



## **REQUEST FOR PROPOSALS**

**May 20, 2010**

### **Public Communications Services**

**CIRM RFP # 2242**

The California Institute for Regenerative Medicine (CIRM) seeks an outstanding firm with professional expertise to assist in developing and executing public communications strategies and specific public communications functions. Full details are provided in this Request for Proposals.

If you have questions about the process for submitting a proposal, contact:

Cynthia Schaffer  
Contracts Administrator  
(415) 396-9241  
cschaffer@cirm.ca.gov

If you have questions the scope services to be addressed in a proposal, contact:

Don Gibbons  
Chief Communications Officer  
(415) 396-9117  
dgibbons@cirm.ca.gov

**Deadline for Response:** All required documents (including CD and hard copy with original signature) must be received at CIRM no later than 5:00 pm Pacific Time on June 14, 2010.

## **1. Introduction**

### **1.1. CIRM**

The California Institute for Regenerative Medicine (CIRM) was established in early 2005 following the passage of Proposition 71, the California Stem Cell Research and Cures Initiative. The statewide ballot measure, which provided \$3 billion in funding for stem cell research at California universities and research institutions, was approved by California voters on November 2, 2004, and called for the establishment of a new state agency to make grants and provide loans for stem cell research, research facilities and other vital research opportunities.

The mission of CIRM is to support and advance stem cell research and regenerative medicine under the highest ethical and medical standards for the discovery and development of cures, therapies, diagnostics and research technologies to relieve human suffering from chronic disease and injury.

To date, the CIRM governing board has approved 345 research, training and facility grants totaling more than \$1 billion, making CIRM the largest source of funding for human embryonic stem cell research in the world. Estimates suggest that these grants already awarded will generate tens of thousands of job-years of employment in the state. For more information please see [www.cirm.ca.gov](http://www.cirm.ca.gov).

### **1.2. Goals for this Contract**

CIRM is requesting proposals from firms who will work with the Chief Communications Officer of CIRM to build a foundation of support for the future by creating and cementing relationships with thought leaders and patient advocates, providing proof of the value of CIRM to the state, developing creative ways to demonstrate progress in a field while also setting realistic expectations.

CIRM expects to have a close working relationship with its public communications firm as evidenced by the nature of the tasks listed above. The public communications firm and its staff will be skilled and experienced in organizational positioning and leadership-level national media placement with the ability to think strategically and execute a vibrant and aggressive strategy to support the goals and initiatives of CIRM.

CIRM expects the chosen firm will be able to start as soon as possible after the execution of the contract. CIRM anticipates entering into an 11-month contract starting on August 1, 2010 through July 1, 2011 with two possible one-year extensions at CIRM's option.

## **2. Scope of Services Required**

CIRM expects that its public communications firm will comply with current industry standards and will maintain appropriate expertise at the firm's own expense. The firm should ensure that the quality and availability of its staff assigned to this agreement will be maintained over the term of the agreement.

The public communications firm will be expected to provide CIRM with the services described below. The firm will also be responsible for developing a system for monthly reporting of its activity on behalf of CIRM.

### **2.1. Daily News Reports**

Provide daily news reports on the developments in the field of stem cell research from a broad range of publications and news outlets. CIRM is interested in seeing all news reports relating to its activities, state and federal policy initiatives affecting stem cell research, mass media coverage of stem cell research and business developments, and selected international reports. We would like the reports to include the title of the article, its source, any additional outlets that carried the story, and separately, for most pieces, the full text of the article. The firm will be responsible for daily email distribution.

### **2.2. Communications Strategies**

The public communications firm must dedicate staff to the project that are committed to getting to know CIRM, its mission, and its accomplishments so that they can assist in developing and executing strategies for building the "foundation of support" outlined in the introduction.

Specific functions and areas of support are outlined below. CIRM will be looking for proposals that maximize the synergy between these.

