California Department of Public Health (CDPH)
California Tobacco Control Program (CTCP)
California Tobacco Control I-Clearinghouse (CTCIC)
Request for Proposals (RFP) 10-10046

Section I: Purpose and Goals

Purpose

Through this RFP, CTCP is seeking one qualified public or private nonprofit agency to operate and maintain a statewide CTCIC to manage tobacco control information in a timely, efficient manner that is very accessible to not only CTCP contractors working on tobacco control issues in California, but also other advocates across the nation.

Services will consist of, but are not limited to: 1) a reference and lending library, 2) a subject matter expert and training linkage network, 3) access to production facilities including printing, publication and distribution services, and 4) coordination of a systematic flow of information sharing between local, state, and national agencies.

CTCP is seeking a Primary Agency with a highly-qualified staff and strong information technology, production, distribution, and library/information management skills. The Primary Agency will collect, analyze, process, synthesize, prepare, promote, and disseminate current prevention, intervention, and related literature on tobacco and other cross-cutting issues to a wide array of customers.

The target audience for these services is primarily agencies in California receiving funds for tobacco-use prevention education; the secondary audience is other state and national agencies and institutions.

CTCP intends to make a single contract award to the most qualified proposer complying with the provisions of this RFP.

Background

Appropriate and accessible information, reference materials, and resources are critical for the success of CTCP-funded projects who are implementing tobacco-use prevention education programs across the state. Because a variety of tobacco control issues and populations exist in California, it is imperative that CTCP provide information management services to meet these needs. Thus, the CTCIC contractor must: 1) ensure that the CTCP and its funded projects receive high quality technical assistance (TA) relating to information management and dissemination, 2) create and produce mechanisms to ensure that tobacco control educational materials can be purchased on a statewide and nationwide basis, and 3) provide a clearinghouse of services relating to trainings and tutorials, either free of charge or supported by a membership fee or collaborative support fee.

A centralized mechanism must be in place to provide oversight and coordination of program components, technical assistance, efficient and user-friendly access to information, and dissemination of materials and information to CTCP-funded agencies and CTCP staff.

Goals

The overarching goals for this statewide project are to:

1. Increase the capacity and skills of CTCP-funded agencies and tobacco control advocates by employing subject matter experts and using state-of-the-art information technology systems to ensure that CTCP-funded agencies have access to anti-tobacco training/education programs, reference materials, Web sites, and other related information resources that support the priorities of CTCP and local program implementation.

2. Maintain a centralized CTCIC that provides/manages: bulk printing and distribution of materials; a lending library of educational, reference, and media materials and aggregated training opportunities.

3. Ensure that the resources provided by the CTCIC are consistent with those being disseminated by State, Federal, and national health information centers, including the National Cancer Institute, the Centers for Disease Control and Prevention, Office of Smoking and Health, Tobacco Technical Assistance Consortium, and CDPH.

4. Create and enforce guidelines and standards for effectively using information resources to create and enact local policy development; accumulate a comprehensive collection of best practices and lessons learned through the provision of centralized training and TA services.

Funding Amount

Approximately $4 million is estimated to be available for the 36-month contract to be awarded from this RFP. $3.6 million will be available for the services and activities requested in this RFP. An additional $400,000 will be set aside for use with future projects and services not yet identified or requested in this RFP. The final award funding is contingent upon the use of multi-year spending authority, available revenues, and appropriation by the Legislature and the Governor.

Revenue generated from catalog sales and/or membership or collaboration support fees will be used to partially fund the services described in this RFP. Based on prior years, generated revenue is anticipated at approximately $37,000 per month. The generated revenue is utilized by the CTCIC to offset expenses, for example, printing, or other line items as directed and approved by CTCP. On a regular basis, the successful Primary Agency will be required to submit to CTCP for review and approval information regarding the amount of generated revenue, proposed spending plans, etc.

CTCP reserves the right to negotiate additional work with successful proposers to conduct work that is consistent with the work components identified in Section II: Work Statement of this RFP, should additional funding become available.

Contract Term

The anticipated contract term is 36 months: November 1, 2010 to October 31, 2013. Proposals must be for the entire three-year period. The contract term may change if CDPH makes an award later than expected if CDPH cannot execute the agreement because of unforeseen delays. CTCP will have the option of renewing the contract for an additional two years if funds are available and the Primary Agency has performed to the satisfaction of CTCP.