



Solicitation Information
8 April 08

RFP# 7077852

TITLE: ELIMINATING DISPARITIES IN TOBACCO USE

Submission Deadline: 8 May 08 @ 11:00 AM (Eastern Daylight Time)

Questions concerning this solicitation must be received by the Division of Purchases at questions@purchasing.ri.gov no later than **22 April 08 at 12:00 Noon (EDT)**. Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP# on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No

BOND REQUIRED: No

Jerome D. Moynihan, C.P.M., CPPO
Administrator of Purchasing Systems

Applicants must register on-line at the State Purchasing Website at www.purchasing.ri.gov

Note to Applicants:

Offers received without the entire completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

SECTION 1 - INTRODUCTION

The Rhode Island Department of Health (HEALTH), Division of Community, Family Health and Equity, Tobacco Control Program, is soliciting proposals from community-based, public or non-profit organizations to implement an Eliminating Disparities Related to Tobacco Use initiative in communities in Rhode Island. The proposal aims to fund multiple community grants that will address tobacco control at the local level in population groups identified as having disparate health impacts related to tobacco use. Funding for this project is available through an appropriation from the Rhode Island General Assembly and the Centers for Disease Control and Prevention and is contingent upon funding. The initial project period is expected to begin approximately April 1, 2007 and continue through June 30, 2009. A total of \$145,000 is available to fund up to 17 selected projects for up to \$10,000 each. Based on agency performance and availability of funds, the projects may be renewed for up to four (4) additional twelve-month periods at the exclusive option of the state. Proposals will be evaluated based on the relative merits of the proposal and an appropriate, realistic budget. A ten percent (10%) verifiable match will be required by the funded agency for each year of funding.

This solicitation, and any subsequent award, is governed by the State's General Conditions of Purchase, which is available at www.purchasing.ri.gov

INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS:

- Potential offerors are advised to review all sections of this Request carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
- Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals that depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.
- All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content should be borne by the offeror. The State assumes no responsibility for these costs.
- Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
- All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.
- Proposals misdirected to other State locations or those not present in the Division of Purchases at the time of opening for any cause will be determined to be late and will not be considered. The official time clock is located in the reception area of the Division of Purchases,
Department of Administration, One Capitol Hill, Providence, RI.
- In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation without a Rhode Island business address, shall have the right to transact business in the State until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This is a requirement only of the selected applicant(s).*

- Proposals should include the offeror's FEIN or Social Security number as evidenced by a W9, downloadable from the Division of Purchases website at www.purchasing.ri.gov.
- Bidders are advised that all materials submitted to the State for consideration in response to this Request for Proposals will be considered to be public records, as defined in RIGL Title 38, Chapter 2, and will be released for inspection immediately upon request, once an award is made.
- It is intended that an award pursuant to this Request will be made to a prime Contractor who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontracts are permitted, provided that their use is clearly indicated in the offeror's proposal and the proposed subcontractor(s) are identified in the proposal.
- The State of Rhode Island has a goal of ten percent (10%) participation by Minority Business Enterprises in all State procurements. For further information, visit the web site at www.mbe.ri.gov. To speak with an MBE officer, please call (401) 574-8253.
- The purchase of services under an award made pursuant to this Request will be contingent on the availability of funds.
- Equal Employment Opportunity (RIGH 28-5.1) Declaration of Policy - (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island State government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of State employment. This policy applies in all areas where the State dollar is spent: in employment, public service, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office at 401-222-3090.

NOTICE

THERE MAY BE ADDITIONAL ADDENDA TO THIS RFP AT ANY TIME BEFORE THE OPENING DATE AND TIME.

THE DIVISION OF PURCHASES WILL **NOT** BE NOTIFYING BY MAIL OF ANY SUCH ADDENDA.

IT IS THE **APPLICANTS RESPONSIBILITY** TO **CHECK** AND **DOWNLOAD** ANY AND ALL ADDENDA.

