



**Request for Proposals**  
**Evaluating San Francisco's Sugar Sweetened Beverage Advertising Warning Label Law**

**Overview:**

The Public Health Institute (PHI), an independent, nonprofit organization dedicated to promoting the health, well-being, and quality of life of individuals across the nation and around the world, seeks a data collection partner for a time sensitive policy evaluation study. The data collection partner will help conduct a time sensitive policy evaluation study, to evaluate a new warning label policy on advertising of an unhealthy food product being implemented in San Francisco. The services sought are to support a four-year study with three rounds of data collection through a random digit dial telephone survey as well as one web survey.

The data collection partner must have broad and successful experience in conducting high-quality data collection. The successful firm will be expected to conduct a baseline survey of target population and conduct two follow-up studies at approximately one-year intervals and one web survey. PHI is seeking to execute an initial 12-month contract with an annual extension through June 30, 2020.

Interested parties are requested to submit a brief response outlining their ability to deliver the scope of work (include references to relevant experience) and detail the corresponding fee schedule and cost, no later than **5:00 PM Pacific Time on Friday, September 23, 2016**.

Submissions should be emailed to:

**Lynn Silver, MD, MPH**

Senior Advisor for Chronic Disease and Obesity Public Health Institute

555 12th Street, 10th Floor

Oakland, CA 94607

[lsilver@phi.org](mailto:lsilver@phi.org)

**Bidder Requirements:**

The successful firm will have at least 10-years of experience in collecting data, including through random digit dial telephone surveys and web-based surveys. In addition, PHI requires that bidders have demonstrated experience in the following specific areas:

- Extensive knowledge and experience in conducting large quality research surveys especially using computer assisted telephone interviewing techniques.
- Ability to conduct the full baseline survey extremely expeditiously prior to December 20, 2016
- Strong ability to manage logistics of various data collection methods.
- Provide sampling expertise
- Conduct basic quantitative analysis such as frequencies, cross-tabulations, and recoding and computing variables.

- Strong technical capacity to conduct telephone evaluations including an adequate call center staff  
Able to administer surveys in English, Spanish and Chinese (Mandarin and Cantonese)

**Scope of Work:**

Working directly with PHI's Senior Advisor for Chronic Disease and Obesity Public Health Institute, the successful firm will:

- Evaluate a new warning label policy on advertising of an unhealthy food product being implemented in San Francisco.
- Initiate baseline survey by October 10, 2016
- Conduct a random digit dial telephone survey with a proposed sample of at least 1,200 respondents in San Francisco and 1,200 in the control city, San Jose, in Round 1, longitudinal follow-up in Year 2 with cross-sectional backfill to at least 1,200 in each city, and at least 900 in each city in year 3.
- Conduct oversampling African-American and Latino populations within specified demographical areas.

**Submission Requirements:**

All proposals submitted in response to this Request for Proposals must include the following components:

- Statement of Qualifications and Project Proposal
- A general overview of the services offered by your organization
- A description of your organization's qualifications and capacity to provide the services outlined in scope of work.
- A description of your proposed approach to the evaluation, including the implementation study and Pre-Post Data Analysis
- A preliminary project timeline, budget and milestones for the duration of the evaluation project.
- A preliminary budget for this evaluation contract is capped at \$668,000 spread over 4 years, which includes incentives of \$10, \$15, and \$20 by year for each respondent.

**Cost of Preparing Proposal:**

The cost of developing and submitting the proposal is entirely the responsibility of the bidder. This includes costs to determine the nature of the engagement, preparation of the proposal, submitting the proposal, negotiating for the contract and other costs associated with this RFP