

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**ITEM: 3.45  
(ID # 27590)**

**MEETING DATE:**

Tuesday, June 24, 2025

**FROM :** RUHS-PUBLIC HEALTH

**SUBJECT:** RIVERSIDE UNIVERSITY HEALTH SYSTEM – PUBLIC HEALTH: Approve Amendment No. 1 to Professional Service Agreement No. 22-012 with Helen Hopp Marshak, PhD, for Tobacco Control Program Evaluation Services Without Seeking Competitive Bids to Extend the Period of Performance through June 30, 2027, with the Option to Renew for up to Three (3) Additional Years through June 30, 2030. All Districts. [Total amended aggregate amount: \$99,750; up to \$19,950 in additional compensation - 100% State]

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Approve Amendment No. 1 to Professional Service Agreement #22-012 with Helen Hopp Marshak, PhD, for Tobacco Control Program Evaluation Services (the "Amendment") without seeking competitive bids to extend the period of performance through June 30, 2027, in the aggregate amount of \$39,900, with the option to renew for up to three (3) additional years through June 30, 2030, in the aggregate amount of \$59,850, for a total aggregate amount of \$99,750;
2. Authorize the Chair of the Board to sign the Amendment on behalf of the County;
3. Authorize the Purchasing Agent in accordance with Ordinance No. 459, based on the availability of fiscal funding and as approved to form by County Counsel to: (a) sign amendments that exercise the options of the agreement, including modifications to the statement of work and period of performance, that stay within the intent of the Agreement; and (b) sign amendments to the compensation provisions that do not exceed the sum total of twenty percent (20%) of the total aggregate amount of the Amendment; and
4. Authorize the Purchasing Agent to issue Purchase Orders for goods and/or services related to the Agreement that do not exceed the total aggregate amount of the agreement.

**ACTION:Policy**


  
Kim Saruwatari, Director of Public Health 6/12/2025

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**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Spiegel, seconded by Supervisor Medina and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Medina, Spiegel, Washington, Perez and Gutierrez  
Nays: None  
Absent: None  
Date: June 24, 2025  
xc: RUHS-PH

Kimberly A. Rector  
Clerk of the Board  
By:   
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,  
STATE OF CALIFORNIA**

<b>FINANCIAL DATA</b>	<b>Current Fiscal Year:</b>	<b>Next Fiscal Year:</b>	<b>Total Cost:</b>	<b>Ongoing Cost</b>
<b>COST</b>	\$0	\$19,950	\$99,750	\$0
<b>NET COUNTY COST</b>	\$0	\$0	\$0	\$0
<b>SOURCE OF FUNDS:</b> 100% State			<b>Budget Adjustment:</b> No	
			<b>For Fiscal Year:</b> 25/26 –29/30	

**C.E.O. RECOMMENDATION:** Approve

**BACKGROUND:**

**Summary**

Riverside University Health System-Public Health (RUHS-PH) continues to address the excessive use of tobacco by providing prevention services to reduce high rates of tobacco use and lung disease. To ensure effective planning and implementation of quality tobacco control policy work, evaluation plays a critical role in gauging the effectiveness and success of a program. External evaluators must be able to provide sound judgement and insight into interpretation and analysis of data. In addition, external evaluators must have experience and expertise in all areas of tobacco evaluation, including but not limited to focus groups, key informant interviews, observation data collection, public intercept surveys, and report preparation.

Helen Hopp Marshak, PhD, is the most qualified external evaluator for the Tobacco Control Program. Dr. Marshak has the longest track record of tobacco research/evaluation in the Inland Empire region. In comparison to other evaluators in the region, Dr. Marshak, is the most qualified and experienced evaluation consultant with over 25 years of experience in tobacco control evaluation. Dr. Marshak has extensive knowledge and is a proven leader in the area of tobacco control evaluation. Additionally, Dr. Marshak has been providing these services to RUHS-PH's Nutrition and Health Promotion branch for several years.

In addition, as an Associate Professor of Loma Linda University School of Public Health, Dr. Marshak can refer additional resources (e.g., students and researchers) to the Tobacco Control Program as necessary.

**Impact on Residents and Businesses**

The Riverside County Tobacco Control Project (TCP) is dedicated to mobilizing local stakeholders to create a smoke- and tobacco-free generation. By preventing youth exposure to commercial tobacco products and industry tactics, TCP aims to reduce tobacco-related illness and premature death. Since tobacco use often begins during adolescence, early intervention is critical to minimizing long-term health risks. Engaging young people in prevention activities ensures that TCP's campaigns remain relevant and impactful.

**Additional Fiscal Information**

The California Tobacco Control Program (CTCP) is 100% grant funded. There is no impact to County General Funds. The table below outlines how the funds are distributed over the period of performance and the funding allocation for the county budget fiscal years. RUHS-PH is

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,  
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requesting approval to roll-over unspent funds from one fiscal year to the next, through the duration of the period of performance of the agreement. The table below identifies the funding that will be spent for the amended period of performance of July 1, 2025, through June 30, 2030, including renewal options.

