol Martinez, Administrative Analyst
507 F Street
Eureka, California 95501



Community Initiatives for Collective Impact (Ci4Ci)
936 W. 18th Street, Merced, CA 95340 | www.ci4ci.org | 209.769.3231

April 8, 2022

1.0 Introductory Letter, Proposal No. DHHS2022-01 Tobacco-Free Humboldt Program

Dear Humboldt County DHHS Team,

On behalf of our team at Community Initiatives for Collective Impact, I am pleased to share our proposal to provide the Request for Proposals (RFP for administrative services for the Tobacco-Free Humboldt Program. I understand that these services are to help Tobacco-Free Humboldt meet required evaluation activities and deliverables as part of the California Department of Public Health (CDPH)/California Tobacco Control Program (CTCP) Scope of Work (SOW) for 2022-2025. Our services will ensure that Tobacco-Free Humboldt exceeds its SOW objectives and grows its capacity as a force for health and wellness in Humboldt County.

I have been a lead External Evaluator for CTCP-funded Local Lead Agencies and Competitive Grantees since 2004. During this time, I have had the privilege of leading community and academic teams to provide services identical or very similar to those requested by the current RFP. While our home base is in Merced, CA, we have served dozens of CTCP LLAs throughout the state. Our priority and expertise are in working with communities that may be less resourced due to geographic and social conditions (e.g., rural and foothill areas, areas with higher poverty and higher cultural and linguistic challenges) and more likely to suffer from tobacco-related harm.

I look forward to working with Tobacco-Free Humboldt to advance its goals for a community free of tobacco harm. I will serve as the primary contact for communication and all project-related needs. As the Director of Community Initiatives, I am authorized by our Board of Directors to communicate and sign agreements for our organization. My contact information is:

Stergios (Steve) Roussos, PhD, MPH
Director and Community Scientist
Community Initiatives for Collective Impact
936 W. 18th St, Merced, CA
Cell/Text 209-489-9913; Office 209-769-3231; sroussos@ci4ci.org

If you have any further questions regarding her background or qualifications, please do not hesitate to contact me.

Sincerely,

A handwritten signature in blue ink, appearing to read "Steve Roussos".

Stergios Roussos, PhD, MPH
Director and Community Scientist

2.0 Table of Contents

1.0 Introductory Letter, Proposal No. DHHS2022-01 Tobacco-Free Humboldt Program..... 1

2.0 Table of Contents 2

3.0 Signature Affidavit..... 3

4.0 Professional Profile..... 4

 A. Organizational Overview 4

 B. Overview of Qualifications and Experience 5

5.0 Project Description..... 7

 A. Description of Services 7

 B. Quality Assurance Capabilities 11

6.0 Cost Proposal 13

7.0 Supplemental Documentation 14

8.0 References..... 15

9.0 Evidence of Insurability and Business Licensure 17

10.0 Exceptions, Objections and Requested Changes 18

11.0 Required Attachments..... 19

 Attachment 1 – RFP Signature Affidavit..... 19

 Attachment 2 – Cost Proposal..... 20

 Attachment 3 – Supplemental Documentation 21

 Attachment 4 – Reference Data Sheet 22


3.0 Signature Affidavit

	REQUEST FOR PROPOSALS – NO. DHHS2022-01 SIGNATURE AFFIDAVIT
NAME OF ORGANIZATION:	Community Initiatives for Collective Impact
STREET ADDRESS	936 W. 18 th Street
CITY, STATE, ZIP	Merced, CA 95340
CONTACT PERSON	Stergios (Steve) Roussos, PhD, MPH
PHONE #	Cell/Text: 209-489-9913, Office: 209-769-3232
FAX #	
EMAIL	sroussos@ci4ci.org

Government Code Sections 6250, et seq., the "Public Records Act," define a public record as any writing containing information relating to the conduct of public business. The Public Records Act provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

In signing this Proposal, I certify that this organization has not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or agency to submit or not to submit a Proposal; that this Proposal has been independently arrived at without collusion with any other Proposer, competitor or potential competitor; that this Proposal has not been knowingly disclosed prior to the opening of Proposals to any other Proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned is an authorized representative of the above-named agency and hereby agrees to all the terms conditions and specifications required by the County in Request for Proposals No. DHHS2022-01 and declares that the attached Proposal and pricing are in conformity therewith.

