



March 7, 2011

RE: Pennsylvania Department of Health RFP #09-07-07

Dear Potential Offeror:

You are invited to submit a proposal for Statewide Tobacco Quitline Services in accordance with the enclosed request for proposal.

All proposals must be submitted as one original and eight copies to the Pennsylvania Department of Health, Bureau of Administrative and Financial Services, Division of Contracts at Room 824 Health and Welfare Building, 625 Forster Street, Harrisburg, Pennsylvania 17120. Proposals must be received at the above address no later than 2:30pm on April 6, 2011. Late proposals will not be considered regardless of the reason.

All questions must be submitted by email (with subject line "RFP #09-07-07 Question") to Jay Mast, Public Health Program Administrator, jmast@state.pa.us no later than March 11, 2011. All Offerors will be provided with answers to questions asked by any one Offeror.

In addition, a pre-proposal conference will be held via conference call on March 18, 2011 at 1:00pm EST. In order to secure an appropriate number of telephone lines for the pre-proposal conference call, each participant must register by calling 717-783-6600 and providing one's name, organization, and email address. Registration for the pre-proposal conference call will be accepted up to the start time of the pre-proposal conference call. The pre-proposal conference call information will be emailed to the email address provided at registration to the registered participants prior to the call.

Sincerely,

A handwritten signature in black ink, appearing to read "Terri A. Matio". The signature is fluid and cursive, written over the word "Sincerely,".

Terri A. Matio
Director
Bureau of Administrative and Financial Services

Enclosure

REQUEST FOR PROPOSALS FOR
STATEWIDE TOBACCO QUITLINE SERVICES

ISSUING OFFICE

Pennsylvania Department of Health
Bureau of Administrative and Financial Services
Division of Contracts
Room 824, Health and Welfare Building
625 Forster Street
Harrisburg, Pennsylvania 17120-0701
FAX: 717-783-3794

RFP NUMBER

09-07-07

DATE OF ISSUANCE

March 7, 2011

REQUEST FOR PROPOSALS FOR

Statewide Tobacco Quitline Services

RFP NUMBER

09-07-07

TABLE OF CONTENTS

CALENDAR OF EVENTS	iv
Part I - GENERAL INFORMATION FOR CONTRACTORS	1
Part II - PROPOSAL REQUIREMENTS	14
Part III - CRITERIA FOR SELECTION	26
Part IV - WORK STATEMENT	30
APPENDIX A , Certifications (Rev. 4/07)	
APPENDIX B , Invoice	
APPENDIX C , Cost Submittal	
APPENDIX D , Standard Contract Terms and Conditions - SAP (Rev. 12/17/07)	
APPENDIX E , Additional Contract Terms and Conditions (Rev. 11/10)	
APPENDIX F , Audit Requirements (Rev. 8/09)	
APPENDIX G , Pro Children Act of 1994 (Rev. 12/05)	
APPENDIX H , Commonwealth Travel and Subsistence Rates (Rev. 7/07)	
APPENDIX I , Minimum Personal Computer Hardware, Software, and Peripherals Requirements (Rev. 3/09)	
APPENDIX J , Right To Know Law – Contract Provisions (Rev. 2/1/10)	
APPENDIX K , Lobbying Certification Form (Rev. 12/05)	
APPENDIX L , Domestic Workforce Utilization Certification	
APPENDIX M , Nondiscrimination/Sexual Harassment Clause (Contracts)	

Replaces paragraph 22 of Appendix D, Standard Contract Terms and Conditions – SAP (Rev. 12/17/07) above.

APPENDIX N, Contractor Integrity Provisions (Rev. 7/30/10)

Replaces paragraph 23 of Appendix D, Standard Contract Terms and Conditions – SAP (Rev. 12/17/07) above.

APPENDIX O, Contractor Responsibility Provisions

Replaces paragraph 24 of Appendix D, Standard Contract Terms and Conditions – SAP (Rev. 12/12/07) above.

APPENDIX P, Proposal Cover Sheet

APPENDIX Q, Program Specific Provisions

APPENDIX R, Minimal Data Set Frequently Asked Questions

CALENDAR OF EVENTS

The Commonwealth will make every effort to adhere to the following schedule:

Activity	Responsibility	Date
Deadline to submit Questions via email to jmast@state.pa.us .	Potential Offerors	March 11, 2011
Pre-proposal Conference Call at 1:00pm EST. Offerors must register to obtain conference call information by calling 717-783-6600.	Issuing Office/Potential Offerors	March 18, 2011
Answers to Potential Offeror questions posted to the DGS website (http://www.dgsweb.state.pa.us/RTA/Search.aspx) no later than this date.	Issuing Office	March 21, 2011
Please monitor website for all communications regarding the RFP.	Potential Offerors	Ongoing
Sealed proposal must be received by the Issuing Office at PA Department of Health, Bureau of Administrative and Financial Services, Division of Contracts, Room 824, Health and Welfare Building, 625 Forster Street, Harrisburg, Pennsylvania 17120-0701.	Offerors	April 6, 2011

PART I

GENERAL INFORMATION

I-1. Purpose. This request for proposals (RFP) provides to those interested in submitting proposals for the subject procurement ("Offerors") sufficient information to enable them to prepare and submit proposals for the Pennsylvania Department of Health's ("Department") consideration on behalf of the Commonwealth of Pennsylvania ("Commonwealth") to satisfy a need **for** Statewide Tobacco Quitline Services ("Project").

I-2. Issuing Office. This RFP is issued for the Commonwealth by the Department's Bureau of Administrative and Financial Services on behalf of the Bureau of Health Promotion and Risk Reduction, Division of Tobacco Prevention and Control.

The RFP Project Officer is the sole point of contact in the Department for this RFP. Offerors must direct all inquiries concerning this RFP in writing to the RFP Project Officer. The RFP Project Officer for this RFP is:

Jay Mast
Department of Health
Bureau of Health Promotion and Risk Reduction
Division of Tobacco Prevention and Control
Room 1032, Health and Welfare Building
625 Forster Street
Harrisburg, Pennsylvania 17120
jmast@state.pa.us

I-3. Scope. This RFP contains instructions governing the requested proposals, including the requirements for the information and material to be included; a description of the service to be provided; requirements which Offerors must meet to be eligible for consideration; general evaluation criteria; and other requirements specific to this RFP.

I-4. Problem Statement. Tobacco use is the single most preventable cause of death and disability. The economic and social burden of tobacco use in Pennsylvania continues to impact all citizens. Research demonstrates that there is no single method which, by itself, will overcome the addictive power of nicotine or the billions of dollars the tobacco industry spends annually promoting its product.

Act 77 was signed into law on June 26, 2001. Act 77 established a tobacco use prevention and cessation program within the Department. The mission of the Department is to reduce disease, disability and death related to tobacco use. The Department's Tobacco Control program is comprehensive and reaches and protects Pennsylvanians through communities and schools, culturally appropriate interventions, health systems and healthcare providers, media messaging, and private and public partnerships. Pennsylvania's tobacco control program is built on the four Centers for Disease Control and Prevention's goals:

- i) Prevent the initiation of tobacco use among young people.
- ii) Eliminate nonsmokers' exposure to tobacco smoke pollution.
- iii) Promote quitting among adults and young people.
- iv) Identify and eliminate tobacco-related health disparities.

A tobacco prevention and cessation program can be effective, but only by addressing the problem simultaneously from multiple fronts. Tobacco control programs play a crucial role in the prevention of many chronic conditions, including cancer, heart disease, diabetes and respiratory illness. Evidence continues to demonstrate that comprehensive state and local tobacco control programs keep young people from starting to use tobacco, increase the number of people who successfully quit and decrease nonsmokers' exposure to tobacco smoke pollution (secondhand smoke).

According to the 2008 Pennsylvania Behavioral Risk Factor Surveillance Survey (BRFSS), approximately 21 percent or between 1,950,000 and 2,240,000 Pennsylvania adults smoke cigarettes. Smoking is considered a factor in about 20,000 deaths annually in Pennsylvania, accounting for approximately 16 percent of deaths among all residents. According to the Centers for Disease Control and Prevention's *Sustaining State Programs for Tobacco Control Data Highlights 2006*, in 2004 Pennsylvania's tobacco-related personal health care costs totaled approximately 5.2 billion dollars and smoking attributable productivity losses in Pennsylvania totaled an additional 4.6 billion dollars.

Certain racial and ethnic groups in Pennsylvania shoulder a disproportionate burden of tobacco-related chronic disease. In 2006, according to the Pennsylvania Death Certificate file, African-American men experienced a 22 percent higher age-adjusted mortality rate due to heart disease than White men. African-American men also have an age-adjusted mortality rate from lung cancer 34 percent higher than that of White men. Tobacco use among youth is a major public health concern; according to the 2008 Pennsylvania Youth Tobacco Survey (PA YTS),

approximately 18 percent of Pennsylvania high school students (grades 9-12) and approximately 4 percent of middle school students (grades 6-8) smoke cigarettes.

The purpose of this RFP is to solicit applications to implement and maintain a comprehensive telephone-based tobacco use cessation quitline that will assist Pennsylvania residents in their efforts to quit tobacco use through counseling, information, and self-help materials, and to assist with the development of a marketing campaign that includes the promotion of the services of the Quitline. Additional detail is provided in **Part IV** of this RFP.