- A. Provide guidance for optimizing the impact of CIRM's social media and other on-line outreach.
- B. Develop a content and design template for print-on-demand collaterals to be used by its patient advocate outreach coordinator, or other means to maximize the value of this position.
- C. Develop options for telling CIRM's proof of value story to opinion leaders.
- D. Offer options for creating a media event that could generate state-wide coverage.
- E. Dedicate seasoned media placement professionals to scouting out opportunities to place CIRM's leadership team in programs on broadcast outlets and in opinion and thought-leader magazines.

- F. CIRM will consider alternatives to D and E if the firm can show that other approaches would be more effective in the current media market.

### **3. Budget**

The proposal should include an all-inclusive competitive cost proposal that includes all administrative expenses, not to exceed \$125,000 per year.

### **4. Qualifications Required**

The firm must be a professional consulting firm with a specialization in California, national and global education and advocacy for scientific and medical research, public funding and related topics.

### **5. Submitting a Proposal**

#### **5.1. Documents to be Submitted**

There are three parts to a proposal. Part I (Consultant Information) and Part II (References) are included in this RFP as forms to be completed and returned with your proposal. There is no form for Part III (Proposal and Qualifications). You should prepare a PDF or Word document with your responses to the questions listed in the next section, and attach samples of your work.

#### **5.2. Proposal and Qualifications**

Provide straightforward and concise responses to the following in a separate document:

- A. Qualifications and Experience of Firm. Discuss how your firm's overall experience demonstrates your ability to successfully complete the Scope of Services.
- B. Qualification of Staff/Resumes. Identify the staff that will be providing the services required by the proposal, including years and type of experience for each person. Experience should include number of years at current firm as well as all prior service. The individual in charge of the CIRM account must have at least ten years prior experience.
- C. Comparable Projects. Provide a brief list and description of similar types of comparable projects successfully concluded within the last three years. Provide sample of your work on these and similar projects.
- D. Detailed Proposal and Budget. Describe how you intend to approach the project, and the resources you can provide. Provide a detailed description of all services that CIRM can expect to be performed by the public communications firm within the annual budget stated in the RFP (up to \$125,000), and an estimate of the time frame for delivery of the services. You

can propose multiple alternative approaches. Include a budget breakdown for each of the services described on the scope of services above; including pricing for alternative approaches proposed.

- E. Optional Additional Services. As an additional option, you can propose supplemental services that would require additional funding beyond the budgeted amount. Describe those services, explain how they deliver additional value beyond those included in the budgeted amount, and the cost for the supplemental services.

### **5.3. Submission**

#### **5.3.1. Format**

Please submit a hard copy of the proposal, with original signature, and a digital copy on a CD. Both the hard copy and the digital copy must be received at CIRM before the deadline.

Hard Copy: Submit one hard copy, with original signature.

Digital: Submit a CD with a PDF version of the hard copy, as well as digital versions of samples of past work.

#### **5.3.2. Delivery**

The proposal envelope(s) should be addressed as follows and must be plainly marked with the RFP number and title:

Cynthia Schaffer, Contracts Administrator  
RFP # 2242 Public Communications Services  
California Institute for Regenerative Medicine  
210 King Street, 3<sup>rd</sup> Floor  
San Francisco, CA 94107

#### **5.3.3. Deadline**

**All submittals must be received at CIRM no later than 5:00 pm Pacific Time, June 14, 2010.**

### **6. Selection**

The purpose of the proposal evaluation process is twofold: (1) to assess the responses for compliance with the RFP's minimum qualifications, content and format requirements; and (2) to identify public communications firms that have the highest probability of satisfactorily performing the services requested by CIRM. The evaluation process will be conducted in a comprehensive and impartial manner as set forth herein.

Proposals will undergo an evaluation process conducted by CIRM staff. Those proposals that CIRM staff believe best meet the requirements for services sought under this RFP will be considered finalist candidates. The finalist candidates may be interviewed by CIRM staff and may have their references checked.