	Director and Community Scientist
Signature	Title
Stergios Roussos	04/08/2022
Name	Date

This organization hereby acknowledges receipt / review of the following Addendum(s), if any
 Addendum # [] Addendum # [] Addendum # [] Addendum # []

4.0 Professional Profile

A. Organizational Overview

Community Initiatives for Collective Impact (a.k.a. Community Initiatives) began 2017 as a partnership between university and community researchers and advocates for social and environmental justice. Our mission is to facilitate and join the views, resources, and assets of diverse people and organizations for the greater common good. Our history goes back to 2002 when our founders helped establish the first-ever community benefit agreement within the University of California (UC), "The Chancellor's Pledge," with UC Merced. The pledge was created by and represented the diversity of people throughout the San Joaquin Valley (SJV) to support the new university in its mission as an engine for social, environmental, and economic prosperity. Community Initiatives is a nonprofit corporation located at 936 W. 18th Street, Merced, CA with an approximate annual budget of \$450,000. The organization's Board of Directors is predominantly multi-cultural, non-White, and women-led. Staffing includes seven full-time staff, four part-time staff, and 32 volunteers. Staff and volunteers represent academic and community professionals in social and natural sciences, economic and community development, community organizing and advocacy, and environmental sustainability. Most staff and volunteers are bi- or multi-lingual and represent the diverse ethnicities and cultures of the region (e.g., African-American, Latino, Hmong, Punjabi, and Native Americans).

Community Initiatives serves as the backbone organization for community-based and grassroots programs and partnerships, provides research and development for social enterprises, and convenes and facilitates collaboration for social and environmental justice. Our evaluation projects have included healthcare, behavioral health, and public health concerns (e.g., diabetes, cancer, obesity, food security, tobacco use), immigrant and refugee rights, economic and workforce development, housing and homelessness, education and early childhood development (P thru 16), and environmental sustainability. Projects have included local, regional, statewide, and national initiatives, working with vulnerable populations tackling racial, cultural, linguistic, and socio-economic disparities. We select projects and partners that meet three criteria:

1. Addresses a current social or environmental inequity or disparity,
2. Requires collaboration, including unlikely (sometimes adversarial) partners, and
3. Allows for measurable impact.

Tobacco-Free Humboldt's purpose and scope of work strongly align with Community Initiatives' purpose, people, and work. Tobacco-Free Humboldt's objectives aim to improve collaborative partnerships and youth advocacy for policy change against tobacco-related harm. And the Humboldt objectives include clear goals for addressing racial, social and economic disparities in tobacco use and tobacco-related harm. Providing evaluation services and support for the Tobacco-Free Humboldt goals would be our privilege and pleasure.

Dr. Stergios (Steve) Roussos, PhD, MPH leads research and evaluation services for Community Initiatives. This includes evaluation and technical assistance for programs funded by the California Tobacco Control Program (CTCP). Prior to joining Community Initiatives, Dr. Roussos had been providing evaluation services with the Alliance for Community Research and Development, the University of California, and as an independent contractor since 2004. These evaluation services were equivalent to those described and required in the RFP for Tobacco-Free Humboldt. Community Initiatives staff have provided services equivalent to those in this RFP to 28 government agencies at the national, state, regional, and local (e.g., county and city) levels.

Community Initiatives does not have any current or prior:

- litigation brought by or against it regarding the provision of Services equivalent to those set forth in this RFP,
- fraud convictions related to the provision of services pursuant to the terms and conditions of public contracts,
- debarments, suspensions or other ineligibility to participate in public contracts, if applicable,
- violations of local, state and/or federal regulatory requirements, and
- controlling or financial interest in any other organizations, including any ownership or control by any other organizations.

B. Overview of Qualifications and Experience

The services for Tobacco-Free Humboldt will be provided by a core team including Dr. Roussos as the Lead Evaluator, Maria Ocegueda as the Evaluation Associate, and Sia Vue as the Administrative Assistant. This core team will have access to the skills and resources of other Community Initiatives teammates for review and refinement of service materials, idea generation and problem-solving, and general support. No subcontractors will be used for the proposed services.

Dr. Stergios Roussos PhD, MPH has nearly 30 years of experience as a community-based researcher working with diverse people to address local concerns. He is known for his skills and success in making evaluation and research useful and beneficial to laypersons and marginalized communities addressing local priorities. He began his research career in tobacco control in 1993 while completing his MPH (San Diego State University) with several research publications in youth tobacco use prevention and clinician-led cessation services. He completed his doctorate in human development in 2002 (University of Kansas), where he co-led early CDC-funded research on community-based participatory research methods for population-level health and development. Since then, he has continued this work to help coalitions and collaborative partnerships understand and improve their function and outcomes. Since 2001, Dr. Roussos has been based in Merced, CA, where he helped establish several community-academic programs with the newest University of California campus (UC Merced). These include the Center of Excellence on Health Disparities, the Resource Center for Community Engaged Scholarship, and an academic Minor in Community Research and Services. He began serving as an external evaluator for CTCP-funded LLAs in 2004 (Merced County) and has continued this work with dozens of LLAs and Competitive Grantees throughout California. During this time, he has become a trusted ally and partner in CTCP evaluation initiatives, providing various workshops and training. In 2018, CTCP selected Dr. Roussos to lead university and community teammates to develop "Fighting Flavored Tobacco: A Best Practice Guide for Developing Local Policy Campaigns to Restrict the Sale of Flavored Tobacco Products in California." He is an active member of the Tobacco Evaluator Alliance (TEA) and its executive team, Green TEA, and a contributor to evaluation workgroups for CTCP and the Tobacco Control Evaluation Center (TCEC). Through these roles, he has helped to shape goals, tools, and best practices for evaluation in tobacco control throughout California. His daily joy and professional fulfillment come from serving the evaluation needs of county-level tobacco control programs just like Tobacco-Free Humboldt. Doing this work for over 18 years, Dr. Roussos has a successful track record in all the services required by Tobacco-Free Humboldt, evidenced by consistent "A" to

