



New York State
Office of Alcoholism & Substance Abuse Services
Addiction Services for Prevention, Treatment, Recovery

**OASAS 2011 Request for Proposals
Enforcing the Underage Drinking Laws (EUDL)
College Community Coalition Sub-grants**

May 23, 2011

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Problem Statement

Underage drinking remains the most serious substance abuse issue in New York State and is currently higher than the national rate. According to the 2008 Youth Development Survey, almost half of high school seniors surveyed reported drinking alcohol in the past 30 days and 31% reported binge drinking within the past two weeks. Further, 15% of 8th graders admitted to drinking alcohol in the past 30 days. According to the 2007-2008 National Survey on Drug Use and Health (NSDUH), young adults aged 18-25 in the state report the highest percentage of past month binge alcohol use (43%) compared to other age groups in New York.

The problem of underage drinking in New York State is widespread, resulting in costly and tragic health, social and economic difficulties including youth violence, traffic crashes, injury, and premature death. According to the Pacific Institute for Research and Evaluation (PIRE), underage drinking cost the citizens of New York \$3.5 billion in 2007. Of that amount, youth violence and traffic crashes attributable to alcohol use by underage youth in New York represent the largest costs for the state. Nationally, 1,825 college students between the ages of 18 and 24 die from alcohol-related unintentional injuries each year, including motor vehicle crashes according to Hingson et al. (2009)

In Spring 2008, OASAS administered the United States Department of Education's CORE Drug and Alcohol survey to college students statewide. A total of 17,407 students, attending 49 colleges throughout the state completed the anonymous, self administered on-line survey. Results from the survey indicated that alcohol is the most popular substance used by New York college students. In 2008, 86% of responding students consumed an alcoholic beverage at least once, with 73% reporting current use (i.e., drinking within the past 30 days). Approximately 46% of respondents admitted drinking once a week or more and 25% used alcohol between once and twice a month in the past year. Approximately 49% of respondents reported binge drinking (i.e., having five or more alcoholic drinks at one sitting) in the previous two weeks.

The alarming rate of underage alcohol use and binge drinking by high school and college students in New York State reflects the development of drinking patterns which are established early, resulting in higher rates of alcohol abuse, poor academic performance, sexual assaults and alcohol overdoses. The consequences of excessive and underage drinking affect virtually all college campuses, college communities, and college students, whether they choose to drink or not.

College Community Coalition Sub-Grants 2011

I. Introduction

The New York State Office of Alcoholism and Substance Abuse Services (OASAS) administers the federally funded Office of Juvenile Justice and Delinquency Prevention (OJJDP) Enforcing the Underage Drinking Laws (EUDL) Block Grant. The EUDL Block Grant supports states with funding to:

- Develop comprehensive and coordinated initiatives to enforce state laws that prohibit the sale of alcoholic beverages to individuals under 21 years of age; and
- Support strategies that prevent the purchase or consumption of alcoholic beverages by individuals under 21 years of age.

II. Description of Funding and Submission of Proposals

Funding Source: New York State Office of Alcoholism and Substance Abuse Services through the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Enforcing the Underage Drinking Laws (EUDL) Block Grant.

Funding Available: Funding in the amount of up to \$20,000 per award is currently available to OASAS-funded prevention providers. Each award may be renewed for an additional year, but will be contingent upon meeting reporting and performance requirements and available funding (see reporting section on page six).

Eligible Applicants: Not-for-profit OASAS-funded prevention providers in New York State who partner with colleges and law enforcement agencies to enforce underage drinking laws and coordinate community responses to reduce and eliminate youth alcohol access. (**NOTE:** Only one application per provider may be submitted).

Application Process: All applicants must submit one original and three copies of their proposal.

Application Deadline: Proposals must be received by 3:00 p.m., June 22, 2011.

Grant Period: A contract will be awarded starting on **August 1, 2011** and ending on **May 31, 2012**. Based on available funding and compliance with reporting and programmatic requirements, applicants may be eligible for a renewal contract for up to \$20,000 for the **August 1, 2012 through May 31, 2013** grant period.

Funding Restrictions: Applicants may request up to **\$20,000** in grant funding for each grant period. Only one application per provider may be submitted. OASAS reserves the right to award multiple sub-grants in each of the seven geographic regions (Western, Finger Lakes, Central, Northeastern, Mid-Hudson, New York City and Long Island) and the right to award grants to ensure balanced geographic representation. Please note that for each grant period, the administrative or indirect costs are limited to five percent of the total amount requested.

