

# COUNTY OF FRESNO

## REQUEST FOR PROPOSAL

NUMBER: 918-5256

### PROGRAM EVALUATOR FOR TOBACCO PREVENTION PROGRAM

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Issue Date: March 20, 2014

Closing Date: APRIL 14, 2014

Proposal will be considered LATE when the official Purchasing time clock reads 2:00 P.M.

Questions regarding this RFP should be directed to: Debbie L. Scharnick,  
phone (559) 600-7111, e-mail [dscharnick@co.fresno.ca.us](mailto:dscharnick@co.fresno.ca.us), or fax (559) 600-7126.

Check County of Fresno Purchasing's Open Solicitations  
website at <https://www2.co.fresno.ca.us/0440/Bids/BidsHome.aspx>  
for RFP documents and changes.

Please submit all Proposals to:

County of Fresno - Purchasing  
4525 E. Hamilton Avenue, 2<sup>nd</sup> Floor  
Fresno, CA 93702-4599

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#### BIDDER TO COMPLETE

UNDERSIGNED AGREES TO FURNISH THE COMMODITY OR SERVICE STIPULATED IN THE ATTACHED PROPOSAL  
SCHEDULE AT THE PRICES AND TERMS STATED, SUBJECT TO THE "COUNTY OF FRESNO PURCHASING STANDARD  
INSTRUCTIONS AND CONDITIONS FOR REQUEST FOR PROPOSALS (RFP'S)" ATTACHED.

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COMPANY

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ADDRESS

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CITY

STATE

ZIP CODE

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( )

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( )

TELEPHONE NUMBER

FACSIMILE NUMBER

E-MAIL ADDRESS

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SIGNED BY

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PRINT NAME

TITLE

**COUNTY OF FRESNO PURCHASING**  
**STANDARD INSTRUCTIONS AND CONDITIONS FOR**  
**REQUESTS FOR PROPOSALS (RFP'S) AND REQUESTS FOR QUOTATIONS (RFQ'S)**

Note: the reference to "bids" in the following paragraphs applies to RFP's and RFQ's

**GENERAL CONDITIONS**

By submitting a bid the bidder agrees to the following conditions. These conditions will apply to all subsequent purchases based on this bid.

**1. BID PREPARATION:**

- A) All prices and notations must be typed or written in ink. No erasures permitted. Errors may be crossed out, initialed and corrections printed in ink by person signing bid.
- B) Brand Names: Brand names and numbers when given are for reference. Equal items will be considered, provided the offer clearly describes the article and how it differs from that specified. In the absence of such information it shall be understood the offering is exactly as specified.
- C) State brand or make of each item. If bidding on other than specified, state make, model and brand being bid and attach supporting literature/specifications to the bid.
- D) Bid on each item separately. Prices should be stated in units specified herein. All applicable charges must be quoted; charges on invoice not quoted herein will be disallowed.
- E) Time of delivery is a part of the consideration and must be stated in definite terms and must be adhered to. F.O.B. Point shall be destination or freight charges must be stated.
- F) All bids must be dated and signed with the firm's name and by an authorized officer or employee.
- G) Unless otherwise noted, prices shall be firm for one hundred eighty (180) days after closing date of bid.

**2. SUBMITTING BIDS:**

- A) Each bid must be submitted on forms provided in a sealed envelope/package with bid number and closing date and time on the outside of the envelope/package.
- B) Interpretation: Should any discrepancies or omissions be found in the bid specifications or doubt as to their meaning, the bidder shall notify the Buyer in writing at once. The County shall not be held responsible for verbal interpretations. Questions regarding the bid must be received by Purchasing at least five (5) working days before bid opening. All addenda issued shall be in writing, duly issued by Purchasing and incorporated into the contract.
- C) ISSUING AGENT/AUTHORIZED CONTACT: This RFP/RFQ has been issued by County of Fresno, Purchasing. Purchasing shall be the vendor's sole point of contact with regard to the RFP/RFQ, its content, and all issues concerning it.

All communication regarding this RFP/RFQ shall be directed to an authorized representative of County Purchasing. The specific buyer managing this RFP/RFQ is identified on the cover page, along with

his or her telephone number, and he or she should be the primary point of contact for discussions or information pertaining to the RFP/RFQ. Contact with any other County representative, including elected officials, for the purpose of discussing this RFP/RFQ, its content, or any other issue concerning it, is prohibited unless authorized by Purchasing. Violation of this clause, by the vendor having unauthorized contact (verbally or in writing) with such other County representatives, may constitute grounds for rejection by Purchasing of the vendor's quotation.

The above stated restriction on vendor contact with County representatives shall apply until the County has awarded a purchase order or contract to a vendor or vendors, except as follows. First, in the event that a vendor initiates a formal protest against the RFP/RFQ, such vendor may contact the appropriate individual, or individuals who are managing that protest as outlined in the County's established protest procedures. All such contact must be in accordance with the sequence set forth under the protest procedures. Second, in the event a public hearing is scheduled before the Board of Supervisors to hear testimony prior to its approval of a purchase order or contract, any vendor may address the Board.

- D) Bids received after the closing time will NOT be considered.
- E) Bidders are to bid what is specified or requested first. If unable to or unwilling to, bidder may bid alternative or option, indicating all advantages, disadvantages and their associated cost.
- F) Public Contract Code Section 7028.15

Where the State of California requires a Contractor's license, it is a misdemeanor for any person to submit a bid unless specifically exempted.

**3. FAILURE TO BID:**

- A) If not bidding, return bid sheet and state reason for no bid or your name may be removed from mailing list.

**4. TAXES, CHARGES AND EXTRAS:**

- A) County of Fresno is subject to California sales and/or use tax (8.225%). Please indicate as a separate line item if applicable.
- B) **DO NOT** include Federal Excise Tax. County is exempt under Registration No. 94-73-03401-K.
- C) County is exempt from Federal Transportation Tax. Exemption certificate is not required where shipping papers show consignee as County of Fresno.
- D) Charges for transportation, containers, packing, etc. will not be paid unless specified in bid.

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5. W-9 – REQUEST FOR TAXPAYER IDENTIFICATION NUMBER AND CERTIFICATION & CALIFORNIA FORM 590 WITHHOLDING EXEMPTION CERTIFICATE:

Upon award of bid, the vendor shall submit to County Purchasing, a completed IRS Form W-9 - Request for Taxpayer Identification Number and Certification and a California Form 590 Withholding Exemption Certificate if not currently a County of Fresno approved vendor.

6. AWARDS:

- A) Award(s) will be made to the most responsive responsible bidder; however, the Fresno County Local Vendor Preference and/or the Disabled Veteran Business Enterprise Preference shall take precedence when applicable. Said Preferences apply only to Request for Quotations for materials, equipment and/or supplies only (no services); the preference do not apply to Request for Proposals. RFQ evaluations will include such things as life-cycle cost, availability, delivery costs and whose product and/or service is deemed to be in the best interest of the County. The County shall be the sole judge in making such determination.
- B) Unless bidder gives notice of all-or-none award in bid, County may accept any item, group of items or on the basis of total bid.
- C) The County reserves the right to reject any and all bids and to waive informalities or irregularities in bids.
- D) Award Notices are tentative: Acceptance of an offer made in response to this RFP/RFQ shall occur only upon execution of an agreement by both parties or issuance of a valid written Purchase Order by Fresno County Purchasing.
- E) After award, all bids shall be open to public inspection. The County assumes no responsibility for the confidentiality of information offered in a bid.

7. TIE BIDS:

All other factors being equal, the contract shall be awarded to the Fresno County vendor or, if neither or both are Fresno County vendors, it may be awarded by the flip of a coin in the presence of witnesses or the entire bid may be rejected and re-bid. If the General Requirements of the RFQ state that they are applicable, the provisions of the Fresno County Local Vendor Preference shall take priority over this paragraph.

8. PATENT INDEMNITY:

The vendor shall hold the County, its officers, agents and employees, harmless from liability of any nature or kind, including costs and expenses, for infringement or use of any copyrighted or un-copyrighted composition, secret process, patented or unpatented invention, article or appliance furnished or used in connection with this bid.

9. SAMPLES:

Samples, when required, must be furnished and delivered free and, if not destroyed by tests, will upon written request (within thirty (30) days of bid closing date) be returned at the bidder's expense. In the absence of such notification, County shall have the right to dispose of the samples in whatever manner it deems appropriate.

10. RIGHTS AND REMEDIES OF COUNTY FOR DEFAULT:

- A) In case of default by vendor, the County may procure the articles or service from another source and may recover the cost difference and related expenses occasioned thereby from any unpaid balance due

the vendor or by proceeding against performance bond of the vendor, if any, or by suit against the vendor. The prices paid by the County shall be considered the prevailing market price at the time such purchase is made.

- B) Articles or services, which upon delivery inspection do not meet specifications, will be rejected and the vendor will be considered in default. Vendor shall reimburse County for expenses related to delivery of non-specified goods or services.
- C) Regardless of F.O.B. point, vendor agrees to bear all risks of loss, injury or destruction to goods and materials ordered herein which occur prior to delivery and such loss, injury or destruction shall not release vendor from any obligation hereunder.

11. DISCOUNTS:

Terms of less than fifteen (15) days for cash payment will be considered as net in evaluating this bid. A discount for payment within fifteen (15) days or more will be considered in determining the award of bid. Discount period will commence either the later of delivery or receipt of invoice by the County. Standard terms are Net forty-five (45) days.

12. SPECIAL CONDITIONS IN BID SCHEDULE SUPERSEDE GENERAL CONDITIONS:

The "General Conditions" provisions of this RFP/RFQ shall be superseded if in conflict with any other section of this bid, to the extent of any such conflict.

13. SPECIAL REQUIREMENT:

With the invoice or within twenty-five (25) days of delivery, the seller must provide to the County a Material Safety Data Sheet for each product, which contains any substance on "The List of 800 Hazardous Substances", published by the State Director of Industrial Relations. (See Hazardous Substances Information and Training Act, California State Labor Code Sections 6360 through 6399.7.)

14. RECYCLED PRODUCTS/MATERIALS:

Vendors are encouraged to provide and quote (with documentation) recycled or recyclable products/materials which meet stated specifications.

15. YEAR COMPLIANCE WARRANTY:

Vendor warrants that any product furnished pursuant to this Agreement/order shall support a four-digit year format and be able to accurately process date and time data from, into and between the twentieth and twenty-first centuries, as well as leap year calculations. "Product" shall include, without limitation, any piece or component of equipment, hardware, firmware, middleware, custom or commercial software, or internal components or subroutines therein. This warranty shall survive termination or expiration of this Agreement.

In the event of any decrease in product functionality or accuracy related to time and/or date data related codes and/or internal subroutines that impede the product from operating correctly using dates beyond December 31, 1999, vendor shall restore or repair the product to the same level of functionality as warranted herein, so as to minimize interruption to County's ongoing business process, time being of the essence. In the event that such warranty compliance requires the acquisition of additional programs, the expense for any such associated or additional acquisitions, which may be required, including, without limitation, data conversion tools, shall be borne exclusively by vendor. Nothing in this warranty shall be construed to limit any rights or remedies the County may otherwise have under this Agreement with respect to defects other than year performance.

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### 16. PARTICIPATION:

Bidder may agree to extend the terms of the resulting contract to other political subdivision, municipalities and tax-supported agencies.

Such participating Governmental bodies shall make purchases in their own name, make payment directly to bidder, and be liable directly to the bidder, holding the County of Fresno harmless.

### 17. CONFIDENTIALITY:

All services performed by vendor shall be in strict conformance with all applicable Federal, State of California and/or local laws and regulations relating to confidentiality, including but not limited to, California Civil Code, California Welfare and Institutions Code, Health and Safety Code, California Code of Regulations, Code of Federal Regulations.

Vendor shall submit to County's monitoring of said compliance.

Vendor may be a business associate of County, as that term is defined in the "Privacy Rule" enacted by the Health Insurance Portability and Accountability Act of 1996 (HIPAA). As a HIPAA Business Associate, vendor may use or disclose protected health information ("PHI") to perform functions, activities or services for or on behalf of County as specified by the County, provided that such use or disclosure shall not violate HIPAA and its implementing regulations. The uses and disclosures of PHI may not be more expansive than those applicable to County, as the "Covered Entity" under HIPAA's Privacy Rule, except as authorized for management, administrative or legal responsibilities of the Business Associate.

Vendor shall not use or further disclose PHI other than as permitted or required by the County, or as required by law without written notice to the County.

Vendor shall ensure that any agent, including any subcontractor, to which vendor provides PHI received from, or created or received by the vendor on behalf of County, shall comply with the same restrictions and conditions with respect to such information.

### 18. APPEALS:

Appeals must be submitted in writing within seven (7) working days after notification of proposed recommendations for award. A "Notice of Award" is not an indication of County's acceptance of an offer made in response to this RFP/RFQ. Appeals should be submitted to County of Fresno Purchasing, 4525 E. Hamilton Avenue, Fresno, California 93702-4599. Appeals should address only areas regarding RFP contradictions, procurement errors, quotation rating discrepancies, legality of procurement context, conflict of interest, and inappropriate or unfair competitive procurement grievance regarding the RFP/RFQ process.

Purchasing will provide a written response to the complainant within seven (7) working days unless the complainant is notified more time is required.

If the protesting bidder is not satisfied with the decision of Purchasing, he/she shall have the right to appeal to the Purchasing Agent/CAO within seven (7) working days after Purchasing's notification; except if, notified to appeal directly to the Board of Supervisors at the scheduled date and time.

If the protesting bidder is not satisfied with Purchasing Agent/CAO's decision, the final appeal is with the Board of Supervisors.

### 19. OBLIGATIONS OF CONTRACTOR:

A) CONTRACTOR shall perform as required by the ensuing contract. CONTRACTOR also warrants on behalf of itself and all subcontractors engaged for the performance of the ensuing contract that only persons authorized to work in the United States pursuant to the Immigration Reform and Control Act of 1986 and other applicable laws shall be employed in the performance of the work hereunder.

B) CONTRACTOR shall obey all Federal, State, local and special district laws, ordinances and regulations.

### 20. AUDITS & RETENTION:

The Contractor shall maintain in good and legible condition all books, documents, papers, data files and other records related to its performance under this contract. Such records shall be complete and available to Fresno County, the State of California, the federal government or their duly authorized representatives for the purpose of audit, examination, or copying during the term of the contract and for a period of at least three (3) years following the County's final payment under the contract or until conclusion of any pending matter (e.g., litigation or audit), whichever is later. Such records must be retained in the manner described above until all pending matters are closed.

### 21. DISCLOSURE – CRIMINAL HISTORY & CIVIL ACTIONS:

Applies to Request for Proposal (RFP); does not apply to Request for Quotation (RFQ) unless specifically stated elsewhere in the RFQ document.

In their proposal, the bidder is required to disclose if any of the following conditions apply to them, their owners, officers, corporate managers and partners (hereinafter collectively referred to as "Bidder"):

- Within the three-year period preceding the proposal, they have been convicted of, or had a civil judgment rendered against them for:
  - fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction;
  - violation of a federal or state antitrust statute;
  - embezzlement, theft, forgery, bribery, falsification, or destruction of records; or
  - false statements or receipt of stolen property

Within a three-year period preceding their proposal, they have had a public transaction (federal, state, or local) terminated for cause or default.

### 22. DATA SECURITY:

Individuals and/or agencies that enter into a contractual relationship with the COUNTY for the purpose of providing services must employ adequate controls and data security measures, both internally and externally to ensure and protect the confidential information and/or data provided to contractor by the COUNTY, preventing the potential loss, misappropriation or inadvertent access, viewing, use or disclosure of COUNTY data including sensitive or personal client information; abuse of COUNTY resources; and/or disruption to COUNTY operations.

Individuals and/or agencies may not connect to or use COUNTY networks/systems via personally owned mobile, wireless or handheld devices unless authorized by COUNTY for telecommuting purposes and provide a secure connection; up to date virus protection and mobile devices must have the remote wipe feature enabled. Computers or computer peripherals including mobile storage devices may not be used (COUNTY or Contractor

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device) or brought in for use into the COUNTY's system(s) without prior authorization from COUNTY's Chief Information Officer and/or designee(s).

No storage of COUNTY's private, confidential or sensitive data on any hard-disk drive, portable storage device or remote storage installation unless encrypted according to advance encryption standards (AES of 128 bit or higher).

The COUNTY will immediately be notified of any violations, breaches or potential breaches of security related to COUNTY's confidential information, data and/or data processing equipment which stores or processes COUNTY data, internally or externally.

COUNTY shall provide oversight to Contractor's response to all incidents arising from a possible breach of security related to COUNTY's confidential client information. Contractor will be responsible to issue any notification to affected individuals as required by law or as deemed necessary by COUNTY in its sole discretion. Contractor will be responsible for all costs incurred as a result of providing the required notification.