I-5. Type of Contract. It is proposed that if the Department enters into a contract as a result of this RFP, it will be a deliverable based, fixed price contract containing the Standard Contract Terms and Conditions as shown in **Appendix D** and available at http://www.portal.state.pa.us/portal/server.pt/document/773956/std274_sap_12_27_07_doc. The Department, in its sole discretion, may undertake negotiations with Offerors whose proposals, in the judgment of the Department, show them to be qualified, responsible and capable of performing the Project.

I-6. Rejection of Proposals. The Department reserves the right, in its sole and complete discretion, to reject any proposal received as a result of this RFP.

I-7. Incurring Costs. The Department is not liable for any costs the Offeror incurs in preparation and submission of its proposal, in participating in the RFP process or in anticipation of award of the contract.

I-8. Pre-proposal Conference. The Department will hold a Pre-proposal conference via telephone as specified in the Calendar of Events. The purpose of this conference is to provide opportunity for clarification of the RFP. Offerors should forward all questions to the RFP Project Officer in accordance with **Part I, Section I-9** to ensure adequate time for analysis before the Department provides an answer. Offerors may also ask questions at the conference. The Pre-proposal conference is for information only. Any answers furnished during the conference will not be official until they have been verified, in writing, by the Department. All questions and written answers will be posted on the Department of General Services' (DGS) website as an addendum to, and shall become part of, this RFP. Attendance at the Pre-proposal Conference is optional.

I-9. Questions & Answers. If an Offeror has any questions regarding this RFP, the Offeror must submit the questions by email (**with the subject line “RFP 09-07-07 Question”**) to the RFP Project Officer named in **Part I, Section I-2** of the RFP. If the Offeror has questions, they must be submitted via email **no later than** the date indicated on the Calendar of Events. The Offeror shall not attempt to contact the RFP Project Officer by any other means. The Department shall post the answers to the questions on the DGS website by the date stated on the Calendar of Events. An Offeror who submits a question *after* the deadline date for receipt of questions indicated on the Calendar of Events assumes the risk that its proposal will not be responsive or competitive because the Commonwealth is not able to respond before the proposal receipt date or in sufficient time for the Offeror to prepare a responsive or competitive proposal. When submitted after the deadline date for receipt of questions indicated on the Calendar of Events, the Department *may* respond to questions of an administrative nature by directing the questioning Offeror to specific provisions in the RFP. To the extent that the Department decides to respond to a non-administrative question *after* the deadline date for receipt of questions indicated on the Calendar of Events, the answer must be provided to all Offerors through an addendum.

All questions and responses as posted on the DGS website are considered as an addendum to, and part of, this RFP in accordance with RFP **Part I, Section I-10**. Each Offeror shall be responsible to monitor the DGS website for new or revised RFP information. The Department shall not be bound by any verbal information nor shall it be bound by any written information that is not either contained within the RFP or formally issued as an addendum by the Department. The Department does not consider questions to be a protest of the specifications or of the solicitation. The required protest process for Commonwealth procurements is described on the DGS website.

I-10. Addenda to the RFP. If the Department deems it necessary to revise any part of this RFP before the proposal response date, the Department will post an addendum to the DGS website at <http://www.dgsweb.state.pa.us/RTA/Search.aspx>. It is the Offeror's responsibility to periodically check the website for any new information or addenda to the RFP. Answers to the questions asked during the Questions & Answers period also will be posted to the website as an addendum to the RFP.

I-11. Response Date. To be considered for selection, hard copies of proposals must arrive at the Issuing Office on or before the time and date specified in the RFP Calendar of Events. The Issuing Office will **not** accept proposals via email or facsimile transmission. Offerors who send

proposals by mail or other delivery service should allow sufficient delivery time to ensure timely receipt of their proposals. If, due to inclement weather, natural disaster, or any other cause, the Commonwealth office location to which proposals are to be returned is closed on the proposal response date, the deadline for submission will be automatically extended until the next Commonwealth business day on which the office is open, unless the Department otherwise notifies Offerors. The hour for submission of proposals shall remain the same. The Department will reject, unopened, any late proposals.

I-12. Proposals. To be considered, Offerors should submit a complete response to this RFP to the Issuing Office, using the format provided in **Part II**, providing **one original and eight (8) paper copies of the Technical Submittal and one (1) paper copy of the Cost Submittal and two (2) paper copies of the Disadvantaged Business Submittal**. In addition to the paper copies of the proposal, Offerors shall submit two **complete and exact** copies of the entire proposal (Technical, Cost and Disadvantaged Business Submittals, along with all requested documents) on CD-ROM or Flash drive in Microsoft Office or Microsoft Office-compatible format. The electronic copy must be a mirror image of the paper copy and any spreadsheets must be in Microsoft Excel. The Offerors may not lock or protect any cells or tabs. Offerors should ensure that there is no costing information in the technical submittal. Offerors should not reiterate technical information in the cost submittal. The CD or Flash drive should clearly identify the Offeror and include the name and version number of the virus scanning software that was used to scan the CD or Flash drive before it was submitted. The Offeror shall make no other distribution of its proposal to any other Offeror or Commonwealth official or Commonwealth consultant. Each proposal page should be numbered for ease of reference. An official authorized to bind the Offeror to its provisions must sign the proposal. If the official signs the Proposal Cover Sheet (Appendix P to this RFP) and the Proposal Cover Sheet is attached to the Offeror's proposal, the requirement will be met. For this RFP, the proposal must remain valid for 120 days or until a contract is fully executed. If the Department selects the Offeror's proposal for award, the contents of the selected Offeror's proposal will become, except to the extent the contents are changed through Best and Final Offers or negotiations, contractual obligations.

Each Offeror submitting a proposal specifically waives any right to withdraw or modify it, except that the Offeror may withdraw its proposal by written notice received at the Issuing Office's address for proposal delivery prior to the exact hour and date specified for proposal receipt. An Offeror or its authorized representative may withdraw its proposal in person prior to the exact hour and date set for proposal receipt, provided the withdrawing person provides

appropriate identification and signs a receipt for the proposal. An Offeror may modify its submitted proposal prior to the exact hour and date set for proposal receipt only by submitting a new sealed proposal or sealed modification which complies with the RFP requirements.

I-13. Disadvantaged Business Information. The Department encourages participation by small disadvantaged businesses as prime contractors, joint ventures and subcontractors/suppliers and by socially disadvantaged businesses as prime contractors.

Small Disadvantaged Businesses are small businesses that are owned or controlled by a majority of persons, not limited to members of minority groups, who have been deprived of the opportunity to develop and maintain a competitive position in the economy because of social disadvantages. The term includes:

- A.** Department of General Services Bureau of Minority and Women Business Opportunities (BMWBO)-certified minority business enterprises (MBEs) and women business enterprises (WBEs) that qualify as small businesses; and
- B.** United States Small Business Administration certified 8(a) small disadvantaged business concerns.
- C.** Businesses that BMWBO determines meet the Small Business Administration criteria for designation as a small disadvantaged business.

Small businesses are businesses in the United States which are independently owned, are not dominant in their field of operation, employ no more than 100 full-time or full-time equivalent employees, and earn less than \$20 million in gross annual revenues (\$25 million in gross annual revenues for those businesses in the information technology sales or service business).

Socially disadvantaged businesses are businesses in the United States that BMWBO determines are owned or controlled by a majority of persons, not limited to members of minority groups, who are subject to racial or ethnic prejudice or cultural bias, but which do not qualify as small businesses. In order for a business to qualify as "socially disadvantaged," the offeror must include in its proposal clear and convincing evidence to establish that the business has personally suffered racial or ethnic prejudice or cultural bias stemming from the business person's color, ethnic origin or gender.

Questions regarding this Program can be directed to:

Department of General Services
Bureau of Minority and Women Business Opportunities
Room 611, North Office Building
Harrisburg, PA 17125
Phone: (717) 783-3119
Fax: (717) 787-7052
Email: gs-bmwbo@state.pa.us
Website: www.dgs.state.pa.us

A database of BMWBO-certified minority- and women-owned businesses can be accessed at <http://www.dgsweb.state.pa.us/mbewbe/VendorSearch.aspx>. The federal vendor database can be accessed at <http://www.ccr.gov> by clicking on *Dynamic Small Business Search* (certified companies are so indicated).

I-14. Information Concerning Small Businesses in Enterprise Zones. The Department encourages participation by small businesses, whose primary or headquarters facility is physically located in areas the Commonwealth has identified as *Designated Enterprise Zones*, as prime contractors, joint ventures and subcontractors/suppliers.

The definition of headquarters includes, but is not limited to, an office or location that is the administrative center of a business or enterprise where most of the important functions of the business are conducted or concentrated and location where employees are conducting the business of the company on a regular and routine basis so as to contribute to the economic development of the geographical area in which the office or business is geographically located.

Small businesses are businesses in the United States which are independently owned, are not dominant in their field of operation, employ no more than 100 full-time or full-time equivalent employees, and earn less than \$20 million in gross annual revenues (\$25 million in gross annual revenues for those businesses in the information technology sales or service business).

There is no database or directory of small businesses located in Designated Enterprise Zones. Information on the location of *Designated Enterprise Zones* can be obtained by contacting:

Aldona M. Kartorie
Center for Community Building
PA Department of Community and Economic Development
4th Floor, Commonwealth Keystone Building
400 North Street
Harrisburg, PA 17120-0225
Phone: (717) 720-7409
Fax: (717) 787-4088
Email: akartorie@state.pa.us

I-15. Economy of Preparation. Offerors should prepare proposals simply and economically, providing a straightforward, concise description of the Offeror's ability to meet the requirements of the RFP. Proposals must be limited to twenty-five pages.

