

**THIRD AMENDMENT TO AGREEMENT**

THIS THIRD AMENDMENT TO AGREEMENT (hereinafter "Amendment") is made and entered into this 14th day of Dec., 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; and

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

WHEREAS, COUNTY and CONTRACTOR entered into a Second Amendment to Agreement (Agreement No. 18-715-2), dated April 13, 2021 ("Second Amendment"), to revise the scope of work and reduce the total compensation payable; and

WHEREAS, the COUNTY and CONTRACTOR desire to amend the Agreement to revise the scope of work timeline and shift unspent FY 2020-21 funds to FY 2021-22.

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

1. That all references in existing COUNTY Agreement Nos. A-18-715, A-18-715-1, and A-18-715-2 to "Exhibit A", "Revised Exhibit A", and "REVISED Exhibit A-1" be changed to read "REVISED Exhibit A3", attached hereto and incorporated herein by reference.

2. 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 June 30, 2022."

3. That Section Four (4) of the Agreement, located on page Three (3), lines Thirteen (13)

1 through Eighteen (18), is deleted in its entirety and replaced with the following:

2 "B. For the period December 11, 2018 through June 30, 2019, in no event shall  
3 services performed under this Agreement be in excess of Eight Thousand Two Hundred Twenty-Nine and  
4 No/100 Dollars (\$8,229.00).

5 For the period July 1, 2019 through June 30, 2020, in no event shall services  
6 performed under this Agreement be in excess of Twenty Thousand Two Hundred Sixty-Five Thousand  
7 and No/100 Dollars (\$20,265.00).

8 For the period July 1, 2020 through June 30, 2021, in no event shall services  
9 performed under this Agreement be in excess of Thirty Thousand Eight Hundred Eighteen and No/100  
10 Dollars (\$30,818.00).

11 For the period July 1, 2021 through June 30, 2022, in no event shall services  
12 performed under this Agreement be in excess of Forty-Three Thousand Nine Hundred Forty-Three and  
13 No/100 Dollars (\$43,943.00).

14 In no event shall services performed under this Agreement be in excess of One  
15 Hundred Three Thousand Two Hundred Fifty-Five and No/100 Dollars (\$103,255.00). It is understood  
16 that all expenses incidental to CONTRACTOR'S performance of services under this Agreement Shall  
17 be borne by CONTRACTOR."

18 4.. That all references in existing COUNTY Agreement Nos. A-18-715, A-18-715-1, A-18-  
19 715-2 to "Exhibit B", "Revised Exhibit B", and "REVISED Exhibit B-1" shall be changed to read  
20 "REVISED Exhibit B3", attached hereto and incorporated herein by this reference.

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

24 The parties agree that this Third Amendment may be executed by electronic signature as  
25 provided in this section. An "electronic signature" means any symbol or process intended by an  
26 individual signing this Amendment to represent their signature, including but not limited to (1) a digital  
27 signature; (2) a faxed version of an original handwritten signature; or (3) an electronically scanned and  
28 transmitted (for example by PDF document) of a handwritten signature. Each electronic signature

1 affixed or attached to this Amendment (1) is deemed equivalent to a valid original handwritten  
2 signature of the person signing this Amendment for all purposes, including but not limited to  
3 evidentiary proof in any administrative or judicial proceeding, and (2) has the same force and effect as  
4 the valid original handwritten signature of that person. The provisions of this section satisfy the  
5 requirements of Civil Code section 1633.5, subdivision (b), in the Uniform Electronic Transaction Act  
6 (Civil Code, Division 3, Part 2, Title 2.5, beginning with section 1633.1). Each party using a digital  
7 signature represents that it has undertaken and satisfied the requirements of Government Code  
8 section 16.5, subdivision (a), paragraphs (1) through (5), and agrees that each other party may rely  
9 upon that representation. This Third Amendment is not conditioned upon the parties conducting the  
10 transactions under it by electronic means and either party may sign this Third Amendment with an  
11 original handwritten signature.

12           The Agreement, as hereby amended, is ratified and continued. All provisions, terms,  
13 covenants, conditions and promises contained in the Agreement and not amended herein shall remain  
14 in full force and effect. This Third Amendment shall be effective retroactive to July 1, 2021.

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

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4 **CONTRACTOR:**  
5 **NMK Research and Consulting**

**COUNTY OF FRESNO:**

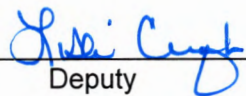
6   
7 \_\_\_\_\_  
8 (Authorized Signature)

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

9  
10  
11 Natasha Kowalski  
12 Print Name & Title

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

13  
14 316 Alta Vista Drive, Santa Cruz,  
15 California 95060  
16 Mailing Address

By:   
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Deputy

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24 **FOR ACCOUNTNG**  
25 **USE ONLY:**

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

28 **SMA**

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><b>2-E-4</b> 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><b>2-E-6</b> 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><b>2-E-7</b> 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><b>2-E-8</b> 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><b>3-E-1</b> 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.			
<b>3-E-5</b> 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.	<b>1/20-12/21</b>	Evaluator  FCDPH	Interview Questions  Summary of Key Findings
<b>3-E-6</b> 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.			
<b>3-E-7</b> 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
<b>4-E-1</b> 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
<b>4-E-2</b> 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	<b>01/19-12/21</b>	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>		<p>FCDPH</p>	<p>Consumer Testing Summary Results</p>
<p><b>4-E-4</b> Public Intercept Survey/Opinion Poll</p>	<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>	<p>01/18-12/20</p>	<p>External Evaluator  FCDPH  Flavors Subcontractor</p>	<p>Summary Report of Key Findings  Survey Instrument</p>
<p><b>4-E-5</b> Final Evaluation Report</p>	<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>	<p>07/21-12/21</p>	<p>Evaluator  FCDPH</p>	<p>Final Evaluation Report</p>