**County Fiscal Year**

Year	Amount
FY25/26	\$19,950
FY26/27	\$19,950
<b>Total:</b>	<b>\$39,900</b>
<b>Optional Renewal Periods:</b>	
FY27/28	\$19,950
FY28/29	\$19,950
FY29/30	\$19,950
<b>Total:</b>	<b>\$59,850</b>

**Contract History and Price Reasonableness**

On December 7, 2021, the Board of Supervisors approved the Professional Service Agreement No. 22-012 with Helen Hopp Marshak, PhD, for Tobacco Control Program Evaluation Services without seeking competitive bids via Minute Order 3.43, for the period of performance of July 1, 2021, through June 30, 2025, in the aggregate amount of \$82,075. RUHS-PH has received additional funding to expand the work being undertaken for this project. Dr. Marshak's rates have remained the same, and the purpose of the amendment is to extend the period of performance, increase the aggregate amount of the agreement, and allow Dr. Marshak to expand on the work that has been completed during the initial period of performance.

Riverside County Purchasing and Fleet Services has reviewed the Single Source Justification document request and has assigned SSJ #25-173.

**ATTACHMENTS:**

**ATTACHMENT A.** Amendment No. 1 to Professional Service Agreement #22-012 with Helen Hopp Marshak, PhD

**ATTACHMENT B.** Single Source Justification Amendment

SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,  
STATE OF CALIFORNIA

*Melissa Curtis*

Melissa Curtis, Deputy Director of Purchasing and Fleet

6/18/2025

*Tyfa Ordóñez Jr*

Douglas Ordóñez Jr.

6/19/2025

*Gregg Gu*

Gregg Gu, Chief of Deputy County Counsel

6/19/2025

AMENDMENT NO. 1 TO THE PROFESSIONAL SERVICE AGREEMENT FOR  
TOBACCO CONTROL PROGRAM EVALUATION SERVICES BETWEEN COUNTY OF  
RIVERSIDE AND  
HELEN HOPP MARSHAK Ph.D.

Original Contract Term:	July 1, 2021 through June 30, 2025
Contract Term Extended To:	June 30, 2027
Effective Date of Amendment:	July 1, 2025
Original Maximum Contract Amount:	\$82,075
Amended Maximum Contract Amount	\$121,975 (Increase of \$39,900)
Contract ID:	22-012

This Amendment No.1 to the Professional Service Agreement for Tobacco Control Program Evaluation Services (“Amendment No. 1”), is effective as of July 1, 2025 (“Effective Date”), by and between the COUNTY OF RIVERSIDE, a political subdivision of the State of California, on behalf of its Riverside University Health System – Public Health (“COUNTY” or “RUHS-PH”) and Helen Hopp Marshak PhD., a sole proprietor (“CONTRACTOR”). COUNTY and CONTRACTOR are collectively referred to as the “Parties” and individually as the “Party”.

**RECITALS**

**WHEREAS**, the Parties entered into that certain Professional Service Agreement for Tobacco Control Program Evaluation Services on December 7, 2021, and effective as of July 1, 2021 through June 30, 2025 (“The Agreement”); and

**WHEREAS**, the Parties now desire to amend the Agreement to revise the Period of Performance, Compensation, Exhibit A, Scope of Work, and Exhibit B, Payment Provisions.

**NOW, THEREFORE**, in consideration of the foregoing, and the promises and mutual covenants and conditions hereinafter set forth, the Parties hereby do agree as follows:

1. **Recitals.** The recitals set forth above are true and correct and incorporated herein by this reference.
2. **Period of Performance.** Section 2, subsection 2.1 is deleted in its entirety and replaced with the following:

“**2.1** This Agreement shall be effective July 1, 2021 and continues in effect through June 30, 2027, with one-year options to renew, through June 30, 2030, unless terminated earlier.”

3. **Compensation.** Section 3 is deleted in its entirety and replaced with the following:

“**3.1** The COUNTY shall pay the CONTRACTOR for services performed, products provided, and expenses incurred in accordance with the terms of Exhibit B, Payment Provisions. Maximum payments by COUNTY to CONTRACTOR shall not exceed the aggregate amount of ONE HUNDRED TWENTY-ONE THOUSAND, NINE HUNDRED SEVENTY-FIVE DOLLARS (\$121,975), including all expenses. Any unspent funds at the end of a term may roll over to the next renewal term of the Agreement (if applicable), at

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the discretion of the COUNTY. Roll-over funding must be pre-approved in writing by COUNTY. The COUNTY is not responsible for any fees or costs incurred above or beyond the contracted amount and shall have no obligation to purchase any specified amount of services or products. Unless otherwise specifically stated in Exhibit B, COUNTY shall not be responsible for payment of any of CONTRACTOR's expenses related to this Agreement.

**3.2** No price increases will be permitted during the first year of this Agreement (If applicable). All price decreases (for example, if CONTRACTOR offers lower prices to another governmental entity) will automatically be extended to the COUNTY. The COUNTY requires written proof satisfactory to COUNTY of cost increases prior to any approved price adjustment. After the first year of the agreement, a minimum of 30-days advance notice in writing is required to be considered and approved by COUNTY. No retroactive price adjustments will be considered. Any price increases must be stated in a written amendment to this Agreement. The net dollar amount of profit will remain firm during the period of the Agreement. Annual increases shall not exceed the Consumer Price Index- All Consumers, All Items - Greater Los Angeles, Riverside and Orange County areas and be subject to satisfactory performance review by the COUNTY and approved (if needed) for budget funding by the Board of Supervisors.

