

## BID REQUEST

### Division of Chronic Disease Prevention Public Opinion Poll (Survey)

This bid request is issued by the New York State Department of Health, Bureau of Chronic Disease Evaluation and Research and Health Research, Inc. (HRI).

**Deliverable:** Conduct a statewide survey of approximately 1,500 adult residents of New York State (NYS), 18 years of age and older. The purpose of the survey is to support work of NYS's Chronic Disease Prevention and Control Programs that aim to address common risk factors for chronic disease through the implementation of policy and environmental change interventions. The survey will measure the extent to which the public supports public health programs and policy initiatives that aim to:

- Reduce consumption of sugar-sweetened beverages
- Limit access to sugar-sweetened beverage in school-based settings
- Reduce structural and organizational barriers to increase the use of cancer screening tests
- Improve access to nutritious foods
- Increase opportunities for physical activity in schools
- Reduce exposure to tobacco products including electronic vaping products (e.g., e-cigarettes)
- Limit the use of commercial indoor tanning devices by minors
- Improve organizational and health systems support for breastfeeding mothers

The methods for the survey have historically been a random-digit-dial telephone phone survey of both land line and cell phone numbers. This method should remain the primary administration mode, but supplementary alternative delivery methods will be considered, if recommended. The selected vendor should plan to develop a stratified sampling plan that samples residents from the five boroughs of New York City separate from residents of the rest of NYS. The vendor will be expected to provide the following services: survey administration, sampling, purchase of a sample, assistance in developing survey questions, computer-assisted telephone interviewing (CATI) programming (and other programming as needed), survey data management, analysis and delivery of a final summary report.

The consultant scope of work is as follows:

- Conduct kickoff meeting with DOH staff to understand the full scope of the project, take proposed timeline from bid and assign specific dates and set deadlines for deliverables.
- Based on initial meeting, review DOH submitted survey questions (approximately 20-25 questions), format/edit for survey to ensure they are not biased, and provide DOH with finalized programmed version of survey for review and approval.
- Conduct surveys until desired sample size is reached.
- Prepare a final summary report. The report should include frequencies and cross-tabs of policy support by demographics as well as an executive summary.
- Present executive summary of final survey results.
- Provide data set with codebook, variable formats, and full documentation of sampling methods, editing, weighting and other methodological procedures.

Period of Performance: October 1, 2018 – May 31, 2019

#### Proposal Guidelines:

Bid proposals should include:

- A brief history of your company, including years of experience, capacity, types of surveys you have conducted. Include the types of clients for whom you have conducted surveys;
- Relevant experience your company has in conducting population-based random digit dial telephone interviews and public opinion polling;
- A brief description of how the survey will be conducted including:
  - Survey development (in concert with NYSDOH/HRI)

- Proposed survey methods and sampling methodology (include here any alternative methods for survey implementation)
- Methods to ensure an adequate survey response rate; and
- Dataset preparation and analyses;
- Resumes/CVs and position descriptions of the staff who will be working directly on this project;
- An estimated timeline based on the needs for each phase of the project and the required deliverables outlined in the scope of work;
- An itemized budget, including any preliminary research, meetings with the DOH, expenses related to conducting the poll, including the cost of one planning meeting, and a final report. The itemized budget should also include hourly rates to demonstrate how each itemized budget item is determined.

**Bid proposals will be scored as follows:** Demonstrated capability and experience, 75%; Budget, 25%. The contract will be awarded to the highest scoring bid.

The awardee will be required to sign a contract with HRI that includes the following language:

Consultant acknowledges and agrees that all work products, deliverables, designs, writings, inventions, discoveries, and related materials, (Collectively "Works") made, produced or delivered by Consultant in the performance of its obligations hereunder will be owned exclusively by HRI. All copyrightable Works are "works made for hire." Consultant will assign, and hereby assigns and transfers, to HRI all intellectual property rights in and to Works, including without limitation, copyrights, patent rights, trademark rights, and trade secret rights. Consultant further agrees that "he/she/it" shall not claim or assert any proprietary interest in any of the data or materials required to be produced or delivered by Consultant in the performance of its obligation hereunder. Consultant warrants that all Works shall be original except for such portion from copyrighted works as may be included with Consultant's advance permission of the copyright owner(s) thereof, that is shall contain no libelous or unlawful statements or materials, and will not infringe upon any copyright, trademark or patent, statutory or other proprietary rights of others. Consultant further agrees that "he/she/it" will not publish, permit to be published, or distribute for public consumption, any information, oral or written, concerning the results or conclusions made pursuant to this Agreement without the prior written consent of HRI.

**Please email your submissions to:**

Gina O'Sullivan, Bureau of Chronic Disease Evaluation and Research, at [gina.osullivan@health.ny.gov](mailto:gina.osullivan@health.ny.gov) by no later than 5:00 PM on June 29, 2018. Please pdf or zip the bid file, as large files may bounce back to you, jeopardizing receipt by the submission deadline. All email communications should contain the following subject heading: Division of Chronic Disease Prevention Public Opinion Poll.