I-16. Alternate Proposals. The Department has identified the basic approach to meeting its requirements, allowing Offerors to be creative and propose their best solution to meeting these requirements. The Department will not accept alternate proposals.

I-17. Discussions for Clarification. Offerors may be required to make an oral or written clarification of their proposals to the Department to ensure thorough mutual understanding and Offeror responsiveness to the solicitation requirements. The Department will initiate requests for clarification.

I-18. Prime Contractor Responsibilities. The contract will require the selected Offeror to assume responsibility for all services offered in its proposal whether it produces them itself or by subcontract. The Department will consider the selected Offeror to be the sole point of contact with regard to contractual matters.

I-19. Proposal Contents.

- A. Confidential Information.** The Commonwealth is not requesting, and does not require, confidential proprietary information or trade secrets to be included as part of Offerors' submissions in order to evaluate proposals submitted in response to this RFP. Accordingly, except as provided herein, Offerors should not label proposal submissions as confidential or proprietary or trade secret protected. Any Offeror who determines that it must divulge such information as part of its proposal must submit the signed written

statement described in subsection c. below and must additionally provide a redacted version of its proposal, which removes only the confidential proprietary information and trade secrets, for required public disclosure purposes.

- B. Commonwealth Use.** All material submitted with the proposal shall be considered the property of the Commonwealth of Pennsylvania and may be returned only at the Department's option. The Commonwealth has the right to use any or all ideas not protected by intellectual property rights that are presented in any proposal regardless of whether the proposal becomes part of a contract. Notwithstanding any Offeror copyright designations contained on proposals, the Commonwealth shall have the right to make copies and distribute proposals internally and to comply with public record or other disclosure requirements under the provisions of any Commonwealth or United States statute or regulation, or rule or order of any court of competent jurisdiction.
- C. Public Disclosure.** After the award of a contract pursuant to this RFP, all proposal submissions are subject to disclosure in response to a request for public records made under the Pennsylvania Right-to-Know-Law, 65 P.S. § 67.101, et seq. If a proposal submission contains confidential proprietary information or trade secrets, a signed written statement to this effect must be provided with the submission in accordance with 65 P.S. § 67.707(b) for the information to be considered exempt under 65 P.S. § 67.708(b)(11) from public records requests. Financial capability information submitted in response to Part II, Section II-7 of this RFP is exempt from public records disclosure under 65 P.S. § 67.708(b)(26).

I-20. Best and Final Offers.

- A.** While not required, the Department reserves the right to conduct discussions with Offerors for the purpose of obtaining "best and final offers." To obtain best and final offers from Offerors, the Department may do one or more of the following, in any combination and order:
1. Schedule oral presentations;
 2. Request revised proposals;
 3. Conduct a reverse online auction; and

4. Enter into pre-selection negotiations.

B. The following Offerors will **not** be invited by the Department to submit a Best and Final Offer:

1. Those Offerors, which the Department has determined to be not responsible or whose proposals the Department has determined to be not responsive.

2. Those Offerors, which the Department has determined in accordance with **Part III, Section III-5**, from the submitted and gathered financial and other information, do not possess the financial capability, experience or qualifications to assure good faith performance of the contract.

3. Those Offerors whose score for their technical submittal of the proposal is less than 70% of the total amount of technical points allotted to the technical criterion.

The Department may further limit participation in the best and final offers process to those remaining responsible offerors which the Department has, within its discretion, determined to be within the top competitive range of responsive proposals.

C. The Evaluation Criteria found in **Part III, Section III-4**, shall also be used to evaluate the Best and Final offers.

D. Price reductions offered through any reverse online auction shall have no effect upon the Offeror's Technical Submittal. Dollar commitments to Disadvantaged Businesses and Enterprise Zone Small Businesses can be reduced only in the same percentage as the percent reduction in the total price offered through any reverse online auction or negotiations.

I-21. News Releases. Offerors shall not issue news releases, Internet postings, advertisements or any other public communications pertaining to this Project without prior written approval of the Department, and then only in coordination with the Department.

I-22. Restriction of Contact. From the issue date of this RFP until the Department selects a proposal for award, the RFP Project Officer is the sole point of contact concerning this RFP. Any violation of this condition may be cause for the Department to reject the offending Offeror's proposal. If the Department later discovers that the Offeror has engaged in any violations of this

condition, the Department may reject the offending Offeror's proposal or rescind its contract award. Offerors must agree not to distribute any part of their proposals beyond the Department. An Offeror who shares information contained in its proposal with other Commonwealth personnel and/or competing Offeror personnel may be disqualified.

I-23. Debriefing Conferences. Offerors whose proposals are not selected will be notified of the name of the selected Offeror and given the opportunity to be debriefed. The Department will schedule the time and location of the debriefing. The debriefing will not compare the Offeror with other Offerors, other than the position of the Offeror's proposal in relation to all other Offeror proposals. An Offeror's exercise of the opportunity to be debriefed does not constitute the filing of a protest.

I-24. Department Participation. Offerors shall provide all services, supplies, facilities, and other support necessary to complete the identified work, except as otherwise provided in this **Part I, Section I-24**. The Department will assign a project officer to monitor the services of the Contractor. The Department will not provide office space, equipment, reproduction facilities or other logistical support.

I-25. Term of Contract. The term of the contract will commence on the Effective Date and will end June 30, 2014, with an option to renew for 2 (two) years with no changes to the fixed prices stated in the contract. The Issuing Office will fix the Effective Date after the contract has been fully executed by the selected Offeror and by the Commonwealth and all approvals required by Commonwealth contracting procedures have been obtained. The selected Offeror shall not start the performance of any work prior to the Effective Date of the contract and the Commonwealth shall not be liable to pay the selected Offeror for any service or work performed or expenses incurred before the Effective Date of the contract.

I-26. Offeror's Representations and Authorizations. By submitting its proposal, each Offeror understands, represents, and acknowledges that:

- A.** All of the Offeror's information and representations in the proposal are material and important, and the Department may rely upon the contents of the proposal in awarding the contract(s). The Commonwealth shall treat any misstatement, omission or misrepresentation as fraudulent concealment of the true facts relating to the Proposal submission, punishable pursuant to 18 Pa. C.S. § 4904.

- B. The Offeror has arrived at the price(s) and amounts in its proposal independently and without consultation, communication, or agreement with any other Offeror or potential offeror.
- C. The Offeror has not disclosed the price(s), the amount of the proposal, nor the approximate price(s) or amount(s) of its proposal to any other firm or person who is an Offeror or potential offeror for this RFP, and the Offeror shall not disclose any of these items on or before the proposal submission deadline specified in the Calendar of Events of this RFP.
- D. The Offeror has not attempted, nor will it attempt, to induce any firm or person to refrain from submitting a proposal on this contract, or to submit a proposal higher than this proposal, or to submit any intentionally high or noncompetitive proposal or other form of complementary proposal.
- E. The Offeror makes its proposal in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.
- F. To the best knowledge of the person signing the proposal for the Offeror, the Offeror, its affiliates, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last **four** years been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as the Offeror has disclosed in its proposal.
- G. To the best of the knowledge of the person signing the proposal for the Offeror and except as the Offeror has otherwise disclosed in its proposal, the Offeror has no outstanding, delinquent obligations to the Commonwealth including, but not limited to, any state tax liability not being contested on appeal or other obligation of the Offeror that is owed to the Commonwealth.
- H. The Offeror is not currently under suspension or debarment by the Commonwealth, any other state or the federal government, and if the Offeror cannot so certify, then it shall submit along with its proposal a written explanation of why it cannot make such certification.

- I. The Offeror has not made, under separate contract with the Department, any recommendations to the Department concerning the need for the services described in its proposal or the specifications for the services described in the proposal.
- J. Each Offeror, by submitting its proposal, authorizes Commonwealth agencies to release to the Commonwealth information concerning the Offeror's Pennsylvania taxes, unemployment compensation and workers' compensation liabilities.
- K. Until the selected Offeror receives a fully executed and approved written contract from the Department, there is no legal and valid contract, in law or in equity, and the Offeror shall not begin to perform.

I-27. Notification of Selection. The Department will notify the selected Offeror in writing of its selection for negotiation after the Department has determined, taking into consideration all of the evaluation factors, the proposal that is the most advantageous to the Department.

I-28. RFP Protest Procedure. The RFP Protest Procedure is on the DGS website at <http://www.dgsweb.state.pa.us/comod/ProtestProcedures.doc>. A protest by a party not submitting a proposal must be filed within **seven** days after the protesting party knew or should have known of the facts giving rise to the protest, but no later than the proposal submission deadline specified in the Calendar of Events of the RFP. Offerors may file a protest within **seven** days after the protesting Offeror knew or should have known of the facts giving rise to the protest, but in no event may an Offeror file a protest later than **seven** days after the date the notice of award of the contract is posted on the DGS website. The date of filing is the date of receipt of the protest. A protest must be filed in writing with the Issuing Office.

I-29. Use of Electronic Versions of this RFP. This RFP is being made available by electronic means. If an Offeror electronically accepts the RFP, the Offeror acknowledges and accepts full responsibility to insure that no changes are made to the RFP. In the event of a conflict between a version of the RFP in the Offeror's possession and the Department's version of the RFP, the Department's version shall govern.