"A+" grades by CTCP for LLA evaluation activities. More importantly than the strong CTCP grades, Dr. Roussos and his team see LLA staff and their community coalitions regularly use of evaluation strategies and findings to advance their local policy campaigns and meet their policy change objectives. Current, CTCP-funded counties/LLAs and competitive grantees include Del Norte County, Lake County, Mariposa County, San Benito County, Siskiyou County, Tulare County, RISE Initiative in Fresno, LUCHA Tobacco Gold Country (Latinos United against the Consumption, Habit and Addiction to Tobacco), and Tobacco-Free North Coast.

Maria Ocegueda is a 2021 graduate of UC Merced with a major in Public Health and a minor in Community Research and Service. She joined Community Initiatives in 2021 as a bilingual-bicultural Community Engagement Coordinator focusing on communication of research and evaluation data and results in lay-friendly communications and educational materials (e.g., print, social media). Before joining Community Initiatives, Ms. Ocegueda led UC Merced's Community Engagement Center student outreach and engagement. She worked with Dr. Roussos on developing community leaders' capacity for research and evaluation. Ms. Ocegueda spent four months working with Dr. Roussos and several LLAs to prepare 4-year final reports for CTCP regarding objectives such as those in the Tobacco-Free Humboldt Scope of Work. Currently, she provides daily support for evaluation and technical assistance to LLAs/counties served by Community Initiatives.

Sia Vue is the Administrative Assistant for Community Initiatives, providing fiscal and project management to grants and contracts by local (county, city), state, and national governmental and philanthropic funders. Mrs. Vue works with the Community Initiatives Director of Finance and Administration to monitor, manage, and ensure contract compliance and success. She has been serving this role with Community Initiatives since 2018. Mrs. Vue has nearly a decade of experience in business management and development with small businesses and community-based organizations. Currently, she provides administrative support to all LLAs/counties served by Community Initiatives. Ms. Vue is a co-developer of a new program, the Nonprofit Accountability Institute, to help nonprofit organizations learn and comply with best practices in contract management, accounting, and program evaluation.

Here are some examples of the Core Team's accomplishments in the past five years with services equivalent to those requested for Tobacco-Free Humboldt.

- We have developed quantitative and qualitative data collection tools that reflect all those required by Tobacco-Free Humboldt and helped similar LLAs effectively use these tools toward their policy objectives. Dozens of key informant interviews have been conducted with elected policymakers, managers and owners of multiunit housing and retail tobacco stores. Four LLAs were assisted in completing pre- and post-policy adoption observations in public parks, outdoor areas, multiunit housing, and tobacco retailers (including preparing and analyzing training surveys and direct observation measures).
- We have participated in CTCP and TCEC evaluation workgroups to develop model data collection tools. These include key informant interview tools, direct observation tools, and public opinion polls that are used by LLAs throughout California (this includes new, "required" data collection tools included in the 2022-2025 SOW of Tobacco-Free Humboldt).

- We have prepared fact sheets and presentation materials used by LLAs in presentations to City Councils, tobacco retailers, and tobacco-free coalitions, and community-based organizations. Several of these presentations were used by adult and youth volunteers to advocate for local policy objectives for tobacco retail licenses (TRLs), including TRLs to prohibit the sale of flavored tobacco products.
- We have met or exceeded contract requirements (e.g., insurability, billing, monitoring and evaluation, legal and organizational conditions for governmental and professional agencies) for ten County Tobacco-Free Humboldt Program responsibilities with services equivalent to those requested in the current RFP.

Community Initiatives Board and leadership team represent over 30 years of experience in successfully managing millions of dollars in grants and contracts from governmental, philanthropic, and business entities. Daniel Kazakos, Director of Finance and Administration, has nearly 20 years of experience in accounting and operations in health and human services organizations. He will supervise Mrs. Vue and oversee contract progress supported through the indirect costs in the proposed budget.

