

DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
CENTERS FOR DISEASE CONTROL AND PREVENTION
OFFICE OF COMMUNICATION
ATLANTA, GEORGIA 30333

REQUEST FOR TASK ORDER PROPOSAL

Date Issued: *June 28, 2005* Date Response Due: *July 25, 2005**)

Questions are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by July 13, 2005

Proposals are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by July 25, 2005

Request for Task Order Proposal (RFTOP) NO.:255 CDC 36

Title: Geodemographic Market Research Database

Contract reference: This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts for health communication services were awarded. This RFTOP includes tasks described in the contract as Tasks 1.

Page Suggestion: CDC suggests that the contractor limit its proposal to no more than 3 pages of text for the technical proposal. The budget should be included as an Excel spreadsheet.

Budget format suggestion: Provide an itemized budget for each deliverable.

Funding Range: (check one)

- Under \$100,000
- Over \$100,000 but less than \$300,000
- Over \$300,000 but less than \$500,000
- Over \$500,000 but less than \$700,000
- Over \$700,000 but less than \$1,000,000
- Over \$1,000,000

Type of Pricing Requested: (check one)

- Cost Plus Fixed Fee
- Other (Specify) _____

Background: CDC has licensed the Claritas market research data base including the PRIZM clustering system for the since 1997. This request for task order proposal is intended to provide a mechanism for CDC to continue to license this product through a licensed provider of PRIZM systems and software. It is critical that CDC have a new license in place no later than October 1, 2005.

This request for task order proposal describes the details of a database that CDC needs in order to conduct audience profiling and communication planning for a variety of adult specific CDC programs; this is the Claritas Inc., PRIZM[®] clustering system, with census and market research data. The data in this database are previously collected data that have been routinely collected by the US census and by market research firms and are publicly available through licenses with Claritas, Inc. to a variety of users. The respondent's identities are not accessible by licensees.

Data currently available include: all U.S. census demographic data at the block group, census tract, ZIP code, city, county, MSA (Metropolitan Statistical Area), DMA (A. C. Nielsen Designated Market Area), state, and national levels of geography for the entire U.S., (approximately 250 sociodemographic items from the US Census) and approximately 500 items relating to media preferences and habits (television, radio, magazines), consumer purchasing behavior, lifestyle and leisure activities and demographics by cluster.

Description of work: The contractor will purchase a site license for the Claritas Inc., market research database and PRIZM clustering system and software, with the ability for CDC to have one installation.

Items from CDC appropriate for preparation of proposals: None applicable

Item from CDC appropriate for task completion: None applicable

Deliverables:

A twelve month license (October 1, 2005 to September 30, 2006) for the use of the software and PRIZM clustering system by CDC's Division of Health Communication.

The license agreement should include the following specifics:

1. Technology:

- (a) One (1) iMARK systems
- (b) One (1) ConsumerPoint system

2. Data for above installations:

- (a) PRIZM clustering system
- (b) Standard Demographics census data
- (c) Simmons Industry Bundle market research data

3. Service:

- (a) Technical support for one (1) user
- (b) Training in Atlanta on iMark for one (1) user
- (c) Training in Atlanta on ConsumerPoint for one (1) user

4. Precision Marketing Conference registration for one (1) user.

CDC plans to license these databases again in year two pending funding.

Period of Performance:

The performance period begins with date of award and the overall end date is May 14 2007.

Special Clearances:

Check all that apply:

- OMB
- Human Subjects
- Privacy Act

Production Clearances:

- 524 (concept)
- 524a (audiovisual)
- 615 (printing)

Evaluation Criteria: The criteria will be CDC cost and ability to obtain the license by October 1, 2005.

Proposed Technical Monitor:

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