

Cost Assumptions, Conditions and Constraints

Quitline Follow-up surveying

The size of the survey sample has a direct impact on costs. We have proposed a sample size of 1,500 individuals to obtain 750 completed surveys (600 Quitline and 150 Web Coach). If the TCP requests a significant change in sample size this would impact PDA's costs.

Report schedule

The RFP requests that a report on Overall Program Impact and Effectiveness be produced annually, but it is not clear whether the reporting is done on a fiscal year or a calendar year, or what the report due date would be. Assuming the TCP's fiscal year runs from July 1 to June 30, and the evaluation contract would begin July 1, 2021, we could not feasibly produce a large, comprehensive report such as the one requested here in the first few months of the contract, while we will be conducting discovery and startup activities. Our budget and workplan assume that we would provide guidance for FY21 TPC reporting in the summer and fall of 2021, as needed, and begin preparing for the first report on FY22 Program Impact and Effectiveness in the spring of 2022, with a report submitted later that year.

Youth Tobacco Survey (YTS)

We do not anticipate major changes to the survey instrument since it is important to retain key questions to be comparable over time. For this reason, we have allocated a relatively small budget to survey development.

We assume that PDA is not responsible for printing survey booklets and header sheets or for scanning the completed survey forms.

We assume that any costs to purchase the sample do not come from PDA's budget.

We assume that TCP will give PDA access to the software used to draw the sample.

Online youth panel survey

The RFP does not specify a timeline for this task, so we assume that the survey will occur once in the initial two-year contract period, and not annually. Since we do not know when TCP will need the information from this study (and we understand that there was a previous contract for a similar youth panel in 2020) we have split the costs evenly across Years 1 and 2, planning to produce the report in Year 2.