In evaluating the proposals, CIRM will consider the perceived quality of the response, including vendor's proposed scope of services, schedule, references, experience and qualifications. Evaluation will include consideration of the following factors:

- A. Relevant Experience and Ability. Evaluation of prospective consultants will include review of relevant experience. Demonstrated experience with social media and securing media placement. Experience with patient advocate groups is preferred.
- B. Responsiveness to Project Requirements and Clients. Evaluation of prospective consultants will include consideration of responsiveness to client needs and requirements on previous projects, and the quality of the relationships maintained throughout the duration of these efforts, especially studies that led to the continuation of services for projects that were completed. Attentiveness to and compliance with RFP instructions and other aspects of the selection process will be taken as an indication of responsiveness.
- C. Qualifications of Proposed Personnel. Evaluation of prospective consultants will include the particular experience, capabilities, and availability of specific personnel who will be available to provide consulting services to CIRM.
- D. Availability and Proximity. Evaluation of prospective consultants will include their availability to take on this project in a timely manner and to provide prompt, responsive service. CIRM will also consider proximity to CIRM's office, and the ability of a firm's personnel to meet with CIRM staff when necessary. Note that firm personnel should be available for meetings at CIRM's office when necessary. CIRM will not be responsible for travel costs for firm personnel to travel to CIRM's office.
- E. Value. Range of services to delivered within the stated budget.

## 7. Key Action Dates

<u>Date</u>	<u>Action</u>
May 20, 2010	RFP available to prospective firms
June 14, 2010, 5:00 pm	Final Date for Proposal Submission. See page 5.
July 15, 2010	Proposed Award Date (Note: The actual award date may be earlier or later.)

## 8. Contract Terms

CIRM's standard Independent Consultant Agreement is attached, and the selected firm will be expected to comply with its terms, including insurance requirements. Please review the contract terms before submitting your proposal.

## 9. Additional Information

- A. A proposal may be rejected if it is conditional or incomplete, or if it contains any alterations of form or other irregularities of any kind. CIRM may waive any immaterial deviation in a proposal. CIRM's waiver of an immaterial deviation shall in no way modify the RFP document or excuse the proposer from full compliance with all requirements if awarded the contract.
- B. CIRM may reject any or all proposals.
- C. Costs incurred for developing proposals and in anticipation of award of the agreement are entirely the responsibility of the proposer and shall not be charged to CIRM.
- D. A proposer may withdraw its proposal by submitting a written withdrawal request to CIRM, signed by the Proposer or an authorized agent. Proposals may not be withdrawn without cause subsequent to proposal submission deadline.
- E. A proposer may not modify a proposal after its submission. If the submission deadline has not passed, a proposer may withdraw its original proposal and submit a new proposal. Proposal modifications offered in any other manner, oral or written, will not be considered.
- F. CIRM may modify the RFP prior to the date fixed for submission of proposals by posting the modified RFP on its website. If you are preparing a proposal, you should check the CIRM website for modifications to the RFP.
- G. CIRM will not consider more than one proposal from an individual, firm, partnership, corporation or association, under the same or different names.

- H. No oral understanding or agreement shall be binding on either party.
- I. All documents submitted in response to this RFP will become the property of CIRM, and will be regarded as public records under the California Public Records Act (Government Code Section 6250 et seq.) and subject to review by the public.

**10. Attached Documents**

- A. Notice Regarding Public Release of Proposals
- B. Form I: Consultant Information
- C. Form II: References
- D. CIRM's Standard Independent Consultant Agreement

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www.odwyerpr.com



# Notice To RFP Respondents

## PUBLIC RELEASE OF PROPOSALS

Under the California Public Records Act, the records of state agencies are generally available to the public upon request. The Proposal you submit will be a public document. If you are awarded the contract, the contract will be a public document.