5.0 Project Description

A. Description of Services

Our team has reviewed the services outlined in the RFP and the Tobacco-Free Humboldt 2022-2025 Scope of Work intervention and evaluation activities. We are ready to begin services on June 7, 2022, and be flexible to help program staff with all CTCP requirements due for the January-June 2022 period and OTIS reporting due in July 2022. Our team thoroughly understands the evaluation activities that CTCP is asking LLAs to complete by June 30, 2022, and can assist Tobacco-Free Humboldt program staff to appropriately frame and prepare their accomplishments since January 2022 to the July OTIS reports. The current CTCP-approved SOW for Tobacco-Free Humboldt with three objectives and two policy-change goals (within Objective 3) includes an appropriate evaluation plan. Our team will work with the program staff to review the current SOW, recommend SOW refinements that may benefit the program's goals (these may not require formal SOW revision), and, if needed, adjust any activities and services offered in this proposal. Table 1 provides a summary of services that will be reviewed with program staff and adjusted to create a formal evaluation plan to match the SOW's goals, resources, and timeline. The activities and deliverables described in Table 1 reflect the services described on Page 3 of the RFP No. DHHS 2022-01.

Along with the Community Initiative services, there is a brief description of activities for the Tobacco-Free Humboldt program staff. This additional description of activities is meant to help program staff see the interactive and collaborative relationship that will make this work successful. Our team will meet with program staff at least once per month to review progress with these activities and deliverables and make refinements that support the program's goals.

Table 1. Community Initiatives Activities and Deliverables

<i>Item 1. Measurement Tool Development and Implementation</i>
<p>1.1 Design and revise existing measurement tool(s) required by CTCP, TCEC and the program SOW. As available and appropriate, measurement tool(s) will be obtained from existing tools (e.g., from the program, TCEC, prior work) and revised to meet the standards and criteria required by CTCP. Tool formats will include paper, online (e.g., Survey Analytics), and other methods (e.g., phone/tablet specific) as most appropriate for each evaluation activity. Support for language translation and cultural tailoring is available as needed (e.g., Spanish).</p> <p><i>Tobacco-Free Humboldt Program responsibilities: Review and offer feedback per measurement tools.</i></p>
<p>1.2 Determine the process and procedures necessary to achieve the target sample size indicated for each evaluation activity.</p> <p><i>Tobacco-Free Humboldt Program responsibilities: Provide information about the participants and their conditions for participation that may affect the final determination of the sample size for each evaluation activity.</i></p>
<p>1.3 Conduct appropriate pilot testing of the measurement tool(s) with participants who are representative of those targeted by the measurement activities to identify and address problems, biases and errors of each tool.</p> <p><i>Tobacco-Free Humboldt Program responsibilities: Help identify and engage participants in pilot testing of measurement procedures and provide feedback to develop final products.</i></p>
<p>1.4 Train the appropriate number and quality of people from the community and coalition to implement the measurement tool(s) and measurement procedure(s) to minimize bias and error and maximize internal validity and reliability. As needed, calculate the interobserver reliability rate and ensure a high level of consistency across people trained to implement the measurement tool(s).</p> <p><i>Tobacco-Free Humboldt Program responsibilities: Allocate time to complete the training needed to implement measurement tools and procedures correctly. Identify, recruit, and organize people for training as needed.</i></p>
<p>1.5 Work with TEP to make sure measurement tool(s) are implemented with fidelity to the measurement procedure(s). Provide training, coaching, practice, and monitoring and feedback as needed to ensure measurement tools are used effectively.</p> <p><i>Tobacco-Free Humboldt Program responsibilities: Implement all measurement tools with Community Initiatives assistance to make sure measures are accurate and reliable, and fit the program's needs and conditions.</i></p>

Table 1. Community Initiatives Activities and Deliverables
Item 2. Data Entry
<p>2.1 Create appropriate databases that are formatted to present quantitative variables in a numeric format ready for analysis and with an appropriate database dictionary or codebook to enable interpretation of numeric values to variable labels. The final databases will enable exporting of the data into an Excel file.</p> <p><i>Tobacco-Free Humboldt Program responsibilities: As useful, review database variables and provide corrective feedback to make them easy to use.</i></p>
<p>2.2 Organize or prepare the data collected from the measurement tool(s) for entry into the database(s). This may vary by evaluation activity but may include organizing paper surveys alphabetically and/or chronologically and reviewing paper data for completeness and errors prior to data entry.</p> <p><i>Tobacco-Free Humboldt Program responsibilities: Will vary by evaluation activity but will need to organize paper forms prior to data entry.</i></p>
<p>2.3 Enter the data from the measurement tool(s) into the appropriate database(s) and review and correct entered data for errors prior to analysis.</p> <p><i>Tobacco-Free Humboldt Program responsibilities: Will vary by evaluation activity but will enter information for surveys and interviews into the database.</i></p>
<p>2.4 Review and correct errors in datasets prior to analysis.</p> <p><i>Tobacco-Free Humboldt Program responsibilities: As useful, review errors found and corrected by Community Initiatives and provide corrective feedback.</i></p>
Item 3. OTIS Uploads and Summaries
<p>3.3 Prepare new and update existing progress reports for evaluation activities in OTIS. Assist with entry of progress reports in OTIS.</p> <p><i>Tobacco-Free Humboldt Program responsibilities: Review progress reports prepared by Community Initiatives and provide corrective feedback. Enter the final progress report information into OTIS.</i></p>
<p>3.4 Prepare documents for upload to OTIS Document Repository, including required summary reports and measurement tools.</p> <p><i>Tobacco-Free Humboldt Program responsibilities: Review, approve, and upload items to OTIS as needed.</i></p>
Item 4. Data Analysis
<p>4.1 Analyze data as appropriate and required by the approved project scope of work. Analysis(es) will include appropriate quantitative and qualitative methods and the presentation of the results in the appropriate format, such as tables and graphs and with brief interpretive comments about the results from the analysis(es)</p>