AN ADDENDUM TO AN RFP IS LISTED AS THE BID NUMBER WITH AN **"A"** AND THE NUMBER OF THE ADDENDUM FOLLOWING; FOR EXAMPLE 3025A1 INDICATES ADDENDUM #1 HAS BEEN ISSUED FOR BID 3025. **3025A2** INDICATES ADDENDUM #2 HAS BEEN ISSUED.

YOU MUST CLICK ON **ALL** OF THESE LISTINGS TO GET THE **COMPLETE** PACKAGE.

SECTION 2 - BACKGROUND AND PURPOSE

BACKGROUND:

Current smoking rates in Rhode Island have decreased to 19% for adults, the first significant decreases occurring in 2004 and 2005 after years of limited movement up and down during the 1990s. While smoking among Rhode Islanders has declined, not all groups in the state have benefited equally. Some populations experience disparate health impacts from tobacco use, either

because of higher smoking rates or rates of youth initiation of tobacco use, targeted marketing by the tobacco industry, or other factors.

The Tobacco Control Program works on the following four goals:

1. Eliminate exposure to secondhand smoke
2. Increase cessation of tobacco use among adults and youth
3. Reduce the initiation of tobacco use among youth
4. Eliminate health disparities related to tobacco use

The Rhode Island Department of Health recently convened a diverse workgroup of representatives of many of the populations that experience disparate health impacts related to tobacco use and the organizations that serve them to develop a Rhode Island Strategic Plan to Address Tobacco-Related Disparities.

The Plan appears on the RI Department of Health website: www.health.ri.gov/tobacco. The purpose of this solicitation is to implement activities outlined in the plan and described in the scope of work below among one or more of the target populations listed below.

GENERAL PURPOSE:

This Request for Proposals focuses on implementing community initiatives using some of the recommended strategies and activities from the Rhode Island Strategic Plan to Address Tobacco-Related Disparities. The Eliminating Tobacco-Related Disparities Initiatives will implement evidence-based interventions to reach the target population groups identified below to reduce access to and use of tobacco products. The project will focus on curbing access to tobacco products, engaging community support to reduce the availability of tobacco products, especially to youth, reducing tobacco company promotions that negate the health effects of the cigarette excise tax, and to seek a voluntary reduction in advertising of tobacco products within 500 feet of schools and playgrounds. It will include mapping tobacco at the community level—its sale, advertising and promotions, and tobacco industry targeting of certain groups.

Eligible applicants must be community-based, public or non-profit agencies who are in good standing with the federal government. HEALTH's Tobacco Control Staff will provide all administrative and other support services to each agency that is awarded a contract resulting from this solicitation. These services include, but are not limited to, training, and technical and support services. Applicants must be able to demonstrate the stability of their organization as well as effective management and administrative performance.

Applicants must have the following capabilities:

- Technical (computer and electronic communication) capacity. It is essential that the applicant have direct access to the Internet. Project staff must have e-mail capability.
- Ability to reach the population. Evidence of experience of the applicant with the population (e.g. prior projects) and that the CBO has a competent staff to serve this population.
- Written agreement to participate in all trainings required by the Rhode Island Department of Health as well as monthly meetings with other partners.

RESULTS:

The Contractor shall work in close partnership with HEALTH on this project, attending routine oversight meetings. It is expected that staff of HEALTH and the Contractor will share the responsibilities under the overall guidance of senior Department personnel. The project will focus on eliminating tobacco-

related disparities by implementing evidence-based interventions to reach the target population groups to reduce access to and use of tobacco products through curbing access to tobacco products, engaging community support to reduce the availability of tobacco products, especially to youth, reducing tobacco company promotions that negate the health effects of the cigarette excise tax, and to seek a voluntary reduction in advertising of tobacco products within 500 feet of schools and playgrounds. It will include mapping tobacco at the community level—its sale, advertising and promotions, and tobacco industry targeting of certain groups.