### 23. PURCHASING LOCATION & HOURS:

Fresno County Purchasing is located at 4525 E. Hamilton Avenue (second floor), Fresno, CA 93702. Non-holiday hours of operation are Monday through Friday, 8:00 A.M. to 12:00 Noon and 1:00 P.M. to 5:00 P.M. PST; Purchasing is closed daily from 12:00 Noon to 1:00 P.M. The following holiday office closure schedule is observed:

January 1*	New Year's Day
Third Monday in January	Martin Luther King, Jr.'s Birthday
Third Monday in February	Washington - Lincoln Day
March 31*	Cesar Chavez' Birthday
Last Monday in May	Memorial Day
July 4*	Independence Day
First Monday in September	Labor Day
November 11*	Veteran's Day
Fourth Thursday in November	Thanksgiving Day
Friday following Thanksgiving	
December 25*	Christmas

\* When this date falls on a Saturday, the holiday is observed the preceding Friday. If the date falls on a Sunday, the holiday is observed the following Monday.

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## **OVERVIEW**

The County of Fresno on behalf of the Department of Public Health (DPH) is requesting proposals from qualified vendors with public health related backgrounds and expertise to evaluate programs from the Department's Tobacco Prevention Program (TPP).

The County has up to \$12,000 allocated for the evaluation services being solicited (to commence upon execution of the contract). The final funding allocation for each year will be based upon the needs of the program. The contract term is three (3) years beginning July 1, 2014. The current contract for these services will end June 30, 2014.

## **KEY DATES**

**RFP Issue Date:** **March 20, 2014**

**Deadline for Written Requests for Interpretations or Corrections of RFP:** **April 4, 2014 at 10:00 A.M.**  
Fax No. (559) 600-7126  
E-Mail: [dscharnick@co.fresno.ca.us](mailto:dscharnick@co.fresno.ca.us)

**RFP Closing Date:** **April 14, 2014 at 2:00 P.M.**  
County of Fresno Purchasing  
4525 E. Hamilton Avenue, 2<sup>nd</sup> Floor  
Fresno, CA 93702

## TRADE SECRET ACKNOWLEDGEMENT

All proposals received by the County shall be considered "Public Record" as defined by Section 6252 of the California Government Code. This definition reads as follows:

"...Public records" includes any writing containing information relating to the conduct of the public's business prepared, owned, used or retained by any state or local agency regardless of physical form or characteristics "Public records" in the custody of, or maintained by, the Governor's office means any writing prepared on or after January 6, 1975."

Each proposal submitted is Public record and is therefore subject to inspection by the public per Section 6253 of the California Government Code. This section states that "every person has a right to inspect any public record".

The County will not exclude any proposal or portion of a proposal from treatment as a public record except in the instance that it is submitted as a trade secret as defined by the California Government Code. Information submitted as proprietary, confidential or under any other such terms that might suggest restricted public access will not be excluded from treatment as public record.

"Trade secrets" as defined by Section 6254.7 of the California Government Code are deemed not to be public record. This section defines trade secrets as:

"...Trade secrets," as used in this section, may include, but are not limited to, any formula, plan, pattern, process, tool, mechanism, compound, procedure, production data or compilation of information that is not patented, which is known only to certain individuals within a commercial concern who are using it to fabricate, produce, or compound an article of trade or a service having commercial value and which gives its user an opportunity to obtain a business advantage over competitors who do not know or use it."

Information identified by bidder as "trade secret" will be reviewed by County of Fresno's legal counsel to determine conformance or non-conformance to this definition. Such material should be submitted in a separate binder marked "Trade Secret". Examples of material not considered to be trade secrets are pricing, cover letter, promotional materials, etc.

**INFORMATION THAT IS PROPERLY IDENTIFIED AS TRADE SECRET AND CONFORMS TO THE ABOVE DEFINITION WILL NOT BECOME PUBLIC RECORD. COUNTY WILL SAFEGUARD THIS INFORMATION IN AN APPROPRIATE MANNER.**

Information identified by bidder as trade secret and determined not to be in conformance with the California Government Code definition shall be excluded from the proposal. Such information will be returned to the bidder at bidder's expense upon written request.

Trade secrets must be submitted in a separate binder that is plainly marked "Trade Secrets."

The County shall not in any way be liable or responsible for the disclosure of any proposals or portions thereof, if they are not (1) submitted in a separate binder that is plainly marked "Trade Secret" on the outside; and (2) if disclosure is required or allowed under the provision of law or by order of Court.

Vendors are advised that the County does not wish to receive trade secrets and that vendors are not to supply trade secrets unless they are absolutely necessary.



## TRADE SECRET ACKNOWLEDGEMENT

I have read and understand the above "Trade Secret Acknowledgement."

I understand that the County of Fresno has no responsibility for protecting information submitted as a trade secret if it is not delivered in a separate binder plainly marked "Trade Secret." I also understand that all information my company submits, except for that information submitted in a separate binder plainly marked "Trade Secret," are public records subject to inspection by the public. This is true no matter whether my company identified the information as proprietary, confidential or under any other such terms that might suggest restricted public access.

Enter company name on appropriate line:

	Has submitted information identified as Trade
(Company Name)	Secrets in a separate marked binder.**

	Has <b><u>not</u></b> submitted information identified as Trade
(Company Name)	Secrets. Information submitted as proprietary
	confidential or under any other such terms that
	might suggest restricted public access will not be
	excluded from treatment as public record.

### ACKNOWLEDGED BY:

( )		
Signature	Telephone	
Print Name and Title	Date	
Address		
City	State	Zip

\*\*Bidders brief statement that clearly sets out the reasons for confidentiality in conforming with the California Government Code definition.

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## **DISCLOSURE – CRIMINAL HISTORY & CIVIL ACTIONS**

In their proposal, the bidder is required to disclose if any of the following conditions apply to them, their owners, officers, corporate managers and partners (hereinafter collectively referred to as “Bidder”):

- Within the three-year period preceding the proposal, they have been convicted of, or had a civil judgment rendered against them for:
  - fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction;
  - violation of a federal or state antitrust statute;
  - embezzlement, theft, forgery, bribery, falsification, or destruction of records; or
  - false statements or receipt of stolen property
- Within a three-year period preceding their proposal, they have had a public transaction (federal, state, or local) terminated for cause or default.

Disclosure of the above information will not automatically eliminate a Bidder from consideration. The information will be considered as part of the determination of whether to award the contract and any additional information or explanation that a Bidder elects to submit with the disclosed information will be considered. If it is later determined that the Bidder failed to disclose required information, any contract awarded to such Bidder may be immediately voided and terminated for material failure to comply with the terms and conditions of the award.

Any Bidder who is awarded a contract must sign an appropriate Certification Regarding Debarment, Suspension, and Other Responsibility Matters. Additionally, the Bidder awarded the contract must immediately advise the County in writing if, during the term of the agreement: (1) Bidder becomes suspended, debarred, excluded or ineligible for participation in federal or state funded programs or from receiving federal funds as listed in the excluded parties list system (<http://www.epls.gov>); or (2) any of the above listed conditions become applicable to Bidder. The Bidder will indemnify, defend and hold the County harmless for any loss or damage resulting from a conviction, debarment, exclusion, ineligibility or other matter listed in the signed Certification Regarding Debarment, Suspension, and Other Responsibility Matters.

**CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER  
RESPONSIBILITY MATTERS--PRIMARY COVERED TRANSACTIONS**

**INSTRUCTIONS FOR CERTIFICATION**

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms covered transaction, debarred, suspended, ineligible, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded, as used in this clause, have the meanings set out in the Definitions and Coverage sections of the rules implementing Executive Order 12549. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

**CERTIFICATION**

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that it, its owners, officers, corporate managers and partners:
- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
  - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
  - (c) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State or local) terminated for cause or default.
- (2) Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

Signature:

Date:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
(Printed Name & Title)

\_\_\_\_\_  
(Name of Agency or Company)

**VENDOR MUST COMPLETE AND RETURN WITH REQUEST FOR PROPOSAL**

**Firm:** \_\_\_\_\_

**REFERENCE LIST**

Provide a list of at least five (5) customers for whom you have recently provided similar services. Be sure to include all requested information.

Reference Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone No.: ( \_\_\_\_\_ ) \_\_\_\_\_ Date: \_\_\_\_\_  
 Service Provided: \_\_\_\_\_

Reference Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone No.: ( \_\_\_\_\_ ) \_\_\_\_\_ Date: \_\_\_\_\_  
 Service Provided: \_\_\_\_\_

Reference Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone No.: ( \_\_\_\_\_ ) \_\_\_\_\_ Date: \_\_\_\_\_  
 Service Provided: \_\_\_\_\_

Reference Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone No.: ( \_\_\_\_\_ ) \_\_\_\_\_ Date: \_\_\_\_\_  
 Service Provided: \_\_\_\_\_

Reference Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone No.: ( \_\_\_\_\_ ) \_\_\_\_\_ Date: \_\_\_\_\_  
 Service Provided: \_\_\_\_\_

***Failure to provide a list of at least five (5) customers may be cause for rejection of this RFP.***

## PARTICIPATION

The County of Fresno is a member of the Central Valley Purchasing Group. This group consists of Fresno, Kern, Kings, and Tulare Counties and all governmental, tax supported agencies within these counties.

Whenever possible, these and other tax supported agencies co-op (piggyback) on contracts put in place by one of the other agencies.

Any agency choosing to avail itself of this opportunity, will make purchases in their own name, make payment directly to the contractor, be liable to the contractor and vice versa, per the terms of the original contract, all the while holding the County of Fresno harmless. If awarded this contract, please indicate whether you would extend the same terms and conditions to all tax supported agencies within this group as you are proposing to extend to Fresno County.

☐

Yes, we will extend contract terms and conditions to all qualified agencies within the Central Valley Purchasing Group and other tax supported agencies.

☐

No, we will not extend contract terms to any agency other than the County of Fresno.

---

(Authorized Signature)

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Title

**\* Note: This form/information is not rated or ranked in evaluating proposal.**

## GENERAL REQUIREMENTS

**DEFINITIONS:** The terms Bidder, Proposer, Contractor and Vendor are all used interchangeably and refer to that person, partnership, corporation, organization, agency, etc. which is offering the proposal and is identified on the Proposal Identification Sheet.

**RFP CLARIFICATION AND REVISIONS:** Any revisions to the RFP will be issued and distributed as written addenda.

**FIRM PROPOSAL:** All proposals shall remain firm for at least one hundred eighty (180) days.

**PROPOSAL PREPARATION:** Proposals should be submitted in the formats shown under "PROPOSAL CONTENT REQUIREMENTS" section of this RFP.

County of Fresno will not be held liable or any cost incurred by bidders responding to RFP.

Bidders are to bid what is specified or requested first. If unable to or unwilling to, bidder may bid alternative or option, indicating all advantages, disadvantages and their associated cost.

**SUPPORTIVE MATERIAL:** Additional material may be submitted with the proposal as appendices. Any additional descriptive material that is used in support of any information in your proposal must be referenced by the appropriate paragraph(s) and page number(s).

Bidders are asked to submit their proposals in a binder (one that allows for easy removal of pages) with index tabs separating the sections identified in the Table of Contents. Pages must be numbered on the bottom of each page.

Any proposal attachments, documents, letters and materials submitted by the vendor shall be binding and included as a part of the final contract should your bid be selected.

**TAXES:** The quoted amount must include all applicable taxes. If taxes are not specifically identified in the proposal it will be assumed that they are included in the total quoted.

**SALES TAX:** Fresno County pays California State Sales Tax in the amount of 8.225% regardless of vendor's place of doing business.

**RETENTION:** County of Fresno reserves the right to retain all proposals, excluding proprietary documentation submitted per the instructions of this RFP, regardless of which response is selected.

**ORAL PRESENTATIONS:** Each finalist may be required to make an oral presentation in Fresno County and answer questions from County personnel.

**AWARD/REJECTION:** The award will be made to the vendor offering the overall proposal deemed to be to the best advantage of the County. The County shall be the sole judge in making such determination. The County reserves the right to reject any and all proposals. The lowest bidders are not arbitrarily the vendors whose proposals will be selected. Award Notices are tentative: Acceptance of an offer made in response to this RFP shall occur only upon execution of an agreement by both parties or issuance of a valid written Purchase Order by Fresno County Purchasing.

County Purchasing will chair or co-chair all award, evaluation and contract negotiation committees.

Award may require approval by the County of Fresno Board of Supervisors.

**WAIVERS:** The County reserves the right to waive any informalities or irregularities and any technical or clerical errors in any quote as the interest of the County may require.

**TERMINATION:** The County reserves the right to terminate any resulting contract upon written notice.

**MINOR DEVIATIONS:** The County reserves the right to negotiate minor deviations from the prescribed terms, conditions and requirements with the selected vendor.

**PROPOSAL REJECTION:** Failure to respond to all questions or not to supply the requested information could result in rejection of your proposal.

**ASSIGNMENTS:** The ensuing proposed contract will provide that the vendor may not assign any payment or portions of payments without prior written consent of the County of Fresno.

**BIDDERS LIABILITIES:** County of Fresno will not be held liable for any cost incurred by vendors in responding to the RFP.

**CONFIDENTIALITY:** Bidders shall not disclose information about the County's business or business practices and safeguard confidential data which vendor staff may have access to in the course of system implementation.

**DISPUTE RESOLUTION:** The ensuing contract shall be governed by the laws of the State of California.

Any claim which cannot be amicably settled without court action will be litigated in the U. S. District Court for the Eastern District of California in Fresno, CA or in a state court for Fresno County.

**NEWS RELEASE:** Vendors shall not issue any news releases or otherwise release information to any third party about this RFP or the vendor's quotation without prior written approval from the County of Fresno.

**BACKGROUND REVIEW:** The County reserves the right to conduct a background inquiry of each proposer/bidder which may include collection of appropriate criminal history information, contractual and business associations and practices, employment histories and reputation in the business community. By submitting a proposal/bid to the County, the vendor consents to such an inquiry and agrees to make available to the County such books and records the County deems necessary to conduct the inquiry.

**PERFORMANCE BOND:** The successful bidders may be required to furnish a faithful performance bond. Bidders are to quote a separate price for a performance bond.

**ACQUISITIONS:** The County reserves the right to obtain the whole system/services/goods as proposed or only a portion of the system/services/goods, or to make no acquisition at all.



**OWNERSHIP:** The successful vendor will be required to provide to the County of Fresno documented proof of ownership by the vendor, or its designated subcontractor, upon request of the proposed programs/services/goods.

**EXCEPTIONS:** Identify with explanation, any terms, conditions, or stipulations of the RFP with which you *CAN NOT* or *WILL NOT* comply with by proposal group.

**ADDENDA:** In the event that it becomes necessary to revise any part of this RFP, addenda will be provided to all agencies and organizations that receive the basic RFP.

**SUBCONTRACTORS:** If a subcontractor is proposed, complete identification of the subcontractor and his tasks should be provided. The primary contractor is not relieved of any responsibility by virtue of using a subcontractor.

**CONFLICT OF INTEREST:** The County shall not contract with, and shall reject any bid or proposal submitted by the persons or entities specified below, unless the Board of Supervisors finds that special circumstances exist which justify the approval of such contract:

1. Employees of the County or public agencies for which the Board of Supervisors is the governing body.
2. Profit-making firms or businesses in which employees described in Subsection (1) serve as officers, principals, partners or major shareholders.
3. Persons who, within the immediately preceding twelve (12) months, came within the provisions of Subsection (1), and who were employees in positions of substantial responsibility in the area of service to be performed by the contract, or participated in any way in developing the contract or its service specifications.
4. Profit-making firms or businesses in which the former employees described in Subsection (3) serve as officers, principals, partners or major shareholders.
5. No County employee, whose position in the County enables him to influence the selection of a contractor for this RFP, or any competing RFP, and no spouse or economic dependent of such employee, shall be employees in any capacity by a bidder, or have any other direct or indirect financial interest in the selection of a contractor.
6. In addition, no County employee will be employed by the selected vendor to fulfill the vendor's contractual obligations to the County.

**ORDINANCE 3.08.130 – POST-SEPARATION EMPLOYMENT PROHIBITED**

No officer or employee of the County who separates from County service shall for a period of one year after separation enter into any employment, contract, or other compensation arrangement with any County consultant, vendor, or other County provider of goods, materials, or services, where the officer or employee participated in any part of the decision making process that led to the County relationship with the consultant, vendor or other County provider of goods, materials or services.

Pursuant to Government Code section 25132(a), a violation of the ordinance may be enjoined by an injunction in a civil lawsuit, or prosecuted as a criminal misdemeanor.

**EVALUATION CRITERIA:** Respondents will be evaluated on the basis of their responses to all questions and requirements in this RFP and product cost. The County shall be the sole judge in the ranking process and reserves the right to reject any or all bids. False, incomplete or unresponsive statements in connection with this proposal may be sufficient cause for its rejection.

**SELECTION PROCESS:** All proposals will be evaluated by a team consisting of representatives from appropriate County Department(s), and Purchasing. It will be their responsibility to make the final recommendations. Purchasing will chair or co-chair the evaluation or evaluation process.

Organizations that submit a proposal may be required to make an oral presentation to the Selection Committee. These presentations provide an opportunity for the individual, agency, or organization to clarify its proposal to ensure thorough, mutual understanding.

