

SECOND AMENDMENT TO AGREEMENT

THIS SECOND AMENDMENT TO AGREEMENT ("Second Amendment") is made and entered into this 13th day of April, 2021, by and between the County of Fresno, a Political Subdivision of the State of California, ("COUNTY"), and NMK Research and Consulting, a California Sole Proprietor, whose address is 316 Alta Vista Drive, Santa Cruz, California, 95060, (hereinafter "CONTRACTOR").

WITNESSETH:

WHEREAS, COUNTY and CONTRACTOR entered into Agreement No. A-18-715, dated December 11, 2018, pursuant to which CONTRACTOR agreed to provide comprehensive public health program evaluation services for its local tobacco prevention program, through its Department of Public Health (Department); and

WHEREAS, COUNTY and CONTRACTOR entered into a First Amendment No. A-18-715-1, dated March 24, 2020, to increase total compensation and modify the budget (Agreement No. A-18-715 and First Amendment No. A-18-715-1, collectively, shall be referred to herein as "the Agreement"); and

WHEREAS, the COUNTY and CONTRACTOR again desire to amend the Agreement to revise the scope of work and reduce the total compensation payable.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, COUNTY and CONTRACTOR agree as follows:

1. That Section Two (2) of the Agreement, located on page Two (2), lines Five (5) through Ten (10), is deleted in its entirety and replaced with the following:

"2. TERM

The term of this Agreement shall commence upon execution and terminate on December 31, 2021."

2. That all references in the Agreement to "Revised Exhibit A" shall be changed to read "REVISED Exhibit A-1", attached hereto and incorporated herein by this reference.

3. That Section Four (4) of the Agreement, located on page Three (3), lines Four (4) through Eighteen (18), is deleted in its entirety and replaced with the following:

"4. COMPENSATION/INVOICING

1 A. COUNTY agrees to pay CONTRACTOR and CONTRACTOR agrees to receive
2 compensation as described in Revised Exhibit B-1. CONTRACTOR shall invoice COUNTY monthly,
3 by the thirtieth (30th) day of each month for the prior month's expenditures, addressed to the County of
4 Fresno Department of Public Health, P.O. Box 11867, Fresno, CA 93775, Attention: OFFICE OF
5 HEALTH POLICY & WELLNESS Staff Analyst. Invoices shall detail line items as specified in Revised
6 Exhibit B-1, including original budget amount(s), current month's expenses, year-to-date expenses, and
7 budget balances. In addition, CONTRACTOR invoices shall include all relevant supporting documentation
8 including but not limited to copies of original statements, program expense receipts, payroll records
9 and mileage claims.

10 B. In no event shall services performed under this Agreement be in excess of
11 Seventy-Four Thousand Three Hundred Eighty and No/100 Dollars (\$74,380) during the period of
12 December 11, 2018 through and including June 30, 2021. In no event shall actual services performed
13 under this Agreement be in excess of Twenty-Eight Thousand Eight Hundred Seventy-Six and No/100
14 Dollars (\$28,876) during the period of July 1, 2021 through December 31, 2021. It is understood that
15 all expenses incidental to CONTRACTOR'S performance of services under this Agreement Shall be
16 borne by CONTRACTOR."

17 3. That all references in the Agreement to "Revised Exhibit B" shall be changed to read
18 "REVISED Exhibit B-1", attached hereto and incorporated herein by this reference.

19 4. COUNTY and CONTRACTOR agree that this Second Amendment is sufficient to
20 amend the Agreement, and that upon execution of this Second Amendment, the Agreement, First
21 Amendment and Second Amendment together shall be considered the Agreement.

22 The Agreement, as hereby amended, is ratified and continued. All provisions, terms,
23 covenants, conditions and promises contained in the Agreement and not amended herein shall remain
24 in full force and effect. This Second Amendment shall be effective retroactive to June 30, 2020.

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IN WITNESS WHEREOF, the parties hereto have executed this Second Amendment as of the date first above set forth.

CONTRACTOR:
NMK Research and Consulting

COUNTY OF FRESNO:



(Authorized Signature)

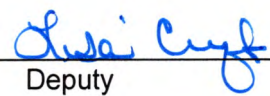


Steve Brandau, Chairman of the Board of Supervisors of the County of Fresno

Natasha Kowalski
Print Name & Title

ATTEST:
Bernice E. Seidel
Clerk of the Board of Supervisors
County of Fresno, State of California

316 Alta Vista Drive, Santa Cruz,
California 95060
Mailing Address

By: 