**3.3** CONTRACTOR shall be paid only in accordance with an invoice submitted to COUNTY by CONTRACTOR within fifteen (15) days from the last day of each calendar month, and COUNTY shall pay the invoice within thirty (30) working days from the date of receipt of the invoice. Payment shall be made to CONTRACTOR only after services have been rendered or delivery of materials or products, and acceptance has been made by COUNTY. For this Agreement, send invoices to either:

Riverside University Health System - Public Health  
Fiscal – Accounts Payable  
PO BOX 7849  
Riverside, California 92513  
or  
[RIVCOPH-AP@ruhealth.org](mailto:RIVCOPH-AP@ruhealth.org)

- a) Each invoice shall contain a minimum of the following information: organization name; Purchase Order number (to be provided to CONTRACTOR by COUNTY when available); invoice number and invoice date; payment due date; remittance address; bill-to and ship-to addresses of ordering department/branch; Agreement number (22-012); Grant number (HS200113); quantities; service dates for claimed expenditures (billing period must fall within the Agreement performance period); item descriptions, unit prices, extensions, sales/use tax if applicable, and an invoice total.
- b) CONTRACTOR shall provide adequate supporting cost documentation, including source documentation as appropriate, (i.e., receipts, logs, time sheets, payroll records, etc.) as requested by the COUNTY.
- c) Invoices shall be rendered monthly in arrears.

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d) CONTRACTOR shall be responsible for maintaining a running total for the contract amount and will need to provide that information to COUNTY upon request.

**3.4** The COUNTY obligation for payment of this Agreement beyond the current fiscal year is contingent upon and limited by the availability of COUNTY funding from which payment can be made, and invoices shall be rendered “monthly” in arrears. No legal liability on the part of the COUNTY shall arise for payment beyond June 30 of each calendar year unless funds are made available for such payment. In the event that such funds are not forthcoming for any reason, COUNTY shall immediately notify CONTRACTOR in writing; and this Agreement shall be deemed terminated, have no further force, and effect.”

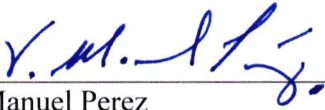
4. **Exhibit A, Scope of Work.** Exhibit A-1 is hereby added to the Agreement, attached hereto and incorporated by reference.
5. **Exhibit B, Payment Provisions.** Exhibit B is deleted in its entirety and replaced with B-1, attached hereto and incorporated herein by this reference.
6. **Effective Date.** This Amendment No. 1 shall become effective July 1, 2025.
7. **Miscellaneous.** All other terms and conditions of the Agreement not modified herein shall remain unchanged.
8. **Counterparts.** This Amendment No. 1 may be executed in any number of counterparts, each of which shall be an original, but all of which together shall constitute one and the same instrument.


[SIGNATURES ON NEXT PAGE]

**IN WITNESS WHEREOF**, the Parties hereto have caused their duly authorized representatives to execute this Amendment No. 1.

**COUNTY OF RIVERSIDE**, a political subdivision of the State of California, on behalf of its Riverside University Health System – Public Health