**INDEPENDENT CONTRACTOR:** In performance of the work, duties, and obligations assumed by Contractor under any ensuing Agreement, it is mutually understood and agreed that Contractor, including any and all of Contractor's officers, agents, and employees will at all times be acting and performing as an independent contractor, and shall act in an independent capacity and not as an officer, agent, servant, employee, joint venture, partner, or associate of the County. Furthermore, County shall have no right to control, supervise, or direct the manner or method by which Contractor shall perform its work and function. However, County shall retain the right to administer this Agreement so as to verify that Contractor is performing its obligations in accordance with the terms and conditions thereof. Contractor and County shall comply with all applicable provisions of law and the rules and regulations, if any, of governmental authorities having jurisdiction over matters the subject thereof.

Because of its status as an independent contractor, Contractor shall have absolutely no right to employment rights and benefits available to County employees. Contractor shall be solely liable and responsible for providing to, or on behalf of, its employees all legally required employee benefits. In addition, Contractor shall be solely responsible and save County harmless from all matters relating to payment of Contractor's employees, including compliance with Social Security, withholding, and all other regulations governing such matters. It is acknowledged that during the term of the Agreement, Contractor may be providing services to others unrelated to the COUNTY or to the Agreement.

**HOLD HARMLESS CLAUSE:** Contractor agrees to indemnify, save, hold harmless and at County's request, defend the County, its officers, agents and employees, from any and all costs and expenses, damages, liabilities, claims and losses occurring or resulting to County in connection with the performance, or failure to perform, by Contractor, its officers, agents or employees under this Agreement and from any and all costs and expenses, damages, liabilities, claims and losses occurring or resulting to any person, firm or corporation who may be injured or damaged by the performance, or failure to perform, of Contractor, its officers, agents or employees under this Agreement.

**SELF-DEALING TRANSACTION DISCLOSURE:** Contractor agrees that when operating as a corporation (a for-profit or non-profit corporation), or if during the term of the agreement the Contractor changes its status to operate as a corporation, members of the Contractor's Board of Directors shall disclose any self-dealing transactions that they are a party to while Contractor is providing goods or performing services under the agreement with the County. A self-dealing transaction shall mean a transaction to which the Contractor is a party and in which one or more of its directors has a material financial interest. Members of the Board of

Directors shall disclose any self-dealing transactions that they are a party to by completing and signing a Fresno County Self-Dealing Transaction Disclosure Form and submitting it to the County prior to commencing with the self-dealing transaction or immediately thereafter.

**PRICE RESPONSIBILITY:** The selected vendor will be required to assume full responsibility for all services and activities offered in the proposal, whether or not they are provided directly. Further, the County of Fresno will consider the selected vendor to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract. The contractor may not subcontract or transfer the contract, or any right or obligation arising out of the contract, without first having obtained the express written consent of the County.

**ADDRESSES AND TELEPHONE NUMBERS:** The vendor will provide the business address and mailing address, if different, as well as the telephone number of the individual signing the contract.

**ASSURANCES:** Any contract awarded under this RFP must be carried out in full compliance with The Civil Rights Act of 1964, The Americans With Disabilities Act of 1990, their subsequent amendments, and any and all other laws protecting the rights of individuals and agencies. The County of Fresno has a zero tolerance for discrimination, implied or expressed, and wants to ensure that policy continues under this RFP. The contractor must also guarantee that services, or workmanship, provided will be performed in compliance with all applicable local, state, or federal laws and regulations pertinent to the types of services, or project, of the nature required under this RFP. In addition, the contractor may be required to provide evidence substantiating that their employees have the necessary skills and training to perform the required services or work.

**INSURANCE:**

Without limiting the COUNTY's right to obtain indemnification from CONTRACTOR or any third parties, CONTRACTOR, at its sole expense, shall maintain in full force and effect, the following insurance policies or a program of self-insurance, including but not limited to, an insurance pooling arrangement or Joint Powers Agreement (JPA) throughout the term of the Agreement:

A. Commercial General Liability

Commercial General Liability Insurance with limits of not less than One Million Dollars (\$1,000,000) per occurrence and an annual aggregate of Two Million Dollars (\$2,000,000). This policy shall be issued on a per occurrence basis. COUNTY may require specific coverages including completed operations, products liability, contractual liability, Explosion-Collapse-Underground, fire legal liability or any other liability insurance deemed necessary because of the nature of this contract.

B. Automobile Liability

Comprehensive Automobile Liability Insurance with limits for bodily injury of not less than Two Hundred Fifty Thousand Dollars (\$250,000.00) per person, Five Hundred Thousand Dollars (\$500,000.00) per accident and for property damages of not less than Fifty Thousand Dollars (\$50,000.00), or such coverage with a combined single limit of Five Hundred Thousand Dollars (\$500,000.00). Coverage should include owned and non-owned vehicles used in connection with this Agreement.

C. Professional Liability

If CONTRACTOR employs licensed professional staff, (e.g., Ph.D., R.N., L.C.S.W., M.F.C.C.) in providing services, Professional Liability Insurance with limits of not less than One Million Dollars (\$1,000,000.00) per occurrence, Three Million Dollars (\$3,000,000.00) annual aggregate.

This coverage shall be issued on a per claim basis. Contractor agrees that it shall maintain, at its sole expense, in full force and effect for a period of three (3) years following the termination of this Agreement, one or more policies of professional liability insurance with limits of coverage as specified herein.

D. Worker's Compensation

A policy of Worker's Compensation insurance as may be required by the California Labor Code.

Contractor shall obtain endorsements to the Commercial General Liability insurance naming the County of Fresno, its officers, agents, and employees, individually and collectively, as additional insured, but only insofar as the operations under this Agreement are concerned. Such coverage for additional insured shall apply as primary insurance and any other insurance, or self-insurance, maintained by County, its officers, agents and employees shall be excess only and not contributing with insurance provided under Contractor's policies herein. This insurance shall not be cancelled or changed without a minimum of thirty (30) days advance written notice given to County.

Within thirty (30) days from the date Contractor executes this Agreement, Contractor shall provide certificates of insurance and endorsement as stated above for all of the foregoing policies, as required herein, to the County of Fresno, Department of Public Health – Tobacco Prevention Program, PO Box 11867, Fresno, CA, 93775, stating that such insurance coverage have been obtained and are in full force; that the County of Fresno, its officers, agents and employees will not be responsible for any premiums on the policies; that such Commercial General Liability insurance names the County of Fresno, its officers, agents and employees, individually and collectively, as additional insured, but only insofar as the operations under this Agreement are concerned; that such coverage for additional insured shall apply as primary insurance and any other insurance, or self-insurance, maintained by County, its officers, agents and employees, shall be excess only and not contributing with insurance provided under Contractor's policies herein; and that this insurance shall not be cancelled or changed without a minimum of thirty (30) days advance, written notice given to County.

In the event Contractor fails to keep in effect at all times insurance coverage as herein provided, the County may, in addition to other remedies it may have, suspend or terminate this Agreement upon the occurrence of such event.

All policies shall be with admitted insurers licensed to do business in the State of California. Insurance purchased shall be purchased from companies possessing a current A.M. Best, Inc. rating of A FSC VII or better.

**AUDIT AND RETENTION:** The Contractor shall maintain in good and legible condition all books, documents, papers, data files and other records related to its performance under this contract. Such records shall be complete and available to Fresno County, the State of California, the federal government or their duly authorized representatives for the purpose of audit, examination, or copying during the term of the contract and for a period of at least three years following the County's final payment under the contract or until conclusion of any

pending matter (e.g., litigation or audit), whichever is later. Such records must be retained in the manner described above until all pending matters are closed.

**DEFAULT:** In case of default by the selected bidder, the County may procure materials and services from another source and may recover the loss occasioned thereby from any unpaid balance due the selected bidder, or by any other legal means available to the County.

**BREACH OF CONTRACT:** In the event of breach of contract by either party, the other party shall be relieved of its obligations under this agreement and may pursue any legal remedies.

### **CONFIDENTIALITY**

All services performed by vendor shall be in strict conformance with all applicable Federal, State of California and/or local laws and regulations relating to confidentiality, including but not limited to, California Civil Code, California Welfare and Institutions Code, Health and Safety Code, California Code of Regulations, Code of Federal Regulations.

Vendor shall submit to County's monitoring of said compliance.

Vendor may be a Business associate of County, as that term is defined in the "Privacy Rule" enacted by the Health Insurance Portability and Accountability Act of 1996 (HIPAA). As a HIPAA Business Associate, vendor may use or disclose protected health information ("PHI") to perform functions, activities or services for or on behalf of County, as specified by the County, provided that such use or disclosure shall not violate HIPAA and its implementing regulations. The uses and disclosures of PHI may not be more expansive than those applicable to County, as the "Covered Entity" under HIPAA's Privacy Rule, except as authorized for management, administrative or legal responsibilities of the Business Associate.

Vendor shall not use or further disclose PHI other than as permitted or required by the County, or as required by law without written notice to the County.

Vendor shall ensure that any agent, including any subcontractor, to which vendor provides PHI received from, or created or received by the vendor on behalf of County, shall comply with the same restrictions and conditions with respect to such information.

### **APPEALS**

Appeals must be submitted in writing within \*seven (7) working days after notification of proposed recommendations for award. A "Notice of Award" is not an indication of County's acceptance of an offer made in response to this RFP. Appeals shall be submitted to County of Fresno Purchasing, 4525 E. Hamilton Avenue 2<sup>nd</sup> Floor, Fresno, California 93702-4599. Appeals should address only areas regarding RFP contradictions, procurement errors, quotation rating discrepancies, legality of procurement context, conflict of interest, and inappropriate or unfair competitive procurement grievance regarding the RFP process.

Purchasing will provide a written response to the complainant within \*seven (7) working days unless the complainant is notified more time is required.

If the protesting bidder is not satisfied with the decision of Purchasing, he/she shall have the right to appeal to the Purchasing Agent/CAO within seven (7) working days after Purchasing's notification; except, if notified to appeal directly to the Board of Supervisors at the scheduled date and time.

If the protesting bidder is not satisfied with Purchasing Agent/CAO's decision, the final appeal is with the Board of Supervisors.

\*The seven (7) working day period shall commence and be computed by excluding the first day and including the last day upon the date that the notification is issued by the County.

**RIGHTS OF OWNERSHIP**

The County shall maintain all rights of ownership and use to all materials designed, created or constructed associated with this service/project/program.

## SPECIFIC BIDDING INSTRUCTIONS AND REQUIREMENTS

**ISSUING AGENT:** This RFP has been issued by County of Fresno, Purchasing. Purchasing shall be the vendor's sole point of contact with regard to the RFP, its content, and all issues concerning it.

**AUTHORIZED CONTACT:** All communication regarding this RFP shall be directed to an authorized representative of County Purchasing. The specific buyer managing this RFP is identified on the cover page, along with his or her telephone number, and he or she should be the primary point of contact for discussions or information pertaining to the RFP. Contact with any other County representative, including elected officials, for the purpose of discussing this RFP, its content, or any other issue concerning it, is prohibited unless authorized by Purchasing. Violation of this clause, by the vendor having unauthorized contact (verbally or in writing) with such other County representatives, may constitute grounds for rejection by Purchasing of the vendor's quotation.

The above stated restriction on vendor contact with County representatives shall apply until the County has awarded a purchase order or contract to a vendor or vendors, except as follows. First, in the event that a vendor initiates a formal protest against the RFP, such vendor may contact the appropriate individual, or individuals who are managing that protest as outlined in the County's established protest procedures. All such contact must be in accordance with the sequence set forth under the protest procedures. Second, in the event a public hearing is scheduled before the Board of Supervisors to hear testimony prior to its approval of a purchase order or contract, any vendor may address the Board.

**NUMBER OF COPIES:** Submit one (1) original, with four (4) copies of your proposal no later than the proposal acceptance date and time as stated on the front of this document to County of Fresno Purchasing. The cover page of each document is to be appropriately marked "Original" or "Copy".

**INTERPRETATION OF RFP:** Vendors must make careful examination of the requirements, specifications and conditions expressed in the RFP and fully inform themselves as to the quality and character of services required. If any person planning to submit a proposal finds discrepancies in or omissions from the RFP or has any doubt as to the true meaning or interpretation, correction thereof may be requested at the scheduled Vendor Conference (see above). Any change in the RFP will be made only by written addendum, duly issued by the County. The County will not be responsible for any other explanations or interpretations.

Questions may be submitted, subject to the following conditions:

- a. Such questions are submitted in writing to the County Purchasing not later than Friday, April 4, 2014 at 10:00 a.m. Questions must be directed to the attention of Debbie L. Scharnick, Buyer I.
- b. Such questions are submitted with the understanding that County can respond only to questions it considers material in nature.
- c. Questions shall be e-mailed to [dscharnick@co.fresno.ca.us](mailto:dscharnick@co.fresno.ca.us).

**NOTE:** The bidder is encouraged to submit all questions at the Vendor Conference. Time limitations can prevent a response to questions submitted after the conference.

**SELECTION COMMITTEE:** All proposals will be evaluated by a team co-chaired by Purchasing. All proposals will be evaluated by a review committee that may consist of County of Fresno Purchasing, department staff, community representatives from advisory boards and other members as appropriate.

The proposals will be evaluated in a multi-stage selection process. Some bids may be eliminated or set aside after an initial review. If a proposal does not respond adequately to the RFP or the bidder is deemed unsuitable or incapable of delivering services, the proposal may be eliminated from consideration. It will be the selection committee's responsibility to make the final recommendation to the Department Head.

**CONTRACT TERM:** It is County's intent to contract with the successful bidder for a term of three (3) years with the option to renew for up to two (2) additional one (1) year periods based on mutual written consent. County will retain the right to terminate the Agreement upon giving thirty (30) days advance written notification to the Contractor.

**PAYMENT:** The County of Fresno, if appropriate, may use Procurement Card to place and make payment for orders under the ensuing contract.

**AUDITED FINANCIAL STATEMENTS:** Copies of the audited Financial Statements for the last three (3) years for the business, agency or program that will be providing the service(s) proposed. If audited statements are not available, compiled or reviewed statements will be accepted with copies of three years of corresponding federal tax returns. This information is to be provided after the RFP closes, if requested. **Do not provide with your proposal.**

**CONTRACT NEGOTIATION:** The County will prepare and negotiate its own contract with the selected vendor, giving due consideration to standard contracts and associated legal documents submitted as a part of bidder's response to the RFP. The tentative award of the contract is based on successful negotiation pending formal recommendation of award. Bidder is to include in response the names and titles of officials authorized to conduct such negotiations.

**NOTICES:** All notices, payments, invoices, insurance and endorsement certificates, etc. need to be submitted as follows: referencing contract/purchase order number, department, position, title and address of administering official.

**LOCAL VENDOR PREFERENCE:** The Local Vendor Preference **does not** apply to this Request for Proposal.



## SCOPE OF WORK

The County of Fresno on behalf of the Department of Public Health is requesting proposals from qualified evaluators to provide "Evaluation Services" for the Department's Office of Policy, Planning and Communication - Tobacco Prevention Program (TPP). The successful bidder must demonstrate the expertise and ability to conduct a comprehensive evaluation of outcomes achieved by the TPP based on requirements by the California Department of Public Health Services, Tobacco Control Program (CTCP)  
<http://tobaccoeval.ucdavis.edu/publications.php>.

Serving as the Local Lead Agency, the TPP is funded by the California Department of Health Services, Tobacco Control Program (CTCP). The goal of CTCP is to improve the health of all Californians by reducing illness and premature death attributable to the use of tobacco products. Through leadership, experience and research, the CTCP empowers statewide and local health agencies to promote health and quality of life by advocating social norms that create a tobacco-free environment. Additional information on the mission of CTCP is available online at: <http://www.cdph.ca.gov/programs/Tobacco/>.

The bidder must demonstrate a strong analytical background in related public health programs. The bidder must provide samples from previous projects that confirm the familiarity with, and ability to, identify environmental factors (poverty, etc.). Samples from previous projects in the field of public health/tobacco prevention that establish an understanding of the relationship between causal factors and interventions must be submitted with bidders' proposal. Bidders should have the skills necessary to use software programed for database management, and analysis of quantitative and qualitative data

Evaluation methods will include case studies and study designs that measure the effectiveness of the objectives and assigned activities through data collection, data entry and statistical analysis submitted as hard copy reports and online narrative reports. The same selection and procedures utilized may include pre-post observational surveys that should determine the value of the overall goal of the TPP. The TPP vendor must also be familiar with the State of California Tobacco Control Programs.

Access to the State of California Tobacco Control Program's Online Tobacco Information System (OTIS) will be provided by the Dept of Public Health to the successful bidder as a means to input evaluation data required for the completion of the tasks described in this RFP.

The successful bidder must provide:

1. Samples of past Public Health program evaluation projects, including: databases, evaluation tools, and evaluation reports used.
2. Letters of recommendations, and any documentation of educational achievements which demonstrate the expertise and ability to assist in the following:
  - a. Assessment of community needs, assets and resources;
  - b. Prioritization of health problems,
  - c. Problem analysis and development of objectives.
  - d. Program and evaluation planning.
  - e. Program implementation and ongoing evaluation.

