

Exhibit A  
Scope of Work

**1. Service Overview**

Contractor agrees to provide to the California Department of Public Health (CDPH), California Tobacco Control Program (CTCP) the services described herein.

Pursuant to Proposition 56, California Department of Public Health/California Tobacco Control Program (CDPH/CTCP) requests bids from qualified contractors to provide data collection services for a population-based health Survey.

In accordance with California Health and Safety Code (HSC) Section 104375(b), Contractor will administer six waves of the Online California Adult Tobacco Survey to a probability-based online panel of California residents that is maintained by the Contractor or the Contractor's independent consultant(s) and/or subcontractor(s). The data collected shall be representative of California residents age 18 to 64.

Contractor will also provide three hours of technical assistance each calendar year of the contract (nine hours total) to CDPH/CTCP. Technical assistance will be provided on survey question wording, survey question layout, survey formatting, survey question translations from English to Spanish, and any other aspects of survey design related to the survey instrument.

**2. Service Location**

The services shall be performed at the Contractor's place of business, as well as locations in California where meetings, trainings, and conferences may be held.

**3. Service Hours**

Due to the nature of the survey activities, the services shall be provided during normal Contractor's working hours of 8:00 a.m. to 5:00 p.m., Monday through Friday, and outside of Contractor's normal working hours. Technical assistance support will be provided only during normal Contractor's working hours of 8:00 a.m. to 5:00 p.m.

**4. Project Representatives**

A. The project representatives during the term of this agreement will be:

<b>California Department of Public Health</b> Robert Bell Telephone: (916) 449-5492 Fax: (916) 449-5505 E-mail: robert.bell@cdph.ca.gov	<b>TBD</b> <b>TBD</b> Telephone: (XXX) XXX-XXXX Fax: (XXX) XXX-XXXX E-mail: XXXXXXXX@XXXXXXX
---	--

B. Direct all inquiries to:

Exhibit A  
Scope of Work

<b>California Department of Public Health</b> Procurement Manager California Department of Public Health Attention: Robert Bell MS 7206 1616 Capitol Avenue, Suite 74.516 P.O. Box 997377 Sacramento, CA, 95899-7377 Telephone: (916) 449-5492 Fax: (916) 449-5505 E-mail: robert.bell@cdph.ca.gov	<b>TBD</b> Section or Unit Name (if applicable) Attention: [Enter name, if applicable] Street address & room number, if applicable P.O. Box Number (if applicable) City, State, Zip Code  Telephone: (XXX) XXX-XXXX Fax: (XXX) XXX-XXXX E-mail: XXXXXXXX@XXXXXXX
--	---

- C. All payments from CDPH to the Contractor; shall be sent to the following address:

Remittance Address
Contractor: [Legal Business Name] ]
Attention "Cashier": ]
Address ]
City, Zip ]
Phone ]
Fax ]
E-mail ]

- D. Either party may make changes to the information above by giving written notice to the other party. Said changes shall not require an amendment to this agreement.

**5. Progress Reports or Meetings**

- A. Contractor shall submit progress reports or attend meetings with state personnel at intervals determined by CDPH to determine if the Contractor is on the right track, whether the project is on schedule, provide communication of interim findings, and afford occasions for airing difficulties or special problems encountered so that remedies can be developed quickly.
- B. At the conclusion of this agreement and if applicable, Contractor shall hold a final meeting at which Contractor shall present any findings, conclusions, and recommendations. If required by this agreement, Contractor shall submit a comprehensive final report.

**6. Services to be Performed**

Contractor shall perform the following services:

**Goal 1:** By December 31, 2021, CONTRACTOR shall administer and complete six waves of data collection of the Online California Adult Tobacco Survey. The Online California Adult Tobacco Survey is to be fielded to a

Exhibit A  
Scope of Work

probability-based online panel of California residents with data that is representative of California residents age 18 to 64.