**Helen Hopp Marshak PhD.**, a sole proprietor

By:   
V. Manuel Perez  
Chairman, Board of Supervisors

By:   
Helen Hopp Marshak  
Evaluation Consultant

Dated: JUN 24 2025

Dated: 05/23/2025

ATTEST:  
Kimberly Rector  
Clerk of the Board

By:   
Deputy

APPROVED AS TO FORM:  
Minh C. Tran  
County Counsel

By: Esen Sainz  
Esen Sainz  
Deputy County Counsel

**EXHIBIT A-1**  
**SCOPE OF WORK**  
**(Starts 07/01/2025)**

**CONTRACTOR'S RESPONSIBILITIES:**

Riverside County Tobacco Control Project External Evaluator Scope of Work			
<b>Objective 1 Overview</b>			
<b>Primary Priority Area:</b> (2) Reduce Exposure to Secondhand Smoke, Tobacco Smoke Residue, Tobacco Waste, and Other Tobacco Products			
<b>Primary Indicator:</b> (2.2.13) <b>Smokefree Multi-Unit Housing:</b> The number of jurisdictions with a policy prohibiting smoking in the individual units of multi-unit housing including balconies and patios. (CORE)			
<b>Secondary Indicator:</b> (2.2.35) <b>Smokefree Outdoor Public Places:</b> The number of jurisdictions with a comprehensive policy eliminating smoking in outdoor recreational and non-recreational public places (including beaches, parks, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances. (CORE)			
<b>Objective:</b> By June 30, 2027, at least two (2) jurisdictions in Riverside County (e.g., Moreno Valley, Palm Springs, Coachella) will adopt and implement both 1) a policy that prohibits smoking and vaping of all products from multi-unit housing (MUH) of two or more units (market-rate, public, and subsidized), including 25 feet from all doors, windows, patios, and balconies, and emphasizes a graduated enforcement process; and 2) a policy that eliminates smoking (including burning or heating of tobacco and other plant products, natural or synthetic) in all outdoor recreational and non-recreational public places (including parks/beaches, sidewalks, dining, entryways, worksites, event sites, bike lanes/paths, alleys, and parking structures) without designated smoking areas or distances. The policy will not criminalize the purchase, use, or possession of tobacco products by individuals			
<b>Primary Objective?</b> Yes			
<b>Evaluation Plan Type:</b> Legislated Policy -- Adoption and Implementation			
Audience Group(s)	General Population Group(s)	Specific Ethnic Population Group(s)	
<ul style="list-style-type: none"> <li>• Adults 18+</li> <li>• Coalitions</li> <li>• Elected Officials</li> <li>• Enforcement Agencies</li> <li>• Multi-Unit Housing Owners/Managers</li> <li>• Multi-Unit Housing Residents</li> <li>• Parks and Recreation</li> </ul>	<ul style="list-style-type: none"> <li>• Hispanic/Latino</li> <li>• Multi-ethnic</li> </ul>		
<b>Intervention Jurisdiction(s):</b>			
<ul style="list-style-type: none"> <li>• Coachella</li> <li>• Moreno Valley (Primary)</li> <li>• Palm Springs</li> </ul>			
<b>Summary of Interventions to Achieve the Objective:</b>			
<ul style="list-style-type: none"> <li>• Endorsements Collected</li> <li>• Housing Organization Collaboration</li> <li>• Key Informant Interviews</li> <li>• Observational Survey</li> <li>• Parks and Recreation Collaboration</li> <li>• Policy Record</li> <li>• Policy/System Change Training</li> </ul>			

- Public Intercept Surveys
- Voluntary Health Organization Collaboration
- Volunteer Recruitment

**Evaluation Activity Plan**

Evaluation Activity 1-E-5	Observation											
<b>Evaluation Activity:</b>	For the statewide End Commercial Tobacco Campaign, conduct three waves of observations for multi-unit housing sites and outdoor spaces within the intervention communities. At least one primary jurisdiction (i.e. Moreno Valley) must be evaluated on the following schedule: Wave 1 (Spring 2022) and Wave 2 (Spring 2024) and Wave 3 (Spring 2026); At least one secondary jurisdiction (e.g. Palm Springs) can be evaluated on the following schedule: Wave 1 (Spring 2023) and Wave 2 (Spring 2025). Use a standardized data collection instrument and protocol from CTCP using mobile devices. Descriptive statistics will be used to analyze and summarize the data. Findings will be disseminated to data sources and community partners in print or presentation format and used to share the scope of problem and compliance with policies. Guidance for selecting communities sample sizes will be provided. Data collection training will be provided to 3-10 data collectors, who will be surveyed before and after the training to assess their preparedness.											
<b>Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:</b>	Process											
<b>How many waves of data collection will occur?:</b>	4											
<b>Data Collection Period(s):</b>												
Begin/End Periods - Wave 1:	01/2022-06/2022 to 01/2022-06/2022											
Begin/End Periods - Wave 2:	01/2023-06/2023 to 01/2023-06/2023											
Begin/End Periods - Wave 3:	01/2024-06/2024 to 01/2024-06/2024											
Begin/End Periods - Wave 4:	01/2025-06/2025 to 01/2025-06/2025											
<b>Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:</b>	Yes											
<b>Copyright:</b>	Yes											
<b>Program Deliverable Percentage:</b>	3.00 %											
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th data-bbox="756 1421 855 1444">Measure</th> <th data-bbox="1163 1421 1245 1444">Submit</th> </tr> </thead> <tbody> <tr> <td data-bbox="612 1451 1108 1503">End Commercial Tobacco Campaign Observation Instrument and Protocol</td> <td data-bbox="1182 1451 1225 1474">Yes</td> </tr> <tr> <td data-bbox="612 1509 1108 1562">End Commercial Tobacco Campaign Observation Summary Report</td> <td data-bbox="1182 1509 1225 1533">Yes</td> </tr> </tbody> </table>	Measure	Submit	End Commercial Tobacco Campaign Observation Instrument and Protocol	Yes	End Commercial Tobacco Campaign Observation Summary Report	Yes					
Measure	Submit											
End Commercial Tobacco Campaign Observation Instrument and Protocol	Yes											
End Commercial Tobacco Campaign Observation Summary Report	Yes											
<b>Responsible Parties:</b>	<table border="1"> <thead> <tr> <th data-bbox="700 1596 905 1619">Responsible Party</th> <th data-bbox="1129 1596 1273 1619">Budget Type</th> </tr> </thead> <tbody> <tr> <td data-bbox="612 1625 1108 1656">Project Director</td> <td data-bbox="1149 1625 1253 1648">Budgeted</td> </tr> <tr> <td data-bbox="612 1663 1108 1694">Health Education Assistant II C</td> <td data-bbox="1149 1663 1253 1686">Budgeted</td> </tr> <tr> <td data-bbox="612 1701 1108 1732">Coalition Members</td> <td data-bbox="1129 1701 1273 1724">Non-Budgeted</td> </tr> <tr> <td data-bbox="612 1738 1108 1770">External Evaluator</td> <td data-bbox="1149 1738 1253 1761">Budgeted</td> </tr> </tbody> </table>	Responsible Party	Budget Type	Project Director	Budgeted	Health Education Assistant II C	Budgeted	Coalition Members	Non-Budgeted	External Evaluator	Budgeted	
Responsible Party	Budget Type											
Project Director	Budgeted											
Health Education Assistant II C	Budgeted											
Coalition Members	Non-Budgeted											
External Evaluator	Budgeted											