	<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><b>4-E-7</b> 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><b>4-E-9</b> 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><b>4-E-10</b> 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><b>4-E-11</b> 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><b>4-E-14 Key Informant Interview</b></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>7/20-12/21</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.			
<b>5-E-1</b> 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
<b>5-E-4</b> 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
<b>5-E-9</b> Data Analysis Plan	FCDPH staff will develop a BER. All data sources will be summarized and will discuss which intervention strategies	<b>07/19-12/21</b>	Evaluator	Brief Evaluation Report

	<p>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>FCDPH</p>	
<p><b>6-E-1</b> 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-free MUH Subcontractor will utilize content analysis to identify key themes. Results will be shared with elected</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>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><b>6-E-2</b> 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>	<p>07/19-12/21</p>	<p>Evaluator FCDPH</p>	<p>Public Policy Meeting Observation Form  Signed Policy</p>
<p><b>6-E-3</b> 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 shared with Fresno County Tobacco-Free Coalition</p>	<p>01/21-12/21</p>	<p>Evaluator FCDPH  Smoke-free MUH Subcontractor</p>	<p>Brief Evaluation Report</p>

	members, community members, and other programs who may want to tackle a similar objective			
<b>6-E-5</b> 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
<b>6-E-6</b> 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.	7/20-12/21	Evaluator  FCDPH	Survey Instrument  Key Findings



<p><b>7-E-1</b> Education/Participant Survey</p>	<p>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 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.</p>	<p>07/20-06/21</p>	<p>Evaluator  FCDPH</p>	<p>Survey Instrument  Survey Summary</p>
<p><b>7-E-2</b> Final Evaluation Report</p>	<p>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.</p>	<p>07/20-6/21</p>	<p>Evaluator  FCDPH</p>	<p>Brief Evaluation Report</p>

**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

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>

**Evaluation Services for the Fresno County Tobacco Prevention Program**

**January 1– June 30, 2022**

**Scope of Work**

**1. Develop/modify the following surveys, tools, and protocols:**

- **1-E-2: Adapt the Endgame key informant interview instrument (KII) to Fresno City**
- **2-E-3: Develop consumer testing instrument for the recruitment packet for the Community Advocates.**
- **3-E-5: Develop questions for the focus group with stylists/barbers.**

**2. Analyze the data collected and summarize key findings in preliminary reports to be submitted with the biannual progress reports for the following evaluation activities:**

- **1-E-2: Write the report summarizing the Endgame Kills.**
- **1-E-5: Write the report summarizing the observation survey of tobacco retailers in Fresno City**
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**3. Participate in teleconferences with Project Director to discuss upcoming evaluation activities and provide technical assistance regarding evaluation topics (approximately 4 - 5 hours).**

**4. Provide a timeline for the first year of the 22-25 workplan and updated as needed.**

**5. Attend training sessions, conferences, conference calls, and webinars on specific content areas.**

**6. Work collaboratively with Fresno County Department of Public Health and California Tobacco Control Program to revise the Evaluation Plan as needed.**

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

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

<b>Tobacco Prevention Program</b>			
<b>Evaluator Budget Year 3</b>			
<b>July 1, 2020-June 30, 2021</b>			
<b>Personnel</b>	<b>Hours</b>	<b>Rate</b>	<b>Total Cost</b>
Evaluator	293.5	\$100.00	\$29,350.00
<b>Benefits</b>			
Benefits (i.e. health, dental, and vision costs;			Provided in-kind
FICA –Social Security and Medicare )			Provided in-kind
<b>Materials/Supplies</b>			
Office supplies (i.e. general office supplies, computer-related supplies such as laser printer/copier cartridges, etc.)			Provided in-kind
<b>Travel</b>			
Mileage, conference registration, hotels, etc.			TBD
<b>Other Costs</b>			
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
<b>Indirect</b>			
5% of Personnel costs (includes: administrative expenses such as overhead, accounting, utilities, building and equipment maintenance, etc.)			\$1,467.50
<b>Year 3 Total</b>			<b>\$30,818</b>

<b>Tobacco Prevention Program</b>			
<b>Evaluator Budget Year 4</b>			
<b>July 1, 2021 - June 30, 2022</b>			
<b>Personnel</b>	<b>Hours</b>	<b>Rate</b>	<b>Total Cost</b>
Evaluator	406.311	\$103.00	<b>\$41,850</b>
<b>Benefits</b>			
Benefits (i.e. health, dental, and vision costs;			Provided in-kind
FICA –Social Security and Medicare )			Provided in-kind
<b>Materials/Supplies</b>			
Office supplies (i.e. general office supplies, computer-related supplies such as laser printer/copier cartridges, etc.)			Provided in-kind
<b>Travel</b>			
Mileage, conference registration, hotels, etc.			TBD
<b>Other Costs</b>			
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
<b>Indirect</b>			
5% of Personnel costs (includes: administrative expenses such as overhead, accounting, utilities, building and equipment maintenance, etc.)			<b>\$2,092.50</b>
<b>Year 4 Total</b>			<b>\$43,943</b>