Proposal Intent:

Underage drinking in the college population is a complex problem requiring a coordinated response and effort from multiple partners both on the campus and in the community. Consequences that result from alcohol use on and around college campuses are serious and often life threatening. In addition, the tradition of drinking has evolved into a culture that pervades all levels of the college environment and promotes high-risk binge drinking. Environmental strategies are effective and proven approaches to prevent and reduce underage drinking in our colleges and universities and in the communities in which they reside. The goal of this initiative is to reduce the availability to and consumption of alcoholic beverages by college students who are younger than 21 years old through the implementation of environmental strategies.

Applicants should thoroughly describe how the activities selected from the list below will *complement* each other to increase the effectiveness of the prevention and enforcement efforts. Applicants are **required to include at least one enforcement activity** from the list of allowable activities (1-4). Preference will be given to applicants who explain how multiple enforcement and prevention strategies from the list below will work together to increase the effectiveness of the strategies and ultimately achieve the desired outcomes.

Allowable activities that are eligible for funding include:

1. **Underage Drinking Enforcement Details** - Increased patrols and targeted sobriety checkpoints during high-risk times such as weekends, school events, fairs, holidays, etc.
2. **Party Patrols** - Special patrols/operations intended to prevent, find and stop parties involving underage drinking (e.g. controlled party dispersal operations).
3. **Retail Compliance Checks** - Undercover operations to check retailer compliance with laws regarding service of alcohol to minors – both on and off-premise operations are acceptable.
4. **Shoulder Tap Details** - Under the direct supervision of law enforcement officers, underage decoys solicit adults outside Alcohol Beverage Control licensed stores to buy alcohol. The goals of the program are to: (1) Reduce underage consumption of, and access to, alcohol by deterring adults from furnishing to youth outside of licensed premises; (2) Expand the involvement of local law enforcement in enforcing underage drinking laws; and (3) Raise public awareness about the problem of adults purchasing and providing alcohol to individuals under the age of 21.
5. **Policy Evaluation & Development** – An in-depth review of existing college and university Alcohol and other Drug (AOD) policies to evaluate the effectiveness, relevance and appropriateness of the current policies and procedures is strongly recommended. The applicant should review policies concerning on-campus as well as community involvement with alcohol. Where College AOD policies do exist, an evaluation of the enforcement of these rules should be examined.
6. **Responsible Beverage Server training programs (RBS)** - Training for managers and alcohol servers in commercial establishments to reduce the risks associated with the way alcohol is promoted and served. RBS training programs typically have three objectives: 1) to prevent the sale and service of alcohol to minors; 2) to reduce the

likelihood that drinkers will become intoxicated, and 3) to prevent those who are impaired by alcohol from driving.

7. **Enhancement and/or development of College/Campus Community Coalitions** – It is strongly recommended that applicants identify and enhance *existing* college community coalitions designed to prevent and reduce underage student drinking. Enhancements would include the increased involvement of community and campus law enforcement, allocation of financial resources for the implementation of environmental strategies and increased training for coalition members, college officials and members of the campus community. In some cases, the creation of a new college community coalition will be necessary. A clear mission to prevent and reduce underage alcohol access by enrolled college students must be established utilizing the allowable activities contained in this section.
8. **Educational Component** - Grant recipients should include an educational component regarding the selected prevention/enforcement-related projects to combat underage drinking (e.g. community and campus educational events regarding college AOD policy).
9. **Media Advocacy Efforts** – Effectively utilizing the media to publicize underage drinking enforcement efforts both on campus and in the community is critical to successful prevention efforts. Media campaigns and strategic use of local media outlets help to change norms and attitudes that support underage drinking as well as creating a general deterrent to this behavior. Whenever possible, all enforcement and prevention efforts should be publicized by local media.

III. Application Requirements

A. Proposal Cover Page

Proposals should include a completed proposal cover page (Attachment A) signed by the Chief Executive Officer of the applicant's organization and include the name of the programmatic contact person and the fiscal agent of the organization. **The proposal cover page should be submitted and bear an ORIGINAL signature. It should be the first page of your written proposal.**

B. Proposal Narrative

Applicants should submit a proposal narrative that does not exceed a length of six pages (see page seven for additional formatting requirements). The proposal should include a narrative description which responds to each of the items listed below. For evaluation purposes, a total of 80 points have been allocated to the proposal narrative and 20 points to the budget narrative.