Deputy

**FOR ACCOUNTING
USE ONLY:**

ORG No.: 56201552
Account No.: 7295
Fund/Subclass: 0001/10000

SA

Evaluation Activity	Description	Timeline	Responsible Party	Deliverables
<p>2-E-1 Education/Participant Survey</p>	<p>Fresno County Tobacco-Free Coalition members will be surveyed annually to identify which priority populations are represented, ask members to rate the diversity of the Coalition, measure members' level of participation in meetings and activities, and assess their satisfaction with the function of the coalition. The Evaluator and staff will review and update the previously used instrument called the Coalition Survey, which is based on the Tobacco Control Evaluation Center's (TCEC) sample survey. All Coalition members will be asked to complete the survey online (i.e., Survey Monkey or Survey Analytics), and 14 are expected to complete the survey. Additional surveys may be collected pen-to-paper at a Coalition meeting to increase the response rate, and the pen-to-paper surveys will be entered into Survey Monkey or Survey Analytics after the meeting. The results will be used to improve recruitment efforts, gauge diversity, and assess functioning of the Coalition. A limitation of the satisfaction survey is that current, active members tend to volunteer to participate in the survey. Though we will gain valuable feedback about how to maintain a healthy coalition and suggestions for recruiting new members, we may gain limited information from inactive and new members. The survey will be disseminated by FCDPH staff and the Evaluator will conduct the data analysis and write the summary of key findings.</p>	<p>01/19-06/19 01/20-06/20 01/21-06/21</p>	<p>Evaluator Fresno County Department of Public Health (FCDPH)</p>	<p>Summary of Key Findings Copy of Survey Instrument</p>
<p>2-E-3 Final Evaluation Report</p>	<p>The Evaluator will prepare the Brief Evaluation Report (BER). All data sources will be summarized following the guidelines specified by CTCP and will identify effective training strategies, barriers and challenges, and recommendations for other programs seeking to use CAM to build capacity of new partners. A content analysis will be conducted to analyze the key informant interviews, and resulting themes will identify the strengths, weaknesses, and impact of the intervention efforts. Descriptive statistics such as frequencies and percentages will be used to analyze the post-training surveys of the CAM trainings, the participant surveys, the post training surveys of the Coalition trainings, and the annual Coalition Survey. The post-training surveys will determine the usefulness and effectiveness of the trainings and whether additional training is needed. The participant survey will assess whether the Community Advocates' knowledge and abilities increased after</p>	<p>01/21-12/21</p>	<p>Evaluator FCDPH</p>	<p>Brief Evaluation Report</p>

	<p>participating in the CAM process. The Coalition Survey will assess the functioning and diversity of the Coalition. A summary of the report will be submitted to ROVER and Partners, and will be shared with the Coalition and other programs who may want to tackle a similar objective. The report will be reviewed by FCDPH staff and feedback will be given.</p>			
<p>2-E-4 Education/Participant Survey</p>	<p>After each of the 10-13 CAM trainings, 3-6 participants will complete a post-training survey. The surveys will be administered pen-to-paper and/or online by FCDPH, and a census sample will be used. The survey instrument will be developed by the Evaluator and will be based on any existing materials from other programs such as San Francisco County and TCEC. The questions will ask participants to rate the usefulness of the training topics, seek input on how to improve future trainings and to identify any additional training needs. The survey results will be analyzed using descriptive statistics such as percentages and frequencies. A limitation might be that participants want to please the training leader and may give a more favorable rating as a result. The summary of key findings will be prepared by the Evaluator and will be reviewed by FCDPH staff.</p>	<p>01/19-06/21</p>	<p>Evaluator FCDPH</p>	<p>Summary of Key Findings Survey Instrument</p>
<p>2-E-6 Key Informant Interview</p>	<p>Key informant interviews will be conducted with the staff and volunteers from the funded projects to identify strengths, weaknesses, and impact of the CAM process. A total of 6-8 interviews (20-30 minutes long) will be conducted over the phone or through virtual conferencing by the Evaluator. The Evaluator will contact other programs working on similar issues (City and County of San Francisco) and TCEC to obtain any existing interview questions. Based on any existing materials, interview questions will be developed to: (1) obtain feedback on the RFP application process and the training and technical assistance received, (2) discover how the funded projects addressed tobacco issues and health inequities in their community and whether they felt they made an impact, and (3) gather suggestions for improvement. The Evaluator will utilize content analysis to summarize points of view and common themes. Resulting themes will be used to improve intervention strategies, inform the evaluation summary, and provide recommendations for future campaign strategies. The summary of key findings will be prepared by the Evaluator and will be reviewed by FCDPH staff.</p>	<p>07/19-12/21</p>	<p>Evaluator FCDPH</p>	<p>Interview Questions Summary of Key Findings</p>