**A. Objective 1: Technical Assistance**

**Major Tasks/Activities:**

- 1) CONTRACTOR shall provide three hours of technical assistance each calendar year to CDPH/CTCP on survey question wording, survey question layout, survey formatting, survey question translations from English to Spanish, and any other aspects of survey design related to the survey instrument.
  - a) **Time Line:** On going
  - b) **Deliverables/Performance Measures:** N/A

**B. Objective 2: Wave 1 of the Online California Adult Tobacco Survey**

**Major Task/Activities:**

- 1) CONTRACTOR shall pre-test/pilot survey instrument. CDPH/CTCP shall provide CONTRACTOR with the survey instrument prior to the pre-test.
- 2) CONTRACTOR shall field the English-language and Spanish-language survey instrument to the probability-based online panel of California residents. CONTRACTOR shall meet the overall sampling targets of 3,000 eligible respondents and any additional sampling targets that is agreed upon by the CONTRACTOR and CDPH/CTCP within a twelve-week data collection timeframe. CONTRACTOR shall provide appropriate survey weights that incorporates the following at the minimum: (1) the probability of selection, and (2) benchmarked to the U.S. Census Current Population Survey.
- 3) CONTRACTOR shall provide weekly updates to CDPH/CTCP regarding survey completion when survey is in the field.
  - a) **Time Line:** 01/01/19 (or upon approval) through 06/30/19
  - b) **Deliverables/Performance Measures:**
    - i. Securely submit pre-test/pilot results as a data file that can be opened in SPSS software or SAS software to CDPH prior to fielding the main survey.
    - ii. Securely submit survey methodology documentation and cleaned results as a SPSS software or SAS software data file to CDPH/CTCP by June 30, 2019. Data file shall contain all survey data, variables including survey weights, and value labels.

**C. Objective 3: Wave 2 of Online California Adult Tobacco Survey**

**Major Task/Activities:**

- 1) CONTRACTOR shall pre-test/pilot survey instrument. CDPH/CTCP shall provide CONTRACTOR with the survey instrument prior to the pre-test.

Exhibit A  
Scope of Work

- 2) CONTRACTOR shall field the English-language and Spanish-language survey instrument to the probability-based online panel of California residents. CONTRACTOR shall meet the overall sampling targets of 3,000 eligible respondents and any additional sampling targets that is agreed upon by the CONTRACTOR and CDPH/CTCP within a twelve-week data collection timeframe. CONTRACTOR shall provide appropriate survey weights that incorporates the following at the minimum: (1) the probability of selection, and (2) benchmarked to the U.S. Census Current Population Survey.
- 3) CONTRACTOR shall provide weekly updates to CDPH/CTCP regarding survey completion when survey is in the field.
  - a) **Time Line:** 07/01/19 through 12/31/19
  - b) **Deliverables/Performance Measures:**
    - i. Securely submit pre-test/pilot results as a SPSS or SAS data file to CDPH prior to fielding the main survey.
    - ii. Securely submit survey methodology documentation and cleaned results as a SPSS or SAS data file to CDPH/CTCP by December 31, 2019. Data file shall contain all survey data, variables including survey weights, and value labels.

**D. Objective 4:** Wave 3 of the Online California Adult Tobacco Survey

**Major Task/Activities:**

- 1) CONTRACTOR shall pre-test/pilot survey instrument. CDPH/CTCP shall provide CONTRACTOR with the survey instrument prior to the pre-test.
- 2) CONTRACTOR shall field the English-language and Spanish-language survey instrument to the probability-based online panel of California residents. CONTRACTOR shall meet the overall sampling targets of 3,000 eligible respondents and any additional sampling targets that is agreed upon by the CONTRACTOR and CDPH/CTCP within a twelve-week data collection timeframe. CONTRACTOR shall provide appropriate survey weights that incorporates the following at the minimum: (1) the probability of selection, and (2) benchmarked to the U.S. Census Current Population Survey.
- 3) CONTRACTOR shall provide weekly updates to CDPH/CTCP regarding survey completion when survey is in the field.
  - a) **Time Line:** 01/01/20 through 06/30/20
  - b) **Deliverables/Performance Measures:**
    - i. Securely submit pre-test/pilot results as a SPSS or SAS data file to CDPH prior to fielding the main survey.
    - ii. Securely submit survey methodology documentation and cleaned results as a SPSS or SAS data file to CDPH/CTCP by June 30, 2020. Data file shall contain all survey data, variables including survey weights, and value labels.