SECTION 3 - SCOPE OF WORK

GENERAL DESCRIPTION:

The goal of the Eliminating Disparities in Tobacco Use Initiative is to implement community interventions designed to reach the population groups identified below to reduce tobacco use. Sites will organize their activities to change the community environment as well as individual attitudes and behaviors regarding tobacco use in their target populations.

Sites will educate and involve community members in tobacco control and provide opportunities for individuals and groups to take action to improve the health of the community. Sites are expected to be inclusive and reflect the diverse makeup of the community (i.e., race, ethnicity, age, gender, sexual orientation, religion, and income).

Target Population

The following population groups have been identified as having disparities related to tobacco use:

- 1) Poor
- 2) Pregnant women
- 3) 18-24 yr olds
4. Mentally ill
- 5) Native Americans
- 6) Lesbian, Gay, Bi-Sexual, and Transgender
- 7) African American

Applicants may choose one or more of the above population groups to focus activities on. The selected population(s) should be defined with reference to the community and geographic area of work. In cases of racial and ethnic minority populations, applicants should indicate in detail how culturally and linguistically appropriate services will be delivered. Include information pertaining to the following: the projected number of racial and ethnic minorities and disparately affected clients to be reached by the project and the agency's access and/or proposed outreach to the population described above.

All applicants are expected to implement the following core activities/interventions in collaboration with other funded sites and the Comprehensive Tobacco Control Projects such as those currently funded at Progresso Latino, Urban League of RI, International Institute, Pawtucket Substance Abuse Prevention Task Force, and Woonsocket Task Force on Substance Abuse.

1.Create/Enforce/Strengthen tobacco control environmental change in municipalities

- Reduce the number and locations of retailers of tobacco products
- Prohibit tobacco vending machine sales in places accessible to young people
- Increase the age of purchase of tobacco products to 21
- Require municipal retail licenses to sell tobacco products

- Eliminate self-service of tobacco products
- Encourage enforcement agencies to conduct compliance checks of tobacco sales to minors

2. Reduce Tobacco Industry Influence

- Reduce the extent and type of retail tobacco advertising by pursuing generic local advertising and signage ordinances

Additionally all applicants should choose activities listed under the two strategies to be implemented in their communities:

1. Community Mobilization Strategy

The primary role of the disparities project will be to increase broad-based support for tobacco control at the community level. This is done through increasing the number and type of organizations and individuals involved in tobacco control.

- Recruiting community members to participate in specific initiatives, thereby increasing both the numbers and kinds of organizations and individuals engaged in tobacco control.
- Identifying and educating key members for each population and bring them together with other "champions".
- Creating a map of the community (or geographic area) outlining assets and deficits and the occurrence and role of tobacco in the community using a process provided by the Tobacco Control Program.

2. Counter-Marketing / Media Strategy

Disparities core project will work to change social norms that support tobacco use by mounting public education initiatives that raise public awareness about the health hazards related to tobacco use and by using counter-marketing campaigns to combat tobacco industry strategies for promoting use.

- Assuring all programs are culturally and linguistically appropriate, for example, programs appropriate for those with low literacy.
- Conducting press outreach for local events (e.g., press releases, press conferences and letters to the editor) to generate citizen involvement and expose tobacco industry tactics to target the populations identified above.
- Developing a counter-advertising campaign for target populations chosen that exposes tobacco industry manipulation.

REQUIREMENTS:

1. Eligible applicants must be community-based, public or non-profit agencies who are in good standing with the federal government. The applicant organization must have competent staff with documented credentials. The applicant will be expected to examine what job skills the selected programs require and ensure that staff have needed skills. The applicant must provide culturally and linguistically appropriate services for the target population in the proposal.
2. It is essential that the applicant have technical (computer and electronic communication) capacity that enables direct access to the Internet and e-mail.
3. A minimum of one representative will be required to attend the monthly partner meeting organized by the Rhode Island Department of Health Tobacco Control Program.