<p>2-E-7 Education/Participant Survey</p>	<p>After each of the 2-3 trainings to build the capacity of Coalition members, 6-10 participants will complete a post-training survey to assess their level of knowledge of the training topics and their capacity to strengthen local control efforts. The surveys will be administered pen-to-paper or virtually by FCDPH, and a census sample will be used. The survey instrument will be developed based on any existing materials from other programs and TCEC. The Evaluator will analyze the survey results using descriptive statistics such as percentages and frequencies. The results will be used to address gaps in knowledge and to improve future trainings. The summary of key findings will be developed by the Evaluator and reviewed by FCDPH.</p>	<p>07/17-12/21</p>	<p>Evaluator FCDPH</p>	<p>Summary of Key Findings Survey Instrument</p>
<p>2-E-8 Education/Participant Survey</p>	<p>FCDPH staff will ensure that the community advocates will complete a participant survey three times over the course of the workplan to assess whether their knowledge and abilities increased after participating in the CAM process. The first survey will be administered shortly after participants have been recruited in 2019, and follow-up surveys will be administered in the summer/early fall of 2020 and 2021. The Evaluator will analyze the survey results using descriptive statistics such as percentages and frequencies, and the results will be compared. All community advocates will be asked to complete the survey for an 80% response rate. The two Project Coordinators will participate in a similar survey to determine whether their ability to train the community advocates increased after participating in CAM, and a retrospective survey will be administered in the summer/early fall of 2020 and repeated approximately a year later. The summary of key findings will be developed by the Evaluator and reviewed by FCDPH.</p>	<p>07/19-12/21</p>	<p>Evaluator FCDPH</p>	<p>Summary of Key Findings Survey Instrument</p>
<p>3-E-1 Public Policy Record</p>	<p>A public policy meeting observation form will be developed by the Evaluator to document policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings. FCDPH staff will observe and record this information during any public policy meetings where the policy is discussed. In addition, official policy records such as city council agendas, meeting minutes, presentations, testimony, and policies enacted will be collected and coded to track: (1) support/opposition; (2) key issues that surface during the intervention that could help shape changes to the intervention plan during the process; (3) the policy adoption</p>	<p>07/17-12/21</p>	<p>Evaluator FCDPH</p>	<p>Public Policy Meeting Observation Form Summary Report of Key Findings Updated Policy</p>

	process so that it can be described in the brief evaluation report (BER); and (4) to confirm adoption of a policy that meets the objective for this project. Documentation of the signed policy will also be included. The summary of key findings will be developed by the Evaluator and reviewed by FCDPH.			
3-E-5 Key Informant Interview	In the third and fourth year, 1-2 key informant interviews will be conducted in each of the jurisdictions either by the Evaluator or FCDPH staff that adopted a policy for a total of 5-7 interviews (15-30 minutes long). The interviews will identify factors that have facilitated or impeded policy adoption and ways to improve intervention strategies. Interviews will be conducted over the phone and/or face-to-face. Interviewees may include elected officials, their staff, members of the business community (e.g., Chamber of Commerce, individual retailers), and/or and other leaders in the community. The Evaluator will contact other programs working on similar issues and the Tobacco Control Evaluation Center (TCEC) to obtain any existing interview questions. Based on any existing materials, interview questions will be developed to identify community champions and barriers, key factors for supporting or opposing policy adoption, and successes and lessons learned. The Evaluator will utilize content analysis to summarize points of view and common themes. Resulting themes will inform the evaluation summary and provide recommendations for future campaign strategies. The summary of key findings will be developed by the Evaluator and reviewed by FCDPH.	1/20-12/21	Evaluator FCDPH	Interview Questions Summary of Key Findings
3-E-6 Final Evaluation Report	The Evaluator will develop the BER. All data sources will be summarized and will discuss which intervention strategies were successful and why, challenges faced and how they were addressed, and recommendations for future efforts. A content analysis will be used to analyze the policy records, media tracking forms, and key informant interviews. For the interviews and policy records, common themes such as the level of support for policy change and barriers to policy adoption and implementation will be identified and summarized. The media tracking forms will help determine the extent of news and media coverage and assess whether public sentiment is leaning positively or negatively towards new and emerging tobacco product issues. Finally, new	01/21-12/21	Evaluator FCDPH	Brief Evaluation Report