The Public Records Act allows CIRM to withhold documents, or parts of documents, that reveal trade secrets or information that is confidential or proprietary, or information that would invade personal privacy.

You should submit your Proposal in a form that does not include such information. If you wish to include non-public information, put that information in a separate envelope labeled "Confidential," and include a brief explanation of the reason the information is non-public. If you do not provide an adequate basis for withholding the information, CIRM is required to make it available to the public. CIRM reserves the right to make the final determination whether to withhold or produce a document or portion of a document in response to a Public Records Act request. If CIRM withholds information at your request, you may be required to litigate any claim of trade secret that you assert.

CIRM is not permitted to provide legal advice about the Public Records Act and/or its exemptions. The following documents provide additional information about CIRM obligations under the Public Records Act:

CIRM Public Records Access Guide

<http://www.cirm.ca.gov/faq/pdf/guidelines.pdf>

Summary of the California Public Records Act

[http://www.ag.ca.gov/publications/summary\\_public\\_records\\_act.pdf](http://www.ag.ca.gov/publications/summary_public_records_act.pdf)

### Proposal Part I Consultant Information

Name of firm or individual proposed consultant

Business or trade name, if different from above

Business Form (check only one)

- Corporation
- Partnership
- LLC
- Individual/Sole Proprietor
- Other:

Mailing Address

City  State  ZIP

Website

Firm Contact:

Name

Email

Telephone  Fax

Total dollar amount of consultant work that the firm has performed for CIRM in the last 12 months.

The name and position of any CIRM employee who holds a position of director, officer, partner, trustee, manager or employee in the consultant organization, as well as the names of any near relatives who are employed by CIRM.

#### Certification

I hereby certify under penalty of perjury that I am authorized by the proposed consultant to submit this proposal on its behalf. I have reviewed all information provided in the accompanying proposal, and it is true and complete to the best of my knowledge.

Signature  Date

Name

Title

## Proposal Part II Proposer References

Submission of this attachment is mandatory. Failure to complete and return this attachment with your bid may cause your bid to be rejected and deemed non-responsive.

List below three references for services performed within the last five years, which are similar to the scope of work to be performed in this contract.

### REFERENCE 1

Name of Firm

Street Address  City  State  Zip Code

Contact Person  Telephone Number

Dates of Service  Value or Cost of Service

Brief Description of Service Provided

### REFERENCE 2

Name of Firm

Street Address  City  State  Zip Code

Contact Person  Telephone Number

Dates of Service  Value or Cost of Service

Brief Description of Service Provided

### REFERENCE 3

Name of Firm

Street Address  City  State  Zip Code

Contact Person  Telephone Number

Dates of Service  Value or Cost of Service

Brief Description of Service Provided

**APPENDIX 1**

Agreement No. CIRM \_\_\_\_

**CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE  
INDEPENDENT CONSULTANT AGREEMENT**

THIS AGREEMENT to furnish certain consultant services is made by and between the California Institute for Regenerative Medicine hereinafter called (CIRM), and \_\_\_\_\_ [Name] hereinafter called (the Consultant).

**I. NATURE AND PLACE(S) OF SERVICE**

A. The Consultant shall furnish to CIRM the following described services including a time schedule by which the Consultant is to produce or provide specified materials or perform certain consulting services as well as reports on the progress of the services:  
See attachment A submitted by Consultant to CIRM.

B. In addition to the services described in subparagraph A. above, the Consultant's proposal to CIRM shall be incorporated herein by reference and made part of this Agreement.

C. If the Consultant is an entity other than an individual, CIRM requires that staff be assigned according to Attachment A to perform the work set forth herein. No reassignment of work to any other individual(s) other than those described in Attachment A shall be made without the written approval of CIRM.

