

Cost Proposal Narrative

Professional Data Analysts, GBC (PDA) proposes a total cost of \$1999,895.00 for the evaluation of the Indiana Department of Health's Comprehensive Tobacco Control Program over four years. PDA's budget consists of staff time, the expenses for five subcontractors, and two direct costs. Our proposed budget is divided into seven sections to match the major tasks outlined in the RFP. For each line item we have listed the lead staff member, however, each task will be supported by a strong team of PDA personnel. We will be using fixed rates for the full four years. 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

This task will be led by Director of Evaluation Amy Kerr, PhD, and includes the planning, administration, analysis, and reporting of the Adult Tobacco Survey (ATS) for 2025 and 2027. Costs account for all phases of the survey, including development, sampling, data collection, weighting, analysis, and dissemination. PDA will lead the implementation of the 2025 and 2027 ATS with MSG, who will provide the sample and conduct the weighting, and Finline Printing Group, who will support any printing and mailing needs for recruitment. We anticipate a \$285 Direct Cost for IRB review in Years 1 and 3. The total cost across all four years is \$766,010. The budget for Year 1 and 3 each is \$383,005 with no expected expenses in Year 2 and 4.

Task 2 - Measurement of Youth Tobacco Use

This task will be led by Amy Kerr, PhD, and involves support of the administration of the Indiana Youth Tobacco Survey (IYTS) for 2026 and 2028. Costs include consulting, survey development, sampling, dataset preparation for the Youth Tobacco Survey (YTS). PDA will work closely with our subcontractor, Burton Levine at RTI, to pull the YTS middle and high school sample using a replica of PCSample software. RTI costs will only occur in Year 1 and 3. Costs are split across every year to ensure instrument revisions and sampling occur early in the project timeline to allow for timely data collection. We anticipate a \$500 Direct Cost for IRB review in Years 1 and 3. The total cost across all four years is \$124,005. The budget for Year 1 is \$36,820, Year 2 is \$24,845, Year 3 is \$37,495 and Year 4 is \$24,845.

Task 3 - 5 Year Strategic Evaluation Plan

This task will be led by Amy Kerr, PhD, and includes the development, implementation, and annual updates of a 5-Year Strategic Evaluation Plan to guide all evaluation activities. PDA will collaborate with TPC to align the evaluation plan with the 2030 Indiana Tobacco Control Strategic Plan. The plan will be revised annually, and as needed, to adapt to TPC's needs. PDA also will provide consultation for the development of the 2030 Strategic Plan strategies and



objectives. The total cost across all four years is \$180,040. The budget for Years 1 - 4 are each \$45,010.

Task 4 - Tobacco Quitline Evaluation

This task will be led by Senior Evaluator Abby Laib, MS and focuses on the ongoing evaluation of Indiana's Tobacco Quitline, including survey revisions, data collection, analysis, and reporting of participant outcomes. PDA will have a direct cost of \$2,000 per year; this includes sending recruitment materials and incentives. PDA will conduct the 7-month follow-up survey using our in-house surveyors. The total cost across all four years is \$294,180. The budget for Years 1 - 4 are \$73,545 each.

Task 5 - Youth Online Panel Survey

This task will be led by Abby Laib, MS and focuses on planning and implementing the survey of youth and young adult tobacco use behaviors. Costs include staff time for study design, sample procurement, data collection, analysis and reporting. Additionally, PDA will subcontract with MSG for sample procurement, and if applicable, weighting, Fineline Printing group for printing, and Chamberlin/Dunn for general evaluation support, to enhance community recruitment, and if applicable, to support a qualitative approach. We anticipate a \$500 Direct Cost for IRB review in Years 2 and 4. The total cost across all four years is \$312,660, with equal costs of \$156,330 in Year 2 and 4.

Task 6 – Evaluation Advisory Group

This task will be led by Abby Laib, MS, and includes planning, recruitment, facilitation, and reporting, with a subcontract to Chamberlin/Dunn to enhance recruitment efforts and engage stakeholders with diverse perspectives and expertise. PDA and Chamberlin/Dunn will collaboratively identify and onboard EAG members, ensuring representation from key groups and tailoring recruitment to align with project needs. Costs include staff time for developing communication materials, meeting agendas, and facilitation tools. The total cost across all four years is \$174,920. The budget for Years 1-4 is \$43,730 each.

Task 7 – Emerging Areas of Evaluation

This task will be overseen by Amy Kerr, PhD, with project specific leads whose expertise matches the ad hoc project. It includes resources for addressing emerging areas in tobacco control, such as tobacco product sales, cessation systems change, and smoke-free air evaluation, through one ad hoc project each year. PDA will collaborate with TPC to identify the evaluation question, design the study, and plan the timeline for reporting to ensure the results are timely and useful. Projects may involve primary data collection, such as interviews with health system partners, or advanced analysis of existing data from statewide surveys or Quitline programs. We would subcontract with Bingle Research Group to support throughout the evaluation projects. The total cost across all four years is \$148,080. The budget for Years 1-4 is \$37,020 each.