	materials will be consumer tested with members of the target audience, and results will be used to improve the materials. The BER will be reviewed by FCDPH staff.			
3-E-7 Consumer Testing	Conduct consumer testing to assess feedback on the look, feel, content, language, approach, and action steps in the newly developed educational materials for community members (3-3-1). Develop the consumer testing instrument using guidelines from TECC and/or adapt any existing samples from other project directors. To assess the appropriateness of the educational materials for the general public, TPP staff will conduct a public intercept survey with 10-15 community members and will use a convenience sample. For materials for policymakers (3-3-1), a review committee will assess feedback on the look, feel, content, language, approach, and action steps in the newly developed fact sheets and educational packets. The committee will consist of 2-3 members of the senior administration of Fresno County who understand the perspective of elected officials and their staff. Based on participant responses, materials will be revised, and changes will be tracked. The summary report in years 3 and 4 of the contract will be developed by FCDPH staff.	01/18-12/18	Evaluator FCDPH	Consumer Testing Instrument Summary of Consumer Testing
4-E-1 Public Policy Record	A public policy meeting observation form will be developed by the Evaluator to document policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings. FCDPH staff and/or the Flavors Subcontractor will observe and record this information during the meetings. In addition, official policy records such as city council agendas, meeting minutes, presentations, testimony, and policies enacted will be collected and coded to track: (1) support/opposition; (2) key issues that surface during the intervention, that could help shape changes to the intervention plan during the process; (3) the policy adoption process so that it can be described in the final evaluation report (FER); and (4) confirmation of adoption of a policy that meets the objective for this project. Documentation of the signed policy will also be included. The summary of key findings will be developed by the evaluator and reviewed by FCDPH.	07/17-12/21	Evaluator FCDPH	Public Policy Meeting Observation Form Signed Policy Summary Report of Key Findings
4-E-2 Consumer Testing	FCDPH and/or the Flavors Subcontractor will conduct consumer testing to assess feedback on the look, feel, content, language, approach, and action steps in the two	01/19-6/21	Evaluator Flavors Subcontractor	Consumer Testing Instrument

	<p>fact sheets for participants of the educational presentations. Develop the consumer testing instrument using guidelines from the TECC and/or adapt any existing samples from other project directors. Two public intercept surveys will be conducted, one for each fact sheet. Each survey will use a convenience sample and will include 10-15 community members. Based on participant responses, materials will be revised, and changes will be tracked. The summary of key findings will be developed by the evaluator and reviewed by FCDPH.</p>		FCDPH	Consumer Testing Summary Results
4-E-4 Public Intercept Survey/Opinion Poll	<p>A public intercept survey will be conducted by the Flavors Subcontractor to assess whether community members in the targeted jurisdiction are concerned flavored tobacco issues, their level of support for the proposed policy, and key demographic characteristics of the respondents. Only residents of the targeted community will be eligible to complete the survey, and 220-240 surveys will be collected online. The Flavors Subcontractor will utilize existing survey instruments collected from TCEC and from other programs addressing this issue, to draft a survey instrument that will be reviewed by FCDPH and the Evaluator. The Evaluator will conduct the data analysis utilizing frequencies and percentages to document support for policy strategies, beliefs regarding flavored tobacco and related retail issues, and demographic information. These results will guide educational efforts and will be shared with community partners, policy makers, and the general public. The summary of key findings will be developed by the Evaluator and reviewed by FCDPH.</p>	01/18-12/20	External Evaluator FCDPH Flavors Subcontractor	Summary Report of Key Findings Survey Instrument
4-E-5 Final Evaluation Report	<p>The Evaluator will develop the Final Evaluation Report (FER). All data sources will be summarized and will discuss which intervention strategies were successful and why, challenges faced and how they were addressed, and recommendations for future efforts. Both public intercept surveys will be analyzed using descriptive statistics such as frequencies and percentages to guide campaign strategies and to educate policy makers, community partners, and the general public. A content analysis will be used to analyze the policy records, media tracking forms, and key informant interviews. For the interviews and policy records, common themes such as the level of support for policy change and barriers to policy adoption and implementation will be identified and summarized. The media tracking forms will</p>	07/21-12/21	Evaluator FCDPH	Final Evaluation Report

	<p>help determine the extent of news and media coverage and assess whether public sentiment is leaning positively or negatively towards flavored tobacco and other retail issues. New materials will be consumer tested with members of the target audience, and results will be used to improve the materials. Maps will be developed to document the number of retailers near schools and will be shared with decision makers. The FER will be reviewed by FCDPH.</p>			
<p>4-E-7 Observation Data</p>	<p>FCDPH and coalition partners will collect observation data will in tobacco retail stores using electronic handheld devices, and an electronic survey instrument developed by CTCP. FCDPH staff will complete the core HSHC observation survey and may complete additional modules based on priorities and resources available. Completion of the core survey will take approximately 20 minutes. The number of stores to be surveyed (330 - 428) is based on cohort sample provided by CTCP. With technical assistance by TCEC as needed, FCDPH staff will review and perform initial cleaning of survey data. CTCP will coordinate remaining data cleaning and analysis and provide results to Local Lead Agencies (LLA) to support their HSHC intervention activities, Community of Excellence Needs Assessment and Media Release. Optional: More advanced analyses may be done by FCDPH (e.g., comparing results by store type or area demographics, looking at change over time, etc.) based on training provided via the HSHC Advanced Data Analysis Webinar. Provide stipends or gift cards for youth and adult volunteers who participate in local data collection effort including training and completion of data collection forms.</p>	<p>01/19-06/19</p>	<p>Coalition Members Evaluator FCDPH Youth Volunteers</p>	<p>Cleaned Survey Result Store Observation Tracing List</p>
<p>4-E-9 Public Intercept Survey/Public Opinion Poll</p>	<p>Utilizing a survey instrument developed by TCEC, the FCDPH will use electronic handheld devices to collect follow-up data of knowledge, attitudes, and perception of the community regarding the retail environment. The sample size will be 190-250 based on recommendations from the CTCP. The Evaluator will use frequencies and percentages to document support/opposition to policy strategies for the HSHC campaign, knowledge, and demographic information provided by survey participants. The Evaluator will develop the summary of results that will be reviewed by FCDPH staff. The results will be shared with project staff and Coalition members and help guide campaign interventions.</p>	<p>07/19-12/19</p>	<p>Evaluator FCDPH Flavors Subcontractor</p>	<p>Summary of Results Survey Tool</p>