Table 1. Community Initiatives Activities and Deliverables
<i>Tobacco-Free Humboldt Program responsibilities: As needed, review planned analyses and request specific analyses and formatting of analysis summaries.</i>
Item 5. Report Preparation
5.1 Prepare summaries of evaluation activities and results to meet all CTCP and TCEC requirements and address the needs of the program.
<i>Tobacco-Free Humboldt Program responsibilities: As needed, review and provide feedback on items prepared by Community Initiatives. Provide requests for specific items needed in the reports and formatting.</i>
5.2 Assist program staff in preparing all evaluation reports by co-writing the background, evaluation section(s), and conclusion. Ensure that all final reports (i.e., FER, BER) meet all CTCP and TCEC requirements. Community Initiatives will lead the writing and quality assurance of all final reports.
<i>Tobacco-Free Humboldt Program responsibilities: Assist in planning and writing reports for sections relevant to program implementation, review and provide feedback on items prepared by Community Initiatives.</i>
Item 6. Work Plan Review, Revision, and Future Preparation
6.1 Regularly review progress of current SOW with staff and assist with making revisions during CTCP-provided revision periods and other times as needed.
<i>Tobacco-Free Humboldt Program responsibilities: Discuss needs for revisions with Community Initiatives and engage Community Initiatives in the revision process.</i>
6.2 Develop evaluation activities for the future CTCP work plan (e.g., 2025-2028).
<i>Tobacco-Free Humboldt Program responsibilities: Provide information on the intervention activities to help Community Initiatives prepare the evaluation plan, and review and provide feedback on the evaluation activities in the future work plan.</i>
Item 7. Technical Assistance
7.1 Identify and provide ways to help program staff accomplish CTCP requirements and make the greatest impact in their community. This includes team meetings (at least monthly), as-needed support by phone and email, and other ways found helpful by the program.
<i>Tobacco-Free Humboldt Program responsibilities: Provide requests for and feedback on technical assistance provided to Community Initiatives to ensure the most useful technical assistance.</i>
7.2. Keep up to date with all CTCP-related information, requirements, and opportunities (e.g., TCS Partners, End Game training, CTCP and TCEC training) to inform program staff of ways to support and advance their goals and SOW.
<i>Tobacco-Free Humboldt Program responsibilities: Provide requests, questions, and other interests that Community Initiatives may research on CTCP-related resources.</i>

B. Quality Assurance Capabilities

Our experiences with dozens of LLAs for similar work as Tobacco-Free Humboldt will help us anticipate and prevent challenges and make the most available resources. The most common and persistent difficulties in accomplishing similar work are due to often unpredictable conditions in the community (e.g., community and policymaker support and opposition, COVID-related disruptions). These conditions are often outside of the control of program staff. Our team has learned the importance of being flexible for community changes, making communication easy and quick (when needed), and spending time to understand program staff and their community beyond the evaluation services and requirements. Our team spends time getting to know the people and organizations of Humboldt, the partners (and opponents) of the program and policy campaigns, and the concerns, ambitions, and resources of the program and the community. This ongoing learning is critical to providing evaluation and technical assistance that is useful, cost-effective, and most beneficial to the Humboldt program and community. Here are some of the ways we will accomplish this. We welcome program feedback and ideas to improve on these approaches for quality assurance and program success.