D. Place(s) of performance of such services shall be:

Consultant's location:

CIRM's location:

210 King Street  
San Francisco, CA 94107

E. CIRM will provide working space, equipment, furniture, utilities, and services, as follows:

**II. TERM OF AGREEMENT**

A. The term of this Agreement shall be from \_\_\_\_\_ through \_\_\_\_\_.

- B. CIRM reserves the right to terminate this Agreement subject to 30 days written notice to the Consultant. Consultant may submit a written notice to terminate this Agreement only if CIRM should substantially fail to perform its responsibilities as provided herein. In addition, this Agreement may be terminated immediately for cause. The term "for cause" shall mean that the Consultant fails to meet the terms, conditions, and/or responsibilities of this Agreement. In this instance, the termination shall be effective as of the date indicated on CIRM's notification to the Consultant.
- C. The term of this Agreement may be extended by the mutual, written consent of both parties.

### III. COMPENSATION AND REIMBURSEMENT FOR EXPENSES

- A. CIRM shall pay the Consultant for services performed on the following basis:
1. Professional Fees:
  2. Other Expenses

#### MAXIMUM TO BE PAID UNDER THIS AGREEMENT

\$ \_\_\_\_\_

\* Reimbursement for travel and per diem shall be in accordance with established CIRM rates and policies.

- B. Payments shall be made upon the Consultant's submission of invoices indicating the Agreement Number and setting forth charges in accordance with rates detailed in Article III-A. Each invoice shall include the Consultant's taxpayer identification number (Social Security or employer identification number). Invoices shall be submitted not more frequently than monthly in arrears to:

California Institute for Regenerative Medicine  
Interim President  
210 King Street  
San Francisco, CA 94107

Payment will be made in accordance with, and within the time specified in, Government Code Chapter 4.5, commencing with Section 927.

The following link will take you to the Government Code cited for further information. <http://www.leginfo.ca.gov/cgi-bin/displaycode?section=gov&group=00001-01000&file=927-927.12>

### IV. REPORTING

In performing consulting services under this Agreement, the Consultant shall be accountable to CIRM and shall provide progress reports to CIRM upon CIRM's request.

#### V. NOTIFICATION

Notices concerning this Agreement shall be addressed as follows:

CIRM: \_\_\_\_\_ TO  
CONSULTANT: \_\_\_\_\_

[Insert name and address]

#### VI. TAXES

The compensation stated in Article III includes all applicable taxes and will not be changed hereafter as the result of Consultant's failure to include any applicable tax or as the result of any change in the Consultant's tax liabilities. The Consultant acknowledges that compensation payable hereunder may be subject to withholding of state and federal income tax, including state income tax subject to withholding pursuant to California Revenue and Taxation Code Sections 18661-18677.

#### VII. INDEPENDENT CONSULTANT STATUS

- A. Both parties agree that in the performance of this Agreement the Independent Consultant shall not be an agent or employee of CIRM, shall not be covered by the State of California Worker's Compensation Insurance or Unemployment Insurance, shall not be eligible to participate in CIRM's retirement programs, and shall not be entitled to any other CIRM employee benefits.
- B. The Consultant shall be solely responsible for the conduct and control of the work to be performed by the Consultant under this Agreement, except that the Consultant is accountable to CIRM for the results of such work. The Consultant's services for CIRM shall be performed in accordance with currently approved methods and ethical standards applicable to the Consultant's professional capacity.

California State Contract Code 10515 (a) states: No person, firm, or subsidiary thereof who has been awarded a consulting services contract may submit a bid for, nor be awarded a contract on or after July 1, 2003, for the provision of services, procurement of goods or supplies, or any other related action that is required, suggested, or otherwise deemed appropriate in the end product of the consulting services contract.

#### VIII. ASSIGNMENT OR SUBCONTRACTING

The Consultant may not assign or transfer this Agreement, or any interest or claim, or subcontract any portion of the work, without the prior written approval of CIRM. The withholding or granting of such approval is totally discretionary with CIRM. If CIRM consents to such assignment or transfer, the terms and conditions of this Agreement shall be binding upon any assignee or transferee.