<p>4-E-10 Mapping</p>	<p>To assess outcome, the number of tobacco retailers near schools will be compared before and after policy adoption. Utilize local data from the HSHC campaign and/or the California Community Health Assessment tool in collaboration with County Epidemiology staff to develop detailed local maps, by jurisdiction, related to tobacco retail density and proximity to schools and parks, and by population and selected characteristics, such as income. The results will be shared with elected officials during presentations and in educational packets. Update maps at least twice over the course of the workplan.</p>	<p>01/18-06/19</p>	<p>Evaluator FCDPH</p>	<p>Developed Maps</p>
<p>4-E-11 Key Informant Interview</p>	<p>Prior to policy adoption, FCDPH staff and/or the Flavors Subcontractor will conduct 5-8 key informant interviews (15-30 minutes in length) about flavored tobacco products and other tobacco-retail related issues with elected officials, their staff, and other community leaders. Interview questions will be developed by the Flavors Subcontractor in consultation with FCDPH, the Evaluator, TCEC and/or other programs working on similar issues. Questions will assess whether key decision makers are aware of flavored tobacco issues and whether they are interested in addressing the issue. Interviews will be conducted in a conversational tone over the phone or via virtual conferencing. FCDPH will train the Flavors Subcontractor to conduct the interviews to ensure high quality data is collected. The Evaluator will use qualitative analysis of the interview results to summarize and report interview findings. The report will be reviewed by FCDPH. The results will help support and guide campaign interventions.</p>	<p>01/19-12/20</p>	<p>Flavors Subcontractor Evaluator FCDPH</p>	<p>Interview Questions Summary of Key Findings</p>
<p>4-E-14 Key Informant Interview</p>	<p>FCDPH in consultation with the Evaluator will use and/or adapt a survey instrument developed by the Tobacco Control Evaluation Center (TCEC), conduct 5 -7 Key Informant Interview surveys (KIIs) using face-to-face, virtual conferencing, or telephone, with a diverse group of people such as retailers and key decision makers (city council members, city managers, city commissioners, city attorneys, city administrators, city clerks, advocacy organization leaders, chamber of commerce, health officer, etc.) to explore current knowledge and attitudes regarding End Commercial Tobacco campaign indicators. The KIIS will be conducted by FCDPH staff. The Evaluator will conduct a qualitative analysis of interview results to summarize and report interview findings. The report findings will be reviewed</p>	<p>7/20-6/21</p>	<p>Evaluator FCDPH</p>	<p>Key Informant Interview Instrument Interview Summary Report</p>

	by FCDPH staff. The results will be shared with project staff and coalition members and help focus the new End Commercial Tobacco campaign intervention objective requirement in the LLA 1/2022 – 6/2025 workplan.			
5-E-1 Observation Survey	FCDPH will conduct a pre-observation survey of smoking incidents and tobacco litter will be conducted at targeted behavioral health facilities (purposive sample) during the months prior to policy adoption. At each of these facilities that adopt a policy, a post-observation survey will be conducted during the months immediately following policy implementation. Results from the pre- and post-observations will be compared to assess any changes after policy adoption. Based on any existing instruments from other programs and TCEC, the Evaluator and FCDPH staff will develop an observation form and survey protocol. The form will include the name of the facility, the time and duration of the observation, the number of smokers, and evidence that smoking is occurring (i.e., butt litter, ashtrays, and smell). The data analysis and summary of key findings were not completed upon direction of the Tobacco Prevention Program's grant funder the California Department of Public Health.	07/18-06/21	Evaluator FCDPH	Survey Instrument
5-E-4 Key Informant Interview	To determine which intervention strategies were successful, FCDPH staff will conduct 6-8 post-intervention interviews with site administrators, supervisors, and/or key staff members of the targeted facilities. Questions will identify factors that facilitated or impeded policy adoption and/or implementation, observed changes in the level of tobacco use, and the respondents' knowledge and beliefs. Interviews (15-30 minutes long) will be conducted face-to-face and/or over the phone, and a purposive sample will be used. Interview questions and protocol will be adapted from any existing materials from other programs and TCEC, and the Evaluator will review the protocol with TPP staff. A content analysis will be used to analyze the results, and the results will provide qualitative information for the FER. The data analysis and summary of key findings were not completed upon direction of the Tobacco Prevention Program's grant funder the California Department of Public Health.	01/20-06/21	Evaluator FCDPH	Survey Instrument