The goal of the TPP is to improve the health of all Fresno County residents by reducing illness and premature death attributable to the use of tobacco products, exposure to second and third hand smoke. To achieve this goal, the TPP will complete the following objectives for the 2014-2017 scope of work:

1. Work with at least one city in Fresno County, (Fresno, Clovis, Selma) and/or the County of Fresno, to adopt a policy that requires that no more than fifteen percent (15%) of the total square footage of windows and clear (e.g., glass) doors of an alcohol/tobacco retailer may have advertising of any sort, including tobacco;
2. Recruit and retain a minimum of fifteen (15) Fresno County youth to participate in leadership and/or tobacco control trainings which enables them to effectively advocate for tobacco control issues within the county;
3. Work with at least one city in Fresno County, (Fresno, Clovis, Sanger) and/or the County of Fresno, to adopt a policy requiring landlords, affordable housing providers, or other similar housing agencies, to disclose the location of smoking, non-smoking units, the smoking history of a unit, and require rental vacancy listings to include a category for smoking and non-smoking units.
4. Assist with completing the Communities of Excellence in Tobacco Control (CX) needs assessment.

The selected evaluator will be required to submit two (2) Brief Final Evaluation Reports upon completion of Scope of Work objectives No. 2 and 3. A Final Evaluation Report will be due upon completion of Scope of Work objective No. 1. All reports are due prior to June 30, 2017.

The selected bidder will be required to obtain access to the State of California Tobacco Control Program's (OTIS), It will be necessary to input evaluation data required for the completion of two (2) six (6) month progress reports due biannually to CTCP.

Report terms are July 1<sup>st</sup> – December 31<sup>st</sup>, and January 1<sup>st</sup> – June 30<sup>th</sup> with the respective reports due January 31<sup>st</sup> and July 31<sup>st</sup>. In the third year of the grant contract the final biannual progress report will be due June 30, 2017.

The successful bidder will gain access to the OTIS through the County's TPP by submitting an access request to the CTCP. The OTIS can be accessed from any computer via the internet; access is not limited to just one computer.

Upon completion of the 2017 CX the TPP staff with the assistance of the selected bidder will develop the 2017 through 2020 scope of work to be reviewed and approved by the CTCP. The scope of work will be due to CTCP by December 31, 2016.

The selected bidder will be responsible for coordinating with CTCP to comply with contractual obligations for data collection and dissemination of all evaluation findings including the following:

A. Activities:

1. Work with Fresno County TPP Project Director in designing appropriate outcome evaluation methodology, protocols, and surveys, which address all State of California contractual evaluation mandates dependent on objective activities based on scope of work.

2. Participate in process, planning and outcome evaluations and the needs assessment process to determine and define objectives for the next funding cycle to begin July 1, 2017.
3. Assist TPP staff with qualitative data collection which may include key informant interviews.
4. Assist TPP staff with quantitative data collection which may include tobacco retail store observation surveys.
5. Data entry, statistical analysis, report writing and dissemination of findings in compliance with the TPP and CTCP requirements. Examples can be obtained from the California Department of Public Health, California Tobacco Control Program web site: <http://www.cdph.ca.gov/programs/Tobacco>
6. Design additional evaluation plans and protocols as required by the TPP and CTCP.
7. Submission of timely reports to the TPP and CTCP. Timelines and deadlines will be developed and coordinated with the Project Director of the TPP.

**B. Monitoring:**

1. Monitor progress toward achieving activities specified in each objective and assist with revisions as needed. The timelines for the new scope of work will be reviewed and approved by CTCP prior to July 1, 2014.
2. Assist TPP staff with maintenance, revision, and updates of databases selected for usage.
3. Provide assistance to TPP staff in monitoring evaluation methods.
4. Analyze quantitative data (collected by TPP staff) and make recommendations to the TPP staff to assure effectiveness of the program.
5. Analyze qualitative data collected.
6. Evaluation services will be provided on an as needed basis and will vary from month to month. Contact may be via e-mail, phone, fax, or in person with TPP staff.
7. Meet with TPP staff monthly and/or on an as needed basis, to discuss contract activities.

**C. Analysis:**

1. Determine effectiveness of the 2014-2017 TPP scope of work objectives and activities by completing the following activities:
  - a. Evaluate observation survey data collected at tobacco retail stores to determine if the Healthy Stores for a Healthy Community campaign brought about a positive change in the tobacco retail environment.

- b. Evaluate data collected pertaining to data collection trainings and other trainings to determine the effectiveness of the training.
- c. Evaluate key informant interview activities to determine the barriers and challenges and/or support of adopting ordinances regarding the tobacco retail environment and multi-unit housing smoking disclosure.
- d. Process evaluations based on program coalition member's participant satisfaction in meetings and activities.
- e. Evaluate public intercept survey data to determine support/opposition for proposed scope of work policy objectives.
- f. Evaluate media activity record data to evaluate the media components effectiveness at delivering/disseminating the message; accuracy and neutrality of facts; and to gauge the level of public support for retail campaign strategies.
- g. Evaluate photo voice assessment themes related to tobacco and alcohol-related disparities in the community that impact health.

**D. Reporting:**

- 1. Provide reports required by the CTCP, including two (2) Brief Evaluation Reports and a Final Evaluation Report related to project area demographics, review of intervention activities, process data, and outcome measures. Reports must include interpretation of the data. The Final Evaluation Report will include: a project abstract, project description, evaluation methods, a presentation of results, discussions and recommendations. Biannual and final report due dates are listed previously in this scope of work. Other evaluation reports due vary each year for the 2014-2017 grant.
- 2. Provide data and information for the progress reports required biannually to CTCP. Report terms range from July 1<sup>st</sup>-December 31<sup>st</sup>. This report is due January 31<sup>st</sup>. The next report is January 1<sup>st</sup> - June 30<sup>th</sup> and is due July 31<sup>st</sup>. In the third year of the grant contract the final biannual progress report is due June 30, 2017.
- 3. Provide electronic monthly reports detailing services and outcomes for program participants during events and meetings.
- 4. Provide other data as requested by the TPP and/or CTCP.
- 5. See Attachment A – Program Scope of Work for more information regarding specific activities and all related objectives, (Pending CTCP approval).

**E. Other:**

- 1. Attend at least two (2) coalition meetings annually, as well as other State mandated meetings, if required. Be available for conferences, meetings and teleconferences as needed. These expenses will be paid by the TPP. Conference duration depends on the subject matter and can be up to 1 to 3 days long.

2. Technical assistance will be provided by TPP and CTCP staff.
3. The bidder must also meet the following CTCP criteria:
  - a. One (1) college course in study design. This type of course will focus on designing appropriate outcome evaluation methodology, protocols, and surveys, etc.

Or

One year of experience determining the study design for an evaluation; the skills needed include sample size calculations, sampling scheme, and data collection methods;
  - b. One (1) college course in evaluation. This type of course will focus on how to plan and implement evaluation which includes process, impact, and outcome evaluation.

Or

One year of experience planning and implementing an evaluation; the skills needed include knowledge of process, impact, and outcome evaluations; and
  - c. Two (2) college courses in inferential and/or inductive statistics

Or

One year of experience analyzing data for an evaluation; skills need include descriptive and inferential statistics, use of computer software such as, Statistical Package for the Social Science (SPSS) and Statistical Analysis System (SAS) for database management and analysis; and experience in evaluating community-based programs.
4. All material produced through this contract becomes property of the County.

## COST PROPOSAL

- A. Evaluation Services are 100% State funded and are therefore contingent upon the final allocation received from the State of California, Department of Public Health. The Department reserves the right to change funding for contracts from recommended funding levels if the State of California allocation changes from estimated levels.
- B. Proposals are to be presented in a manner that best demonstrates cost effectiveness to accomplish all of the items detailed in the Scope of Work outlined in this RFP.
- C. Submitted proposals must describe in detail the bidder's expenses related to providing services for the TPP
- D. Bidders may propose up to \$12,000. Allocations are based upon the needs of the program for the services being solicited by the TPP. The total period of this Contract is three years with mutual written consent between the County and the successful bidder, for the period of July 1, 2014, through June 30, 2017

Please complete the following. The prices must include total price for each item listed if applicable. Add any additional lines as needed.

ITEM	COST
Face-to-face Consultation Rates	\$ _____
Telephone Consultation Rates	\$ _____
E-mail Consultation Rates	\$ _____
Personnel	\$ _____
Fringe Benefits	\$ _____
Operating Expenses	\$ _____
Equipment Expenses	\$ _____
Travel and Per Diem	\$ _____
Other Costs	\$ _____

## PROPOSAL CONTENT REQUIREMENTS

**It is important that the vendor submit his/her proposal in accordance with the format and instructions provided under this section. Doing so will facilitate the evaluation of the proposal. It will limit the possibility of a poor rating due to the omission or mis-categorization of the requested information. Responding in the requested format will enhance the evaluation team's item by item comparison of each proposal item. The vendor's proposal may be placed at a disadvantage if submitted in a format other than that identified below.**

Bidders are requested to submit their proposals in a binder (one that allows for easy removal of pages) with index tabs separating the sections identified. Each page should be numbered.

**Each binder is to be clearly marked on the cover with the proposal name, number, closing date, "Original" or "Copy", and bidder's name.**

Merely offering to meet the specifications is insufficient and will not be accepted. Each bidder shall submit a complete proposal with all information requested. Supportive material may be attached as appendices. All pages, including the appendices, must be numbered.

**Vendors are instructed not to submit confidential, proprietary and related information within the request for proposal. If you are submitting trade secrets, it must be submitted in a separate binder clearly marked "TRADE SECRETS", see Trade Secret Acknowledgement section.**

The content and sequence of the proposals will be as follows:

- I. RFP PAGE 1 AND ADDENDUM(S) PAGE 1 (IF APPLICABLE) completed and signed by participating individual or agency.
- II. COVER LETTER: A one-page cover letter and introduction including the company name and address of the bidder and the name, address and telephone number of the person or persons to be used for contact and who will be authorized to make representations for the bidder.
  - A. Whether the bidder is an individual, partnership or corporation shall also be stated. It will be signed by the individual, partner, or an officer or agent of the corporation authorized to bind the corporation, depending upon the legal nature of the bidder. A corporation submitting a proposal may be required before the contract is finally awarded to furnish a certificate as to its corporate existence, and satisfactory evidence as to the officer or officers authorized to execute the contract on behalf of the corporation.
- III. TABLE OF CONTENTS
- IV. CONFLICT OF INTEREST STATEMENT: The Contractor may become involved in situations where conflict of interest could occur due to individual or organizational activities that occur within the County. In this section the bidder should address the potential, if any, for conflict of interest and indicate plans, if applicable, to address potential conflict of interest. This section will be reviewed by County Counsel for compliance with conflict of interest as part of the review process. The Contractor shall

comply with all federal, state and local conflict of interest laws, statutes and regulations.

V. TRADE SECRET:

A. Sign where required.

VI. CERTIFICATION – DISCLOSURE – CRIMINAL HISTORY & CIVIL ACTIONS

VII. REFERENCES

VIII. PARTICIPATION

IX. EXCEPTIONS: This portion of the proposal will note any exceptions to the requirements and conditions taken by the bidder. If exceptions are not noted, the County will assume that the bidder's proposals meet those requirements. The exceptions shall be noted as follows:

- A. Exceptions to General Conditions.
- B. Exceptions to General Requirements.
- C. Exceptions to Specific Terms and Conditions.
- D. Exceptions to Scope of Work.
- E. Exceptions to Proposal Content Requirements.
- F. Exceptions to any other part of this RFP.

X. VENDOR COMPANY DATA: This section should include:

- A. A narrative which demonstrates the vendor's basic familiarity or experience with problems associated with this service/project.
- B. Descriptions of any similar or related contracts under which the bidder has provided services.
- C. Descriptions of the qualifications of the individual(s) providing the services.
- D. Any material (including letters of support or endorsement) indicative of the bidder's capability.
- E. A brief description of the bidder's current operations, and ability to provide the services.
- F. Copies of the audited Financial Statements for the last three (3) years for the agency or program that will be providing the service(s) proposed. If audited statements are not available, compiled or reviewed statements will be accepted with copies of three years of corresponding federal tax returns. This information is to be provided after the RFP closes, if requested. **Do not provide with your proposal.**



- G. Describe all contracts that have been terminated before completion within the last five (5) years:
  - 1. Agency contract with
  - 2. Date of original contract
  - 3. Reason for termination
  - 4. Contact person and telephone number for agency
- H. Describe all lawsuit(s) or legal action(s) that are currently pending; and any lawsuit(s) or legal action(s) that have been resolved within the last five (5) years:
  - 1. Location filed, name of court and docket number
  - 2. Nature of the lawsuit or legal action
- I. Describe any payment problems that you have had with the County within the past three (3) years:
  - 1. Funding source
  - 2. Date(s) and amount(s)
  - 3. Resolution
  - 4. Impact to financial viability of organization.

XI. SCOPE OF WORK:

- A. Bidders are to use this section to describe the essence of their proposal.
- B. This section should be formatted as follows:
  - 1. A general discussion of your understanding of the project, the Scope of Work proposed and a summary of the features of your proposal.
  - 2. A detailed description of your proposal as it relates to each item listed under the "Scope of Work" section of this RFP. Bidder's response should be stated in the same order as are the "Scope of Work" items. Each description should begin with a restatement of the "Scope of Work" item that it is addressing. Bidders must explain their approach and method of satisfying each of the listed items.
- C. When reports or other documentation are to be a part of the proposal a sample of each must be submitted. Reports should be referenced in this section and submitted in a separate section entitled "REPORTS."
- D. A complete description of any alternative solutions or approaches to accomplishing the desired results.

XII. COST PROPOSAL: Quotations may be prepared in any manner to best demonstrate the worthiness of your proposal. Include details and rates/fees for all services, materials, equipment, etc. to be provided or optional under the proposal.

XIII. CHECK LIST

## AWARD CRITERIA

### **COST AND BUDGETING**

- A. Budget does not exceed the maximum allowed and reflects a reasonable approach to funding all proposed deliverables.
- B. Is prepared in a manner to best demonstrate cost effectiveness.
- C. Proposals will be evaluated in any manner to best demonstrate cost effectiveness. Costs should be reasonable and feasible to accomplish the Scope of Work outlined in this RFP.

### **CAPABILITY AND QUALIFICATIONS**

- A. Demonstration of a strong background in analysis of tobacco prevention/control programs and related public health programs.
- B. Demonstration that the bidder has addressed all the areas identified in the RFP. Will the proposed services satisfy County's needs and to what degree?
- C. Provision of sample and past projects.
- D. Demonstrate experience providing technical assistance and evaluation consultation to staff of prior projects.
- E. Capacity and ability to develop and implement the evaluation services per the specific program requirements.

### **MANAGEMENT PLAN**

- A. Is the organizational plan and management structure adequate and appropriate for overseeing the proposed services?
- B. Does the bidder demonstrate capability of meeting reporting deadlines?

## CHECK LIST

This Checklist is provided to assist vendors in the preparation of their RFP response. Included in this list, are important requirements and is the responsibility of the bidder to submit with the RFP package in order to make the RFP compliant. Because this checklist is just a guideline, the bidder must read and comply with the RFP in its entirety.

*Check off each of the following:*

1. \_\_\_\_\_ The Request for Proposal (RFP) has been signed and completed.
2. \_\_\_\_\_ Addenda, if any, have been completed, signed and included in the bid package.
3. \_\_\_\_\_ One (1) original plus four (4) copies of the RFP have been provided.
4. \_\_\_\_\_ The completed *Trade Secret Form* as provided with this RFP (Confidential/Trade Secret Information, if provided must be in a separate binder).
5. \_\_\_\_\_ The completed *Criminal History Disclosure Form* as provided with this RFP.
6. \_\_\_\_\_ The completed *Participation Form* as provided with this RFP.
7. \_\_\_\_\_ The completed *Reference List* as provided with this RFP.
8. \_\_\_\_\_ Indicate all of bidder exceptions to the County's requirements, conditions and specifications as stated within this RFP.
9. \_\_\_\_\_ Lastly, on the **LOWER LEFT HAND CORNER** of the sealed envelope, box, etc. transmitting your bid include the following information:

County of Fresno RFP No.	<u>918-5256</u>
Closing Date:	<u>April 14, 2014</u>
Closing Time:	<u>2:00 P.M.</u>
Commodity or Service:	<u>Program Evaluator for Tobacco Prevention Program</u>

**Return Checklist with your RFP response.**

## **Attachment A**

## Combined Scope of Work

**Procurement Name:** LLA 2014-2017 Phase II Guidelines

**Contract Number:** CTCP-13-10

**Agency Name:** Fresno County Department of Public Health

**Project Name:** Fresno County Tobacco Prevention Program

**Project Type:** Local Lead Agency

**Contract Term:** 07/01/2014 - 06/30/2017

**Effective Date:** 07/01/2014

**Plan Version ID:** 0.1

**Report Generated:** 02/03/2014 10:46 AM

### Objective 1

#### Objective Overview

**Objective:** By June 30, 2017, At least one city in Fresno County (Fresno, Clovis, Selma) and/or the County of Fresno, will adopt a policy that requires that no more than 15 percent of the total square footage of windows and clear (e.g., glass) doors of an alcohol/tobacco retailer may have advertising of any sort, including tobacco.