#### IX. PROPERTY RIGHTS, INCLUDING PATENTS AND COPYRIGHTS

All written and other tangible material ("Material") produced pursuant to this Agreement by the Consultant shall be considered a work-made-for-hire under the Copyright Act. To the extent said Material does not qualify as a work-made-for-hire, Consultant hereby assigns all right, title, and interest, including, but not limited to, copyright and all copyright rights in the Material to CIRM and shall execute any and all documents necessary to effectuate such assignment. In the event Consultant uses any individual who is not a full-time employee of Consultant or uses any other entity to perform any of the work required by Consultant hereunder, Consultant shall require said individual or entity to sign an agreement before commencing work for consultant to sign an agreement that contains identical wording to the foregoing two sentences except that the word "Consultant" shall be replaced with the individual's or entity's name.

X. CONSULTANT'S LIABILITY AND INSURANCE REQUIREMENTS

A. The Consultant agrees to defend, at CIRM's election, indemnify, and hold harmless CIRM, its officers, agents, and employees from and against any and all claims, losses, expenses (including costs and reasonable attorney's fees), claims for injury, or damages that are caused by or result from the negligent or intentional acts or omissions of the Consultant, its officers, employees, or agents or Consultant's breach of this Agreement. In addition, Consultant agrees to defend, at CIRM's election, indemnify, and hold harmless CIRM, its officers, agents, and employees from and against any and all claims, losses, expenses (including costs and reasonable attorney's fees), claims for injury, or damages accruing or resulting to any and all contractors, subcontractors, suppliers, or any other person, firm or corporation furnishing services or supplying goods in connection with Consultant's performance of this Agreement

B. The Consultant shall furnish a Certificate of Insurance or statement of self-insurance (contractual liability included) showing minimum coverage as follows:

1. General Liability: Comprehensive or Commercial Form (Minimum Limits)

(i)	General Aggregate (BI, PD)*	\$2,000,000
(ii)	Products, Completed Operations Aggregate	\$2,000,000
(iii)	Personal and Advertising Injury	\$1,000,000
(iv)	Each Occurrence	\$1,000,000

\* (not applicable to comprehensive form)

However, if such insurance is written on a claims-made form following termination of this Agreement, coverage shall survive for a period no less than three years. Coverage must include a Primary and Non-Contributory provision and a Severability of Interest provision. Coverage shall also provide for a retroactive date of placement coinciding with the effective date of this Agreement.

2. Business Auto Liability: (Minimum Limits) for Owned, Scheduled, Non-Owned, or Hired Automobiles with a combined single limit of no less than \$1,000,000 per occurrence.
3. Workers' Compensation: as required under California State Law.
4. Professional Liability Insurance: (Minimum Limits)
  - (1) Each occurrence \$2,000,000
  - (2) Project Aggregate \$2,000,000

If this insurance is written on a claims-made form, it shall continue for three years following termination of this Agreement. The insurance shall have a retroactive date of placement prior to or coinciding with the effective date of this Agreement. The insurance must include Contractual Liability Coverage and Defense and Indemnification of CIRM by the contracting party.

5. Other insurance in amounts as from time to time may reasonably be required by the mutual consent of CIRM and the Consultant against such other insurable hazards relating to performance.

Certificate(s) shall name CIRM as an additional insured under 1, 2 and 4 above, obligate the insurer to notify CIRM at least thirty (30) days prior to cancellation of or changes in any of the required insurance and include a provision that the coverage will be primary and will not participate with nor be excess to any valid and collectible insurance program of self-insurance carried or maintained by CIRM. Premiums on all insurance policies shall be paid directly by the Consultant.

