Exhibit A, Attachment I
Detailed Scope of Work

Objective 1: Submission of Survey Plans
By April 30, 2024, the Contractor will complete and submit to CDPH/CTCP a Survey Sampling and Recruiting Plan, a Survey Administration and Data Management Plan, a Data Analysis Plan, and receive an Institutional Review Board determination.

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
1.1	Develop and submit to CDPH/CTCP for approval a comprehensive Survey Sampling and Recruiting Plan which must minimally include a detailed description of the following: a. sampling methodology; b. recruitment plan, including secondary recruiting strategy; and c. sample size Each wave study sample must be: a. a minimum of 50% of the sample must be from a probability-based panel; b. consist of only California adults ages 18 years old or older; c. representative of California's racially, ethnically, culturally, and geographically diverse population; and d. contain the following quotas: 1. 2,000-3,000 overall; 2. 300 African American or Black only; 3. 300 current smokers; and 4. 300 young adults aged 18 to 29 years old.		01/2024 – 04/2024		Draft Survey Sampling and Recruiting Plan Final Survey Sampling and Recruiting Plan with feedback from CDPH/CTCP incorporated
	Update the Survey Sampling and Recruiting Plan as needed or as requested by CDPH/CTCP and submit for approval by CDPH/CTCP prior to the next survey wave.		05/2024 – 12/2028		

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
1.2	Develop and submit to CDPH/CTCP for approval a comprehensive Survey Administration and Data Management Plan that minimally includes: a. method of survey administration; b. number of survey waves per year; c. time of year of survey waves; d. data monitoring, fraud detection, and data quality processes; e. software or other technologies; f. data cleaning methodology; g. a description of how data will be stored and h. survey weight methodology. Update the Survey Administration and Data Management as needed or as requested by CDPH/CTCP and submit for approval by CDPH/CTCP prior to the next survey wave.		01/2024 – 04/2024 05/2024 – 12/2028		Draft Survey Administration and Data Management Plan Final Survey Administration and Data Management Plan with feedback from CDPH/CTCP incorporated
1.3	Develop and submit to CDPH/CTCP for approval a Data Analysis Plan. Update the Data Analysis Plan as needed or as requested by CDPH/CTCP and submit for approval by CDPH/CTCP prior to the next survey wave.		01/2024 – 04/2024 05/2024 – 12/2028		Draft Data Analysis Plan Final Data Analysis Plan with CDPH/CTCP feedback incorporated

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
1.4	Obtain Institutional and/or State Institutional Review Board approval, exemption, or not human subject research determination for all project activities prior to start of any project activities and update as needed.		01/2024 – 04/2024 05/2024 – 12/2028		Institutional Review Board approval, exemption, or exclusion letter Updated Institutional Review Board approval, exemption, or exclusion letter (as needed)

Objective 2: Survey Development Support and Testing
By September 30, 2028, the Contractor will provide relevant expertise survey development consultation services, including cognitive testing, translation, survey programming, and pilot testing, to CDPH/CTCP for the Online California Adult Tobacco Survey.

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
2.1	Recruit and conductive cognitive tests with 10-15 respondents annually. Submit to CDPH/CTCP recommendations based on cognitive test findings.		01/2024 – 12/2024 01/2025 – 03/2025 01/2026 – 03/2026 01/2027 – 03/2027 01/2028 – 03/2028		Memorandum of survey cognitive test findings and recommendations

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
2.2	Provide certified translation services to translate survey instruments from English into Spanish.		01/2024 – 05/2024 07/2024 – 08/2024 01/2025 – 02/2025 07/2025 – 08/2025 01/2026 – 02/2026 07/2026 – 08/2026 01/2027 – 02/2027 07/2027 – 08/2027 01/2028 – 02/2028 07/2028 – 08/2028		Translated data collection documents

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
2.3	Develop the programmed online survey for each survey wave and submit to CDPH/CTCP for approval. The Contractor will collect race/ethnicity and/or sexual orientation/gender identity data in accordance with state laws AB 532, AB 1726, and AB 959 and as directed by CDPH/CTCP. CDPH/CTCP will provide language for these measures.		01/2024 – 05/2024 07/2024 – 09/2024 01/2025 – 03/2025 07/2025 – 09/2025 01/2026 – 03/2026 07/2026 – 09/2026 01/2027 – 03/2027 07/2027 – 09/2027 01/2028 – 03/2028 07/2028 – 09/2028		Draft programmed online survey Final programmed online survey with CDPH/CTCP feedback incorporated

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
2.4	Recruit and conduct pilot tests with 30-50 respondents before each survey. Submit to CDPH/CTCP recommendations based on pilot test findings. The Contractor will make requested revisions to the survey if Contractor's recommendations are accepted by CDPH/CTCP.		01/2024 – 05/2024 07/2024 – 09/2024 01/2025 – 03/2025 07/2025 – 09/2025 01/2026 – 03/2026 07/2026 – 09/2026 01/2027 – 03/2027 07/2027 – 09/2027 01/2028 – 03/2028 07/2028 – 09/2028		Memorandum of survey pilot test findings and recommendations

Objective 3: Recruitment and Survey Administration
By December 31, 2028, the Contractor will have recruited participants and completed ten (10) survey waves (two (2) survey waves per year), and submitted to CDPH/CTCP the cleaned, de-identified public-use datasets.