1. **Problem Statement.** Briefly describe the nature of the problem of underage drinking with the college in your community. Data included should be based on college and/or community surveys, law enforcement statistics or aggregate data at the county level. Identify both the need for the initiative as well as the impact to the college campus community if the problem were to go unaddressed. **(10 Points)**

2. Program Goal(s). Identify what aspect of the problem you will address through the EUDL grant. Provide a broad statement that conveys the program's overall intent to change, reduce or eliminate the problem as it relates to the need in your area. The information relayed in the goal statement should reflect the program's long term outcome(s). **(5 Points)**

3. Program Objectives. Explain how the program will accomplish its goal(s). Objectives are specific and quantifiable statements of the desired results of the program. Each objective should be specific, measurable, attainable, realistic and encompass a clear time period. Example: By December 2011, a 15% decrease in the number of youth who gain access to alcohol through retail establishments as evidenced by comparison of 1st and 2nd round compliance checks. Objectives should clearly relate to the needs of the campus community as articulated in the problem statement and tie directly to the program goal. Program objectives reflect the short term outcomes for the program. Short term outcomes should be accomplished by the end of the grant period. **(15 Points)**

4. Activities and Services Planned. Describe which activities taken from the list of allowable activities on Page 3 and 4, your agency will employ to accomplish each objective. Describe how the combination of selected activities complement and enhance the overall effect of the prevention initiative. Applicants should also provide information about the roles of each partner in completing each activity. Describe how the activities will be implemented and evaluated against the stated objective. Applicants must include a detailed timeline for the completion of said activities to include the **August 1, 2011 – May 31, 2012 grant period and the August 1, 2012 to May 31, 2013 period.** Be specific about what measures you will use to evaluate program performance. Measures should directly relate to the activity, be based on a specific data source, and be manageable within the confines of the grant period. Information regarding the relative program effort as well as the FTE hours devoted to each activity should be identified. For law enforcement activities, provide an estimated number of FTEs, hours and hourly rates to complete the proposed activity. **(50 Points)**

Applicants are encouraged to submit a logic model that graphically illustrates how the performance measures are related to the project's problem statement, goals, objectives, and activities. A sample logic model is attached. If a provider opts to include a logic model as part of the application for funding, it should be included as an appendix.

5. Budget Narrative. Provide a budget narrative for each grant period that explains in detail all costs associated with the proposed activities. Annual funding request cannot exceed \$20,000. Please note that for each grant period, the administrative or indirect costs are limited to five percent of the total amount requested **(20 Points)**.

C. Letters of Support. The applicant **must include letters of support from the college/university** as well as the **law enforcement organizations** you are partnering with on this project. **Applicants must secure a total of 3 letters of support: 1. college administration, 2. campus public safety office and 3. community law enforcement partner.** All letters of support **must** identify the activities (See page 3-4) that each partnering organization will undertake. In addition to these required partnerships, OASAS-funded prevention providers are

strongly encouraged to develop collaborative relationships and/or multiple partnerships with Prevention Resource Centers, regional college consortia and/or local community coalitions. For details regarding Prevention Resource Centers, please visit the following OASAS link: <http://www.oasas.state.ny.us/pio/press/pr7-20-2009prc.cfm> .

IV. Reporting

Grant recipients will be required to comply with all applicable OASAS and OJJDP reporting requirements including the submission of a final narrative summary report to OASAS. A quarterly report will be required outlining all grant-funded activities and related expenditures. In addition, semi-annual data entry into OJJDP's Data Collection and Technical Assistance Tool (DCTAT) will be a requirement for all grant recipients. Some examples of required OASAS and OJJDP reporting areas include: enforcement data such as number of compliance checks, party patrols and DWI details; number trained in educational sessions and number of earned media events. Training regarding the DCTAT system as well as OASAS reporting will be provided to all grantees and a copy of the report requirements and timelines will be provided with the notice of the grant award.

V. Evaluation of Proposals

OASAS will conduct a two stage review process of all proposals submitted as follows:

- a. Threshold Review – OASAS will conduct a review to ensure that proposals are responsive to the terms set forth in the RFP. OASAS will reject any proposals as non-responsive that do not clearly and specifically address the intent of this funding opportunity and/or fail to:
 1. be submitted by an eligible entity;
 2. be submitted within the deadline;
 3. include 3 letters of support that identify activities to be undertaken as set forth in Section III. C of this RFP.

- b. Scored Review - Proposals will be reviewed by OASAS staff and applicants will receive a score for each response identified in the proposal narrative description section above. Each proposal will be evaluated and an average score will be calculated. The overall score will determine the list of awards in order of high to low.