<b>Objective 2 Overview</b>			
<b>Primary Priority Area:</b> (3) Reduce the Availability of Tobacco			
<b>Primary Indicator:</b> (3.2.9) <b>Menthol and Other Flavored Tobacco Products:</b> The number of jurisdictions with a policy eliminating or restricting the sale and/or distribution of any mentholated cigarettes and other flavored tobacco products, and paraphernalia (e.g., smokeless tobacco products, dissolvable tobacco products, flavored premium cigars such as little cigars, cigarillos, hookah tobacco, e-cigarettes, e-hookah, wrappers). (CORE)			
<b>Secondary Indicator:</b> (3.2.1) <b>Tobacco Retail Licensing:</b> The number of jurisdictions with a policy requiring retailers that sell, give, or furnish tobacco products to be licensed, designate a portion of the license fee for enforcement, prohibit police harassment of persons who purchase, use or possess tobacco, and exclude any provision that criminalizes a person for the purchase, use, or possession of tobacco products. (CORE)			
<b>Objective:</b> By June 30, 2027, at least one (1) jurisdiction in Riverside County (e.g., unincorporated areas or Jurupa Valley) will strengthen the existing Tobacco Retailer Permitting (TRP) policy by requiring the elimination of flavored and menthol tobacco sales, a minimum retail sale price for tobacco products set in conjunction with minimum package/volume size, restrictions on the redemption of coupons or other discounts on tobacco products, and designates a portion of the annual licensing fee to ensure adequate enforcement of the policy. The policy will prohibit police harassment of persons who purchase, use or possess tobacco, and exclude any provision that criminalizes a person for the purchase, use, or possession of tobacco products.			
<b>Primary Objective?</b> No			
<b>Evaluation Plan Type:</b> Legislated Policy Adoption Only			
<b>Audience Group(s)</b>	<b>General Population Group(s)</b>	<b>Specific Ethnic Population Group(s)</b>	
• Adults 18+	• Multi-ethnic		
<b>Intervention Jurisdiction(s):</b> Unincorporated, Riverside			
<b>Summary of Interventions to Achieve the Objective:</b>			
<ul style="list-style-type: none"> <li>• Business Organizations/Associations</li> <li>• Observational Survey</li> <li>• Policy Record</li> <li>• Policy/System Change Training</li> <li>• Public Intercept Surveys</li> <li>• Voluntary Health Organization Collaboration</li> <li>• Volunteer Recruitment</li> </ul>			
<b>Evaluation Activity Plan</b>			
<b>Evaluation Activity 2-E-5</b>	<b>Observation</b>		
<b>Evaluation Activity:</b>	Conduct two waves (in Spring 2022, Spring 2024) of observations of tobacco retail stores. Use a standardized data collection instrument and protocol from CTCP using mobile devices. Descriptive statistics will be used to analyze and summarize the data. Findings will be disseminated to data sources and community partners in print or presentation format and used to share the scope of problem and compliance with policies. A minimum of 30 retailers (or a complete census, if less than 30 retailers) in each jurisdiction will be included in each wave of the survey. Data collection training will be provided to 3-10 data collectors, who will be surveyed before and after the training to assess their preparedness.		
<b>Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:</b>	Process		
<b>How many waves of data collection will occur?:</b>	2		

<b>Data Collection Period(s):</b>													
Begin/End Periods - Wave 1:	01/22-06/22 to 01/22-06/22												
Begin/End Periods - Wave 2:	01/24-06/24 to 01/24-06/24												
<b>Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:</b>	Yes												
<b>Copyright:</b>	Yes												
<b>Program Deliverable Percentage:</b>	3.00 %												
<b>Tracking Measures:</b>	<table border="1"> <thead> <tr> <th>Measure</th> <th>Submit</th> </tr> </thead> <tbody> <tr> <td>Observation Instrument and Protocol</td> <td>Yes</td> </tr> <tr> <td>Observation Summary Report</td> <td>Yes</td> </tr> </tbody> </table>	Measure	Submit	Observation Instrument and Protocol	Yes	Observation Summary Report	Yes						
Measure	Submit												
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Observation Summary Report	Yes												
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Responsible Party	Budget Type												
Project Director	Budgeted												
Health Education Assistant II A	Budgeted												
Health Education Assistant II B	Budgeted												
Coalition Members	Non-Budgeted												
External Evaluator	Budgeted												
<b>Evaluation Activity 2-E-1</b>	<b>Policy Record</b>												
<b>Evaluation Activity:</b>	To inform staff about policymaker support/opposition, key issues raised by policymakers and staff, and other insights from public policy meetings about topics related to tobacco (e.g., secondhand smoke) or related priorities, complete a comprehensive policy record review for each target jurisdiction. Policy record reviews should begin within the first six months during the period the project is engaged in the jurisdiction, updated regularly, and submitted with each progress report through policy adoption. Signed policies will be submitted in the progress report after a final vote has occurred.												
<b>Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:</b>	Process												
<b>How many waves of data collection will occur?:</b>	1												
<b>Data Collection Period(s):</b>													
Begin/End Periods - Wave 1:	01/2022-06/2022 to 01/2027-06/2027												
<b>Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:</b>	Yes												
<b>Copyright:</b>	No												
<b>Program Deliverable Percentage:</b>	2.00 %												
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Measure	Submit												
Decision Maker Background Summary	Yes												