- 1.) Dr. Roussos will be the main point of communication and technical assistance for the program. While other support staff will be available, we believe it is important to have one first point of contact, communication, and management. Dr. Roussos will be managing the project timeline, assurance of correct tools and procedures, data management and analysis, and final preparation of all periodic and summative reports.
- 2.) A project-specific email (e.g., Tobacco-Free-Humboldt@ci4ci.org) will be used so that all core teammates see all communication automatically. Emails will be available and archived to review if needed at a later time. This approach is similar to how OTIS uses its online communications system. This method improves internal communication and ensures that questions and needs are never missed.
- 3.) A monthly meeting will be used to review progress and plan activities based on the SOW and evaluation plan. Following each monthly meeting, Community Initiatives will program staff a brief summary of decisions and next steps. This will allow program staff to check that nothing was missed or misunderstood and ensure Community Initiatives is on the same page as program staff for evaluation activities.
- 4.) Community Initiatives will email program staff a brief weekly summary (e.g., a bulleted list) with things they are working on, have completed, or anticipate coming up. The email will include an offer to help with any upcoming measurement, data analyses for meetings or presentations, or other needs. This approach will likely identify and respond to needs faster and more flexibly than the monthly evaluation meetings.
- 5.) Community Initiatives will allocate some time every month toward preparing reports related to evaluation activities. This will include required CTCP reports (due semi-annually) and brief summaries of lessons and ideas from existing data that program staff might use at meetings, presentations, and other formal and informal activities related to its work plan. Our team will be working with program staff each month to get feedback and improve how evaluation data and results can most benefit the program and the local community.

6.) Community Initiatives will develop and maintain an online, secure project website to store all documents, data, and communications related to the project. Program staff can freely access and interact with all items on this website. This approach will prevent the loss of documents and information and provide access to project materials anytime.

The multiple, ongoing methods of communication will help us anticipate, prevent, and address potential misunderstandings, problems, and disputes. Community Initiatives takes great pride in being trusted for its open communication and customer service. We consider the Tobacco-Free Humboldt work and success as our own and take personal responsibility for the quality of all work. We welcome critical feedback and recommendations for improvement.

Community Initiative's breadth and depth in understanding CTCP priorities and methods give Tobacco-Free Humboldt an advantage. Our team has strong, positive relationships with multiple County LLAs and CTCP staff, who acknowledge the quality of our evaluation services. We look forward to an opportunity to be part of Tobacco-Free Humboldt's community and success toward its 2022-2025 objectives.

6.0 Cost Proposal

	For June 2022 – July 2025
A. Personnel Costs	
Title: Lead Evaluator (S. Roussos)	
Salary Calculation: (10% FTE) \$60 per hour X 5 hours per week X 52 weeks (208 hours, \$12,480 per year) + 35% fringe = \$16,848 per year	
Description of Duties: Leads oversight and quality assurance of all deliverables, manages other staff, and serves as the primary contact.	
Total Position Costs:	\$50,544.00
Title: Associate Evaluator (M. Ocegueda)	
Salary Calculation: (5% FTE) \$24 per hour X 2 hours per week X 52 weeks (104 hours, \$2,496 per year) + 35% fringe = \$3,369.60 per year	
Description of Duties: Assist with evaluation activities with a focus on fact finding for project, preparing training and technical assistance materials, data analysis, and reporting and dissemination.	
Total Position Costs:	\$10,108.80
Title: Administrative Assistant (S. Vue)	
Salary Calculation: (2.5% FTE) \$20 per hour X 1 hours per week X 52 weeks (52 hours, \$1,040 per year) + 35% fringe = \$1,404 per year	
Description of Duties: Assist project with daily duties related to scheduling, file management, accounting, communications, and reporting and presentation formatting.	
Total Position Costs:	\$4,212.00
Total Personnel Costs:	\$64,864.80
B. Operational Costs	\$0.00
Equipment, office space, and other operations covered as indirect costs.	
C. Supply Costs	
Item: Printing and copying.	
Description: Costs for project costs related to printing and copying estimated at \$10 per month, \$120 per year.	
Total Supply Costs:	\$360.00
D. Transportation and Travel Costs	\$0.00
Services are by phone, email, Zoom, and internet, reducing transportation costs to \$0. Travel to Humboldt can be included by request.	
E. Indirect Costs:	
Item: Overhead and administrative costs	
Description: 10% of total direct costs	
Total Indirect Costs:	\$6,522.48
TOTAL:	\$71,747.28

7.0 Supplemental Documentation

There is no additional or supplemental documentation for this proposal.

8.0 References

REFERENCE DATA SHEET

Provide a minimum of three (3) references with name, address, contact person and telephone number whose scope of business or services is similar to those of Humboldt County (preferably in California). Previous business with the County does not qualify.

NAME OF AGENCY:	County of Lake	
STREET ADDRESS:	922 Bevins Court	
CITY, STATE, ZIP:	Lakeport, CA 95453	
CONTACT PERSON:	Liberty Francis, Project Director, Tobacco Education & Prevention	EMAIL: liberty.francis@lakecountyca.gov
	Recently retired Project Director, Gina Lyle-Griffin, (707) 321-0760	
PHONE #:	(707)263-1090 ext. 140	FAX #: (707)262-4280
Department Name:	Lake County Health Services, Division of Public Health	
Approximate Population:	Lake County	
Number of Departments:	Worked with the Division of Public Health	
General Description of Services:	Community Initiatives provided all External Evaluation services and technical assistance for the county's Scope of Work (SOW) for the California Tobacco Control Program (CTCP) from September 2015 to the present. These services were nearly identical to those described in the DHHS RFP for Tobacco-Free Humboldt. Services provided led to the successful accomplishment of CTCP SOW objectives with a grade of "A" or above by CTCP for each semi-annual reporting period.	

