

## Request for Proposals Children's Product Testing

### I. Background

The Public Health Trust (PHT) is a project of the Public Health Institute, located in Oakland, California. PHT manages funds generated in litigation about public health issues, and uses the funds for public health programs in accordance with a litigation settlement agreement.

The Public Health Trust was selected to design and administer a grants program with funds from the settlement of *People of the State of California v. Mattel, Inc. et al.*, a suit alleging that Mattel and other companies sold certain toys with lead in violation of California's Proposition 65 and other applicable laws. The Public Health Trust is managing \$551,000 in settlement funds for projects to test children's products for the presence of lead and to inform the public about the problem of lead in children's products and about recalls of children's products because of lead problems.

### II. Request for Proposals

PHT, the administrator of this grant program, is seeking proposals for projects to test children's products to monitor the compliance of manufacturers and retailers with limitations on lead in children's products in California. **One grant of up to \$100,000 will be funded, inclusive of indirect costs of up to 12%, and for a grant period not to exceed 24 months.**

Applicants may be nonprofit organization(s) with Sec. 501(c) (3) status or with a fiscal agent, or governmental agencies. Non-profits applying for funds must be based in California or have a significant California presence. Experience in testing consumer products for the presence of lead or other contaminants is required of the Applicant itself or among its partner organizations or working group members. The qualifications set forth in the Required Organizational Qualifications document, Attachment I, to this RFP must be met.

Applicants planning to work in non-English speaking communities must be able to demonstrate the cultural competence necessary to work with those communities, as well as an ability to communicate fluently with those communities.

In addition to new projects, PHT will consider proposals to fund the enhancement and/or expansion of existing projects.

Proposals will be scored according to their responsiveness to this RFP. **Bonus points** will be given for proposals in which the grantee presents 1) a reasonable plan for the continuation of the activities by the grantee after the grant period ends, or 2) a model program that can be replicated by other organizations at low cost.

### **III. Program Goals**

The goal of this grant program is to safeguard children in California from lead-contaminated toys and other children's products. The funded project will have a statewide reach and focus on the following objective:

- To identify any children's products (i.e. products designed or intended primarily for children 12 years of age or younger) sold in California that fail to meet current limitations on lead in children's products in California.

It may also have one or more of the following objectives:

- To determine whether certain types of children's products, such as those aimed at certain age ranges, or those sold by certain types of retailers, contain lead;
- To facilitate consumer access to testing events to which they may bring toys or other children's products to be screened or tested for lead;
- To facilitate consumer access to information about which children's products have already been tested and whether they contain lead; and
- To develop effective, efficient, and safe techniques for screening children's products for lead outside of a laboratory, and to correlate screening results to laboratory test results.

The funded project will submit a testing plan to PHT and the California Attorney General within two months of the award. Additionally, the funded project will provide quarterly reports on the results of testing to the California Attorney General in a form approved by the Attorney General's office. Toys or other children's products that test in violation of the Consumer Product Safety Improvement Act standards must be reported to the Attorney General's office within a week of testing. The funded project may also provide testing results to The Ecology Center in an approved format for posting on [www.Healthytoys.org](http://www.Healthytoys.org).

### **IV. Required Elements**

#### **1. Cover Letter:**

- Briefly explain the purpose of the request, the dollar amount requested and how the funds will be spent.
- Provide the primary contact person's name, title, address, daytime telephone number and e-mail address.

- The cover letter must be signed by the executive director, principal investigator or other person authorized to represent the applicant.
- The cover letter should be addressed to Brenda Drake, Director, PHT, and include the name of the funding program, “Children’s Product Testing Grant Program”

## 2. The Proposal

### **Background and significance (2 pages *maximum*):**

Describe the applicant organization’s understanding of the issues related to lead exposure in children from consumer products.

### **Project goals, objectives and methods (4 pages *maximum*):**

- Describe the testing activities, including how they will be targeted, carried out, and communicated to the public.
- Describe how the organization will identify and obtain access to children’s products for testing, including, where applicable, how the organization will select retailers. Describe what the organization will do with products after they have been screened or tested for lead.
- Describe a plan for communicating the results of any tests that show non-compliance to appropriate agencies.
- Describe in brief what equipment and protocols the organization will use for screening and/or testing, how the organization will gain access to testing equipment, and how it will develop detailed protocols for testing and safety (including compliance with requirements attached as Attachment I).
- Provide a work plan, indicating the specific tasks to be undertaken in developing, implementing and evaluating the screening and/or testing activities.
- Describe the demographic and geographic scope of the project, how and why it was selected, and how many children’s products will be screened and/or tested.

### **Anticipated barriers/solutions (2 pages *maximum*):**

Please describe anticipated barriers or challenges (e.g. technical, cultural, geographic, etc.) and plans to address them.

### **Evaluation (1 page *maximum*):**

Describe the evaluation method to be used to measure the success of the proposed project. Both process and outcome measures should be included.

### **Timeline (1 page *maximum*):**

List each task specified in the work plan and display the projected timeline. The time line should not exceed 24 months. [Note: Timelines may be negotiated prior to awarding of grants.]

**Budget and justification (no page limit):**

Provide a detailed budget for all activities. The budget should include:

- Line items for all personnel, fringe benefits, operating expenses, consultants and subcontractors, travel, equipment over \$500, and materials/supplies.
- A budget narrative explaining each line item in reasonable detail.
- Any in-kind services from collaborating organizations or others should be indicated in the budget.
- Indirect costs will be provided at a maximum of twelve percent of the direct costs for the project. The indirect costs are included in the total amount of the grant.

[Note: Final budget amounts may be negotiated prior to awarding of grants.]

