

Pursuant to 60A-1.042, an agency may request information by issuing a written Request for Information. Agencies may use Requests for Information in circumstances including, but not limited to, determining whether or not to competitively procure a commodity or contractual services, determining what solicitation process to use for a particular need, or researching general, special, and/or technical specifications for a solicitation.

**State of Florida
Department of Health
Request for Information
DOH19-049**

Point of Sale Tobacco Policy Training and Support

I. REQUEST FOR INFORMATION: The State of Florida, Department of Health (DOH), Bureau of Tobacco Free Florida (BTFF) is requesting information regarding **Point of Sale Tobacco Policy Training and Support.**

II. BACKGROUND

The Point of Sale (POS) area is a critical focus of the Centers for Disease Control's CDC's tobacco prevention guidelines. The Bureau of Tobacco Free Florida community-based grantees are charged with encouraging the implementation of POS policies at the local level. One of the core foundational needs for this policy area is developing a strong understanding of what the local retail landscape consists of. Community-based grantee staff are required to conduct efficient and thorough surveys of the point of sale environment. Local staff and volunteers survey the retail environment and input details into a web-based mapping service. This is the only way to gain a picture of the entire state while looking at specific details, if needed. The data collected allows BTFF staff to plan and develop future activities addressing the issue. A vendor with considerable experience working in tobacco control with emphasis on the POS environment is needed to provide data collection and data analysis tools and provide consultation on POS tobacco trends and policy recommendations.

III. GOALS

Per Florida Statutes 381.84, the Department shall conduct a comprehensive, statewide tobacco education and use prevention program consistent with the recommendations for effective program components contained in the 1999 Best Practices for Comprehensive Tobacco Control Programs of the CDC, as amended by the CDC. As a policy area of the comprehensive statewide tobacco education program, BTFF must secure and manage services that enable the program to meet program standards according to Florida Statutes.

IV. OBJECTIVES

The vendor must provide a system which allows and an unlimited number of community members in Florida to thoroughly assess the POS tobacco environment utilizing a mobile, web-based tool which can be customized based upon the Department's needs.

The vendor must create and/or maintain an online data visualization tool, with the capacity to have an unlimited number of users throughout the contract term. The data visualization tool website must be operational 24 hours a day, seven days a week with no more than one percent downtime. Ensure the data visualization tool has the following capabilities

- Finding and displaying geofenced, tobacco retailer data that is essential to POS policy work based on the data provided by the Department and Grantees.
- Displaying tobacco retailer data that includes, but is not limited to, tobacco retailer density, proximity to schools, density variation based on demographic characteristics of a neighborhood, and potential POS policy impact.
- Showing locations of smoke-free policies across the state.
- Serving as a tracking system to show how tobacco related enforcement violations change over time.
- Export information to other programs, such as Microsoft and PDF readers, detailing area-of-interest measures specific to each of the following mapping options: tobacco retailers, smoke-free places, enforcement, and store assessments.
- Export information on any variations in measures by demographic for all mapping options except the store assessments mapping option.
- Ensure information can also be calculated by topic that can include data tables, graphs, and side-by-side comparisons with statewide measures or a user selected comparable area such as county by county.

The vendor must demonstrate expertise and show experience in the POS sale policy area in order to provide consultation services to the Department and Grantees throughout the contract term as follows

- Assist the Department each month with setting short, medium, and long-term intervention goals in the POS policy area for the state and local level based on contextual factors, capacity, and readiness.
- Assist the Grantees each quarter with setting short, medium, and long-term POS intervention goals in the POS policy area for local level based on contextual factors, capacity, and readiness.
- Participate in check-in calls with each group of Grantees to plan and discuss progress; troubleshoot; or share important information, successes, or challenges related to the POS policy area as requested by the Department or a Grantee.
- Communicate with Grantees and Department staff by phone or email to review and discuss any activities within the POS policy area as needed.

V. PROCESS

Responses to this RFI will be reviewed by the Department for informational purposes only and **will not result in the award of a contract.**

The Program Office will review the responses received from this RFI to determine the feasibility of issuing a competitive solicitation for these services.

Any request for cost information is for budgetary purposes only.

Vendors submitting answers to an agency's Request for Information are not prohibited from responding to any related subsequent solicitation.

VI. RESPONSE FORMAT

The **Bureau of Tobacco Free Florida's** intent is to identify potential vendors that can

fulfill the functional requirements listed in section IV. Potential vendors should address all of the needs listed above in a statement of work with at least the following sections at a minimum:

- a. introduction
- b. background
- c. goals
- d. objectives
- e. deliverables
- f. technical details
- g. personnel assigned and contact information (company name, phone, email)
- h. proposed budget

VII. RESPONSE DATE

Responses should address each RFI request/questions point by point. Please provide the requested information no later than **3:00 PM**, Thursday, April 9, 2020. Responses should be sent, via e-mail to: **Brittany.Chatman@flhealth.gov**.

Additional information that cannot be transmitted electronically must also be submitted by **3:00 PM, Thursday, April 9, 2020** to the following address:

DEPARTMENT OF HEALTH
Bureau of Tobacco Free Florida
ATTN: Brittany Chatman
4052 Bald Cypress Way
Bin C23
Tallahassee, FL 32399

VIII. QUESTIONS

Please submit all questions concerning the RFI in writing via electronic mail or fax to: **Brittany.Chatman@flhealth.gov**, prior to response due date.
Fax#: (850) 414-7497

IX. PROPRIETARY INFORMATION

Vendors must indicate which portions, if any of the information being provided are proprietary or confidential by marking each page upon which such information appears. Failure to do so will result in all information submitted being subject to public disclosure in accordance with Florida Statute Chapter 119, Public Records. The information requested may be used to develop specifications for a solicitation.

X. VENDOR COSTS

Vendors are responsible for all costs associated with the preparation, submission, and any potential meeting to discuss this Request for Information. The State of Florida, Department of Health, or Bureau of Tobacco Free Florida will not be responsible for any vendor related costs associated with responding to this request.