	Document Review Summary	Yes
	Signed Policy	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Project Director	Budgeted
	Interns	Non-Budgeted
	External Evaluator	Budgeted
<b>Evaluation Activity 2-E-6</b>	<b>Public Opinion Survey</b>	
<b>Evaluation Activity:</b>	To improve understanding of community knowledge, attitudes, and perceptions of ending commercial tobacco, two waves of public opinion surveys will be conducted with a statistically significant sample of 200-300 residents in target jurisdictions. A convenience sample of the general public will be surveyed at key community locations and/or online using a mobile device or online survey. Develop a survey and protocol using a minimum set of required questions from the TCEC, then pilot test and revise as needed. The survey will also be available in Spanish - as needed. Data will be analyzed using descriptive statistics and inferential statistics to document tobacco endgame knowledge, awareness, beliefs, and demographic information provided by survey participants. Results will be shared with program staff, data sources, and other stakeholders to inform the next steps and improve interventions. Data collection training will be provided to 2-4 data collectors, who will be surveyed before and after the training to assess their preparedness.	
<b>Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:</b>	Process	
<b>How many waves of data collection will occur?:</b>	2	
<b>Data Collection Period(s):</b>		
Begin/End Periods - Wave 1:	07/2022-12/2022 to 07/2022-12/2022	
Begin/End Periods - Wave 2:	07/2026-12/2026 to 07/2026-12/2026	
<b>Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:</b>	Yes	
<b>Copyright:</b>	Yes	
<b>Program Deliverable Percentage:</b>	3.00 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	POS Instrument and Protocol	Yes
	POS Summary Report	Yes
	Training Materials	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Project Director	Budgeted
	Coalition Members	Non-Budgeted
	External Evaluator	Budgeted

	Subcontractor - Western Riverside County	Budgeted
	Subcontractor - Coachella Valley	Budgeted

<b>Objective 3 Overview</b>			
<b>Primary Asset (2.5) Community Engagement in Tobacco Control:</b> The degree our program has collaborative partnerships with diverse organizations and individuals in addition to CTCP and TUPE-funded organizations, to engage them to support tobacco control-related activities that focus on policy, system, and environmental change such as community assessments, data collection, education of community members and decision makers, and media events.			
<b>Secondary Asset (4.1) Tobacco-Related Recommendations in Community Plans:</b> The extent our program participates in local planning to integrate tobacco related interventions recommendations into local and regional general plans, community health/health equity frameworks, Adverse Childhood Experience protocols, health department accreditation, and/or other similar evidence-informed, community planning processes.			
<b>Objective:</b> By June 30, 2027, create 20 new partnerships (at least 10 organizations representing priority populations) with organizations serving or addressing non-traditional partners such as city staff, faith-based, and/or arts community as evidenced by six (6) of the following: implementation of joint activities, co-hosting community events, tobacco control content incorporated into organizations policies, media (website, social media, printed publications, etc.), and/or specific activities for policy, systems, and environmental change collaboration.			
<b>Primary Objective?</b> No			
<b>Evaluation Plan Type:</b> Other without Measurable Outcome			
<b>Audience Group(s)</b>	<b>General Population Group(s)</b>	<b>Specific Ethnic Population Group(s)</b>	
<ul style="list-style-type: none"> <li>• Adults 18+</li> <li>• Business Organizations</li> <li>• Coalitions</li> <li>• Enforcement Agencies</li> <li>• Government Agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-ethnic</li> </ul>		
<b>Intervention Jurisdiction(s):</b>			
<b>Summary of Interventions to Achieve the Objective:</b>			
<ul style="list-style-type: none"> <li>• Coalition Satisfaction Survey</li> <li>• Key Informant Interviews</li> <li>• Newsletter Disseminated</li> <li>• Policy/System Change Training</li> <li>• Priority Population Organizations Collaboration</li> <li>• Volunteer Recruitment</li> </ul>			
<b>Evaluation Activity Plan:</b>			
<b>Evaluation Activity 3-E-2</b>	<b>Education/Participant Survey</b>		
<b>Evaluation Activity:</b>	A post-test will be developed and administered to the participants of the summit described in Activity 3-2-17. Using a pen-and-paper (or online) survey developed in consultation with TCEC, a census of participants at each summit event will be surveyed to understand training feedback, anticipated needs, changes in knowledge, comfort, confidence, preparation, and intent to engage in tobacco prevention activities (or satisfaction with services, participation levels, additional needs, and/or data collector readiness). Data will be analyzed using descriptive statistics and content analysis and results will be shared with participants, trainers, and staff to improve future training(s) (or TA) and determine other training, education, or service needs. The post-test will be administered to a census of training participants.		