<p>5-E-9 Data Analysis Plan</p>	<p>FCDPH staff will develop a BER. All data sources will be summarized and will discuss which intervention strategies were successful and why, challenges faced and how they were addressed, and recommendations for future efforts. The post-training survey and observation surveys will be analyzed using descriptive statistics such as frequencies and percentages, and a content analysis will be used to analyze the policy records, media tracking forms, and key informant interviews. A comparison of the observation surveys will determine if the amount of smoking occurring at the targeted facilities changes after policy adoption. The post-training survey will determine the usefulness and effectiveness of the cessation facilitator trainings and whether additional training is needed. Pre-key informant interviews will help guide intervention strategies, and post-key informant interviews will help assess perceived barriers and benefits of policies after the intervention. The policy record review will identify strengths and weakness of the adopted language and whether the objective was met. Finally, the media tracking form will help determine the extent of news and media coverage and assess whether public sentiment is leaning positively or negatively towards SHS issues. The Evaluator will review and provide feedback on the BER.</p>	<p>07/19-06/21</p>	<p>Evaluator FCDPH</p>	<p>Brief Evaluation Report</p>
<p>6-E-1 Focus Group</p>	<p>FCDPH and/or the Smoke-free MUH Subcontractor will conduct a total of seven, virtual focus groups with residents of MUH complexes: two focus groups in the City of Fowler and five in the City of Fresno. The purpose is to discover how exposure to secondhand smoke (SHS) and thirdhand smoke has impacted their families, and with assistance from TPP staff, the Smoke-free MUH Subcontractor will conduct 2 focus groups (1-1.5 hours in length) with residents of MUH complexes to discover how exposure to secondhand smoke (SHS) and thirdhand smoke has impacted their families. The results will help guide campaign strategies. Each focus group will include a purposive sample of 6-8 people, and at least one of the focus groups will recruit participants from housing complexes serving residents with low social economic status. TPP staff the Evaluator and Project Director and the MUH subcontractor will develop a protocol and questions for the focus group based on any existing instruments and/or in consultation with Tobacco Control Evaluation Center (TCEC) and TECC. Each focus group will be audio-taped and transcribed, and an observer of the group will take notes of participant responses. The Smoke-</p>	<p>07/19-12/20</p>	<p>Evaluator FCDPH Smoke-free Multi-unit Housing Subcontractor</p>	<p>Focus Group Question Review of Summary of Key Findings</p>

	<p>free MUH Subcontractor will utilize content analysis to identify key themes. Results will be shared with elected officials and other community leaders and will help advance the objective by illustrating how SHS impacts families living in MUH. The Smoke-free Multi-unit Housing subcontractor will develop the summary of key findings and the Evaluator will review, provide feedback, and extract key information to incorporate into the Final Evaluation Report (FER).</p>			
<p>6-E-2 Public Policy Record</p>	<p>The Evaluator will develop a public policy meeting observation form to document policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings. FCDPH staff will observe and record this information during any public policy the meetings where the policy is discussed. In addition, official policy records such as city council agendas, meeting minutes, presentations, testimony, and policies enacted will be collected and coded to track: (1) support/opposition; (2) key issues that surface during the intervention that could help shape changes to the intervention plan during the process; (3) the policy adoption process so that it can be described in the brief evaluation report (BER); and (4) to confirm adoption of a policy that meets the objective for this project. Documentation of the signed policy collected by FCDPH will also be included.</p>	07/19-12/21	<p>Evaluator FCDPH</p>	<p>Public Policy Meeting Observation Form Signed Policy</p>
<p>6-E-3 Final Evaluation Report</p>	<p>The Evaluator will develop the FER. All data sources will be summarized following the guidelines specified by CTCP and will discuss which intervention strategies were successful and why, challenges faced and how they were addressed, and recommendations for future efforts. Descriptive statistics such as frequencies and percentages will be used to analyze the public intercept surveys, and results will be shared with policy makers and other community leaders. A content analysis will be used to analyze the focus groups, earned and paid media tracking forms, and the public policy meeting observation form. The results from the focus groups will help advance the objective by illustrating to community leaders how SHS impacts families living in MUH. The results from the meeting observation form will help identify factors that facilitated or impeded policy adoption. The media tracking forms will help determine the extent of news and media coverage and assess whether public sentiment is leaning positively or negatively towards SHS and thirdhand smoke issues. The FER will be reviewed by FCDPH. A summary of the report will be submitted to Partners and</p>	01/21-12/21	<p>Evaluator FCDPH Smoke-free MUH Subcontractor</p>	<p>Brief Evaluation Report</p>