**Objective ID:** 1

**Primary Priority Area:** (1) Limit Tobacco Promoting Influences

**Is this a primary objective?** Yes

**Evaluation Plan Type:** Legislated Policy– Adoption Only

**Target Audience:** **Audience Group**

- 0-12 years
- 13-17 years
- 21 years and older
- Advocates
- Elected Officials
- Enforcement Agencies
- Health Professionals
- Tobacco Retailers

**General Population Groups**

- Multi-Ethnic

#### Indicator(s)

##### Primary

**1.1.18 Advertising on Storefront Windows:** The number of jurisdictions covered by a public policy that restricts the percent of the square footage of windows and clear (e.g., glass) doors of a retailer that may have advertising of any sort, including tobacco.

#### Intervention Topic(s)

- Alcohol and Drug Prevention Collaboration
- Healthcare Provider/System Collaboration
- Key Informant Interviews
- Law Enforcement Collaboration
- Letter Writing Campaign
- Letters to the Editor
- Nutrition Program Collaboration
- Press release(s)
- Public Intercept Surveys
- Retail Marketing Survey-Alcohol
- Retail Marketing Survey-Nutrition
- Retail Marketing Survey-Tobacco
- Social Service Organization Collaboration

- Voluntary Health Organization Collaboration
- Volunteer Recruitment

## Intervention Activity Plan

<b>Activity 1-1-1</b>								
<b>Activity:</b>	Obtain information and technical assistance from organizations that have experience with advertisements in storefront windows such as, CTCP statewide grantees, alcohol and drug prevention, and obesity prevention partners for the development of informational packets, presentations, and to assist in local policy development, community organizing.							
<b>Intervention Category:</b>	Coordination/Collaboration Activities							
<b>Copyright:</b>	No							
<b>Program Deliverable Percentage:</b>	0.00 %							
<b>Start Date Period:</b>	07/14-12/14							
<b>Completion Date Period:</b>	01/17-06/17							
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Collaborative Log</td> <td>On File</td> </tr> <tr> <td>Copy of Resources Collected</td> <td>On File</td> </tr> </tbody> </table>	Measure	Submit	Collaborative Log	On File	Copy of Resources Collected	On File	
Measure	Submit							
Collaborative Log	On File							
Copy of Resources Collected	On File							
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Responsible Party	Budget Type							
Health Education Specialist	Budgeted							
Project Director-Health Educator	Budgeted							

  

<b>Activity 1-1-2</b>								
<b>Activity:</b>	Coordinate 2-4 meetings per year with the Fresno County Healthy Stores for a Healthy Community (HSHC) Workgroup that was established in the 2014-2017 work plan.							
<b>Intervention Category:</b>	Coordination/Collaboration Activities							
<b>Copyright:</b>	No							
<b>Program Deliverable Percentage:</b>	0.00 %							
<b>Start Date Period:</b>	07/14-12/14							
<b>Completion Date Period:</b>	01/17-06/17							
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Meeting Agenda</td> <td>On File</td> </tr> <tr> <td>Meeting Notes</td> <td>On-File</td> </tr> </tbody> </table>	Measure	Submit	Meeting Agenda	On File	Meeting Notes	On-File	
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Meeting Notes	On-File							
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Responsible Party	Budget Type							
Health Education Specialist	Budgeted							
Project Director-Health Educator	Budgeted							

  

<b>Activity 1-2-3</b>		
<b>Activity:</b>	Conduct 3-5, 15-30 minute educational presentations on tobacco-related disparities related to the retail environment, the impact of retail advertising on youth and the community, the Lee Law, and possible solutions to local	

	stakeholders/ stakeholder groups such as Chamber of Commerce, youth-oriented groups, philanthropy groups, PTA's, local physicians, Mothers Against Drunk Driving. Request policy endorsement and a letter of support from the individual/organization/group. Invite members to participate in policy activities (i.e. assist with collecting public intercept surveys).	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	01/15-06/15	
<b>Completion Date Period:</b>	07/16-12/16	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Meeting Agenda	Yes
	Talking Points	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted

**Activity 1-3-4**

<b>Activity:</b>	Create and/or revise 3-4 educational materials to be used to educate local decision makers and key stakeholders/ stakeholder groups such as, law enforcement, city managers, Chamber of Commerce, youth-oriented groups, philanthropy groups, PTA's, local physicians, Mothers Against Drunk Driving) about the benefits of restricting storefront advertising . Educational materials will include but are not limited to: 1) fact sheet that provides an overview of the local tobacco retail store observation survey data results, 2) fact sheet that highlights public intercept survey results. The materials will be included in the educational packet (Activity 1-3-5) and distributed during educational meetings and presentations.  Additionally, develop sample talking points for 3-4 community advocates to deliver at public meetings and/or city council meetings where advertising on storefront windows is addressed.	
<b>Intervention Category:</b>	Educational Materials Development	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	01/15-06/15	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Copies of Developed Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted

**Activity 1-3-5**

<b>Activity:</b>	Develop 15-20 educational packets for decision makers and key local stakeholders/stakeholder groups. The packet will include materials such as a
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	fact sheet about the retail environment and its impact on youth and the community, fact sheet that provides an overview of the local tobacco retail store observation survey data results, fact sheet that highlights public intercept survey results, and a sample model policy. The content of the educational packet will vary depending on the intended audience. Packets will be distributed during educational meetings and presentations.	
<b>Intervention Category:</b>	Educational Materials Development	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	01/15-06/15	
<b>Completion Date Period:</b>	01/15-06/15	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Sample Packets	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted

**Activity 1-4-6**

<b>Activity:</b>	Provide 200-300 behavior modification materials (BMMs) to individuals who participate in the completion of public intercept surveys, presentations, data collection, and other program activities. BMMs are provided to program participants to motivate and/or reinforce: positive behavior, participation and/or involvement in tobacco control activities and requires action on part of the recipient to receive the BMM. The cost of the BMM may not exceed \$50 in value per person, per year, and shall not include gift cards that can be used to purchase tobacco or alcohol.	
<b>Intervention Category:</b>	Behavior Modification Materials	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Distribution Log	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted

**Activity 1-1-10**

<b>Activity:</b>	Conduct 2-3 meetings (20-30 minutes in length) with the Fresno County Department of Public Health Officer and/or Fresno County Department of Public Health Director, Assistant Director to share information about Program's activities and to strategize about the implementation of the scope of work.
<b>Intervention Category:</b>	Policy Activities
<b>Copyright:</b>	No



<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	01/15-06/15	
<b>Completion Date Period:</b>	07/16-12/16	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Meeting Notes	No
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Project Director-Health Educator	Budgeted
	Public Health Officer/Director	Non-Budgeted

**Activity 1-7-11**

<b>Activity:</b>	Conduct one strategic planning session (60-90 minutes in length) per jurisdiction with community partners and stakeholders utilizing the Midwest Academy Strategy Chart (MASC) to identify goals, organizational considerations, constituents, allies, opponents, targets, and tactics and to formulate a plan for educating the community about the benefits of restricting storefront advertising.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	01/15-06/15	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Completed MASC	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted

**Activity 1-7-12**

<b>Activity:</b>	Conduct educational presentations, 30-60 minutes in length to 3-5 policy makers or their staff to educate them about tobacco-related disparities related to the retail environment, the impact of retail advertising on youth and the community, and the proposed policy solution. Educational packets will be distributed at these meetings. Staff will follow-up via e-mail or phone to monitor support and provide additional resources upon request.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	01/15-06/15	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Meeting Log	Yes
	Talking Points	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>

	Project Director-Health Educator    Budgeted
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<b>Activity 1-7-14</b>		
<b>Activity:</b>	Attend 3-5 city council meetings with community partners to conduct informal and formal educational presentation(s) (5-20 minutes in length) about tobacco-related disparities associated with the retail environment, the impact of retail advertising on youth and the community, the Lee Law, and the proposed policy solution.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	07/15-12/15	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	City Council Meeting Minutes	Yes
	PowerPoint Presentation(s)	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted

<b>Activity 1-7-15</b>		
<b>Activity:</b>	Develop 3-5 sample letters of support about reducing youth's exposure to pro-tobacco influences by regulating advertising on storefront windows. Work with 3-5 local stakeholders/local stakeholder groups/community-based organizations such as Chamber of Commerce, youth-oriented groups, philanthropy groups, PTA's, local physicians, Mothers Against Drunk Driving to submit the letters of support to targeted city council members.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	07/15-12/15	
<b>Completion Date Period:</b>	01/15-06/15	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Copy of Signed Letters	Yes
	Letter Distribution Log	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted

<b>Activity 1-7-16</b>		
<b>Activity:</b>	Disseminate an electronic copy of the final adopted policy to the California Tobacco Control Program and Americans for NonSmokers' Rights so that the policy may be logged into their policy databases.	
<b>Intervention Category:</b>	Policy Activities	

<b>Copyright:</b>	No				
<b>Program Deliverable Percentage:</b>	0.00 %				
<b>Start Date Period:</b>	01/17-06/17				
<b>Completion Date Period:</b>	01/17-06/17				
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Signed Policy</td><td>Yes</td></tr> </table>	Measure	Submit	Signed Policy	Yes
Measure	Submit				
Signed Policy	Yes				
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Health Education Specialist</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Health Education Specialist	Budgeted
Responsible Party	Budget Type				
Health Education Specialist	Budgeted				

**Activity 1-11-17**

<b>Activity:</b>	Provide 5-10 hours of technical assistance (TA) to assist city staff at targeted jurisdictions with questions related but not limited to: provision of a model ordinance, the development and provision of education materials about newly adopted ordinance for retail stores, the provision of in-person education to retail store owners.	
<b>Intervention Category:</b>	Training/Technical Assistance Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	07/15-12/15	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b> Technical Assistance Log	<b>Submit</b> Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b> Health Education Specialist Project Director-Health Educator	<b>Budget Type</b> Budgeted Budgeted

**Activity 1-14-8**

<b>Activity:</b>	Develop and distribute 1-2 press releases or opinion editorial/letters to the editor to at least 10 local key media outlets (newspaper, television, radio) to provide information on the retail environment and its effect on youth and the community, or to inform the public of the passage of a new policy regulating the amount of advertising on the storefront windows and doors.		
<b>Intervention Category:</b>	Earned Media Activities		
<b>Copyright:</b>	No		
<b>Program Deliverable Percentage:</b>	2.00 %		
<b>Start Date Period:</b>	01/16-06/16		
<b>Completion Date Period:</b>	01/17-06/17		
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>	
	Press Release or Opinion Editorial/Letter to the Editor	Yes	
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>	
	Project Director-Health Educator	Budgeted	

**Activity 1-14-9**

<b>Activity:</b>	In coordination with the California Tobacco Control Program and other LLAs in the region, plan and conduct at least 1 substantive media activity (such as a press event, public report release, or community forum/town hall) designed to educate the public on the local data collection results and provide leverage and positioning for the ongoing Healthy Stores for a Healthy Community campaign. This activity will include local media outreach (including ethnic media), and may also include coordination of spokespersons and local tailoring of media materials, e.g., a local press release, fact sheet, visuals and/or talking points.		
<b>Intervention Category:</b>	Earned Media Activities		
<b>Copyright:</b>	No		
<b>Program Deliverable Percentage:</b>	2.50 %		
<b>Start Date Period:</b>	01/17-06/17		
<b>Completion Date Period:</b>	01/17-06/17		
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>	
	Event Agenda	Yes	
	Sample Press Packet	Yes	
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>	
	Project Director-Health Educator	Budgeted	

## Evaluation Activity Plan

Evaluation Activity 1-E-?	Education/Participant Survey	
Description of the instrument to be used or developed:	Annually conduct an online Coalition Member Survey. The program will utilize the previously developed “Coalition Evaluation Survey” which is based off the Tobacco Control Evaluation Center’s Coalition Evaluation Survey. The survey will be used to measure the impact of new coalition members on the overall coalition, coalition member satisfaction with meetings, and coalition member participation in the scope of work and other tobacco control activities.	
Sample size:	13	
Data collection method:	Internet survey	
Method to analyze findings:	Descriptive statistics (e.g., frequencies) will be used to analyze quantitative items and common themes will be identified from qualitative items.	
Copyright:	Yes	
Program Percentage Deliverable:	1.00 %	
Period evaluation activity will be conducted:	01/15-06/15 01/16-06/16 01/17-06/17	
Period results will be analyzed and disseminated:	01/15-06/15 01/16-06/16 01/17-06/17	
Tracking Measures:	<div>Measure</div> Education/Participant Survey Instrument	<div>Submit</div> Yes

	Education/Participant Survey Results	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b> Project Director-Health Educator Evaluation Consultant	<b>Budget Type</b> Budgeted Budgeted
<b>Evaluation Activity 1-E-1</b>	<b>Data Collection Training</b>	
<b>Training purpose:</b>	To ensure quality of data collection for store observation surveys.	
<b>Number of times to be conducted:</b>	2	
<b>Training length:</b>	4-8 hours	
<b>Number to be trained:</b>	10	
<b>Who will be trained and method for selection:</b>	Staff, Coalition members, youth volunteers, adult volunteers, student interns	
<b>Method to evaluate training:</b>	Post training knowledge questionnaire and appraisal of effectiveness.	
<b>Copyright:</b>	No	
<b>Program Percentage Deliverable:</b>	2.50 %	
<b>Period evaluation activity will be conducted:</b>	01/16-06/16	
<b>Period results will be analyzed and disseminated:</b>	01/16-06/16	
<b>Tracking Measures:</b>	<b>Measure</b> Post Training Knowledge Questionnaire Results Training Agendas	<b>Submit</b> Yes Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b> Health Education Specialist Project Director-Health Educator Evaluation Consultant	<b>Budget Type</b> Budgeted Budgeted Budgeted
<b>Evaluation Activity 1-E-5</b>	<b>Key Informant Interview</b>	
<b>Description of the instrument to be used or developed:</b>	Utilizing and/or adapting a survey instrument developed by the Tobacco Control Evaluation Center, conduct Key Informant Interview surveys to collect follow-up data of current knowledge and attitudes regarding selected objective topics.	
<b>Sample size:</b>	5	
<b>Will follow-up interviews be conducted:</b>	No	
<b>Description of key informants:</b>	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)	
<b>Data collection method:</b>	Telephone	
<b>Method to analyze findings:</b>	Content analysis of themes.	
<b>Copyright:</b>	No	
<b>Program Percentage Deliverable:</b>	2.00 %	

<b>Period to be conducted:</b>	07/16-12/16	
<b>Period results will be analyzed and disseminated:</b>	07/16-12/16	
<b>Tracking Measures:</b>	<b>Measure</b> Key Informant Interview Report	<b>Submit</b> Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b> Project Director-Health Educator Evaluation Consultant	<b>Budget Type</b> Budgeted Budgeted
<b>Evaluation Activity 1-E-6</b>	<b>Media Activity Record</b>	
<b>Description of the topic or type of records:</b>	Media items produced through news websites, area and local radio, area and local television, hard-copy community newspapers and newsletters. A media content analysis will be conducted to evaluate the media pieces effectiveness at delivering/disseminating the message; accuracy and neutrality of facts; and to gauge the level of public support for retail campaign strategies.	
<b>How the records will advance the objective:</b>	Content analyses of news releases, briefs, press conferences, pitch letters, stories, editorials, letters, and other media records will measure the importance/public attention placed on the issue of selected objectives and the need to inform intervention strategies, campaign, and help guide local advocacy efforts.	
<b>Program Percentage Deliverable:</b>	1.50 %	
<b>Period evaluation activity will be conducted:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b> Completed Media Activity Record Media Activity Record Evaluation Report	<b>Submit</b> Yes Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b> Health Education Specialist Project Director-Health Educator Evaluation Consultant	<b>Budget Type</b> Budgeted Budgeted Budgeted
<b>Evaluation Activity 1-E-2</b>	<b>Observation Data</b>	
<b>Description of the instrument to be used or developed:</b>	Observation data will be collected in tobacco retail stores using an instrument provided by California Tobacco Control Program. All counties, Tiers, I, II, and III will complete two modules: the core tobacco module plus one additional module on a topic of the Tobacco Prevention Program's (TPP) choice (e.g., flavors, price, storefront advertising, alcohol, nutrition). Additional modules, beyond the two required may be completed at the TPP's discretion. Completion of the core module plus the 1 required additional module will total approximately 10 minutes in length. Provide gift cards (e.g., \$5 - \$10 per completed store survey, for providing and coordinating youth volunteers) for youth and adult volunteers who participate in local data collection effort including training and completion of data collection forms.	
<b>Sample size:</b>	330	
<b>Data collection method:</b>	In-person / On-site	
<b>Method to analyze findings:</b>	With technical assistance by the Tobacco Control Evaluation Center (TCEC) as needed, the program will review and clean the survey data, after which survey software will generate a report of collected observation data providing descriptive statistics such as percentages and frequencies.	
<b>Copyright:</b>	Yes	