#### XI. RECORDS ABOUT INDIVIDUALS

- A. The Consultant acknowledges that the creation and maintenance of records pertaining to individuals is subject to certain requirements set forth by the California Information Practices Act (Civil Code 1798, et seq.) and by CIRM policy. Such requirements include provisions governing the collection, maintenance, accuracy, dissemination, and disclosure of information about individuals, including the right of access by the subject individuals.
- B. If the Consultant creates confidential or personal records about an individual, as defined by the Information Practices Act, including notes or tape recordings, the information shall be collected to the greatest extent practicable directly from the individual who is the subject of the information. When collecting the information, the Consultant shall inform the individual that the record is being made and of the purpose of the record.



- C. Records containing confidential or personal information about individuals are the property of CIRM and subject to CIRM's policies and applicable federal and state laws. The Consultant agrees to deliver all such records, including originals and all copies and summaries, to CIRM upon termination of this Agreement.
- D. The Consultant shall not use recording devices in discussions with CIRM's employees without notifying all parties to the discussion that the discussion is being recorded.

## XII. EXAMINATION OF RECORDS

The Consultant agrees that CIRM and its authorized agents shall have the right to review and copy any records and supporting documentation pertaining to the performance of this Agreement including, but not limited to, all documents, records and work papers whether obtained or copied from CIRM or developed by the Consultant. Consultant agrees to maintain such records for a minimum of five (5) years after final payment, unless a longer period of records retention is stipulated. Consultant agrees to allow CIRM and its authorized agent's access to such records during normal business hours. Further, Consultant agrees to include a similar right of access in any subcontract related to the performance of this Agreement.

In accordance with state law, the Consultant agrees that CIRM, its authorized agents, the State Controller's Office, and the Bureau of State Audits (collectively, the "Auditors") shall have the right, in connection with an audit, to review and copy any records and supporting documentation pertaining to the performance of this Agreement including, but not limited to, all documents, records and work papers whether obtained or copied from CIRM or developed by the Consultant. Consultant agrees to maintain such records for possible audit for a minimum of five (5) years after final payment, unless a longer period of records retention is stipulated. Consultant agrees to allow the Auditors access to such records during normal business hours and to allow interviews of any employees who might reasonably have information related to such records. Further, Consultant agrees to include a similar right of the Auditors to audit records and interview staff in any subcontract related to the performance of this Agreement.

## XIII. CONFLICT OF INTEREST

- A. The Consultant will not hire any officer or employee of CIRM to perform any service covered by this Agreement. If the work is to be performed in connection with a federal or state contract or grant, the Consultant will not hire any employee of the government concerned to perform any service covered by this Agreement.
- B. The Consultant affirms that to the best of his/her knowledge there exists no actual or potential conflict between the Consultant's family, business or financial interest and the services provided under this Agreement, and in the event of change in either private interests or service under this Agreement, any question regarding possible conflict of interest which may arise as a result of such change will be raised with CIRM.
- C. The Consultant shall not be in a reporting relationship to a CIRM employee who is a near relative, nor shall the near relative be in a decision-making position with respect to the Consultant.
- D. The Consultant shall execute a Form 700 Statement of Economic Interests as published by the Fair Political Practices Commission. Statements of Economic Interests are public documents. More information about Form 700 is available at [www.fppc.ca.gov](http://www.fppc.ca.gov).

XIV. AFFIRMATIVE ACTION

The Consultant recognizes that as a state government contractor or subcontractor, the Consultant is obligated to comply with all state laws and regulations regarding equal opportunity and affirmative action in government contracts. When applicable, the Consultant agrees that all such laws and their implementing regulations are incorporated herein as though set forth in full. These laws include the nondiscrimination requirements of Government Code sections 12990 and 11135, and the nondiscrimination program and clause required by Title 2, Division 4, Chapter 5 of the California Code of Regulations.