	shared with Fresno County Tobacco-Free Coalition members, community members, and other programs who may want to tackle a similar objective			
6-E-5 Public Intercept Survey/Opinion Poll	To help support intervention efforts, a public intercept survey will be conducted by FCDPH staff and the MUH Subcontractor with 110-120 MUH residents in the City of Fowler, and 230-250 in the City of Fresno. Key questions will assess respondents' exposure to SHS in their homes, their level of support for policy change, and demographic characteristics. A screening question will ensure only MUH residents living in the targeted jurisdiction are surveyed. The instrument that was developed during the previous contract period will be updated and translated into Spanish. Using a convenience sample, surveys will be collected in English and Spanish at housing complexes, community events, shopping centers, and/or other sites within the targeted jurisdiction. A data analysis utilizing frequencies and percentages will be utilized to document support for policy strategies. The Evaluator will conduct the data analysis and write the evaluation report for Fowler and the MUH subcontractor will conduct the data analysis and write the evaluation report for Fresno. The Evaluator will review and provide feedback on the Fresno evaluation report. These results will guide educational efforts and will be shared with community partners, policy makers, and the general public.	07/19-06/21	Evaluator FCDPH Smoke-free Multi-unit Housing Subcontractor	Summary of Results Survey Tool
6-E-6 Public Intercept Survey of Apartment Managers	In the City of Fowler, FCDPH staff will conduct a public intercept survey with 7-11 MUH managers and/or owners to assess their support for a smoke-free policy. The bilingual survey instrument will be based on existing instruments from other projects or TCEC. Surveys will be conducted over the phone or online by FCDPH staff, and participants will receive an incentive. If the response rate is low, the management company staff may be interviewed. The Evaluator will conduct the data analysis utilizing frequencies and percentages and draft the summary of key findings. The summary will be reviewed by FCDPH. The results will be shared with community partners, policy makers, and the general public.	7/20-6/21	Evaluator FCDPH	Survey Instrument Key Findings
7-E-1 Education/Participant Survey	Utilizing an online instrument developed by the Tobacco Control Evaluation Center (TCEC), FCDPH will survey participants in the CX needs assessment process to assess overall satisfaction with the process and intent to engage in	07/20-06/21	Evaluator FCDPH	Survey Instrument

	2022-2025 program activities. The survey will be administered to all CX needs assessment process. The Evaluator will take the survey results analyze it using descriptive statistics such as percentages, frequencies and means and summarize into the report. FCDPH will review the survey summary.			Survey Summary
7-E-2 Final Evaluation Report	The Evaluator will prepare a BER. Descriptive statistics and content analysis will be used to analyze and summarize data from the CX participant survey to identify common themes in terms of successes and challenges associated with the CX process. A summary of CX activities and results will be summarized using the TCEC Tell Your Story guidelines. The report will include lessons learned and recommendations to inform future CX processes. The BER will be reviewed by FCDPH.	07/20-6/21	Evaluator FCDPH	Brief Evaluation Report

Administrative

Activity	Description	Timeline	Responsible Party	Deliverables
8.1.1	Meet or talk with TPP staff monthly and/or as needed to discuss contract activities.	Ongoing	Evaluator FCDPH	Meeting notes
8.1.2	Attend training sessions, conferences, conference calls, and webinars on specific content areas.	Ongoing	Evaluator FCDPH	Copies of training agendas
8.1.3	Work collaboratively with FCDPH and CTCP to develop the Evaluation Plan. Update as needed.	Ongoing	Evaluator FCDPH	Evaluation Plan and Plan Updates
8.1.4	Work collaboratively with Community Action Model Subcontractors in the implementation of the Evaluation Plan including phone calls, meetings with subcontractors for planning, training and direction of data collection activities by staff and volunteers.	Ongoing	Evaluator FCDPH Subcontractors	Meeting agendas, Developed materials