PART II

PROPOSAL REQUIREMENTS

Offerors must submit their proposals in the format, including heading descriptions, outlined below. To be considered, the proposal must respond to all requirements in this part of the RFP. Offerors should provide any other information thought to be relevant, but not applicable to the enumerated categories, as an appendix to the Proposal. All cost data relating to this proposal and all Disadvantaged Business cost data should be kept separate from and not included in the Technical Submittal. Each Proposal shall consist of the following **three** separately sealed submittals:

- A. Technical Submittal, which shall be a response to RFP Part II, Sections II-1 through II-8;**
- B. Disadvantaged Business Submittal, in response to RFP Part II, Section II-9; and**
- C. Cost Submittal, in response to RFP Part II, Section II-10.**

The Department reserves the right to request additional information which, in the Department's opinion, is necessary to assure that the Offeror's competence, number of qualified employees, business organization, and financial resources are adequate to perform according to the RFP.

The Department may make investigations as deemed necessary to determine the ability of the Offeror to perform the Project, and the Offeror shall furnish to the Department all requested information and data. The Department reserves the right to reject any proposal if the evidence submitted by, or investigation of, such Offeror fails to satisfy the Department that such Offeror is properly qualified to carry out the obligations of the RFP and to complete the Project as specified.

II-1. Statement of the Problem. State in succinct terms your understanding of the problem presented or the service required by this RFP. The methodology and services to be delivered under the intended contract will be evaluated solely on the information provided in the submitted proposal. The Offeror is advised to use available data less than ten years old and geographically appropriate and all data sources must be referenced. The Offeror is responsible to use data to provide a statement of the problem that represents the rationale for proposed goals and

objectives, development, implementation and evaluation. The Problem Statement must at a minimum, do the following:

- a. Demonstrate an understanding of the statewide burden of tobacco use.
- b. Demonstrate an understanding of the causes of the specifically identified problem(s) in the proposed service area.
- c. Demonstrate an understanding of the existing resources in the proposed service area that address the targeted problem(s), either through reducing risk factors or strengthening protective factors and how the Offeror will use and enhance these resources.
- d. Demonstrate an understanding of the affected population(s) or population group(s) to be served and how the Offeror will effectively promote the Quitline to those populations.

II-2. Management Summary. Include a narrative description of the proposed effort and a list of the items to be delivered or services to be provided. The narrative description should expand on the tobacco use burden, the causes, the existing resources, and the identified population(s) and must, at a minimum, answer the following:

- a. What are the needs for statewide Quitline services?
- b. How will Quitline services be promoted to specific populations?
- c. What services or initiatives will be provided to address the identified needs?
- d. How will the initiatives be designed and implemented?
- e. What additional staffing or resources will be needed?
- f. What are the timelines for completion?
- g. What are the expected results?
- h. What data will be used to measure the results?
- i. How will Quitline services be evaluated?

II-3. Work Plan. Describe in narrative form your technical plan for accomplishing the work. Use the task descriptions in **Part IV** of this RFP as your reference point. Modifications of the task descriptions are permitted; however, reasons for changes should be fully explained. Indicate the number of person hours allocated to each task. Include a Program Evaluation and Review Technique (PERT) or similar type display, time related, showing each event. If more than one approach is apparent, comment on why you chose this approach.

Key elements defined in the Centers for Disease Control and Prevention (CDC) *Best Practices for Comprehensive Tobacco Control Program* must be addressed in the Work Plan using

SMART (Specific, Measurable, Achievable, Relevant, Time-Framed) Objectives. Work Plan goals must be broad statements that provide overall direction and must identify who will be affected and what will change. Work Plan objectives must be specific and clearly indicate what outcome is to be achieved, the time frame for achieving it, the measurement for deciding whether the outcome has been achieved and the priority population and health disparity addressed. Activities must describe what you will be doing to meet your objectives. The activities time frames must be realistic.

II-4. Prior Experience. Include experience in all aspects of the development, implementation, and monitoring of a statewide Quitline and related services including fulfillment materials for the Quitline as well as information/referrals to community based cessation resources. The Offeror should also have experience in working with target audiences such as adults and youth who use tobacco products and who want to quit as well as priority populations including youth and young adults, pregnant women, individuals who reside in rural areas of the state, racial and ethnic populations, Lesbian/Gay/Bisexual/Transgender (LGBT) individuals, and individuals with chronic diseases. Experience shown should be work done by individuals who will be assigned to this project as well as that of your company. Studies or projects referred to must be identified and the name of the customer shown, including the name, address, and telephone number of the responsible official of the customer, company, or agency who may be contacted.

II-5. Personnel. Include the number of executive and professional personnel, analysts, auditors, researchers, programmers, consultants, etc., who will be engaged in the work. Show where these personnel will be physically located during the time they are engaged in the Project. For key personnel, including the Project Officer, Quitline counselors/coaches, and Quitline staff involved with data collection, reporting, and evaluation, include the employee's name and, through a resume or similar document, the Project personnel's education and experience in maintaining a comprehensive, proactive, statewide toll-free tobacco cessation counseling Quitline and associated services including intake, assessment, disposition, treatment, referral (including fax referrals and electronic direct referrals) and follow-up; maintaining a data collection system that is capable of tracking and documenting caller information and has the ability to collect, store, and report data elements included in the proposed minimum data set for Quitlines outlined by the North American Quitline Consortium (refer to Appendix R) as well as data specified by the Department; implementing quality assurance protocols; providing translation services to callers of various languages and dialects; and conducting outreach and promotion utilizing various types of media and communication mechanisms. Indicate the

responsibilities each individual will have in this Project and how long each has been with your company. Identify by name any subcontractors you intend to use and the services they will perform.

Staff must demonstrate familiarity with science-based research for telephone Quitlines as well as experience in directing and managing inbound and outbound telephone counseling lines and have the ability to address the needs of adults, youth and special populations such as pregnant women. Staff must also demonstrate an ability to handle increased call volumes in response to statewide media campaigns, recruiting and training counselors, providing ongoing educational opportunities for incumbent counselors, providing appropriate tobacco cessation print materials when required, scheduling appropriate follow-up telephone counseling sessions, gathering data on interactions with clients, and reporting on and evaluating collected data for quality assurance and improvement purposes. Personnel must also demonstrate the following staffing capabilities:

1. All Quitline staff, intake and counselors, shall have a Bachelors' degree in psychology, education, counseling, addiction studies, social work, public health or related discipline.
2. All counselors must complete an initial training course and are required to participate in weekly coaching and mentoring sessions with team supervisors and a minimum of four continuing education modules per year.
3. Registration Intake Specialists must demonstrate excellent communication, active listening, problem-solving and customer service skills, and show a sharp attention to detail when recording data.
4. Registration Intake Specialists and Quit Coaches must demonstrate an understanding of the relationship between smoking and mental health in order to provide appropriate services and resources to tobacco users who also experience mental health issues.
5. Quit Coaches must have been abstinent from tobacco and nicotine for two or more years upon employment.

II-6. Training. If appropriate, indicate recommended training of agency personnel. Include the agency personnel to be trained, the number to be trained, duration of the program, place of training, curricula, training materials to be used, number and frequency of sessions, and number and level of instructors.

II-7. Financial Capability. Describe your company's financial stability and economic capability to perform the contract requirements. The organization must also submit annual reports for the two most recent fiscal years. These annual reports must contain financial

statements prepared by the organization's management in accordance with generally accepted accounting principles. The financial statements must be audited by an independent certified public accountant. If the organization does not have audited financial statements available, then the organization must prepare unaudited financial statements for the two most recent fiscal years. The financial statements must include at a minimum a balance sheet and the auditor's opinion on the financial statements. In addition, if the auditor has prepared a management letter (a letter issued to management disclosing non-reportable conditions or other matters involving the internal control structure), it must be furnished with the report it is applicable to. The organization's management must prepare the notes to the financial statements, and must also prepare and include an analysis and evaluation of future financial conditions and stability. The organization's management analysis of future financial conditions and stability must specifically include a description of the organization's ability to continue future operations as a going concern. If contract work is to be subcontracted, the information described above must also be submitted for each subcontractor that would receive 25 percent or more of the total contract amount. For ease in assembling the proposal, append the financial documentation rather than including it in the main body.

II-8. Objections and Additions to Standard Contract Terms and Conditions. The Offeror will identify which, if any, of the terms and conditions (contained in **Appendix D**) it would like to negotiate and what additional terms and conditions the Offeror would like to add to the standard contract terms and conditions. The Offeror's failure to make a submission under this paragraph will result in its waiving its right to do so later, but the Department may consider late objections and requests for additions if to do so, in the Department's sole discretion, would be in the best interest of the Commonwealth. The Department may, in its sole discretion, accept or reject any requested changes to the standard contract terms and conditions. The Offeror shall not request changes to the other provisions of the RFP, nor shall the Offeror request to completely substitute its own terms and conditions for **Appendix D**. All terms and conditions must appear in one integrated contract. The Department will not accept references to the Offeror's, or any other, online guides or online terms and conditions contained in any proposal.

Regardless of any objections set out in its proposal, the Offeror must submit its proposal, including the cost proposal, on the basis of the terms and conditions set out in **Appendix D**. The Department will reject any proposal that is conditioned on the negotiation of the terms and conditions set out in **Appendix D or to other provisions of the RFP as specifically identified above.**

II-9. Disadvantaged Business Submittal.