TASKS:

Current Program Activities That Must Be Performed:

1. Conduct Geographical Information Systems mapping of community tobacco retail and sales and identify disparities in these, if any;
2. Develop community awareness and support to be able to form a tobacco control grassroots network to focus on eliminating disparities in tobacco control;
3. Strengthen tobacco control regulations and enforcements at the local and state level; and
4. Support RI statewide tobacco control activities.

Key Staff and Related Experience

The Contractor must have a Project Coordinator responsible for overseeing all activities described in the Scope of Work. This person must have some experience relevant to the coordination of community activities focused on grassroots organizing and educating community constituents on health issues.

The Contractor must clearly indicate the person(s) who will be responsible for each task and the number of hours they are budgeted for on the project.

The Contractor may subcontract limited components of the work as may be appropriate. All subcontractors considered for use in performing the basic scope of work must be clearly identified, including a list of all subcontractor staff, task(s) they will perform, hourly wage(s), and the number of hours they will be budgeted to the project. The subcontractors' budget must be in the same detail as that of the Contractor.

DELIVERABLES:

Successful applicants will be required to submit monthly reports and invoices by the tenth of each month following the delivery of services and accompanied by appropriate documentation. A six-month report describing program activities is required, and a final project report including a description of program activities and results of interventions will be due within 30 days of the completion of the project.

CONTRACTOR RESPONSIBILITIES:

1. Computer support
2. Office space, office equipment, office support
3. Indemnification, insurance, performance bonds
4. Supervision of subcontractors

SECTION 4 - PROPOSAL SUBMISSION

Questions concerning this solicitation may be e-mailed to the Division of Purchases at questions@purchasing.state.ri.us no later than the date and time indicated on page one of this solicitation. Please reference LOI # on all correspondence. Questions should be submitted in a Microsoft Word attachment. Answers to questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. If technical assistance is required to download, call the Help Desk at (401) 574-9709.

Offerors are encouraged to submit written questions to the Division of Purchases. No other contact with State parties will be permitted. Interested offerors may submit proposals to provide the services covered by this Request on

or before the date and time listed on the cover page of this solicitation. Responses received after this date and time, as registered by the official time clock in the reception area of the Division of Purchases will not be considered.

Responses (an original plus three copies) should be mailed or hand-delivered in a sealed envelope marked "RFP # 7077852: Eliminating Disparities in Tobacco Use " to:

RI Dept. of Administration
Division of Purchases, 2nd floor
One Capitol Hill
Providence, RI 02908-5855

NOTE: Proposals received after the above-referenced due date and time will not be considered. Proposals misdirected to other State locations or which are otherwise not presented in the Division of Purchases by the scheduled due date and time will be determined to be late and will not be considered. Proposals faxed, or emailed, to the Division of Purchases will not be considered. The official time clock is in the reception area of the Division of Purchases.

RESPONSE CONTENTS

Responses should include the following:

1. A completed and signed three-page R.I.V.I.P generated bidder certification cover sheet downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
2. A completed and signed W-9 downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
3. A *separate* Technical Proposal describing the qualifications and background of the applicant and experience with and for similar projects, and all information described earlier in this solicitation. The Technical Proposal is limited to six (6) pages (this excludes any appendices). As appropriate, resumes of key staff that will provide services covered by this request.
4. A *separate*, signed and sealed Cost Proposal reflecting the hourly rate, or other fee structure, proposed to complete all of the requirements of this project. The Cost Proposal form is attached and should consist of a 12-month budget and budget narrative.
5. In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CDRom or Diskette). Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested. This CD or diskette should be included in the proposal marked "original".

The Technical Proposal must contain the following sections:

➤ Executive Summary

The Executive Summary is intended to highlight the contents of the Technical Proposal and to provide State evaluators with a broad understanding of the offeror's technical approach and ability, including prior experience with similar projects.

➤ Offeror's Organization and Staffing

This section shall include identification of all staff and/or subcontractors proposed as members of the project team, and the duties responsibilities, and concentration of effort that apply to each, as well as resumes, curricula vitae, or statement of prior experience and qualifications.