REVISED Exhibit A-1
 Evaluator Scope of Work

8.1.5	<p>Work with FCDPH to develop submit progress bi-annual and evaluation reports following guidelines from FCDPH.</p> <p>Collaborate with FCDPH in the development of report deliverables. Submit electronic documentation of deliverables.</p>	<p>Due to FCDPH 60 days before progress report is due</p> <p>Year 1 and 2 reports are due to CTCP 01/31 and 07/31</p> <p>Year 3 reports are due to CTCP 01/29 and 06/30</p>	<p>Evaluator FCDPH</p>	<p>Semi-annual progress report with supporting documents</p>
8.1.7	<p>Work with FCDPH to develop and submit BERs upon completion of Objectives 2, 3 and 7 and FERs for Objectives 4 and 6.</p>	<p>Due to FCDPH 04/30/21</p> <p>Reports are due to the CTCP 06/30/21</p>	<p>Evaluator FCDPH</p>	<p>Developed reports</p>
8.1.8	<p>Submit monthly invoices to DPH within 30 days of the end of the previous month.</p>	<p>Ongoing</p>	<p>Evaluator</p>	<p>Monthly invoices</p>

Tobacco Prevention Program			
Evaluator Budget Year 1			
December 11, 2018- June 30, 2019			
Personnel	Hours	Rate	Total Cost
Evaluator	82.5	\$95.00	\$7,837.50
Benefits			
Benefits (i.e. health, dental, and vision costs; FICA –Social Security and Medicare)			Provided in-kind Provided in-kind
Materials/Supplies			
Office supplies (i.e. general office supplies, computer-related supplies such as laser printer/copier cartridges, etc.)			Provided in-kind
Travel			
Mileage, conference registration, hotels, etc.			
Other Costs			
Communications (i.e. internet & phone provider)			Provided in-kind
Equipment (i.e. computer, printer, etc.)			Provided in-kind
Commercial general liability insurance			Provided in-kind
Indirect			
5% of Personnel costs (includes: administrative expenses such as overhead, accounting, utilities, building and equipment maintenance, etc.)			\$391.88
Year 1 Total			\$8,229.38

Tobacco Prevention Program			
Evaluator Budget Year 2 July 1, 2019-June 30, 2020			
Personnel	Hours	Rate	Total Cost
Evaluator	193	\$100.00	\$19,300
Benefits			
Benefits (i.e. health, dental, and vision costs;			Provided in-kind
FICA –Social Security and Medicare)			Provided in-kind
Materials/Supplies			
Office supplies (i.e. general office supplies, computer-related supplies such as laser printer/copier cartridges, etc.)			Provided in-kind
Travel			
Mileage, conference registration, hotels, etc.			0
Other Costs			
Communications (i.e. internet & phone provider)			Provided in-kind
Equipment (i.e. computer, printer, etc.)			Provided in-kind
Commercial general liability insurance			Provided in-kind
Indirect			
5% of Personnel costs (includes: administrative expenses such as overhead, accounting, utilities, building and equipment maintenance, etc.)			\$965.00
Year 2 Total			\$20,265

Tobacco Prevention Program			
Evaluator Budget Year 3			
July 1, 2020-June 30, 2021			
Personnel	Hours	Rate	Total Cost
Evaluator	437	\$100.00	\$43,700
Benefits			
Benefits (i.e. health, dental, and vision costs;			Provided in-kind
FICA –Social Security and Medicare)			Provided in-kind
Materials/Supplies			
Office supplies (i.e. general office supplies, computer-related supplies such as laser printer/copier cartridges, etc.)			Provided in-kind
Travel			
Mileage, conference registration, hotels, etc.			TBD
Other Costs			
Communications (i.e. internet & phone provider)			Provided in-kind
Equipment (i.e. computer, printer, etc.)			Provided in-kind
Commercial general liability insurance			Provided in-kind
Indirect			
5% of Personnel costs (includes: administrative expenses such as overhead, accounting, utilities, building and equipment maintenance, etc.)			\$2,185.00
Year 3 Total			\$45,885

Tobacco Prevention Program			
Evaluator Budget Year 4			
July 1, 2021 - December 31, 2021			
Personnel	Hours	Rate	Total Cost
Evaluator	267	\$103.00	\$27,501
Benefits			
Benefits (i.e. health, dental, and vision costs;			Provided in-kind
FICA –Social Security and Medicare)			Provided in-kind
Materials/Supplies			
Office supplies (i.e. general office supplies, computer-related supplies such as laser printer/copier cartridges, etc.)			Provided in-kind
Travel			
Mileage, conference registration, hotels, etc.			TBD
Other Costs			
Communications (i.e. internet & phone provider)			Provided in-kind
Equipment (i.e. computer, printer, etc.)			Provided in-kind
Commercial general liability insurance			Provided in-kind
Indirect			
5% of Personnel costs (includes: administrative expenses such as overhead, accounting, utilities, building and equipment maintenance, etc.)			\$1,375.05
Year 4 Total			\$28,876