**E. Objective 5:** Wave 4 of the Online California Adult Tobacco Survey

Exhibit A  
Scope of Work

**Major Task/Activities:**

- 1) CONTRACTOR shall pre-test/pilot survey instrument. CDPH/CTCP shall provide CONTRACTOR with the survey instrument prior to the pre-test.
- 2) CONTRACTOR shall field the English-language and Spanish-language survey instrument to the probability-based online panel of California residents. CONTRACTOR shall meet the overall sampling targets of 3,000 eligible respondents and any additional sampling targets that is agreed upon by the CONTRACTOR and CDPH/CTCP within a twelve-week data collection timeframe. CONTRACTOR shall provide appropriate survey weights that incorporates the following at the minimum: (1) the probability of selection, and (2) benchmarked to the U.S. Census Current Population Survey.
- 3) CONTRACTOR shall provide weekly updates to CDPH/CTCP regarding survey completion when survey is in the field.
  - a) **Time Line:** 07/01/20 through 12/31/20
  - b) **Deliverables/Performance Measures:**
    - i. Securely submit pre-test/pilot results as a SPSS or SAS data file to CDPH prior to fielding the main survey.
    - ii. Securely submit survey methodology documentation and cleaned results as a SPSS or SAS data file to CDPH/CTCP by December 31, 2020. Data file shall contain all survey data, variables including survey weights, and value labels.

**F. Objective 6:** Wave 5 of the Online California Adult Tobacco Survey

**Major Task/Activities:**

- 1) CONTRACTOR shall pre-test/pilot survey instrument. CDPH/CTCP shall provide CONTRACTOR with the survey instrument prior to the pre-test.
- 2) CONTRACTOR shall field the English-language and Spanish-language survey instrument to the probability-based online panel of California residents. CONTRACTOR shall meet the overall sampling targets of 3,000 eligible respondents and any additional sampling targets that is agreed upon by the CONTRACTOR and CDPH/CTCP within a twelve-week data collection timeframe. CONTRACTOR shall provide appropriate survey weights that incorporates the following at the minimum: (1) the probability of selection, and (2) benchmarked to the U.S. Census Current Population Survey.
- 3) CONTRACTOR shall provide weekly updates to CDPH/CTCP regarding survey completion when survey is in the field.
  - a) **Time Line:** 01/01/21 through 06/30/21
  - b) **Deliverables/Performance Measures:**
    - i. Securely submit pre-test/pilot results as a SPSS or SAS data file to CDPH prior to fielding the main survey.

Exhibit A  
Scope of Work

- ii. Securely submit survey methodology documentation and cleaned results as a SPSS or SAS data file to CDPH/CTCP by June 30, 2021. Data file shall contain all survey data, variables including survey weights, and value labels.

**G. Objective 7: Wave 6 of the Online California Adult Tobacco Survey**

**Major Task/Activities:**

- 1) CONTRACTOR shall pre-test/pilot survey instrument. CDPH/CTCP shall provide CONTRACTOR with the survey instrument prior to the pre-test.
- 2) CONTRACTOR shall field the English-language and Spanish-language survey instrument to the probability-based online panel of California residents. CONTRACTOR shall meet the overall sampling targets of 3,000 eligible respondents and any additional sampling targets that is agreed upon by the CONTRACTOR and CDPH/CTCP within a twelve-week data collection timeframe. CONTRACTOR shall provide appropriate survey weights that incorporates the following at the minimum: (1) the probability of selection, and (2) benchmarked to the U.S. Census Current Population Survey.
- 3) CONTRACTOR shall provide weekly updates to CDPH/CTCP regarding survey completion when survey is in the field.
  - a) **Time Line:** 07/01/21 through 12/31/21
  - b) **Deliverables/Performance Measures:**
    - i. Securely submit pre-test/pilot results as a SPSS or SAS data file to CDPH prior to fielding the main survey.
    - ii. Securely submit survey methodology documentation and cleaned results as a SPSS or SAS data file to CDPH/CTCP by December 31, 2021. Data file shall contain all survey data, variables including survey weights, and value labels.

**H. Objective 8: Progress Reports**

**Major Task/Activities:**

- 1) CONTRACTOR shall complete and submit four CDPH/CTCP progress report (three interim progress report and one final comprehensive progress report) as described in Exhibit A, Section 5.
  - a) **Time Line:** 01/01/19 (or upon approval) through 12/31/21
  - b) **Deliverables/Performance Measures:**
    - i. Submit the first interim progress report (reporting period 01/01/19, or upon approval, through 06/30/19) by July 31, 2019.
    - ii. Submit the second interim progress report (reporting period 07/01/19 through 06/30/20) by July 31, 2020.
    - iii. Submit the third interim progress report (reporting period 07/01/20 through 06/30/21) by August 2, 2021.
    - iv. Submit the final comprehensive progress report (reporting period 01/01/19, or upon approval, through 12/31/21) by December 31, 2021.