➤ Work Plan/Approach

This section shall describe the offeror's understanding of the State's requirements, including the results intended and desired, the approach and or methodology to be employed, and a work plan for accomplishing the results proposed. Specifically:

- a) Describe prior experience that demonstrates the agency's ability to work with the target population to provide the services described in the Scope of Work.
- b) List measurable goals and objectives of your proposal using the Scope of Work discussed in this documentation as a guide.
- c) Describe an Approach/Work Plan and Time Line that is detailed and meets the needs of the target population. Clearly demonstrate when and how each task in the work plan will be carried out.
- d) Evaluation Plan. Outline a process and outcome evaluation plan and describe how objectives will be accomplished.

➤ Previous Experience and Background

This section shall include the following information:

- A comprehensive listing of similar projects undertaken and/or similar clients served, including a brief description of the projects;
- A description of the business background of the offeror (and all subcontractors proposed), including a description of their financial position; and
- A copy of the agency's proof of non-status (501c3 must be attached).

SECTION 5 - EVALUATION AND SELECTION

Proposals will be reviewed by a Technical Review Committee comprised of staff from state agencies that have experience working with community-based programs.

The maximum possible score is 100 points and applications scoring below 60 points in the technical review will not be considered. The Department of Health reserves the right not to fund any proposal(s). Applicants may be required to submit additional written information or be asked to make an oral presentation before the Technical Review Committee to clarify statements made in their proposal. Proposals will be reviewed and scored based upon the following criteria.

<hr/> <p>0-15 points</p>	<p>Background: Offeror's Organization and Experience Applicant has demonstrated experience working with community advocates on related issues that will enable them to provide the services in the Scope of Work. Describe your organization, the racial/ethnic make-up of your Board of Directors, and where the program will be carried out within</p>
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the organizational structure of your agency.

<hr/> 0-10 points	Goals and Objectives List measurable goals and objectives of your proposal using the Scope of Work discussed in this documentation as a guide.
<hr/> 0-30 points	Work plan/Approach/Project Work Plan/Time Line Applicant has presented a plan of action that is clear and detailed and meets the needs of the target population. The applicant has clearly demonstrated when and how each task in the work plan will be carried out. This section should describe the offeror's understanding of the State's requirements, including the result(s) intended, and a work plan for accomplishing the results proposed. The work plan description should include a detailed proposed project schedule (by task), a list of tasks, activities, and/or milestones that will be employed to administer the project.
<hr/> 0-15 Points	Project Staffing This section should include identification of all staff proposed as members of the project team, and the duties, responsibilities, and concentration of effort that apply to each (as well as resumes or statements of prior experience and qualification). Include resumes in appendix.
<hr/> 0-10 points	Evaluation Outline a process and outcome evaluation plan and describe objectives that will be accomplished. Identify tools applicable to the project.
<hr/> <hr/> 0-20 points	Budget/Cost Proposal Applicant has submitted a budget and budget narrative that reflect appropriate expenses to accomplish the scope of work.

Notwithstanding the above, the State reserves the right not to award this contract or to award on the basis of cost alone, to accept or reject any or all responses, and to award in its best interest.

Responses found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further. The State reserves the right to reject any or all responses submitted and to waive any informalities in any vendor's submission

COST PROPOSAL SUMMARY

OFFEROR _____

COMPONENT / YEAR _____

STAFF AND CONSULTANTS

NAME	TITLE	HOURS	HOURLY RATE*	TOTAL
				\$
				\$
				\$
				\$
				\$
				\$

TOTAL STAFF: \$ _____

OPERATING EXPENSES

_____ \$ _____

_____ \$ _____

OTHER REIMBURSIBLE COSTS

_____ \$ _____

_____ \$ _____

TOTAL DIRECT COSTS: \$ _____

TOTAL INDIRECT COSTS: \$ _____

TOTAL BUDGET REQUEST: \$ _____

*

NOTE:

1. Provide components of the fully absorbed hourly rates in the budget justification, where required.
2. If including indirect charges in your budget, a copy of your federally approved indirect rate must be attached.