A. Disadvantaged Business Information.

1. To receive credit for being a Small Disadvantaged Business or a Socially Disadvantaged Business or for entering into a joint venture agreement with a Small Disadvantaged Business or for subcontracting with a Small Disadvantaged Business (including purchasing supplies and/or services through a purchase agreement), a Offeror must include proof of Disadvantaged Business qualification in the Disadvantaged Business Submittal of the proposal, as indicated below:

- a)** A Small Disadvantaged Businesses certified by BMWBO as an MBE/WBE must provide a photocopy of their BMWBO certificate.
- b)** Businesses certified by the U.S. Small Business Administration pursuant to Section 8(a) of the Small Business Act (15 U.S.C. § 636(a)) as an 8(a) Small Disadvantaged Businesses must submit proof of U.S. Small Business Administration certification. The owners of such businesses must also submit proof of United States citizenship.
- c)** Businesses, which assert that they meet the U.S. Small Business Administration criteria for designation as a small disadvantaged business, must submit: a) self-certification that the business meets the Small Business Administration criteria and b) documentary proof to support the self-certification. The owners of such businesses must also submit proof of United States citizenship, and provide any relevant small disadvantaged business certifications by other certifying entities.
- d)** All businesses claiming Small Disadvantaged Business status, whether as a result of BMWBO certification, or U.S. Small Business Administration certification as an 8(a) or self-certification as a U.S. Small Business Administration small disadvantaged business, must attest to the fact that the business has no more than 100 full-time or full-time equivalent employees.
- e)** All businesses claiming Small Disadvantaged Business status, whether as a result of BMWBO certification, or U.S. Small Business Administration certification as an 8(a) or self-certification as a U.S. Small Business

Administration small disadvantaged business, must submit proof that their gross annual revenues are less than \$20,000,000 (\$25,000,000 for those businesses in the information technology sales or service business). This can be accomplished by including a recent tax return or audited financial statement.

2. All businesses claiming status as a Socially Disadvantaged Business must include in the Disadvantaged Business Submittal of the proposal clear and convincing evidence to establish that the business has personally suffered racial or ethnic prejudice or cultural bias stemming from the business person's color, ethnic origin or gender. The submitted evidence of prejudice or bias must:

- a)** Be rooted in treatment that the business person has experienced in American society, not in other countries.
- b)** Show prejudice or bias that is chronic and substantial, not fleeting or insignificant.
- c)** Indicate that the business person's experience with the racial or ethnic prejudice or cultural bias has negatively impacted his or her entry into and/or advancement in the business world.

BMWBO shall determine whether the Offeror has established that a business is socially disadvantaged by clear and convincing evidence.

3. In addition to the above verifications, the Offeror must include in the Disadvantaged Business Submittal of the proposal the following information:

- a)** Those Small Disadvantaged Businesses submitting a proposal as the Offeror, must include a numerical percentage which represents the total percentage of the work (as a percentage of the total cost in the Cost Submittal) to be performed by the Offeror and not by subcontractors and suppliers.
- b)** Those Small Disadvantaged Businesses submitting a proposal as a part of a joint venture partnership, must include a numerical percentage which represents the total percentage of the work (as a percentage of the total cost in the Cost Submittal) to be performed by the Small Disadvantaged Business joint venture

partner and not by subcontractors and suppliers or by joint venture partners who are not Small Disadvantaged Businesses. Offeror must also provide:

- 1) The amount of capital, if any, each Small Disadvantaged Business joint venture partner will be expected to provide.
- 2) A copy of the joint venture agreement signed by all parties.
- 3) The business name, address, name and telephone number of the primary contact person for the Small Disadvantaged Business joint venture partner.

c) *All* Offerors must include a numerical percentage which represents the total percentage of the total cost in the Cost Submittal that the Offeror commits to paying to Small Disadvantaged Businesses as subcontractors. To support its total percentage DB subcontractor commitment, Offeror must also include:

- 1) The dollar amount of each subcontract commitment to a Small Disadvantaged Business;
- 2) The name of each Small Disadvantaged Business. The Offeror will not receive credit for stating that after the contract is awarded it will find a Small Disadvantaged Business.
- 3) The services or supplies each Small Disadvantaged Business will provide, including the timeframe for providing the services or supplies.
- 4) The location where each Small Disadvantaged Business will perform services.
- 5) The timeframe for each Small Disadvantaged Business to provide or deliver the goods or services.
- 6) A signed subcontract or letter of intent for each Small Disadvantaged Business. The subcontract or letter of intent must identify the specific work, goods or services the Small Disadvantaged Business will perform and how the work, goods or services relates to the project.
- 7) The name, address and telephone number of the primary contact person for each Small Disadvantaged Business.

d) The total percentages and each subcontractor commitment will become contractual obligations once the contract is fully executed.

- e) The name and telephone number of the Offeror's project (contact) person for the Small Disadvantaged Business information.
- 4. The Offeror is required to submit **two** copies of its Disadvantaged Business Submittal. The submittal shall be clearly identified as Disadvantaged Business information and sealed in its own envelope, separate from the remainder of the proposal.
- 5. A Small Disadvantaged Business can be included as a subcontractor with as many prime contractors as it chooses in separate proposals.
- 6. An Offeror that qualifies as a Small Disadvantaged Business and submits a proposal as a prime contractor is not prohibited from being included as a subcontractor in separate proposals submitted by other Offerors.

B. Enterprise Zone Small Business Participation.

- 1. To receive credit for being an enterprise zone small business or entering into a joint venture agreement with an enterprise zone small business or subcontracting with an enterprise zone small business, an Offeror must include the following information in the Disadvantaged Business Submittal of the proposal:
 - a) Proof of the location of the business' headquarters (such as a lease or deed or Department of State corporate registration), including a description of those activities that occur at the site to support the other businesses in the enterprise zone.
 - b) Confirmation of the enterprise zone in which it is located (obtained from the local enterprise zone office).
 - c) Proof of United States citizenship of the owners of the business.
 - d) Certification that the business employs no more than 100 full-time or full-time equivalent employees.
 - e) Proof that the business' gross annual revenues are less than \$20,000,000 (\$25,000,000 for those businesses in the information technology sales or service

business). This can be accomplished by including a recent tax return or audited financial statement.

f) Documentation of business organization, if applicable, such as articles of incorporation, partnership agreement or other documents of organization.

2. In addition to the above verifications, the Offeror must include in the Disadvantaged Business Submittal of the proposal the following information:

a) The name and telephone number of the Offeror's project (contact) person for the Enterprise Zone Small Business.

b) The business name, address, name and telephone number of the primary contact person for each Enterprise Zone Small Business included in the proposal. The Offeror must specify each Enterprise Zone Small Business to which it is making commitments. The Offeror will not receive credit for stating that it will find an Enterprise Zone Small Business after the contract is awarded or for listing several businesses and stating that one will be selected later.

c) The specific work, goods or services each Enterprise Zone Small Business will perform or provide.

d) The total cost amount submitted in the Offeror's cost proposal and the estimated dollar value of the contract to each Enterprise Zone Small Business.

e) Of the estimated dollar value of the contract to each Enterprise Zone Small Business, the percent of the total value of services or products purchased or subcontracted that each Enterprise Zone Small Business will provide.

f) The location where each Enterprise Zone Small Business will perform these services.

g) The timeframe for each Enterprise Zone Small Business to provide or deliver the goods or services.

h) The amount of capital, if any, each Enterprise Zone Small Business will be

expected to provide.

i) The form and amount of compensation each Enterprise Zone Small Business will receive.

j) For a joint venture agreement, a copy of the agreement, signed by all parties.

k) For a subcontract, a signed subcontract or letter of intent.

3. The dollar value of the commitment to each Enterprise Zone Small Business must be included in the same sealed envelope with the Disadvantaged Business Submittal of the proposal. The following will become a contractual obligation once the contract is fully executed:

a) The amount of the selected Offeror's Enterprise Zone Small Business commitment;

b) The name of each Enterprise Zone Small Business; and

c) The services each Enterprise Zone Small Business will provide, including the timeframe for performing the services.

II-10. Cost Submittal. The information requested in this **Part II, Section II-10** shall constitute the Cost Submittal. The Cost Submittal shall be placed in a separate sealed envelope within the sealed proposal, separated from the technical submittal. The total proposed cost shall be broken down into the following components as listed on Appendix C, Cost Submittal, by each state fiscal year (July 1, 2011 – June 30, 2012; July 1, 2012 – June 30, 2013; July 1, 2013 – June 30, 2014). Offerors should **not** include any assumptions in their cost submittals. If the Offeror includes assumptions in its cost submittal, the Department may reject the proposal. Offerors should direct in writing to the RFP Project Officer pursuant to **Part I, Section I-9**, of this RFP any questions about whether a cost or other component is included or applies. All Offerors will then have the benefit of the Department's written answer so that all proposals are submitted on the same basis.

The Department will reimburse the selected Offeror for work satisfactorily performed after execution of a written contract and the start of the contract term, in accordance with contract requirements, and only after the Department has issued a notice to proceed.

II-11. Domestic Workforce Utilization Certification. Complete and sign the Domestic Workforce Utilization Certification contained in **Appendix L** of this RFP. Offerors who seek consideration for this criterion must submit in hardcopy the signed Domestic Workforce Utilization Certification Form in the same sealed envelope with the Technical Submittal.

PART III

CRITERIA FOR SELECTION

III-1. Mandatory Responsiveness Requirements. To be eligible for selection, a proposal must be:

- A. Timely received from an Offeror;
- B. Properly signed by the Offeror.

III-2. Technical Nonconforming Proposals. The two (2) Mandatory Responsiveness Requirements set forth in **Section III-1** above (A-B) are the only RFP requirements that the Commonwealth will consider to be *non-waivable*. The Issuing Office reserves the right, in its sole discretion, to (1) waive any other technical or immaterial nonconformities in an Offeror's proposal, (2) allow the Offeror to cure the nonconformity, or (3) consider the nonconformity in the scoring of the Offeror's proposal.

