

Cost Proposal Narrative

Professional Data Analysts, GBC (PDA) proposes a total cost of \$803,150.50 for the evaluation of the Indiana Department of Health's Comprehensive Tobacco Control Program over two years. PDA's budget consists of staff time, the expenses for five subcontractors, and a single direct cost. For each line item, we have listed the estimated director, senior-level, mid-level, associate-level, and telephone surveyor staff hours required to complete the proposed tasks. After the first two years, three of our five rates increase between two and three percent.

Our proposed budget is divided into five sections to match the five major tasks outlined in the RFP. PDA has allocated the evaluation cost for each task based on our experience conducting similar statewide evaluation projects.

Task 1 - Measurement of Adult Tobacco Use

PDA will collaborate with two subcontractors to complete the Indiana ATS in 2021: Ann St. Claire and Eagleton Center for Public Interest Polling (ECPIP). Ms. St. Claire has vast experience managing the administration and subcontractor for the Minnesota Adult Tobacco Survey (MATS) in her former position as Director of Evaluation and Survey Research for ClearWay Minnesota. We estimate she will use 200 hours, at a cost of \$26,000, over 7 to 8 months collaborating with ECPIP and PDA on item development, administration, sampling, weighting, and reporting of the ATS.

The ECPIP, with substantial experience conducting statewide surveys, will be responsible for selecting the sample, conducting interviews, processing and cleaning survey data, weighting, and producing a technical report. ECPIP will charge PDA \$139,288 for the full administration and reporting of the IN ATS. Amy Kerr will oversee both subcontractors and consult on the project, while Heather Zook will create high-level technical reports. Becky Lien will review ECPIP methods, sampling, and weighting strategies and conduct additional analyses as necessary. PDA staff will spend 110 hours during the first year in this role for a total cost of \$18,000. The entire budget (PDA plus subcontractors) for the ATS in Year 1 is \$183,288, with no expenses expected in Year 2.

Task 2 - Measurement of Youth Tobacco Use

We plan to spend \$21,840 providing input and guidance to TPC on the 2022 Indiana Youth Tobacco Survey (YTS). This budget will be spent entirely in year 2 and is based on 140 PDA staff hours. PDA will use this time to coordinate school sampling, consult on item development, conduct data cleaning and processing, weight the final data sets, and provide documentation on methods and results.

Task 3 - 5 Year Strategic Plan Evaluation

The largest portion of the two-year budget (\$347,030) is allocated to the TPC 5-Year Comprehensive Evaluation Plan with annual updates and five requested evaluation activities not explicitly included in the budget template. These include providing a report on Overall Program Impact and Effectiveness which would synthesize outcomes and impacts from the comprehensive TPC program, surveillance, and other data sources; two ad hoc studies each year based on TPC's emerging needs or areas of interest; TA/training to TPC grantees; ongoing evaluation support and guidance; and general project management, internal and external meetings and communications, and coordination and oversight of subcontractors' activities.

Of this budget, \$30,870 will be allocated to Transform Consulting Group, who will support TPC grantees with regular TA and Training activities and consultation on community-level evaluation as needed across Year 1 and 2. Bingle Research Group will conduct and report on one ad hoc evaluation each year with consultation on media and Quitline evaluation as needed, with a total of \$25,200 allocated to this subcontract. Finally, Ann St. Claire will consult for PDA to support the strategic evaluation planning and will receive a maximum of \$10,400 over the two-year period for her support on this task. The remainder of the budget, \$280,560 for the two-year period is allocated to PDA's staff assigned to this project (four evaluators and two analysts).

Task 4 - Tobacco Quitline Evaluation

We are planning to spend a total of \$156,412.50 across two years on the Quitline evaluation, including follow-up surveys, statistical analyses, reporting, and presenting the findings. These costs include \$9,047.50 of direct costs each year to send a \$10 incentive to survey respondents (750) and mailed recruitment materials to each individual sampled (1500).

We plan to use a smaller portion of the total budget in Year 1 than Year 2 (\$56,487.50 compared to \$99,925, respectively) since startup activities are needed in Year 1 before data collection can begin. Assuming the contract starts in July 2021, we would expect to launch the follow-up survey in October 2021 and survey for 9 of the 12 months of Year 1. We would sample more heavily during the first six months of this period to obtain enough surveys to calculate Quitline outcomes in late spring 2022 and produce a brief report. In Year 2 we would produce a comprehensive Quitline outcomes report (approximately February 2023).

Task 5 - Youth Online Panel Survey

PDA is anticipating spending \$94,580 on developing the survey instrument and administering the youth online panel, with costs split evenly across the contract. PDA hours (452) will account for \$65,080 with the balance (\$29,500) allocated to our subcontractor InAct, to design the recruitment strategies and collect the data. PDA staff hours will be spent understanding TCP's information needs, developing and programming the survey instrument, overseeing the recruitment and data collection, conducting analyses, and producing a technical report.