<b>Is this data being collected for Process Evaluation or Outcome Evaluation purposes?:</b>	Process	
<b>How many waves of data collection will occur?:</b>	1	
<b>Data Collection Period(s):</b>		
<b>Begin/End Periods - Wave 1:</b>	01/2022-06/2022 to 01/2027-06/2027	
<b>Data Collection Training - Will data collectors be trained to help implement this evaluation activity?:</b>	No	
<b>Copyright:</b>	Yes	
<b>Program Deliverable Percentage:</b>	1.00 %	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Training Survey Instrument	Yes
	Training Survey Summary Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Project Director	Budgeted
	Health Education Assistant II C	Budgeted
	External Evaluator	Budgeted
	Health Education Assistant II E	Budgeted
<b>Evaluation Activity 3-E-8</b>	<b>Final Evaluation Report</b>	
<b>Data Analysis Plan:</b>	To document the project's organizational history, learn from past efforts, and share strategies with other projects, complete one brief evaluation report (BER) using the Tell Your Story reporting guidelines from the TCEC. The BER will document project goals, process, results and recommendations, and will include an abstract. The report will describe tactics used and to what effect, support/opposition encountered, and how challenges and barriers were addressed. Information will be included on how activities built upon each other, how evaluation supported or informed the work, and how strategies were tailored to reach target audiences. Content analysis, descriptive and inferential statistics, and data visualization to analyze and summarize findings. The conclusion will identify and assess key activities that were crucial to the effort and specific, concrete recommendations for future work will be provided. Evaluation results will be shared with data sources, participants, and other stakeholders as identified in the dissemination plan.	
<b>Methods to Disseminate Findings:</b>	Partners Presentations Website	
<b>Other Dissemination Methods:</b>	Conference abstracts, CTCP trainings	
<b>Study Limitations or Challenges:</b>	Potential limitations or challenges include low response to education/participant surveys or key informant interviews, which may influence the generalizability of findings, as results may not be representative of all partners.	
<b>Copyright:</b>	No	

<b>Program Deliverable Percentage:</b>	2.00 %	
<b>Activity Start Date Period:</b>	07/2026-12/2026	
<b>Activity Completion Date Period:</b>	01/2027-06/2027	
<b>Tracking Measures:</b>	<b>Measure</b>	<b>Submit</b>
	Brief Evaluation Report	Yes
<b>Responsible Parties:</b>	<b>Responsible Party</b>	<b>Budget Type</b>
	Project Director	Budgeted
	Health Education Assistant II A	Budgeted
	External Evaluator	Budgeted
	Urban/Regional Planner	Budgeted

**EXHIBIT B**  
**PAYMENT PROVISIONS**

CONTRACTOR shall receive payment by the COUNTY for the following services provided as specified in Exhibit A, Scope of Service.

**1. MAXIMUM AMOUNTS**

CONTRACTOR shall receive payment as budgeted in the table below. Any remaining unspent amount in a Fiscal Year (FY) will roll-over to next fiscal year not to exceed June 30, 2027. Any amount unspent at the end of each fiscal year shall require written approval by COUNTY to be rolled over into the following fiscal year. Rollover funds added to the following year may not cause the annual compensation amount to exceed one-hundred thousand dollars (\$100,000). Although not a guarantee and dependent on available funds, an updated budget and/or scope of work may be required if rollover is approved.

Fiscal Year	Amount
FY 25/26	\$19,950
FY 26/27	\$19,950
<b>Total:</b>	<b>\$39,900</b>

**2. BUDGET BREAKDOWN**

Fiscal Year	Amount
FY 21/22	\$22,225
FY 22/23	\$19,950
FY 23/24	\$19,950
FY 24/25	\$19,950
FY 24/25	\$19,950
FY 25/26	\$19,950
FY 26/27	\$19,950
<b>Total Aggregate Amount:</b>	<b>\$121,975</b>
<b>Optional Renewal:</b>	
FY 27/28	\$19,950
FY 28/29	\$19,950
FY 29/30	\$19,950

\*Amounts are rounded to the nearest dollar.

**3. METHOD, TIME, AND CONDITIONS OF PAYMENT**

RFP #, SSJ #  
BOS agenda # & Date  
Form #116-311 Revision Date: 01/13/2016

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CONTRACTOR shall be paid the actual amount of each approved monthly invoice. All payment claims shall be submitted to COUNTY as described in Section 3, Compensation, of the Agreement.











# 22-012 A01\_\_Amendment (05.06.25) - AATF

Final Audit Report

2025-05-23

Created:	2025-05-23
By:	Kiana Alvarez (kiana.alvarez@ruhealth.org)
Status:	Signed
Transaction ID:	CBJCHBCAABAaAw9YQhgByz9nGhjZbxrCyhaWzAEvykflG