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
3.1	Based on the approved Survey Sampling and Recruiting Plan, recruit the following per wave: a. 2,000-3,000 overall; b. 300 African American or Black only; c. 300 current smokers; and d. 300 young adults aged 18 to 29 years old.		05/2024 – 08/2024 09/2024 – 11/2024 03/2025 – 05/2025 09/2025 – 11/2025 03/2026 – 05/2026 09/2026 – 11/2026 03/2027 – 05/2027 09/2027 – 11/2027 03/2028 – 05/2028 09/2028 – 11/2028		Memorandum on survey recruitment efforts

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
3.2	Based on the approved Survey Administration and Data Management Plan, administer the survey.		05/2024 – 08/2024 09/2024 – 11/2024 03/2025 – 05/2025 09/2025 – 11/2025 03/2026 – 05/2026 09/2026 – 11/2026 03/2027 – 05/2027 09/2027 – 11/2027 03/2028 – 05/2028 09/2028 – 11/2028		Weekly completion report

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
3.3	After each survey wave, submit to CDPH/CTCP no later than six (6) weeks after the data collection is complete an interim survey report and a cleaned, deidentified public-use dataset with appropriate survey weights. Interim survey report will minimally include wave-specific administration information and a codebook with unweighted frequencies.		05/2024 – 10/2024 09/2024 – 01/2025 03/2025 – 07/2025 09/2025 – 01/2026 03/2026 – 07/2026 09/2026 – 01/2027 03/2027 – 07/2027 09/2027 – 01/2028 03/2028 – 07/2028 09/2028 – 12/2028		Survey interim report Cleaned dataset

Objective 4: Data Analysis and Reporting
By December 31, 2028, the Contractor will have submitted to CDPH/CTCP five (5) annual reports on the Online California Adult Tobacco Survey.

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
4.1	Annually, submit a comprehensive Online California Adult Tobacco Survey annual report based on the approved Data Analysis Plan. The Annual Report must be compliant with Section 508 of the Rehabilitation Act and submitted at the end of each contract year to CDPH/CTCP. The Annual Report must contain the following information at a minimum: 1. executive summary; 2. background; 3. brief methodology regarding the project; 4. main results; 5. conclusions; and 6. CDPH/CTCP remarks (as requested by CDPH/CTCP).		07/2024 – 02/2025 07/2025 – 02/2026 07/2026 – 02/2027 07/2027 – 02/2028 07/2028 – 12/2028		Draft Annual Report Final Annual Report with CDPH/CTCP feedback incorporated

Objective 5: Communications
By December 31, 2028, the Contractor will have maintained consistent and effective communication with CDPH/CTCP.

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
5.1	Submit for approval from CDPH/CTCP an annual project timeline for all survey activities. The annual project timeline will be approved by CDPH/CTCP prior to project implementation and may be updated as needed by CDPH/CTCP.		01/2024 – 03/2024 11/2024 – 01/2025 11/2025 – 01/2026 11/2026 – 01/2027 11/2027 – 01/2028		Draft project timeline Final project timeline with CDPH/CTCP feedback incorporated
5.2	Once per month, communicate by either teleconference or phone with CDPH/CTCP staff to ensure that SOW activities and deliverables are being met, whether the project is on schedule, limitations or challenges to completing the project, and to provide informal interim findings as requested by CDPH/CTCP.		01/2024 – 12/2024 01/2025 – 12/2025 01/2026 – 12/2026 01/2027 – 12/2027 01/2028 – 12/2028		Agendas

Activity Number	Activity	Percent Deliverable	Start and End Date	Responsible Party	Tracking Measure
5.3	Every six (6) months, the Contractor will provide a written Progress Report submitted to CDPH/CTCP using a template provided by CDPH/CTCP. The Progress Reports will be due one month after the six-month mark of each project year and an expanded comprehensive progress report will be due at the end of the project. The Progress Report will minimally include: a. status of progress and accomplishments; b. description of any challenges or barriers encountered and how they were addressed; c. suggestions to avoid the experienced challenges or barriers in the future; and d. suggestions for improvement or other changes.		01/2024 – 07/2024 07/2024 – 01/2025 01/2025 – 07/2025 07/2025 – 01/2026 01/2026 – 07/2026 07/2026 – 01/2027 01/2027 – 07/2027 07/2027 – 01/2028 01/2028 – 07/2028 07/2028 – 12/2028		Progress reports