

February 9, 2021

Stephanie Nelson
Indiana Department of Administration
Procurement Division
402 W. Washington Street, Room W468
Indianapolis, IN 46204

Dear Ms. Nelson,

Professional Data Analysts, GBC (PDA) is pleased to submit a response to the Indiana Department of Health solicitation for External Evaluation Services (RFP 21-3605). We acknowledge understanding of the general information presented in Section 1 of the RFP and agree with all requirements and conditions listed in Section 1.

PDA is uniquely positioned to provide the requested external evaluation services for the Indiana Department of Health, Tobacco Prevention and Cessation (TCP) program. As a General Benefit Corporation and Certified B Corporation, our mission is to create positive social impact through data-centric solutions. With over 20 years of experience evaluating statewide tobacco control programs, our focus is partnering with clients to provide tailored solutions that help them understand and improve their programs. Our highly qualified staff of 34 have expertise that spans evaluation, research, statistics, data collection, and web development. We successfully manage multiple large statewide, multi-year, multi-component evaluations that require coordination with clients, partners, stakeholders, and contractors. We have the organizational structure, controls, and capacity to meet the needs of this project. We are also willing and able to provide the requested services subject to the terms and conditions set forth in the RFP including, but not limited to, the State's mandatory contract terms.

If awarded this contract, Dr. Amy Kerr, would serve as the Principal Investigator. Dr. Kerr is a Director of Evaluation at PDA and brings vast experience leading statewide tobacco control evaluations and partnering with state departments of health. Known for her thoughtful and innovative evaluation plans, her passion for advancing health equity, as well as her meticulous attention to detail, Dr. Kerr would lead a team of seasoned evaluators, analysts, and tobacco control experts to provide skilled evaluation support to TCP. A born and bred Hoosier, Dr. Kerr would look forward to working in a state she already visits multiple times a year to see family and friends. As the principal contact for this proposal, Dr. Kerr can be reached via the contact information below:

Amy Kerr, PhD
Director of Evaluation, Professional Data Analysts
655 19th Avenue NE, Suite 100
Minneapolis, MN 55418

Telephone: 612-431-1488

Fax: 612-623-8807

akerr@pdastats.com

PDA is claiming a statutory exemption to APRA for section 2.3.3 Company Financial Information. This includes complete income statements and balance sheets for each of the two most recently completed fiscal years. The statute authorizing the redaction is Indiana Code section 5-14-3-4(a)(5), which provides that public agencies may not disclose public records that are confidential financial information obtained, upon request, from a person. PDA is an independent corporation privately owned by one individual. As such, our financial information is confidential and not shared with staff, clients, or the public. Our ability to fulfill the obligations under this contract can be proven by our references, including a reference statement from our bank, the structure we have in place, and our long history of fulfilling contracts of similar size and scope. We have provided the complete financial statements in a separate zipped file marked confidential, as well as redacted versions for public release as part of our Business Proposal submission.

I, Harlan Luxenberg, am the person authorized to commit PDA to its representations and who certifies that the information offered in the proposal meets all general conditions including the information requested in Section 2.3.4.

We would welcome the opportunity to discuss our plans with you in greater detail and to clarify any questions the review team may have about this proposal. Please do not hesitate to contact me if you require any additional information.

Sincerely,



Harlan Luxenberg
President & CEO, Professional Data Analysts
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