III-3. Evaluation. The Department has selected a committee of qualified personnel to review and evaluate timely submitted proposals. Independent of the committee, BMWBO will evaluate the Disadvantaged Business Submittal and provide the Department with a rating for this component of each proposal. The Department will notify in writing of its selection for negotiation the responsible Offeror whose proposal is determined to be the most advantageous to the Commonwealth as determined by the Department after taking into consideration all of the evaluation factors. The Department will award a contract only to an Offeror determined to be responsible in accordance with the most current version of Commonwealth Management Directive 215.9, *Contractor Responsibility Program*.

III-4. Evaluation Criteria. The following criteria will be used in evaluating each proposal:

A. Technical: The Department has established the weight for the Technical criterion for this RFP as 50% of the total points. Evaluation will be based upon the following sub-criterion in order of importance:

- Work Plan
- Statement of the Problem
- Management Summary
- Prior Experience

- Personnel

B. Cost: The Department has established the weight for the Cost criterion for this RFP as 30% of the total points.

C. Disadvantaged Business Participation: BMWBO has established the weight for the Disadvantaged Business Participation criterion for this RFP as 20% of the total points. Evaluation will be based upon the following in order of priority:

Priority Rank 1	Proposals submitted by Small Disadvantaged Businesses.
Priority Rank 2	Proposals submitted from a joint venture with a Small Disadvantaged Business as a joint venture partner.
Priority Rank 3	Proposals submitted with subcontracting commitments to Small Disadvantaged Businesses.
Priority Rank 4	Proposals submitted by Socially Disadvantaged Businesses.

Each DB Participation Submittal will be rated for its approach to enhancing the utilization of Small Disadvantaged Businesses and/or Socially Disadvantaged Businesses. Each approach will be evaluated, with Priority Rank 1 receiving the highest score and the succeeding options receiving scores in accordance with the above-listed priority ranking. To the extent that there are multiple DB Participation submittals that offer subcontracting commitments to Small Disadvantaged Businesses, the proposal offering the highest total percentage commitment shall receive the highest score in the Priority Rank 3 category and the other proposal(s) in that category shall be scored in proportion to the highest total percentage commitment offered.

To qualify as a Small Disadvantaged Business or a Socially Disadvantaged Business, the Small Disadvantaged Business or Socially Disadvantaged Business

cannot enter into subcontract arrangements for more than **40%** of the total estimated dollar amount of the contract. If a Small Disadvantaged Business or a Socially Disadvantaged Business subcontracts more than **40%** of the total estimated dollar amount of the contract to other contractors, the Disadvantaged Business Participation scoring shall be proportionally lower for that proposal.

D. Enterprise Zone Small Business Participation: In accordance with the priority ranks listed below, bonus points in addition to the total points for this RFP, will be given for the Enterprise Zone Small Business Participation criterion. The maximum bonus points for this criterion is 3% of the total points for this RFP. The following options will be considered as part of the final criteria for selection:

Priority Rank 1

Proposals submitted by an Enterprise Zone Small Business will receive three percent bonus for this criterion.

Priority Rank 2

Proposals submitted by a joint venture with an Enterprise Zone Small Business as a joint venture partner will receive two percent bonus for this criterion.

Priority Rank 3

Proposals submitted with a subcontracting commitment to an Enterprise Zone Small Business will receive the one percent bonus for this criterion.

Priority Rank 4

Proposals with no Enterprise Zone Small Business Utilization shall receive no points under this criterion.

To the extent that an Offeror is an Enterprise Zone Small Business, the Offeror cannot enter into contract or subcontract arrangements for more than **40%** of the total estimated dollar amount of the contract in order to qualify as an Enterprise Zone Small Business for purposes of this RFP.

E. Domestic Workforce Utilization: Any points received for the Domestic Workforce Utilization criterion are bonus points in addition to the total points for this RFP. The maximum bonus points for this criterion is 3% of the total points for this RFP. To the extent permitted by the laws and treaties of the United States, each proposal will be scored for its commitment to use domestic workforce in the fulfillment of the contract. Maximum consideration will be given to those Offerors who will perform the contracted direct labor exclusively within the geographical boundaries of the United States or within the geographical boundaries of a country that is a party to the World Trade Organization Government Procurement Agreement. Those who propose to perform a portion of the direct labor outside of the United States and not within the geographical boundaries of a party to the World Trade Organization Government Procurement Agreement will receive a correspondingly smaller score for this criterion. Offerors who seek consideration for this criterion must submit in hardcopy the signed Domestic Workforce Utilization Certification Form in the same sealed envelope with the Technical Submittal. The certification will be included as a contractual obligation when the contract is executed.

III-5. Offeror Responsibility. To be responsible, an Offeror must submit a responsive proposal and possess the capability to fully perform the contract requirements in all respects and the integrity and reliability to assure good faith performance of the contract.

In order for an Offeror to be considered responsible for this RFP and therefore eligible for selection for best and final offers or selection for contract negotiations:

- (1) The total score for the technical submittal of the Offeror's proposal must be greater than or equal to **70%** of the **available technical points**; and
- (2) The Offeror's financial information must demonstrate that the Offeror possesses the financial capability to assure good faith performance of the contract.

Further, the Department will award a contract only to an Offeror determined to be responsible in accordance with the most current version of Commonwealth Management Directive 215.9, Contractor Responsibility Program.

PART IV

WORK STATEMENT

IV-1. Objectives.

A. General. The overall objective of this Project is to implement and maintain a comprehensive, proactive, statewide toll-free tobacco cessation telephone counseling Quitline for all Pennsylvania residents. Quitline services shall include intake, assessment, disposition, treatment and follow-up, and maintenance of a data collection system capable of tracking caller information (including demographic, counseling, treatment and follow-up/outcome information) and collecting, storing, and reporting required data elements to the Department. A pro-active quitline responds to incoming calls with immediate “reactive” assistance and follows-up initial contact with more comprehensive services through outbound “pro-active” calls. Services provided must be provided free of charge to callers, be available in a minimum of Spanish and English, and be accessible to both youth and adults.

Telephone counseling services including intake, assessment, disposition, treatment and follow-up must be culturally competent, and follow evidence-based practices, principles of motivational interviewing for encouraging behavior change and a cognitive-behavioral approach to treating tobacco dependence. Core quitline services must follow a consistent and systematic protocol that should be described in the proposal. At a minimum, services include the ability to receive incoming calls, assess the caller’s readiness to quit, provide counseling, refer to appropriate services including local community based cessation programs, and include self help educational materials. One-on-one cessation counseling will include the initial assessment as well as follow-up calls to ensure the most favorable outcome.

B. Specific. Specific objectives of this Project include:

- Increase the number of quit attempts among youth and adults.
- Increase the number of youth and adults who report they have seriously tried to quit smoking cigarettes during the last twelve months.
- Increase the length of time youth and adults report not smoking during their last quit attempt.
- Increase the length of time youth and adults report it has been since they last smoked cigarettes daily.
- Increase the number of calls from tobacco users within priority populations (youth and young adults; pregnant women, rural residents, LGBT, and racial and ethnic

minority populations).

- Increase the number of fax referrals to the Quitline from healthcare providers, including electronic referrals; ensure the fax referral process includes a feedback loop to provide follow-up information back to the healthcare provider regarding the patient.
- Increase quit success among those receiving counseling.
- Increase linkages between insurance providers, including Medicaid, and the Quitline to coordinate pharmaceutical benefits for callers with insurance.
- Increase referrals to community based cessation programs.
- Increase the number of youth and adults who remain quit at seven (7) months.

IV-2. Nature and Scope of the Project. The scope of work includes all aspects of the development, implementation, and monitoring of a statewide Quitline and related services including providing marketing and publicity materials for the Quitline and information/referrals to community based cessation resources. All Quitline services provided and protocols developed shall follow best practices and industry standards (e.g. Centers for Disease Control and Prevention (www.cdc.gov/tobacco) and North American Quitline Consortium (www.naquitline.org)). The target audience is adults and youth who use tobacco products and who want to quit. Priority populations within the target audience are youth and young adults, pregnant women, LGBT individuals, individuals who reside in rural areas of the state, and racial and ethnic minority populations.

The Quitline will be a statewide telephone-based resource to provide:

- Screening for readiness to quit based on motivational interviewing techniques or evidence-based protocols demonstrated to help people prepare to quit and remain tobacco free.
- Counseling to all callers which is matched to the appropriate stage of change, age, gender, priority population, and type of tobacco use.
- Support materials, relapse prevention counseling and materials, and other materials that will increase the likelihood of long term cessation.
- Follow-up counseling calls initiated by the cessation specialists that are scheduled at times known to reduce the likelihood of relapse.
- All services to callers regardless of insurance status.
- Translation services to callers who speak a language other than English.
- Referrals to community based cessation programs to augment Quitline services.
- Effective fax referrals that include a feedback loop to healthcare providers to inform them

of the status of their patient's quit attempt and counseling progress.

IV-3. Requirements.