## "22-012 A01\_\_Amendment (05.06.25) - AATF" History

-  Document created by Kiana Alvarez (kiana.alvarez@ruhealth.org)  
2025-05-23 - 9:20:35 PM GMT - IP address: 158.61.6.7
-  Document emailed to hhmarshak@gmail.com for signature  
2025-05-23 - 9:21:29 PM GMT
-  Email viewed by hhmarshak@gmail.com  
2025-05-23 - 9:38:36 PM GMT - IP address: 172.226.184.23
-  Signer hhmarshak@gmail.com entered name at signing as Helen Hopp Marshak  
2025-05-23 - 10:27:59 PM GMT - IP address: 104.28.85.212
-  Document e-signed by Helen Hopp Marshak (hhmarshak@gmail.com)  
Signature Date: 2025-05-23 - 10:28:01 PM GMT - Time Source: server- IP address: 104.28.85.212
-  Document emailed to esainz@rivco.org for signature  
2025-05-23 - 10:28:03 PM GMT
-  Email viewed by esainz@rivco.org  
2025-05-23 - 10:28:38 PM GMT - IP address: 98.83.3.50
-  Signer esainz@rivco.org entered name at signing as Esen Sainz  
2025-05-23 - 10:53:16 PM GMT - IP address: 158.61.14.12
-  Document e-signed by Esen Sainz (esainz@rivco.org)  
Signature Date: 2025-05-23 - 10:53:18 PM GMT - Time Source: server- IP address: 158.61.14.12
-  Agreement completed.  
2025-05-23 - 10:53:18 PM GMT



SSJ No.: Previous SSJ was routed through RivcoPro, unable to find tracking number.

Amendment No.: 1

Date: Wednesday, April 30, 2025

From: Kim Saruwatari, Director of Public Health

To: Board of Supervisors

Via: Gayle Hoxter, Branch Chief (951) 358-5059

Subject: Single Source request to amend the existing SSJ for Tobacco Control Program Evaluation Services

Supporting Documents: indicate which are included in the request from the list below.

- Supplier Quote   
  Supplier Sole Source Letter   
  Final draft agreement  
 Final draft Form 11   
  H-11 approved by RCIT/TSOC   
  Grant Agreement  
 Other: Prior approved SSJ, Form 11, and Original Agreement

1. Supplier Name: Helen Hopp Marshak PhD Supplier ID: 102644
2. Reason or Justification for the Amendment: To extend the period of performance, add additional funding, and update the SOW.
3. Please include the initial costs from the prior reviewed assigned SSJ in the table below:

Description:	FY <u>21/22</u>	FY <u>22/23</u>	FY <u>23/24</u>	FY <u>24/25</u>	Total
Tobacco Control Evaluator Activities	\$22,225	\$19,950	\$19,950	\$19,950	<b>\$82,075</b>
<b>Total Costs</b>	<b>\$22,225</b>	<b>\$19,950</b>	<b>\$19,950</b>	<b>\$19,950</b>	<b>\$82,075</b>


**Riverside University**  
**HEALTH SYSTEM**  
 Public Health

a. Amended goods and/or services costs must be identified below (if applicable): The purpose of the amendment is to extend the period of performance, increase the aggregate dollar amount, and expand the scope of work. Riverside University Health System – Public Health’s (RUHS-PH) Nutrition and Health Promotion Branch has received additional funding from the state and will apply these funds to continue the Tobacco Control Evaluation Activities that have been provided by Helen Hopp Marshak. RUHS-PH will take this request to the Board of Supervisors (BOS) for approval of the aggregate amount, allowing unspent funds to roll forward from one fiscal year to the next. The request to the BOS will be for approval of the aggregate amount of \$99,750 for the period of performance of July 1, 2025 through June 30 2030

Total Amended Aggregate Amount (including 20% contingency)

Description:	FY 25/26	FY 26/27	FY 27/28	FY 28/29	FY 29/30	Total
Tobacco Control Evaluator Activities	\$19,950	\$19,950	\$19,950	\$19,950	\$19,950	\$99,750
<b>Total Amended Aggregate Amount</b>	<b>\$19,950</b>	<b>\$19,950</b>	<b>\$19,950</b>	<b>\$19,950</b>	<b>\$19,950</b>	<b>\$99,750</b>
20% contingency of the total amended aggregate amount						\$19,950

4. Period of Performance: 7/1/2025 – 6/30/2027

Ratify Start Date (if applicable): N/A

Initial Term Start Date: 7/1/2021 End Date: 6/30/2025

Number of renewal options (please provide those options: Option to renew for three additional one-year periods.

Aggregate Term/ End Date: 6/30/2030

4. Projected Board of Supervisor Date (if applicable): June 24, 2025

**By signing below, I certify that all contractual and legal requirements to do business with the selected supplier have been fully vetted and approved.**

Rachelle Román

Print Name

Rachelle Román

Department Head Signature  
(Executive Level Designee)

5-1-2025

Date



.....  
**PCS Reviewed:**

Cheryl Chesnut

*Cheryl Chesnut*

May 2, 2025

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

Note: Once signed by the Department Head and PCS (signature lines above), the PCS will e-mail completed SSJ form with supporting documents to [psolesource@rivco.org](mailto:psolesource@rivco.org), and cc: Supervising PCS. Please reach out to your assigned PCS with any questions.

.....  
**The section below is to be completed by the Purchasing Agent or designee.**

**Purchasing Department Review and Comments:** \_\_\_\_\_

*Stacy Orton*

5/22/2025

25-173

\_\_\_\_\_  
**Purchasing Agent Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Tracking Number**

(Reference on Purchasing Documents)