**Organizational Capacity (3 pages *maximum*):**

Describe the organization's ability to implement the proposed activities.

Include the following information:

- Explanation of the ways in which this proposal relates to the organization's mission, goals and experience and those of any partner organizations, consultants or sub-contractors that will work on the project.
- Description of the organization's experience testing consumer products for lead and other toxic chemicals as well as its qualifications as listed in Attachment I to this RFP.
- Description of the organization's cultural competency relevant to the proposed project.
- Brief summary of the organization's current programs and activities, related programs, organizational accomplishments or other strengths.
- List the names and qualifications of key staff and/or volunteers who would work on the proposed project, including their experience with this kind of project.
- Description of the organization's relationship with stakeholders, such as community residents, parents, retailers or others constituents.
- Description of the organization's working relationships, if any, with relevant environmental or public health agencies and non-profit groups.

**3. Attachments**

- A one page list of the members of the organization's board of directors, with primary affiliation and city of residence, indicating officers of the board.
- A copy of the organization's IRS 501(c)(3) tax determination letter (or that of its fiscal agent);

- Financial Information including:
  - the organization’s current annual budget, including revenues and expenses, summarized on one page;
  - a list of grants and other sources of revenue received over the last year, indicating each source’s name and the amount of revenue received; and
  - audited financial statements for the last fiscal year.
- Letters of collaboration from key consultants, sub-contractors, and partner organizations involved in the proposed project, specifically stating their role in, and contributions to, the project.
- Phone or email contact information for three individuals who are familiar with the applicant’s work (e.g., colleagues, public agency representatives, representatives of peer organizations or collaborative partners), but who are not directly affiliated with the applicant.
- Other information directly relevant to the proposal may be included (e.g. press clippings, fact sheets). **Please limit this information to three pages.**

#### **V. Format**

Submit an original and four copies of the proposal according to the following instructions:

- The proposal should be typed with one-inch margins on all sides.
- Please title each section of your proposal according to those used in this RFP.
- The header of each page must include the name of the applicant organization. The footer of each page must include the page number. Both header and footer should be justified to the right of the page.
- To conserve resources, PHT prefers that proposals be double-sided and/or printed on recycled or tree-free paper.
- Please do not use plastic folders or unnecessary presentation materials.

#### **VI. Project Reporting**

Advance funding will be provided in increments. Progress reports and a budget analysis must be submitted and approved by the Director of the Public Health Trust prior to the receipt of additional funds. Ten percent of the grant award will be withheld until a final project report is submitted by the grantee organization and approved by the Director of the Public Health Trust.

## **VII. Scoring of Proposals**

The following points will be awarded for various sections of the application.

<b>Content Area</b>	<b>Points</b>
Background and context	10
Goals, objectives, methods	35
Barriers/solutions	10
Evaluation	10
Timeline	5
Budget and justification	10
Organizational capacity	20
TOTAL	100
Bonus*	10

\*Given for proposals in which the grantee presents 1) a reasonable plan for the continuation of the activities after the grant period ends, or 2) a model program that can be replicated by other organizations at low cost.

## **VIII. Deadline:**

Your proposal must be received no later than 4:00pm, July 24<sup>th</sup>, 2009

**Copies submitted via E-mail or fax will not be accepted.**

Applicants will receive notice of a decision within 6 weeks of submission.

## **IX. Address all correspondence and submit completed proposals to:**

Children's Product Testing Grant Program  
Public Health Trust  
2201 Broadway, Suite 502  
Oakland, CA 94612

Questions about the RFP process may be submitted via email to **[mdalsin@phi.org](mailto:mdalsin@phi.org)**

PHT will hold an optional **informational teleconference for potential applicants June 25, 2009 at 3pm**. All questions submitted (via email or on the teleconference) and answers will be posted on the PHT website no later than Tuesday, June 30, 2009). Contact Mary Dalsin at [mdalsin@phi.org](mailto:mdalsin@phi.org) or 510-302-3331 to learn how to access the teleconference.

## ATTACHMENT I - REQUIRED ORGANIZATIONAL QUALIFICATIONS

1. Organization must have capacity to perform x-ray fluorescence instrument (XRF) screening statewide.
2. Organization must have field staff with a minimum of one year experience testing a variety of consumer products intended for children's use, including polymers, metals/alloys and mixed media.
  - a. The testing experience shall include use of portable x-ray fluorescence instruments with software/firmware designed for product screening, such as RoHS-WEE, toy test mode or similar operating mode.
  - b. Personnel must also have training and experience on the interpretation of spectra produced from XRF readings.
  - c. Personnel must also have experience sampling children's products for laboratory analysis and experience coordinating with a laboratory to analyze children's products for lead.
3. Organization must have a current Radiation Safety Plan that includes appropriate storage, transport and field usage of XRF analyzers to ensure that radiation exposure to field staff, office staff and the general public is minimized. Field staff shall have specific radiation safety training from the manufacturer prior to handling the XRF devices. The organization shall appoint a Radiation Safety Officer (RSO) to ensure that the Radiation Safety Plan will be followed. If the XRF analyzer used contains a radioactive source, the organization will ensure that bi-annual leak testing is conducted by the RSO.
4. Organization shall demonstrate familiarity with the federal Consumer Product Safety Improvement Act regarding children's product safety, as well as California Proposition 65 requirements.
5. The testing organization must be prepared to submit a statewide sampling plan for testing toys at stores, to include selection and testing criteria, statistical approach for selecting the number of toys tested, and QA/QC plan to ensure accuracy.
6. The testing organization must be prepared to submit documentation of testing performed and to submit regular testing reports to PHT and the California Office of the Attorney General in a form approved by the Attorney General.