<b>Program Percentage Deliverable:</b>	5.00 %								
<b>Period evaluation activity will be conducted:</b>	01/16-06/16								
<b>Period results will be analyzed and disseminated:</b>	07/16-12/16								
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Cleaned Survey Results</td><td>On File</td></tr> <tr> <td>Observation Survey Report</td><td>Yes</td></tr> <tr> <td>Store Observation Tracking List</td><td>Yes</td></tr> </table>	Measure	Submit	Cleaned Survey Results	On File	Observation Survey Report	Yes	Store Observation Tracking List	Yes
Measure	Submit								
Cleaned Survey Results	On File								
Observation Survey Report	Yes								
Store Observation Tracking List	Yes								
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Health Education Specialist</td><td>Budgeted</td></tr> <tr> <td>Project Director-Health Educator</td><td>Budgeted</td></tr> <tr> <td>Evaluation Consultant</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Health Education Specialist	Budgeted	Project Director-Health Educator	Budgeted	Evaluation Consultant	Budgeted
Responsible Party	Budget Type								
Health Education Specialist	Budgeted								
Project Director-Health Educator	Budgeted								
Evaluation Consultant	Budgeted								
<b>Evaluation Activity 1-E-3</b>	<b>Public Opinion Poll (including Public Intercept Survey)</b>								
<b>Description of the instrument to be used or developed:</b>	The program will contact the Tobacco Control Evaluation Center to identify existing public intercept surveys. From the existing surveys the program will develop an instrument that assesses such elements as the following: 1) the respondent's age, race, and sex, 2) participants knowledge of advertising and its effect on youth, 3) support for the proposed policy. The Public Intercept Survey data will be collected at various community events within the target jurisdiction.								
<b>Sample size:</b>	150								
<b>Will follow-up polls be conducted:</b>	No								
<b>Data collection method:</b>	Other								
<b>Method to analyze findings:</b>	Frequencies and percentages will be calculated to document support/opposition to policy strategies for the retail environment campaign, knowledge, and demographic information provided by survey participants.								
<b>Copyright:</b>	Yes								
<b>Program Percentage Deliverable:</b>	2.00 %								
<b>Period evaluation activity will be conducted:</b>	07/14-12/14								
<b>Period results will be analyzed and disseminated:</b>	07/14-12/14								
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Public Intercept Survey Report</td><td>Yes</td></tr> <tr> <td>Survey Instrument</td><td>Yes</td></tr> </table>	Measure	Submit	Public Intercept Survey Report	Yes	Survey Instrument	Yes		
Measure	Submit								
Public Intercept Survey Report	Yes								
Survey Instrument	Yes								
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Health Education Specialist</td><td>Budgeted</td></tr> <tr> <td>Project Director-Health Educator</td><td>Budgeted</td></tr> <tr> <td>Evaluation Consultant</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Health Education Specialist	Budgeted	Project Director-Health Educator	Budgeted	Evaluation Consultant	Budgeted
Responsible Party	Budget Type								
Health Education Specialist	Budgeted								
Project Director-Health Educator	Budgeted								
Evaluation Consultant	Budgeted								
<b>Evaluation Activity 1-E-4</b>	<b>Public Opinion Poll (including Public Intercept Survey)</b>								
<b>Description of the instrument to be used or developed:</b>	Utilizing a survey instrument developed by the Tobacco Control Evaluation Center, collect follow-up data of knowledge, attitudes, and perception of the community, regarding the retail environment.								

<b>Sample size:</b>	100								
<b>Will follow-up polls be conducted:</b>	No								
<b>Data collection method:</b>									
<b>Method to analyze findings:</b>	Frequencies and percentages will be calculated to document support/opposition to policy strategies for the retail environment campaign, knowledge, and demographic information provided by survey participants.								
<b>Copyright:</b>	No								
<b>Program Percentage Deliverable:</b>	1.50 %								
<b>Period evaluation activity will be conducted:</b>	01/16-06/16								
<b>Period results will be analyzed and disseminated:</b>	01/16-06/16								
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th><th>Submit</th></tr> </thead> <tbody> <tr> <td>Summary of Results</td><td>Yes</td></tr> </tbody> </table>	Measure	Submit	Summary of Results	Yes				
Measure	Submit								
Summary of Results	Yes								
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Responsible Party	Budget Type								
Health Education Specialist	Budgeted								
Project Director-Health Educator	Budgeted								
Evaluation Consultant	Budgeted								
<b>Evaluation Activity 1-E-7</b>	<b>Evaluation Reporting</b>								
<b>Type of analysis:</b>	<p>The Advertising in Storefront Windows Final Evaluation Report will summarize findings from Store Observation Survey Data Collection Training, Store Observation Survey, Public Intercept Survey, Key Informant Interview, and the Media Activity Record. The Store Observation Survey Data Collection Training will be assessed using a post training knowledge questionnaire and the store observation survey data will be automatically generated by survey software to produce descriptive statistics such as percentages and frequencies. We will be comparing results by store type, area demographics, and other variables of interest (e.g., location in relation to schools, types of advertising). Two Public Intercept Surveys will be conducted: 1) baseline retail environment data of knowledge, attitudes, and perception of the targeted community during the first progress report period to demonstrate support for the policy, and 2) utilizing the survey instrument developed by the TCEC to collect follow-up data of knowledge, attitudes, and perceptions of the community. The surveys will be analyzed by calculating frequencies and percentages to document support/opposition to policy strategies for limiting the amount of advertising on retail store windows and doors to less than 15 percent. Key Informant Interviews will be analyzed to summarize information and identify common themes. The Media Activity Record will be analyzed via a content analysis of media products that include news releases, press conferences, pitch letters, stories, editorials, letters, etc. to measure the importance/public attention placed on the issue of selected objectives and the need to inform intervention strategies, campaign, and help guide local advocacy efforts. The evaluation design is other with a measurable outcome (single policy – policy adoption only). The sample size was determined to ensure a representative sample of retail stores in Fresno County. Evaluation results will be presented in a narrative highlighting key results including selected graphs and tables. The discussion section will indicate whether or not the stated objective has been achieved, including details such as the number of successful store observation surveys completed, why any assigned stores were not surveyed, limitations to sampling, and successes and challenges experienced during the data collection. Conclusions regarding how the data informs the selection of interventions for tobacco advertising on store front windows and doors, and recommendations addressing future data collection efforts in the retail environment will be made by</p>								



	both documenting the preparation and process of conducting the store observation surveys, and interpreting quantitative and qualitative data. The Final Evaluation Report will be written following guidelines specified by the California Tobacco Control Program (CTCP)/ Tobacco Control Evaluation Center (TCEC).	
<b>Methods to disseminate findings:</b>	The Advertising in Storefront Windows Evaluation Report will be shared with project staff and CDPH/CTCP staff. Survey findings will also be used to inform and educate key decision makers and the public as well as in presentations at professional meetings and conferences.	
<b>Study limitations or challenges:</b>	There could be challenges with data collectors having enough familiarity and comfort with using the handheld devices and completing electronic surveys correctly, Conducting data collection discretely and without any conflicts from store owners and/or employees could be a concern. In addition, equipment/technology failure or complications may limit successfully collecting data.	
<b>Copyright:</b>	Yes	
<b>Program Percentage Deliverable:</b>	5.00 %	
<b>Period evaluation report to be submitted:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Advertising in Storefront Windows Final Evaluation Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Project Director-Health Educator	Budgeted

## Narrative Summary

**Community Assessment Analysis:** The Retail Environment is the tobacco industry's main point of entry into local communities, and where the bulk of its advertising and promotional budgets are spent. Tobacco retail stores are more densely distributed in low income and minority communities, and rural areas tend to have the lowest tobacco prices and the highest amount of tobacco promotions and ads. Tobacco advertising and promotions have an even greater effect on youth than peer pressure, and exposure increases the likelihood that youth will start to smoke. Exposure to tobacco marketing has also been shown to prevent current users from quitting. CTCP has developed a retail campaign to address specific tobacco indicators within the retail environment. The campaign is designed to be flexible and to include coordination and collaboration with additional state and local partners such as alcohol prevention and nutrition advocates to address common goals within the retail environment when possible. During the 2013 Communities of Excellence in Tobacco Control, participants identified storefront advertising of tobacco retail stores as a priority area to address in the 2014-2017 work plan. In Fresno County, tobacco retail store observation survey data that was collected in the summer of 2013 found that in areas of unincorporated Fresno County 29 percent of tobacco retail stores surveyed, 31% of tobacco retail stores surveyed in the City of Fresno, 33% of tobacco retail stores in Huron, 44% of tobacco retail stores in Kingsburg, 42% of tobacco retail stores in Parlier and 40% of tobacco retail stores in Selma had more than 33% of store windows and glass doors covered by signs. Each of these stores was in violation of CA's Lee Law. When examining the types of advertisements that are located in the surveyed storefront window the data revealed that most stores had signs that advertised tobacco, alcohol, and sugary drinks. For example, in the City of Fresno, 43% of surveyed tobacco retail stores had tobacco advertising, 44% of surveyed stores had alcohol advertising, and 39% of surveyed stores had sugary drinks advertising in

storefront windows. Additionally, in the City of Parlier, 58% of surveyed stores had tobacco advertising, 63% of surveyed stores had alcohol advertising, and 79% of surveyed stores had sugary drinks advertising in storefront windows. Lastly, in the City of Reedley, 42% of surveyed stores had tobacco advertising, 48% of surveyed stores had alcohol advertising, and 48% of surveyed stores had sugary drinks advertising in storefront windows.

**Major Intervention Activities:** Obtain information and technical assistance from organizations that have experience with working on policies that restrict advertising in storefront windows. Coordinate and convene the Fresno County Healthy Stores for a Healthy Community Workgroup for policy adoption and implementation. Conduct educational presentations on tobacco-related disparities related to the retail environment, the impact of retail advertising on youth and the community, and the proposed policy solution to local stakeholders/local stakeholder groups/community-based organizations and to policy makers. Develop fact sheets and an educational packet to be used for meetings and presentations with policy makers and key stakeholders. Attend city council meetings with community advocates to conduct educational presentations. Develop and obtain letters of support for the campaign. Develop and distribute a press release upon adoption of the new policy or develop an opinion editorial/letter of the editor if a policy is not adopted. Provide technical assistance to assist city staff at jurisdictions in policy adoption and implementation.

**Theory of Change:** Social marketing theory ("Diffusions of Innovation")\* will be used to promote the legislative behavior change. This theory addresses the spread of "new" ideas, products, or social practices throughout a "society" or from one society to another. Diffusion theory has been used to study the adoption of a wide range of health behaviors and programs, including smoking prevention programs across a community. At the community level, diffusion theory can include using the media, advancing policies, or starting initiatives. A number of factors determine how quickly and to what extent an innovation will be adopted and diffused: 1) Relative advantage ("is the innovation better than what it will replace?"), 2) comparability ("Does the innovation fit with the intended audience?"), 3) complexity ("is the innovation easy to use?"), 4) triability ("Can the innovation be tried before making a decision to adopt?"), 5) observability ("Are the results of the innovation observable and easily measurable?"). Diffusions of innovation theory identifies five categories of adopters: innovators, early adopters, early majority adopters, late majority adopters, and laggards. When an innovation is introduced, the majority of people will either be early majority adopters or later majority adopters. Effective diffusion has been shown to increase the likelihood that policy will be adopted and institutionalized. This has been an effective model for addressing interventions that target community norm change. This model has been effective in the adoption of such as, tobacco retail licensing, and smoke-free policies such as, smoke-free parks, MUH, and public places. The findings of public intercept surveys should influence the decision of city policy makers to adopt a policy that no more than 15% of the total square footage of windows and clear (e.g., glass) doors of an alcohol/tobacco retailer may have advertising of any sort, including tobacco. This information will be further presented to city council members with attention to the diffusion components of relative advantage, comparability, complexity, triability, and observability. (\*National Cancer Institute. Theory at a Glance. U.S. Department of Health and Human Services, National Institutes of Health, Spring 2005.).

**Evaluation Summary Narrative:** The primary purpose of the evaluation is to support data collection efforts and local interventions in order to improve the health of Californians. This will be accomplished through collection of data to inform necessary changes to restrict marketing and advertising of tobacco products in the retail environment to reduce tobacco-related health disparities and to achieve compliance with existing tobacco control laws. This objective addresses Indicator 1.1.18: Advertising on Storefront Windows: The number of jurisdictions covered by a public policy that restricts the percentage of square

footage of windows and clear (e.g., glass) doors of a retailer that may have advertising of any sort, including tobacco. The rationale for this objective is based on an integrative approach at the local level to promote systems change through policy advocacy and increasing awareness by key opinion leaders and the public of problems that stem from tobacco/alcohol advertising in the retail environment. The evaluation design for this objective is "Other with measurable outcome". A total of 330 stores were identified to ensure a representative sample in Fresno County. Process data will be collected through these evaluation activities. The evaluation instruments include a store observation survey; a public intercept survey, a key informant interview survey, and a media record analysis. The California Tobacco Control Program (CTCP) store observation survey instrument will be modified to assess the percentage of advertising on tobacco/alcohol retail storefronts. The public intercept survey, key informant interview survey(s), and media record will be developed from existing versions in collaboration with the Tobacco Control Evaluation Center (TCEC). Trainings will be held regarding the storefront advertising data collection efforts. The store observation data survey will be conducted using a survey software application on handheld devices. This software will automatically generate a report of collected observation data providing descriptive statistics such as percentages and frequencies. Data will be interpreted to develop recommendations for adjusting current project activities and for planning future interventions. The public intercept survey will consist of closed questions, including demographic data, smoking status, knowledge of tobacco issues, and support for the storefront advertising policy. Data will be analyzed using descriptive statistics and crosstabs (Pearson Chi-square with Yates Correction Factor). Key informant interviews will be analyzed via content analysis to summarize information and common themes. The media record will measure the importance/public attention placed on the issue of selected objectives and the need to inform intervention strategies, and help guide local advocacy efforts. Challenges/limitations that may surface in the process of implementing this evaluation plan include the degree of familiarity and comfort of data collectors with using handheld devices. A CTCP-led data collection training will allow data collectors to become familiar with the devices and gain the skills needed to successfully conduct the survey using handheld devices. A Final Evaluation Report will be written at the end of the contract term. The report will summarize all of the evaluation information collected and address achievements of the objective, effectiveness of strategies used, and recommendations for developing future project interventions. It will be written following the guidelines outlined by TCEC. The report will be disseminated to CTCP-funded agency staff. Information contained in the report will be shared with colleagues.

## Objective 2

### Objective Overview

**Objective:** By June 14, 2017, At least 15 Fresno County youth will be recruited and maintained by the Fresno County Tobacco Prevention Program staff to participate in leadership and/or tobacco control trainings to enable them to effectively educate about tobacco control issues in the county.

**Objective ID:** 2

**Primary Asset:** (2.4) **Youth Engagement in Tobacco Control:** The extent our tobacco control program has participatory collaborative partnerships with diverse youth and youth serving organizations and mobilizes their involvement in community assessments; development, implementation, and evaluation of interventions to support tobacco control-related policy, environmental, and system change; and engages them in activities that address tobacco-related determinants of health.