NAME OF AGENCY:	County of Mariposa	
STREET ADDRESS:	5362 Lemee Lane, P.O. Box 99	
CITY, STATE, ZIP:	Mariposa, CA 95388	
CONTACT PERSON:	Vanessa Cummings MPH, CHES Public Health Educator, Tobacco Education & Prevention Program	EMAIL: vcummings@mariposacounty.org
	Former Project Director, Ginnie Day, ginniday@gmail.com	
PHONE #:	(209) 347-6040	FAX #:
Department Name:	Mariposa County Health & Human Services Agency	
Approximate Population:	Mariposa County	
Number of Departments:	Worked with the HHSA	
General Description of Services:	Community Initiatives provided all External Evaluation services and technical assistance for the county's Scope of Work (SOW) for the California Tobacco Control Program (CTCP) from September 2015 to the present. These services were nearly identical to those described in the DHHS RFP for Tobacco-Free Humboldt. Services	

	provided led to the successful accomplishment of CTCP SOW objectives with a grade of "A" or above by CTCP for each semi-annual reporting period.
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NAME OF AGENCY:	County of Tulare	
STREET ADDRESS:	5957 S. Mooney Blvd	
CITY, STATE, ZIP:	Visalia, CA 93277	
CONTACT PERSON:	Veronica Andrade Project Director, Tobacco Prevention Program	EMAIL: vandrade@ tularecounty.ca.gov
PHONE #:	(559) 631-0052	FAX #:
Department Name:	Tulare County H Health & Human Services Agency	
Approximate Population:	Tulare County	
Number of Departments:	Worked with the HHS	
General Description of Services:	Community Initiatives provided all External Evaluation services and technical assistance for the county's Scope of Work (SOW) for the California Tobacco Control Program (CTCP) from September 2015 to the present. These services were nearly identical to those described in the DHHS RFP for Tobacco-Free Humboldt. Services provided led to the successful accomplishment of CTCP SOW objectives with a grade of "A" or above by CTCP for each semi-annual reporting period.	

9.0 Evidence of Insurability and Business Licensure

Community Initiatives for Collective Impact holds a business license in the City of Merced and is covered by Hiscox Insurance for insurance types and amounts as indicated in the RFP.

10.0 Exceptions, Objections and Requested Changes

There are no exceptions, objections, or requested changes for this proposal.

11.0 Required Attachments


Attachment 1 – RFP Signature Affidavit.

	REQUEST FOR PROPOSALS – NO. DHHS2022-01 SIGNATURE AFFIDAVIT
NAME OF ORGANIZATION:	Community Initiatives for Collective Impact
STREET ADDRESS	936 W. 18 th Street
CITY, STATE, ZIP	Merced, CA 95340
CONTACT PERSON	Stergios (Steve) Roussos, PhD, MPH
PHONE #	Cell/Text: 209-489-9913, Office: 209-769-3232
FAX #	
EMAIL	sroussos@ci4ci.org

Government Code Sections 6250, et seq., the "Public Records Act," define a public record as any writing containing information relating to the conduct of public business. The Public Records Act provides that public records shall be disclosed upon written request, and that any citizen has a right to inspect any public record, unless the document is exempted from disclosure.

In signing this Proposal, I certify that this organization has not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or agency to submit or not to submit a Proposal; that this Proposal has been independently arrived at without collusion with any other Proposer, competitor or potential competitor; that this Proposal has not been knowingly disclosed prior to the opening of Proposals to any other Proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned is an authorized representative of the above-named agency and hereby agrees to all the terms conditions and specifications required by the County in Request for Proposals No. DHHS2022-01 and declares that the attached Proposal and pricing are in conformity therewith.

	Director and Community Scientist
Signature	Title
Stergios Roussos	04/08/2022
Name	Date

This organization hereby acknowledges receipt / review of the following Addendum(s), if any
 Addendum # [] Addendum # [] Addendum # [] Addendum # []