XV. CONFIDENTIALITY

The Consultant shall keep confidential any information provided by CIRM or any information conveyed orally to the Consultant by CIRM with oral notification of its confidentiality (the "Confidential Information"), Consultant agrees to maintain the secrecy of CIRM's Confidential Information and agrees not to use it except in performing the Services under this Agreement and not to disclose it to anyone outside CIRM or anyone within CIRM's organization who does not have a need to know it to perform under this Agreement. This non-disclosure provision shall not apply to any of the following:

1. Information which the Consultant can demonstrate by written records was known to him or her prior to the effective date of this Agreement;
2. Is currently in, or in the future enters, the public domain other than through a breach of this Agreement or through other acts or omissions of the Consultant; or
3. Is obtained lawfully from a third party.

XVI. APPLICABLE LAW

The laws of the State of California shall govern this Agreement.

XVII. TERMS TO BE EXCLUSIVE

This Agreement constitutes the entire understanding between the parties regarding the subject matter hereof and supersedes any prior understanding between the parties, oral or written, regarding the same subject matter.

XVIII. WAIVER OR MODIFICATION OF TERMS

No waiver, amendment or other modifications of the terms of this Agreement shall be binding upon either party unless expressed in writing and signed by both parties hereto.

XIX. STANDARD FOR PERFORMANCE

The parties acknowledge that CIRM, in selecting the Consultant to perform the services hereunder, is relying upon the Consultant's reputation for excellence in the performance of the services required hereunder. The Consultant shall perform the services in the manner of one who is a recognized specialist in the types of services to be performed. All deadlines set forth in the Agreement are binding and may be

modified only by subsequent written agreement of the parties. The Consultant shall devote such time to performance of its, her, or his duties under this Agreement as is reasonably necessary for the satisfactory performance of such duties within the deadlines set forth herein. Nothing in the foregoing shall be construed to alter the requirement that time is of the essence in this Agreement.

XX. EXCLUSION. Independent Consultant warrants that it is not excluded from participation in any governmental sponsored program, including, without limitation, the Medicare, Medicaid, or Champus programs (<http://exclusions.oig.hhs.gov/search.aspx>) and the Federal Procurement and Nonprocurement Programs (<http://www.epls.gov/epls/search.do>). This Agreement shall be subject to immediate termination in the event that the Independent Consultant is excluded from participation in any federal healthcare or procurement program.

XXI RESOLUTION OF DISPUTES

If the Consultant disputes any action by CIRM arising under or out of the performance of this contract, the Consultant shall notify CIRM of the dispute in writing and request a claims decision. CIRM shall issue a decision within 30 days of the Consultant's notice. If the Consultant disagrees with CIRM's claims decision, the Consultant shall submit a formal claim to the President of CIRM. The decision by the President of CIRM shall be final and conclusive on the claim unless the decision is arbitrary, capricious or grossly erroneous or if any determination of fact is unsupported by substantial evidence. The decision may encompass facts, interpretation of the contract and determinations or applications of law. The decision shall be in writing following an opportunity for the Consultant to present oral or documentary evidence and arguments in support of the claim. Consultant shall continue with the responsibilities under this Agreement during any dispute.

INDEPENDENT CONSULTANT

THE CALIFORNIA INSTITUTE FOR  
REGENERATIVE MEDICINE

Signature \_\_\_\_\_

Date \_\_\_\_\_

Dr. Alan Trounson  
President

Date \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

\_\_\_\_\_  
Social Security or Employer Identification Number\*

\*Pursuant to Federal Privacy Act of 1974, you are hereby notified that disclosure of your Social Security number is mandatory. Disclosure of the Social Security number is required pursuant to Sections 6011 and 6051 of Subtitle F of the Internal Revenue Code and Regulation 4, Section 404.1256, Code of Federal Regulations, under Section 218, Title II of the Social Security Act, as amended. The Social Security number is to verify your identity. The principal uses of the Social Security number shall be to report payments you have received to the Federal and State governments.

Item 6445-502-6047001/H&S Code 125291.20/Statutes 2004/FY 06/07  
Account/Fund to be charged