A. American Recovery and Reinvestment Act (ARRA) Stimulus Funding

In 2010, Pennsylvania received **funding from the American Recovery and Reinvestment Act to drive** Pennsylvania tobacco users to the Quitline to help reach a statewide goal of 2,004 additional quitters by February 2012. The Department will contract with the selected Quitline vendor to administer, manage and assess the Quitline as well as improve health care provider fax referral system and provide resources to population groups experiencing health disparities. The Department's plan for paid and earned media through this initiative will include placement of existing television and radio spots in order to effectively promote the Quitline. The selected Quitline vendor will also assist with media efforts by reviewing media pieces to provide feedback and suggestions, preparing reports to help evaluate media campaigns, and sharing a library of media they have collected from other states. This coordinated media will maximize campaign success and increase Quitline callers.

The Department will utilize the following key strategies to effectively provide proactive Quitline services to increase the number of tobacco quitters in Pennsylvania: 1) Expand proactive counseling to tobacco users in the state, 2) Promote the Quitline statewide, 3) Expand outreach to disparate population groups with a disproportionate burden of tobacco use and who experience disparities in access to and use of preventive and tobacco cessation services, 4) Expand Nicotine Replacement Therapy (NRT) initiatives, 5) Expand outreach to health care systems for referrals, and 6) Expand the evaluation of the Quitline to improve services and increase effectiveness. The Quitline vendor shall assist the Department in these efforts while providing all of the necessary North American Quitline Consortium Minimal Data Set (MDS) (refer to Appendix R) for the Department to utilize for federal reporting purposes during the time of the ARRA grant.

IV-4. Tasks.

Call-Related Tasks

1. The Contractor shall provide during the initial call, referred to as an intake call, callers who identify as a tobacco user with 1) an assessment to determine their level of readiness to quit and 2) a registration process to enroll in Quitline services.
2. The Contractor shall provide other callers (i.e. healthcare providers, family, friends) with cessation resources and materials as determined by the purpose of the call, referred to as a resource call.
3. The Contractor shall provide registered participants with phone-based counseling interventions, referred to as a counseling call.
4. The Contractor shall conduct follow-up evaluation calls, referred to as an evaluation call, for the purpose of computing 7-month, quit rates that will help the program determine the relative success of Quitline services as well as customer satisfaction.
5. The Contractor shall provide Nicotine Replacement Therapy (NRT), referred to as a NRT kit, to tobacco users enrolled in Quitline counseling during NRT initiatives as designated during specific times of the year by the Department and to tobacco users referred to the Quitline through a fax referral from their healthcare provider
6. The Contractor shall implement a health care provider fax referral program that allows health care providers to fax to the Quitline the name and contact information of their patients who are tobacco users that want to quit and have agreed to have their information sent to the Quitline.

Task Requirements

1. Intake Call:
 - a. Intake calls will be billed in units consisting of 15 minutes per unit with a maximum number of units allowable per intake call of 2 units (30 minutes).
 - b. The assessment tool given to determine the level of readiness to make a quit attempt of the tobacco user shall be selected from the following categories:
 - i. Tobacco users age 14 to 17;
 - ii. Tobacco users age 18 and over; or
 - iii. Tobacco users who advise that they are pregnant

- c. African American tobacco users who are ready to make a quit attempt shall be provided a copy of the "Pathways to Freedom" guide.
- d. The Contractor shall not provide the first counseling call during the intake call.
- e. Tobacco users who have recently quit through another mechanism and have called for relapse prevention shall be enrolled in Quitline services, if desired, and shall be provided with relapse prevention fact sheets, a quit guide, self-help materials, and a listing of local cessation programs.
- f. At intake, the Contractor shall include screening questions that assesses for possible mental health issues of a caller in order for Quitline staff to offer the most appropriate services possible to assist the tobacco user with their quit.
- g. Tobacco users refusing to complete the telephone assessment shall be provided with a brief intervention, referral to local cessation services, and encouraged to recontact the Quitline for additional support.

2. Resource Call:

- a. Resource calls will be billed in units consisting of 15 minutes per unit with a maximum number of units allowable per resource call of 1 unit (15 minutes).
- b. Health care professionals shall be provided with general information about the Quitline, local cessation programs, and the agency providing tobacco prevention and cessation services in the county in which they practice.
- c. General public, including families and friends, requesting advice on how to assist someone using tobacco shall be provided with brief advice, a listing of local cessation services, and additional printed materials.
- d. Other callers not matching the criteria for an intake or counseling call, shall be considered a resource call.

3. Counseling Call:

- a. Counseling calls will be billed in units consisting of 15 minutes per unit with a maximum number of units allowable per counseling call of 2 units (30 minutes).
- b. Up to five proactive counseling calls within six months of the established quit date shall be provided for all registered callers, excluding pregnant women which shall have up to 8 proactive counseling calls within six months of the established quit date.
- c. Unanswered calls to reach a registered participant shall be made up to five times on different days and at various times in order to be considered a completed call of one unit. Letters should also be sent to the registered participant if calls are unsuccessful: resulting in fewer than the five, or eight for pregnant women, completed counseling calls for a registered participant.

- d. Tobacco users who have recently quit through another mechanism and have called for relapse prevention shall be provided counseling calls, if desired.
4. Evaluation Calls:
- a. Evaluation calls will be billed in units consisting of 15 minutes per unit with a maximum number of units allowable per evaluation call of 1 unit (15 minutes).
 - b. The Contractor shall complete follow-up evaluation calls on at least 5% of registered callers and schedule calls at times convenient to the registered caller.
 - c. The follow-up evaluation calls will follow NAQC recommended protocols.
 - d. The Contractor, with guidance from the Department, shall develop and use a customer satisfaction survey to collect data and reporting requirements.
 - e. The 7-month quit rate is the percentage of previous participants who have remained quit for at least 30 days prior to the evaluation call which is administered seven months after completing Quitline services. A total of 800 completed calls are to be collected between July 2011 and February 2012: a minimum of 400 from the NRT initiative (beginning in January 2011) and a minimum of 400 from the time period after the NRT initiative.
 - f. All forms and surveys must be submitted to the Department for completion of an internal review process prior to utilization.
5. NRT Initiative:
- a. The Contractor shall facilitate the distribution of Nicotine Replacement Therapy (NRT) products using negotiated procedures with pharmaceutical companies.
 - b. The NRT kit fulfillment shall include the collection and distribution of NRT product(s); a quit guide; self-help materials; and other printed materials as directed by the Department.
 - c. The NRT fulfillment kit shall be distributed to the registered participant after the call in which a quit date had been established.
6. Fax Referral Program:
- a. The fax referral program shall allow health care providers to fax to the Contractor the name and contact information of their patients who are tobacco users that want to quit *and* have agreed to have their information sent to the Contractor.
 - b. The Contractor shall make proactive calls to the referred tobacco users to discuss available Quitline services and enroll those patients into the Quitline program. These referrals shall be included as a monthly, quarterly, and annual reporting activity.
 - c. All fax referrals shall be reviewed and entered into a database within 24 hours from receipt of the fax.

- d. The first call (intake call) to the tobacco user shall take place within 48 hours from receipt of the fax.
- e. Additional calls (counseling calls) may be made over the next five days.
- f. There should be five total attempts to contact the tobacco user referred by healthcare providers and a voicemail message left if no answer. Letters should also be sent if calls are unsuccessful: resulting in the tobacco user not being enrolled for Quitline services.
- g. The healthcare provider should be notified of the outcome within two weeks once contact is made or if no contact is made after five attempts.

7. Other Task Requirements:

- a. Callers deciding to utilize local cessation services shall be provided with a listing of local cessation programs, which is compiled by the Department (see Call-Related Task #1, #2, and #3).
- b. Before the established quit date, the Contractor shall mail to the registered participant a self-help quit guide and tailored fact sheets, as appropriate (see Call-Related Task #1 and #3).
- c. Tobacco users who are not ready to make a quit attempt shall be mailed appropriate self-help materials and tailored fact sheets and be encourage to contact the Quitline for additional support (see Call-Related Task #1 and #2).
- d. The Contractor shall maintain a listing of local cessation services that may be searched by county. In addition, the Department will post a listing of local cessation services, searchable by county, on its website (see Call-Related Task #1, #2, and #3).
- e. All materials should meet low literacy guidelines, be available in a minimum of English and Spanish and help move callers along a continuum from contemplation towards readiness to quit. Materials should include information for dealing with co-occurring medical conditions such as asthma, diabetes, heart disease and other chronic diseases, as indicated by caller in response to chronic disease questions asked during intake call (see Call-Related Task #2).
- f. Telephone counseling services including intake, assessment, counseling, and evaluation must be culturally competent and follow evidence-based practices, principles of motivational interviewing for encouraging behavior change and a cognitive-behavioral approach to treating tobacco dependence (see Call-Related Task #1, #2, #3, and #4).
- g. The Contractor shall ensure that an adequate number of English-speaking intake counselors/specialists are available from 8:00am to 3:00am EST, 7 days per week,

excluding Independence Day, Thanksgiving Day, and Christmas Day, and that a recorded message that provides information on enrolling in the Quitline as well as other resources is available for callers during the times that a live counselor is not available (see Call-Related Task #1, #2, #3, and #6).

- h. The Contractor shall have a procedure in place to ensure that the average live response answer speed shall be within 30 seconds. In addition, calls resulting in abandonment shall be less than or equal to 5 percent. If these standards are not met, the Contractor shall develop and submit a corrective action plan to the Department within 30 days. Failure to either submit the corrective action plan or to implement the corrective action approved by the Department may result in withholding of invoice payment (see Call-Related Task #1, #2, #3, and #6).
- i. The Contractor shall have available both English- and Spanish-speaking counselors, and shall secure translation services for other languages as needed. Accommodations for individuals with hearing impairments must also be included. (see Call-Related Task #1, #2, #3, #4, and #5)
- j. The Contractor shall maintain a list of health insurance plans compiled by the Department and their respective coverage of tobacco cessation counseling services and NRT (see Call-Related Task #1, #2, and #3).
- k. The Contractor shall include referral to an interactive web-based smoking cessation website (the Department's DeterminedToQuit.com) to assist the registered participant in their quit attempt (see Call-Related Task #1, #2, and #3).