**Is this a primary objective?** No

**Evaluation Plan Type:** Other with Measurable Outcome

<b>Target Audience:</b> <b>Audience Group</b> <ul style="list-style-type: none"> <li>• 13-17 years</li> </ul> <b>General Population Groups</b> <ul style="list-style-type: none"> <li>• Multi-Ethnic</li> </ul>
<b>Intervention Topic(s)</b>
<ul style="list-style-type: none"> <li>• Social Service Organization Collaboration</li> <li>• Leadership Training</li> <li>• Petitions Collected</li> <li>• Photovoice</li> <li>• Policy/System Change Training</li> <li>• Spokespersons Training</li> <li>• Volunteer Recruitment</li> </ul>

## Intervention Activity Plan

<b>Activity 2-1-1</b>		
<b>Activity:</b>	Coordinate and collaborate with groups such as California Tobacco Control Program (CTCP) statewide grantees, the Youth Leadership Institute, Boys and Girls Club, and other youth-oriented groups to gather ideas and resources for recruitment, retention, and training.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Collaboration Log	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted
<b>Activity 2-1-2</b>		
<b>Activity:</b>	Develop and maintain a database of recruited youth advocates and include their schools, group affiliation, addresses, phone numbers, and e-mail addresses.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.00 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Copy of Database	Yes

<b>Responsible Parties:</b>	<b>Responsible Party</b> Health Education Specialist	<b>Budget Type</b> Budgeted
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<b>Activity 2-3-3</b>		
<b>Activity:</b>	Develop 3-5 recruitment flyers to generate interest and assist in the recruitment of youth for work plan activities such as: Photovoice, petition drive, trainings, educational presentations, etc.	
<b>Intervention Category:</b>	Educational Materials Development	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	07/16-12/16	
<b>Tracking Measures:</b>	<b>Measure</b> Recruitment Flyers	<b>Submit</b> Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b> Health Education Specialist Project Director-Health Educator	<b>Budget Type</b> Budgeted Budgeted

  

<b>Activity 2-4-4</b>		
<b>Activity:</b>	<p>Provide 15-25 behavior modification materials (BMMS) to 15-25 youth advocates who participate in educational presentations, photo voice activities, trainings, and the petition drive. Snacks, food items, and beverages will be provided at trainings.</p> <p>Annually provide BMMS to 1-2 Fresno County Tobacco-Free Coalition members for their consistent participation, commitment, and dedication to the coalition. BMMs will also be provided annually to the 4 Coalition officers (Chair, Co-Chair, Secretary, and Hospitality Chair) for their year-long service.</p> <p>BMMs will include items that meet State California Department of Public Health California Tobacco Control Program guidelines. Behavior Modification Materials (BMMs) are provided to program participants to motivate and/or reinforce: positive behavior, participation and/or involvement in tobacco control activities and require action on part of the recipient to receive the BMM. The cost of the BMM may not exceed \$50 in value per person, per year, and shall not include gift cards that can used to purchase tobacco or alcohol.</p>	
<b>Intervention Category:</b>	Behavior Modification Materials	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	01/15-06/15	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b> Distribution Log	<b>Submit</b> Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b> Health Education Specialist	<b>Budget Type</b> Budgeted

<b>Activity 2-7-5</b>		
<b>Activity:</b>	In coordination with the Youth Leadership Institute, Boys and Girls Club students, and other youth-oriented groups, conduct a petition drive targeting students. The petition will assess public opinions related to either storefront advertising or multi-unit housing smoking disclosure. The signed petitions will be presented to local policy makers to educate them about tobacco control issues and needs in the county.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Start Date Period:</b>	01/15-06/15	
<b>Completion Date Period:</b>	07/15-12/15	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Copy of Signed Petitions	On File
	Petition Log	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
<b>Activity 2-7-6</b>		
<b>Activity:</b>	LLA staff and Youth advocates will meet 1-2 times with at least 3 policy makers to educate them about relevant local tobacco control campaigns and/or tobacco prevention, secondhand smoke, and/or other tobacco control-related topics.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	07/15-12/15	
<b>Completion Date Period:</b>	07/15-12/15	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Meeting Agenda	Yes
	Suggested Talking Points	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted
<b>Activity 2-11-7</b>		
<b>Activity:</b>	Consult with CTCP statewide grantees to develop and facilitate at least 3 trainings (30-90 minutes in length) for youth advocates as appropriate on topics such as: Tobacco 101, tobacco retail outlet density and advertising, policy education, spokesperson training, and secondhand smoke.	
<b>Intervention Category:</b>	Training/Technical Assistance Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	01/15-06/15	

<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Sign-In Sheet	On File
	Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted

## Evaluation Activity Plan

<b>Evaluation Activity 2-E-1</b>	<b>Other</b>								
<b>Description of the topic or type of records:</b>	Staff will work with youth advocates to conduct a Photovoice assessment with a pictorial representation (e.g., still photo, video) of tobacco-related disparities in their community that affect health.								
<b>Program Percentage Deliverable:</b>	3.00 %								
<b>Period evaluation activity will be conducted:</b>	01/15-06/15 07/15-12/15								
<b>Tracking Measures:</b>	<table> <tr> <td><b>Measure</b></td><td><b>Submit</b></td></tr> <tr> <td>Copy of Photovoice Results</td><td>Yes</td></tr> <tr> <td>Photovoice Assessment Protocol</td><td>Yes</td></tr> </table>	<b>Measure</b>	<b>Submit</b>	Copy of Photovoice Results	Yes	Photovoice Assessment Protocol	Yes		
<b>Measure</b>	<b>Submit</b>								
Copy of Photovoice Results	Yes								
Photovoice Assessment Protocol	Yes								
<b>Responsible Parties:</b>	<table> <tr> <td><b>Responsible Party</b></td><td><b>Budget Type</b></td></tr> <tr> <td>Health Education Specialist</td><td>Budgeted</td></tr> <tr> <td>Project Director-Health Educator</td><td>Budgeted</td></tr> <tr> <td>Evaluation Consultant</td><td>Budgeted</td></tr> </table>	<b>Responsible Party</b>	<b>Budget Type</b>	Health Education Specialist	Budgeted	Project Director-Health Educator	Budgeted	Evaluation Consultant	Budgeted
<b>Responsible Party</b>	<b>Budget Type</b>								
Health Education Specialist	Budgeted								
Project Director-Health Educator	Budgeted								
Evaluation Consultant	Budgeted								
<b>Evaluation Activity 2-E-3</b>	<b>Evaluation Reporting</b>								
<b>Type of analysis:</b>	Frequencies will be calculated of the number of youth recruited and maintained, participation in trainings, and participation in tobacco control education/leadership activities in Fresno County. Photovoice will be analyzed to summarize information and identify common themes. Evaluation results will be presented in a narrative highlighting key results including selected graphs and tables. The discussion section will indicate whether or not the stated objective was achieved, including details such as the number of youth recruited and/or maintained, the number of youth participants in trainings, the number of youth education/leadership activities in tobacco control issues, and the youths' depiction of tobacco disparities in Fresno County, limitations, and successes/challenges experienced during Photovoice data collection. Conclusions regarding how data informs the selection of interventions for youth development/leadership in tobacco control issues. Recommendations addressing future youth involvement efforts will be made by both 1) documenting the preparation/process, and 2) interpreting quantitative and qualitative data. The Youth Engagement Brief Evaluation Report will be written following guidelines specified by the California Tobacco Control Program (CTCP) and the Tobacco Control Evaluation Center.								
<b>Methods to disseminate findings:</b>	The Youth Engagement Brief Evaluation Report will be shared with the project staff, the Fresno County Tobacco-Free Coalition, and CTCP. Photovoice videos and findings will also be used to inform and educate key decision makers and the public, as well as in preparation at professional meetings and conferences.								

<b>Study limitations or challenges:</b>	There could be challenges with recruited youth having enough familiarity and comfort with using video equipment and completing community assessment of tobacco disparities. In addition, technology failure or complications (i.e., editing) may limit successfully assessment of health disparities in tobacco control issues.	
<b>Copyright:</b>	Yes	
<b>Program Percentage Deliverable:</b>	3.00 %	
<b>Period evaluation report to be submitted:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b> Brief Evaluation Report	<b>Submit</b> Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b> Project Director-Health Educator Evaluation Consultant	<b>Budget Type</b> Budgeted Budgeted

## Narrative Summary

<b>Community Assessment Analysis:</b>	According to the Centers for Disease Control and Prevention, youth are powerful allies in the fight against pro-tobacco community influences, are key partners in denormalizing tobacco use, and play an important role in determining the future of tobacco control policy. During the 2013 Communities of Excellence in Tobacco Control (CX) process Tobacco Prevention Program the CX rating for this indicator was 5 (Excellent). The Tobacco Prevention Program worked extensively during the 2010-2013 work plan with youth for the smoke-free movies objective and with tobacco retail environment campaign activities. Smoke-free movies objective activities included: the development of anti-smoking advertisements by youth, conducting educational presentations to youth, training youth and conducting educational presentations to elected officials and one movie theater manager, training youth to collect petition signatures, training youth to assist in public intercept survey data. Tobacco retail environment campaign activities included training youth to collect observation survey data at tobacco retail stores. It is estimated that the program collaborated with youth and youth serving organizations on average of at least 4 times per year. CX participants reported that because staff has demonstrated the program's ability to collaboratively work with youth and youth-oriented groups, that a strong collaborative partnership with youth should continue to ensure a success Healthy Stores for a Health Community campaign.
<b>Major Intervention Activities:</b>	Obtain information and technical assistance from organizations that have experience with working with youth. Develop and maintain a database of recruited youth advocates. Develop 3-5 recruitment flyers to generate interest and assist in the recruitment of youth for work plan activities. Work with the youth advocates to conduct a petition drive targeting students. Youth advocates will meet with policy makers to educate them about relevant local tobacco control campaigns. Consult with CTCP statewide grantees in the development and facilitation of trainings for youth advocates as appropriate on topics such as, Tobacco 101, tobacco retail outlet density and advertising, policy education, spokesperson training, and secondhand smoke.
<b>Theory of Change:</b>	A "Community Organizing Theory of Change" model will be used. This model focuses on a community's strengths through empowerment, critical consciousness, community capacity, issue selection, and participation (Minkler, et al., 2002). The "Community" (e.g., youth) will be recruited, trained, and empowered to be involved in tobacco control issues and to initiate changes in their local communities. Educational/participant trainings,



resources, and technical assistance/support will be provided to the youth to help them engage in a critical reflection process and analysis about the tobacco control issues and social forces causing tobacco-related problems and health disparities. Through the formative research and collaborative process, assets (e.g., staff, public concern/interest, readiness of organizations/policy makers to act) will be identified and leveraged to increase the chance of success in youth engagement and leadership activities to the intervention stage.

**Evaluation Summary Narrative:** The primary purpose of the evaluation is to support youth engagement and leadership in local tobacco control interventions in order to denormalize tobacco use. The objective addresses Asset 2.4: Youth Engagement in Tobacco Control: The extent of youth engagement in problem identification, intervention development and implementation, and evaluation to support tobacco control-related policy, system, and environmental change. The rationale for this objective is based on an integrative approach at the local level that supports systems change through engagement and increased awareness of public problems that are related to youth and tobacco use. The evaluation design for this objective is Other with measurable outcome. A minimum of 15 youth will be recruited/maintained to participate in leadership and/or tobacco control trainings to enable them to effectively educate about tobacco control issues in the county. Youth will collect data (Photovoice) that depicts tobacco control-related issues and health disparities in their communities. Process data will be collected through these evaluation activities. The evaluation instruments include an Education/Participant Instrument and a Photovoice Theme Instrument. The education/participant training will consist of closed and open-ended questions. Data will be analyzed using descriptive statistics for questions with numerical values and content analysis to summarize information and identify common themes. Photovoice data will be analyzed to summarize information (e.g., tobacco and health disparities) and common themes. A Brief Evaluation Report will be written at the end of the contract term. The report will summarize all of the evaluation information collected and address achievements of the objective, effectiveness of strategies used, and recommendations for developing future project interventions. It will be written following the guidelines outlined by TCEC. The report will be disseminated to CTCP-funded agency staff. Information contained in the report will be shared with colleagues.

## Objective 3

### Objective Overview

**Objective:** By June 30, 2017, At least one city (Fresno, Clovis, Sanger) in Fresno County and/or the County of Fresno, will adopt a policy that requires landlords, affordable housing providers, or other similar housing agencies, to disclose location of smoking and non-smoking units, the smoking history of a unit, and require rental vacancy listings to include a category for smoking and non-smoking units.

**Objective ID:** 3

**Primary Priority Area:** (2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products

**Is this a primary objective?** No

**Evaluation Plan Type:** Legislated Policy– Adoption Only

**Target Audience:** **Audience Group**

- 0-12 years
- 13-17 years
- Adults 18 years and older
- Elected Officials
- Multi-Unit Housing Owners/Managers

<ul style="list-style-type: none"> <li>• Multi-Unit Housing Residents</li> </ul> <p><b>General Population Groups</b></p> <ul style="list-style-type: none"> <li>• Multi-ethnic</li> </ul>
<b>Indicator(s)</b>
<p><b>Primary</b></p> <p>2.2.23 <b>Multi-Unit Housing Smoking Disclosure:</b> The number of jurisdictions covered by a public policy that requires multi-unit housing complexes to disclose the location of smoking and nonsmoking units, the smoking history of a unit, and/or require rental vacancy listings to include a category for smoking and nonsmoking units.</p>
<b>Intervention Topic(s)</b>
<ul style="list-style-type: none"> <li>• Key Informant Interviews</li> <li>• Law Enforcement Collaboration</li> <li>• Letter Writing Campaign</li> <li>• Letters to the Editor</li> <li>• Midwest Academy Strategy Chart</li> <li>• Opinion Editorial(s)</li> <li>• Press release(s)</li> <li>• Public Intercept Surveys</li> <li>• Social Service Organization Collaboration</li> <li>• Toxic Tobacco Waste Education</li> <li>• Voluntary Health Organization Collaboration</li> <li>• Volunteer Recruitment</li> </ul>

## Intervention Activity Plan

<b>Activity 3-1-1</b>		
<b>Activity:</b>	Obtain information and technical assistance from organizations that have experience with multi-unit housing disclosure such as, California Tobacco Control Program (CTCP)-funded statewide grantees, Local Lead Agencies (LLA) and other CTCP-funded competitive grantees for the development of informational packets, presentations, and to assist in local policy development, community organizing, and policy implementation.	
<b>Intervention Category:</b>	Coordination/Collaboration Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<p><b>Measure</b></p> <p>Communications Log</p> <p>Copy of Collected Resources</p>	<p><b>Submit</b></p> <p>On File</p> <p>On File</p>
<b>Responsible Parties:</b>	<p><b>Responsible Party</b></p> <p>Health Education Specialist</p> <p>Project Director-Health Educator</p>	<p><b>Budget Type</b></p> <p>Budgeted</p> <p>Budgeted</p>

<b>Activity 3-2-2</b>		
<b>Activity:</b>	Conduct 3-5, 15-30 minute educational presentations on secondhand smoke and thirdhand smoke issues in multi-unit housing to local key stakeholders such as: California Apartment Association Greater Fresno Area, Fair Housing Council of Central California, Lowell Neighborhood Association/Union de Familias, Central California Asthma Collaborative, local physicians. The presentations will address the benefits of smoke-free multi-unit housing and disclosure policies, and inform about current disclosure practices Request policy endorsement and a letter of support from the individual/organization/group. Invite members to participate in policy activities (i.e. assist with collecting public intercept surveys, provide education at policy meetings).	
<b>Intervention Category:</b>	Community Education Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	01/16-06/16	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Meeting Agenda	Yes
	Talking Points	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted
<b>Activity 3-3-3</b>		
<b>Activity:</b>	Create and revise 2-3 educational materials to be used to educate local decision makers and local key stakeholders (law enforcement, California Apartment Association Greater Fresno Area, Fair Housing Council of Central California, Lowell Neighborhood Association/Union de Familias Central California Asthma Collaborative, local physicians). Educational materials will include but are not limited to 1) a factsheet on the benefits of multi-unit housing smoking disclosure, 2) fact sheet that highlights public intercept survey results.  Additionally, develop sample talking points for 3-4 community advocates to deliver at public meetings and/or city council meetings where multi-unit housing smoking disclosure is addressed.	
<b>Intervention Category:</b>	Educational Materials Development	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.5 0 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	01/16-06/16	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Developed Health Education Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted

Activity 3-3-4		
<b>Activity:</b>	Develop 15-20 educational packets for local decision makers and key stakeholders (California Apartment Association Greater Fresno Area, Fair Housing Council of Central California, Lowell Neighborhood Association/Union de Familias Central California Asthma Collaborative, local physicians) utilizing materials that include but are not limited to: existing materials on secondhand smoke and thirdhand smoke issues in multi-unit housing, and the legality of smoke-free housing, benefits, model policy language, as well as a factsheet on the benefits of multi-unit housing smoking disclosure and a fact sheet that highlights public intercept survey results. The content of the educational packet will vary depending on the intended audience. The packets will be distributed to local decision makers and local key stakeholders during educational presentations.	
<b>Intervention Category:</b>	Educational Materials Development	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	1.50 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	01/15-06/15	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Sample Packets	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted
Activity 3-4-5		
<b>Activity:</b>	Provide 200-300 behavior modification materials (BMMs) to individuals who participate in the completion of public intercept surveys on multi-unit housing disclosure, presentations, and data collection activities. BMMs are provided to program participants to motivate and/or reinforce: positive behavior, participation and/or involvement in tobacco control activities and requires action on part of the recipient to receive the BMM. The cost of the BMM may not exceed \$50 in value per person, per year, and shall not include gift cards that can used to purchase tobacco or alcohol.	
<b>Intervention Category:</b>	Behavior Modification Materials	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	0.00 %	
<b>Start Date Period:</b>	07/14-12/14	
<b>Completion Date Period:</b>	01/15-06/15	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Distribution Log	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted

<b>Activity 3-7-8</b>		
<b>Activity:</b>	Conduct one strategic planning session (60-90 minutes in length) per jurisdiction with community partners and stakeholders to complete the Midwest Academy Strategy Chart to identify goals, organizational considerations, constituents, allies, opponents, targets, and tactics to support the goals of this objective. Seek technical assistance from the CTCP statewide grantees to plan and prepare for the strategic planning session.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	01/15-06/15	
<b>Completion Date Period:</b>	01/15-06/15	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Strategy Chart Results	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted
<b>Activity 3-7-9</b>		
<b>Activity:</b>	Meet with 3-5 local decision makers or their staff (city council members, law enforcement, city managers) for at least 30-60 minutes in length to educate them secondhand smoke and thirdhand smokes issues in multi-unit housing, and the benefits of smoke-free multi-unit housing and disclosure. Educational packets will be distributed at these meetings. Staff will follow-up via e-mail or phone to monitor support and provide additional resources upon request.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	01/15-06/15	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Meeting Agenda	Yes
	Meeting Log	Yes
	Talking Points	On File
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted

<b>Activity 3-7-11</b>		
<b>Activity:</b>	Attend 2-3 city council meetings with community partners to conduct educational presentation(s) (5-20 minutes in length). Create and utilize 1-2 Power Point Presentations that will include but is not limited to information on: secondhand smoke and thirdhand smoke issues in multi-unit housing, benefits of smoke-free multi-unit housing and disclosure, and the proposed policy solution.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Start Date Period:</b>	01/15-06/15	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	City Council Meeting Minutes	Yes
	PowerPoint Presentations	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted
<b>Activity 3-7-12</b>		
<b>Activity:</b>	Develop 3-5 sample letters of support about secondhand smoke and thirdhand smoke issues in multi-unit housing and the proposed policy solution. Work with local key stakeholders such as: California Apartment Association Greater Fresno Area, Fair Housing Council of Central California, Lowell Neighborhood Association/Union de Familias, Central California Asthma Collaborative, local physicians to submit 3-5 letters of support to targeted city council members.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	
<b>Program Deliverable Percentage:</b>	2.50 %	
<b>Start Date Period:</b>	07/15-12/15	
<b>Completion Date Period:</b>	01/17-06/17	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Copy of Signed Letters	Yes
	Letter Distribution Log	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Health Education Specialist	Budgeted
	Project Director-Health Educator	Budgeted
<b>Activity 3-7-13</b>		
<b>Activity:</b>	Disseminate an electronic copy of the final adopted policy to the CTCP Strategic Planning and Policy Unit and Americans for NonSmokers Rights in order for the policy may be logged into their policy databases.	
<b>Intervention Category:</b>	Policy Activities	
<b>Copyright:</b>	No	

<b>Program Deliverable Percentage:</b>	0.00 %				
<b>Start Date Period:</b>	01/17-06/17				
<b>Completion Date Period:</b>	01/17-06/17				
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Signed Policy</td><td>Yes</td></tr> </table>	Measure	Submit	Signed Policy	Yes
Measure	Submit				
Signed Policy	Yes				
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Health Education Specialist</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Health Education Specialist	Budgeted
Responsible Party	Budget Type				
Health Education Specialist	Budgeted				

<b>Activity 3-11-14</b>							
<b>Activity:</b>	Provide 10-15 hours of technical assistance (TA) to assist city staff at jurisdictions in policy adoption and implementation. This TA may include but is not limited to: provision of a model ordinance, the development and provision of educational materials about newly adopted ordinance for multi-unit housing property owners and managers, the provision of in-person education at California Apartment Association Greater Fresno Area of Fresno.						
<b>Intervention Category:</b>	Training/Technical Assistance Activities						
<b>Copyright:</b>	No						
<b>Program Deliverable Percentage:</b>	3.50 %						
<b>Start Date Period:</b>	07/15-12/15						
<b>Completion Date Period:</b>	01/17-06/17						
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Technical Assistance Log</td><td>Yes</td></tr> </table>	Measure	Submit	Technical Assistance Log	Yes		
Measure	Submit						
Technical Assistance Log	Yes						
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Health Education Specialist</td><td>Budgeted</td></tr> <tr> <td>Project Director-Health Educator</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Health Education Specialist	Budgeted	Project Director-Health Educator	Budgeted
Responsible Party	Budget Type						
Health Education Specialist	Budgeted						
Project Director-Health Educator	Budgeted						

<b>Activity 3-14-7</b>							
<b>Activity:</b>	Develop and distribute 1 press release upon adoption of the new policy. Or develop and submit an opinion editorial/letter to the editor to The Fresno Bee regarding secondhand smoke and thirdhand smoke issues in multi-unit housing, and the proposed policy solution if policy is not adopted.						
<b>Intervention Category:</b>	Earned Media Activities						
<b>Copyright:</b>	No						
<b>Program Deliverable Percentage:</b>	2.00 %						
<b>Start Date Period:</b>	01/16-06/16						
<b>Completion Date Period:</b>	01/17-06/17						
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Press Release or Opinion Editorial/Letter</td><td>Yes</td></tr> <tr> <td>Published Media Items</td><td>Yes</td></tr> </table>	Measure	Submit	Press Release or Opinion Editorial/Letter	Yes	Published Media Items	Yes
Measure	Submit						
Press Release or Opinion Editorial/Letter	Yes						
Published Media Items	Yes						
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Project Director-Health Educator</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Project Director-Health Educator	Budgeted		
Responsible Party	Budget Type						
Project Director-Health Educator	Budgeted						

## Evaluation Activity Plan

<b>Evaluation Activity 3-E-2</b>	<b>Key Informant Interview</b>	
<b>Description of the instrument to be used or developed:</b>	The TPP will contact the Tobacco Control Evaluation Center for existing key informant interview surveys that would be appropriate for the target audience. An instrument will be developed that targets individuals from policy makers, apartment owners/managers, the California Apartment Association staff, and renters in the County. The key informant interview survey will focus on the following topics: knowledge of drifting secondhand smoke and thirdhand smoke in multi-unit housing (MUH) complexes, ways to increase support for the policy adoption, and how to address opposition and challenges to policy adoption.	
<b>Sample size:</b>	8	
<b>Will follow-up interviews be conducted:</b>	No	
<b>Description of key informants:</b>	A mix of individuals from the targeted city including policy makers, MUH managers/owners, California Apartment Association staff, and MUH residents or potential residents.	
<b>Data collection method:</b>	Telephone	
<b>Method to analyze findings:</b>	A descriptive analysis will be conducted to tabulate frequencies for each question. A content analysis will be performed on the key informant data to identify recurring themes such as barriers and favorable recommended intervention strategies. The information collected will be used to tailor intervention activities in order to increase the likelihood that the program will be successful in obtaining the city/county policy adoption.	
<b>Copyright:</b>	Yes	
<b>Program Percentage Deliverable:</b>	2.50 %	
<b>Period to be conducted:</b>	07/14-12/14	
<b>Period results will be analyzed and disseminated:</b>	01/15-06/15	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Key Informant Interview Report	Yes
	Key Informant Interview Survey	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Project Director-Health Educator	Budgeted
	Evaluation Consultant	Budgeted
<b>Evaluation Activity 3-E-1</b>	<b>Public Opinion Poll (including Public Intercept Survey)</b>	
<b>Description of the instrument to be used or developed:</b>	The Tobacco Prevention Program (TPP) will contact the Tobacco Control Evaluation Center for existing surveys that would be appropriate for the target audience. An instrument will be developed that targets multi-unit housing tenants and general members of the community. The public intercept survey will focus on the following topics: awareness of secondhand smoke issues and support for a policy that requires landlords, affordable housing providers, or other similar groups, to disclose location of smoking and non-smoking units, the smoking history of a unit, and require rental vacancy listings to include a category for smoking and non-smoking units, support of smoke-free units in multi-unit housing.	
<b>Sample size:</b>	250	
<b>Will follow-up polls be</b>	No	



<b>conducted:</b>									
<b>Data collection method:</b>	Pen-to-paper								
<b>Method to analyze findings:</b>	The Evaluator will tabulate the frequency for each question. The Evaluator will summarize the findings to show whether or not city residents support the smoke-free and rental disclosure policies.								
<b>Copyright:</b>	Yes								
<b>Program Percentage Deliverable:</b>	2.00 %								
<b>Period evaluation activity will be conducted:</b>	07/14-12/14								
<b>Period results will be analyzed and disseminated:</b>	07/14-12/14								
<b>Tracking Measures:</b>	<table> <tr> <th>Measure</th><th>Submit</th></tr> <tr> <td>Public Intercept Survey Results Summary</td><td>Yes</td></tr> <tr> <td>Survey Questions</td><td>Yes</td></tr> </table>	Measure	Submit	Public Intercept Survey Results Summary	Yes	Survey Questions	Yes		
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Public Intercept Survey Results Summary	Yes								
Survey Questions	Yes								
<b>Responsible Parties:</b>	<table> <tr> <th>Responsible Party</th><th>Budget Type</th></tr> <tr> <td>Health Education Specialist</td><td>Budgeted</td></tr> <tr> <td>Project Director-Health Educator</td><td>Budgeted</td></tr> <tr> <td>Evaluation Consultant</td><td>Budgeted</td></tr> </table>	Responsible Party	Budget Type	Health Education Specialist	Budgeted	Project Director-Health Educator	Budgeted	Evaluation Consultant	Budgeted
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Project Director-Health Educator	Budgeted								
Evaluation Consultant	Budgeted								
<b>Evaluation Activity 3-E-3</b>	<b>Evaluation Reporting</b>								
<b>Type of analysis:</b>	The Brief Evaluation Report will summarize the findings of the public intercept surveys and key informant interviews. Simple crosstabs and Pearson Chi-square will be used to explore differences with results for policy adoption. Key Informant Interviews will be analyzed using content analysis of themes to identify potential challenges/limitations and favorable recommendations for intervention strategies. Frequency tables will be created to display the results of these interviews. Evaluation results will be presented in a narrative highlighting key results including graphs and tables. The discussion section will indicate whether or not the objective has been achieved, including details such as the number of public intercept surveys conducted, limitations to sampling, and successes/challenges experienced during data collection. Conclusions regarding how the data informs the selection of interventions and recommendations addressing future data collection efforts will be made by documenting the preparation and collection of process data and interpreting quantitative and qualitative data. The Brief Evaluation Report will be written following the guidelines specified by California Tobacco Control Program/Tobacco Control Evaluation Center.								
<b>Methods to disseminate findings:</b>	The Brief Evaluation Report will be shared with project staff, Fresno County Tobacco-Free Coalition members, and the California Department of Public Health and CTCP staff and other LLAs/tobacco control partners. Survey findings will also be used to inform and educate key decision makers and the public as well as in presentations at professional meetings.								
<b>Study limitations or challenges:</b>	The program does not anticipate any study limitations or challenges with key policy makers for policy adoption. However, MUH owners/managers may be resistant to public disclosure of policy components that may influence potential renter decisions.								
<b>Copyright:</b>	Yes								
<b>Program Percentage Deliverable:</b>	3.00 %								
<b>Period evaluation report to</b>	01/17-06/17								

<b>be submitted:</b>		
<b>Tracking Measures:</b>	<b>Measure</b> Multi-Unit Housing Smoking Disclosure Brief Final Evaluation Report	<b>Submit</b> Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b> Project Director-Health Educator Evaluation Consultant	<b>Budget Type</b> Budgeted Budgeted

## Narrative Summary

**Community Assessment Analysis:** Over 126 million Americans are exposed to secondhand smoke with nearly 40 million of these being children aged 3 to 18. Each year in the United States, secondhand smoke is responsible for an estimated 3,400 lung cancer and 46,000 heart disease deaths among non-smokers. SHS can travel through air ducts, cracks in floors and walls, stairwells, hallways, elevator shafts, plumbing, electrical lines, and open windows, among other routes. Thirdhand smoke consists of residual tobacco smoke pollutants that remain on surfaces and in dust after tobacco has been smoked. This smoke is re-emitted into the gas phase, and reacts with oxidants and other compounds in the environment to yield secondary pollutants. These pollutants can remain for months in enclosed spaces. The 2013 Communities of Excellence in Tobacco Control (CX) data identified that the Fresno County Tobacco Prevention Program has received 19 secondhand smoke multi-unit housing complaints from multi-unit housing tenants from 2010 to Present. The CX data also identified that in Fresno County there are approximately 107 smoke-free MUH voluntary policies. This number may seem large but it is small in comparison to the approximately 406 MUH complexes that are located in the County. A large portion of these policies are concentrated in rural Fresno County. Currently, the Fresno Economic Opportunities Commission Rural Tobacco Education Program is working towards smoke-free MUH ordinances in rural Fresno County. The Fresno County Tobacco Prevention Program and American Lung Association IMPACT Program are currently working with apartment managers and landlords to adopt smoke-free voluntary policies in MUH. The CX also identified that due to limited staffing within the Tobacco Prevention Program, and because local MUH voluntary policy and MUH housing legislative policy work is slow moving, that the most efficient and viable way to protect people MUH tenants from drifting secondhand smoke exposure is to allow people to make informed decisions about where they chose to live through MUH smoking disclosure legislative policies.

**Major Intervention Activities:** Obtain information and technical assistance from organizations that have experience with working on multi-unit housing smoking disclosure. Conduct educational presentations on secondhand smoke and thirdhand smoke issues in multi-unit housing, benefits of smoke-free multi-unit housing and disclosure to local key stakeholders and to policy makers. Develop fact sheets and an educational packet to be used for meetings and presentations with policy makers and key stakeholders. Attend city council meetings with community partners to conduct educational presentations. Develop and obtain letters of support for the campaign. Develop and distribute a press release upon adoption of the new policy or develop an opinion editorial/letter of the editor if a policy is not adopted. Provide technical assistance to assist city staff at jurisdictions in policy adoption and implementation.

**Theory of Change:** Social marketing theory ("Diffusions of Innovation")\* will be used to promote the legislative behavior change. This theory addresses the spread of "new" ideas, products, or social practices throughout a "society" or from one society to another. Diffusion theory has been used to study the adoption of a wide range of health behaviors and programs, including smoking prevention

programs across a community. At the community level, diffusion theory can include using the media, advancing policies, or starting initiatives. A number of factors determine how quickly and to what extent an innovation will be adopted and diffused: 1) Relative advantage ("is the innovation better than what it will replace?"), 2) comparability ("Does the innovation fit with the intended audience?"), 3) complexity ("is the innovation easy to use?"), 4) trialability ("Can the innovation be tried before making a decision to adopt?"), 5) observability ("Are the results of the innovation observable and easily measurable?"). Diffusions of innovation theory identifies five categories of adopters: innovators, early adopters, early majority adopters, late majority adopters, and laggards. When an innovation is introduced, the majority of people will either be early majority adopters or later majority adopters. Effective diffusion has been shown to increase the likelihood that policy will be adopted and institutionalized. This has been an effective model for addressing interventions that target community norm change. This model has been effective in the adoption of such smoke-free policies as smoke-free parks and public places. In addition this model has been effective in the adoption of voluntary policies for smoke-free MUH. The findings of public opinion polls should influence the decision of city policy makers to adopt a public disclosure policy for MUH units. This information will be further presented to city council members with attention to the diffusion components of relative advantage, comparability, complexity, trialability, and observability.

**Evaluation Summary Narrative:** The primary purpose of the evaluation is to document the adoption of a public MUH disclosure policy that requires landlords, affordable housing providers, or other similar groups, to disclose location of smoking and non-smoking units, the smoking history of a unit, and require rental vacancy listings to include a category for smoking and non-smoking units. This objective addresses indicator 2.2.23 the number of jurisdictions covered by a public policy that requires MUH complexes to disclose the location of smoking and nonsmoking units, the smoking history of a unit, and/or require rental vacancy listings to include a category for smoking and nonsmoking units. The intervention and evaluation activities will focus on key stakeholders, policy makers, and MUH owners/managers in Fresno County. The Tobacco Prevention Program (TPP) will collect process data to advance the objective as well as to document the process of the intervention. Two types of process data collection activities will be used: public opinion polls and key informant interviews. Public Intercept Survey: A city resident survey will be used to assess the public's awareness of smoking and MUH issues and support for a public disclosure policy. The TPP will obtain a convenience sample of city residents at events in the targeted communities. The survey will be completed by city residents during presentations and community events. Approximately 250 completed surveys will be collected. The evaluator will tabulate the frequencies for each question. Cross-tabulating will be utilized when necessary. It is anticipated that the findings will be supportive of the public disclosure of MUH smoking-related information. The findings will show the extent of residents' support and will be presented to city policy makers. A possible challenge to this process data collection effort could be residents' response rates, including duplication of residents' participation at community events. Key Informant Interviews: One wave of key informant interviews will be conducted among key policy makers, MUH landlords/managers, and MUH residents/potential residents. We will interview five individuals from the targeted populations about their support and ways to increase support for the public disclosure policy. Key informant interviews will be analyzed via content analysis to summarize information and common themes. The Evaluation Consultant will carefully draw conclusions about the city policy makers readiness to adopt a public disclosure policy. A Brief Evaluation Report will be written at the end of the contract term. The report will summarize all of the evaluation information collected and address achievements of the objective, effectiveness of the strategies used, and recommendations for developing future project interventions. It will be written following the guidelines outlined by the Tobacco Control Evaluation Center. The report will be disseminated to

the California Tobacco Control Program staff. The report will also be disseminated to the local Fresno County Tobacco-Free Coalition as well as to the local media. If the results appear promising, an abstract will be prepared for submission to the American Public Health Association National Conference for presentation. In addition, the findings may be submitted in the form of a brief article to the American Journal of Public Health or Journal of Health Promotion.