Attachment 2 – Cost Proposal

	For June 2022 – July 2025
A. Personnel Costs	
Title: Lead Evaluator (S. Roussos)	
Salary Calculation: (10% FTE) \$60 per hour X 5 hours per week X 52 weeks (208 hours, \$12,480 per year) + 35% fringe = \$16,848 per year	
Description of Duties: Leads oversight and quality assurance of all deliverables, manages other staff, and serves as the primary contact.	
Total Position Costs:	\$50,544.00
Title: Associate Evaluator (M. Ocegueda)	
Salary Calculation: (5% FTE) \$24 per hour X 2 hours per week X 52 weeks (104 hours, \$2,496 per year) + 35% fringe = \$3,369.60 per year	
Description of Duties: Assist with evaluation activities with a focus on fact finding for project, preparing training and technical assistance materials, data analysis, and reporting and dissemination.	
Total Position Costs:	\$10,108.80
Title: Administrative Assistant (S. Vue)	
Salary Calculation: (2.5% FTE) \$20 per hour X 1 hours per week X 52 weeks (52 hours, \$1,040 per year) + 35% fringe = \$1,404 per year	
Description of Duties: Assist project with daily duties related to scheduling, file management, accounting, communications, and reporting and presentation formatting.	
Total Position Costs:	\$4,212.00
Total Personnel Costs:	\$64,864.80
B. Operational Costs	\$0.00
Equipment, office space, and other operations covered as indirect costs.	
C. Supply Costs	
Item: Printing and copying.	
Description: Costs for project costs related to printing and copying estimated at \$10 per month, \$120 per year.	
Total Supply Costs:	\$360.00
D. Transportation and Travel Costs	\$0.00
Services are by phone, email, Zoom, and internet, reducing transportation costs to \$0. Travel to Humboldt can be included by request.	
E. Indirect Costs:	
Item: Overhead and administrative costs	
Description: 10% of total direct costs	
Total Indirect Costs:	\$6,522.48
TOTAL:	\$71,747.28

Attachment 3 – Supplemental Documentation

There is no additional or supplemental documentation for this proposal.

Attachment 4 – Reference Data Sheet

Provide a minimum of three (3) references with name, address, contact person and telephone number whose scope of business or services is similar to those of Humboldt County (preferably in California). Previous business with the County does not qualify.

NAME OF AGENCY:	County of Lake	
STREET ADDRESS:	922 Bevins Court	
CITY, STATE, ZIP:	Lakeport, CA 95453	
CONTACT PERSON:	Liberty Francis, Project Director, Tobacco Education & Prevention	EMAIL: liberty.francis@lakecountycyca.gov
	Recently retired Project Director, Gina Lyle-Griffin, (707) 321-0760	
PHONE #:	(707)263-1090 ext. 140	FAX #: (707)262-4280
Department Name:	Lake County Health Services, Division of Public Health	
Approximate Population:	Lake County	
Number of Departments:	Worked with the Division of Public Health	
General Description of Services:	Community Initiatives provided all External Evaluation services and technical assistance for the county's Scope of Work (SOW) for the California Tobacco Control Program (CTCP) from September 2015 to the present. These services were nearly identical to those described in the DHHS RFP for Tobacco-Free Humboldt. Services provided led to the successful accomplishment of CTCP SOW objectives with a grade of "A" or above by CTCP for each semi-annual reporting period.	

NAME OF AGENCY:	County of Mariposa	
STREET ADDRESS:	5362 Lemee Lane, P.O. Box 99	
CITY, STATE, ZIP:	Mariposa, CA 95388	
CONTACT PERSON:	Vanessa Cummings MPH, CHES Public Health Educator, Tobacco Education & Prevention Program	EMAIL: vcummings@mariposacounty.org
	Former Project Director, Ginnie Day, ginniday@gmail.com	
PHONE #:	(209) 347-6040	FAX #:
Department Name:	Mariposa County Health & Human Services Agency	
Approximate Population:	Mariposa County	
Number of Departments:	Worked with the HHSA	
General Description of Services:	Community Initiatives provided all External Evaluation services and technical assistance for the county's Scope of Work (SOW) for the California Tobacco Control Program (CTCP) from September 2015 to the present. These services were nearly identical to those described in the DHHS RFP for Tobacco-Free Humboldt. Services provided led to the successful accomplishment of CTCP	

	SOW objectives with a grade of "A" or above by CTCP for each semi-annual reporting period.
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NAME OF AGENCY:	County of Tulare	
STREET ADDRESS:	5957 S. Mooney Blvd	
CITY, STATE, ZIP:	Visalia, CA 93277	
CONTACT PERSON:	Veronica Andrade Project Director, Tobacco Prevention Program	EMAIL: vandrade@ tularecounty.ca.gov
PHONE #:	(559) 631-0052	FAX #:
Department Name:	Tulare County H Health & Human Services Agency	
Approximate Population:	Tulare County	
Number of Departments:	Worked with the HHSA	
General Description of Services:	Community Initiatives provided all External Evaluation services and technical assistance for the county's Scope of Work (SOW) for the California Tobacco Control Program (CTCP) from September 2015 to the present. These services were nearly identical to those described in the DHHS RFP for Tobacco-Free Humboldt. Services provided led to the successful accomplishment of CTCP SOW objectives with a grade of "A" or above by CTCP for each semi-annual reporting period.	