- c. In the event proposals receive the same numerical score, OASAS will make an award to the proposal that received the highest score in the activities and services planned section. If tied in this section, then the award will go to the proposal that received the highest score in the program objectives section and if tied in this section, then to the proposal that received the highest score in the program goals section.

VI. Notification of Award

Applicants will be notified by mail on or about **July 28, 2011**.

VII. Formatting Guidelines

- **Page Limit:** The proposal narrative should not exceed the length of six pages. No additions or supplements other than those specifically requested in this solicitation (e.g. logic model, tasks and timeline, etc.) will be reviewed.
- **Font:** The proposal narrative should be 12 pt, Times New Roman or similar font.
- **Line Spacing:** Should be double space all narrative.
- **Margins:** The document should have 1-inch margins all around.

Applicants must submit one signed original of the proposal and three additional copies. Proposals, clearly marked as: **OASAS 2011 Request for Proposals Enforcing the Underage Drinking Laws (EUDL) College Community Coalition Sub-grants** should be forwarded to:

Office of Alcoholism and Substance Abuse Services
Bureau of Financial Management
Attn: James Carroll
1450 Western Avenue
Albany, NY 12203-3526

Proposals must be received by OASAS no later than 3 p.m. on June 22, 2011. Facsimiles and electronic submission will not be accepted at anytime during the application process. OASAS bears no responsibility for loss, delay, or other problems associated with the use of a public or private carrier in the transmittal and delivery of application material.

VIII. Bidders Conference

A bidder's conference will be held on **June 1, 2011** from 1:00 p.m. until 3:00 p.m. in the 2nd Floor Conference Room 2B at OASAS' offices located at 1450 Western Avenue, Albany, NY 12203. Attendance is not mandatory. To confirm your attendance, please contact Mr. Walter Davies at 518-457-4384 or walterdavies@oasas.state.ny.us by **May 31, 2011**. To participate by phone, applicants should call 1-866-394-2346 and enter conference code 7133945241.

IX. Questions related to this RFP

Please submit questions via email, letter and/or fax by **12:00 PM on May 31, 2011** to the office below. Along with your question(s), please provide your name, organization, mailing address, email address, and fax number. Please reference the **OASAS 2011 Request for Proposals Enforcing Underage Drinking Laws College Community Coalition Sub-Grants** in your submission. OASAS will not entertain questions via telephone, questions

not submitted to the addresses indicated above, or questions received after the deadline date listed above. Questions will not be answered on an individual basis. Written responses to inquiries submitted and all questions asked at the Bidders' Conference will be posted on the OASAS website on or about June 8th, 2011.

Questions concerning this solicitation should be submitted in writing by 12:00 PM **May 31 to:**

Mr. Walter Davies
Bureau of Prevention Services
Office of Alcoholism and Substance Abuse Services
1450 Western Avenue
Albany NY 12203-3526
(518) 457-4384
FAX (518) 485-9480
waltdavies@oasas.state.ny.us

X. Reserved Rights

OASAS reserves the right to:

- Reject any or all proposals received in response to this RFP, including but not limited to proposal that are non-responsive;
- Withdraw the RFP at any time, at the agency's sole discretion;
- Make an award under this RFP in whole or in part;
- Make awards based on geographical or regional consideration to best serve the interests of the state;
- Disqualify any bidder whose conduct and/or proposal fails to conform to the requirements of this RFP;
- Seek clarifications and revisions of proposals;
- Use proposal information obtained through site visits, management interviews and the state's investigation of a bidder's qualifications, experience, ability or financial standing, and any material or information submitted by the bidder in response to the agency's request for clarifying information in the course of evaluation and/or selection under the RFP;
- Prior to the bid opening, amend the RFP to correct errors of oversights, or to supply additional information as it becomes available;
- Prior to the bid opening, direct bidders to submit proposal modifications addressing subsequent RFP amendments;

- Change any of the scheduled dates;
- Eliminate any mandatory, non-material specification that cannot be met by all of the prospective bidders;
- Waive any requirement that is not material;
- Negotiate with the successful bidder within the scope of the RFP in the best interests of the state;
- Conduct contract negotiations with the next responsible bidder, should the agency be unsuccessful in negotiating with the selected bidder;
- Utilize any and all ideas submitted in the proposals received.

GENERIC LOGIC MODEL

Use the text in each block to guide your development of a project-specific logic model