Training

1. The Contractor shall ensure that a training program is available for new counselors and intake specialists. The Contractor shall also establish and implement quality assurance protocols that must address staff training and ongoing performance. A protocol to evaluate caller satisfaction on an ongoing basis must also be included.
2. The Contractor shall ensure that training programs include: information on nicotine replacement therapies and their uses and side effects, updates for staff on protocol revisions, and support for counselors.

Outreach and Promotion

1. The Contractor shall assist the Department in promoting the services of the Quitline to Pennsylvania residents within the context of a comprehensive tobacco use prevention and

control campaign. The promotion of the Quitline may include involvement in various media venues, radio advertisement, or other communication mechanisms. Materials to be designed for promotion and marketing must include, but are not limited to, resources to educate health care providers regarding Quitline services and promote referrals which must include a fax referral system. As data becomes available, targeted marketing to populations experiencing disparities associated with tobacco use will also be necessary.

Confidentiality of Information

1. The Contractor shall ensure there is no unauthorized access to any tobacco user and caller records.

Other

1. The Contractor shall have a mechanism in place to ensure continuous service in the event of a power failure.
2. The Contractor shall provide written and or/or oral presentations as requested by the Department.
3. The Department will notify the Contractor of scheduled media campaigns four weeks prior to launch.
4. The Contractor shall ensure that staffing levels are adjusted to allow for modifications around the scheduling of media events that could impact call volume.

IV-5. Reports and Project Control.

Data Collection/Reporting Tasks

1. The Contractor shall collect and report on a monthly, quarterly and annual basis demographic and program-related data on each caller, as well as additional data as requested by the Department.

2. The Contractor shall submit aggregate results of evaluation follow-up calls to the Department twice per year or as directed by the Department.

Reporting Task Requirements

1. Monthly, quarterly, and annual data collection/reporting:
 - a. The Contractor shall provide all data and subject reports (one statewide and eight regional[South west, Allegheny County, North west, North central, South central, South east, Philadelphia County, and North east]), as aggregate reports, as identified by the Department.
 - b. Reports must capture demographic and program-related data on each caller, including, but not limited to: age, race/ethnicity, gender, sexual orientation, education level, marital status, county of residence, insurance status (private, public), tobacco use history, counseling and/or quit attempt history, caller's stage of readiness to quit, how the caller heard about the Quitline, number of incoming/intake calls to the Quitline, the number of callers receiving five follow-up counseling sessions, other services provided (e.g. distribution of "Pathways to Freedom" guide, self-help materials, fact sheets, local cessation program referrals, etc.), and call volume by county, time of day, day of week, and month of year.
 - c. Reports are due 30 days after the end of the reporting period and shall include quarter-to-date and year-to-date information.
2. Evaluation data collection/reporting:
 - a. The Contractor shall provide all data and subject reports (one statewide and eight regional), as aggregate reports, as identified by the Department.
 - b. Completed Customer Satisfaction Surveys shall be retained by the Contractor and shall be available to the Department for review and/or further analysis. The Department has the option of revising the Customer Satisfaction Survey, as well as any other surveys developed by the Contractor, upon recommendation from the Department's external evaluator.
 - c. All forms and surveys must be submitted to the Department for completion of an internal review process prior to utilization.
 - d. 7-month target quit rate data collection/reporting:
 - i. The Contractor shall provide all data and subject reports (one statewide and eight regional), as aggregate reports, as identified by the Department

(see Data Collection/Reporting Task #1 and #2).

- ii. The target quit rates at 7-months shall be provided within 30 days of the initiation of the contract and may, at the approval of the Department, be revised annually. Failure to provide the target quit rates within the specified time may result in withholding of invoice payment (see Data Collection/Reporting Task #3).
- iii. The Contractor shall conduct a 7-month assessment of all tobacco users contacting the Quitline to determine continued quit rates.
- iv. These results shall be provided to the Department on an ongoing basis in the monthly, quarterly, and annual reports.
- v. If quit rates for the defined periods do not meet the agreed upon target quit rates for the corresponding time period, the Contractor shall develop and submit a corrective action plan to the Department within 30 days. Failure to either submit the corrective action plan or to implement the corrective action approved by the Department may result in withholding of invoice payment.

3. Other Task Requirements:

- a. The Contractor shall assist the Department in the completion of national and state reports and surveys, as directed by the Department (see Data Collection/Reporting Task #1 and #2).
- b. The Contractor shall maintain a data collection system that is capable of tracking and documenting caller information, including, but not limited to: socioeconomic, demographic, chronic disease status, referral source (including various fax referral sources), patterns of tobacco use, stage of readiness, and quit attempt history. The data system should have the capacity to collect, store and report data elements included in the proposed minimum data set for Quitlines outlined by the Minimal Data Set Frequently Asked Questions (refer to Appendix R), as well as data elements specified by the Department (see Data Collection/Reporting Task #1 and #2).
- c. The Contractor shall conduct database management including quality assurance (e.g. conduct periodic data assessments to evaluate the quality, accuracy and validity of the data; assess, and validate data collection methods across intake staff). Data management must include plans for quality improvement such as modifications to operations, protocols, data elements, software and/or equipment,

staff training, and improved communication methods (see Data Collection/Reporting Task #1 and #2).

- d. The Contractor shall make Quitline intake, NRT initiative, evaluation and other raw data available to the Department for review, if requested, in accordance with the Internal Review Board (IRB) and the Health Information Portability and Accountability Act of 1996 (HIPAA), if applicable. The Department may also share the information received with its external evaluator for further review and/or analysis.
- e. The caller database must record enrollment initiated by a fax referral program and be able to track the sources of the fax referrals.
- f. The Contractor shall participate in transition activities set forth by the Department in cooperation with the previous and future Quitline contractor to ensure a timely and smooth transition of all Quitline activities, tasks, data and reporting to the new contractor that shall result in no interruption in service to the Quitline.

A. Task Plan. A work plan for each task that identifies the work elements of each task, the resources assigned to the task, the time allotted to each element, and the deliverable items to be produced. Where appropriate, a PERT or GANTT chart display should be used to show project, task, and time relationship.

B. Final Annual Report. The format will be provided by the Department and will include the following:

- 1. An abstract or summarization of the results of the Project in terminology that will be meaningful to management and others generally familiar with the subject areas.
- 2. A description of data collection, analytical and other techniques used during the Project.
- 3. A summarization of findings, conclusions, and recommendations developed for each task.
- 4. All supporting documentation related to the Project; e.g., flow-charts, forms, questionnaires, etc.
- 5. A time-phased work plan for implementing any recommendations for improvement.

IV-6. Contract Requirements—Disadvantaged Business Participation and Enterprise Zone Small Business Participation. All contracts containing Disadvantaged Business participation and/or Enterprise Zone Small Business participation must also include a provision

requiring the selected contractor to meet and maintain those commitments made to Disadvantaged Businesses and/or Enterprise Zone Small Businesses at the time of proposal submittal or contract negotiation, unless a change in the commitment is approved by the BMWBO. All contracts containing Disadvantaged Business participation and/or Enterprise Zone Small Business participation must include a provision requiring Small Disadvantaged Business subcontractors, Enterprise Zone Small Business subcontractors and Small Disadvantaged Businesses or Enterprise Zone Small Businesses in a joint venture to perform at least **50%** of the subcontract or Small Disadvantaged Business/Enterprise Zone Small Business participation portion of the joint venture.

The selected contractor's commitments to Disadvantaged Businesses and/or Enterprise Zone Small Businesses made at the time of proposal submittal or contract negotiation shall be maintained throughout the term of the contract and through any renewal or extension of the contract. Any proposed change must be submitted to BMWBO, which will make a recommendation to the Contracting Officer regarding a course of action.

If a contract is assigned to another contractor, the new contractor must maintain the Disadvantaged Business participation and/or Enterprise Zone Small Business participation of the original contract.

The selected contractor shall complete the Prime Contractor's Quarterly Utilization Report (or similar type document containing the same information) and submit it to the contracting officer of the Department and BMWBO within **10** workdays at the end of each quarter the contract is in force. This information will be used to determine the actual dollar amount paid to Small Disadvantaged Business and/or Enterprise Zone Small Business subcontractors and suppliers, and Small Disadvantaged Business and/or Enterprise Zone Small Business participants involved in joint ventures. Also, this information will serve as a record of fulfillment of the commitment the selected contractor made and for which it received Disadvantaged Business and Enterprise Zone Small Business points. If there was no activity during the quarter then the form must be completed by stating "No activity in this quarter."

NOTE: EQUAL EMPLOYMENT OPPORTUNITY AND CONTRACT COMPLIANCE STATEMENTS REFERRING TO COMPANY EQUAL EMPLOYMENT OPPORTUNITY POLICIES OR PAST CONTRACT COMPLIANCE PRACTICES DO NOT CONSTITUTE PROOF OF DISADVANTAGED BUSINESSES STATUS OR ENTITLE AN OFFEROR TO RECEIVE CREDIT FOR DISADVANTAGED BUSINESSES UTILIZATION.