

Attachment 3 - Deliverables
RFP 2024-1600-0160/1624-044 – Qualitative and Quantitative Research
Note: Deliverables list on RFP, Section 3.02 is a summary

The contractor will be required to provide the following deliverables:

1. **Deliverable 1: Initial Contract Meetings**

- 1.1. Contractor will participate in a meeting with the project director during the first two (2) weeks of the State fiscal year 2025 (FY25), which begins July 1, 2024. This meeting will focus on developing a protocol for securing/scheduling projects in general. The location of this meeting is Anchorage, Alaska. This meeting can be done in person or via videoconference.
- 1.2. Contractor will participate in a similar planning meeting during the first two (2) weeks of each fiscal year (FY) that falls under the term of this contract.
- 1.3. Subsequent project-specific kickoff meetings will be held in addition as they arise during the year.

2. **Deliverable 2: Management and Oversight**

- 2.1. With the consultation of the project director and designated project managers, contractor must provide management and oversight needed for the section's programs. This will require regular meetings and discussions with the project director, designated project managers, section partners, and other contractors.
- 2.2. Within thirty (30) days of the initial project meeting, the contractor must provide the designated project manager a detailed project work plan and budget.
 - 2.2.1. The project work plan must be reviewed by the project director, project manager, and section chief and be signed by the section chief before it is considered fully executed.
 - 2.2.2. The project work plan must include:
 - 2.2.2.1. timeline for programming and pretesting the survey instrument;
 - 2.2.2.2. timeline for fielding/data collection;
 - 2.2.2.3. for telephone surveys, call center name(s) and location(s) and whether remote data collection by staff is part of the work plan;
 - 2.2.2.4. for online surveys, description of the use of incentives, include: a) determination of appropriate amount and type (e.g., cash vs. gift card); b) method for and timing of distribution (small amount up front vs. post-completion); and c) process for continuous evaluation to ensure appropriate amount, balancing cost, and success in recruiting participants. Be sure to include the usability of various forms of incentives for various populations (e.g., low socio-economic status, rural) in the determination of which incentives to make available;
 - 2.2.2.5. organizational chart or description showing staff, including call center interviewers who will be working on the project;
 - 2.2.2.6. description of protocols for interviewer training, monitoring, and remedial training to address interviewer performance issues. Training in cultural competency must be included; and
 - 2.2.2.7. list of any subcontractors that will be used, as well as their roles, responsibilities, location, who they will report to in the organizational framework, description of their training, and their impact on the project.

- 2.3. For the duration of the contract, the successful offeror must be available to meet regularly —via videoconference or in person — with the designated project manager and various contractors and partners to execute qualitative and quantitative research. Contractor must develop and supply progress reports and supporting documents as negotiated with the designated project manager.
 - 2.4. Contractor must monitor the project budget as well as prepare and submit invoices to the project manager monthly for those months in which work was completed. These invoices must reference the contract number, the name of the sub project involved, explanation of the project, quantity of services provided (e.g., number of focus groups), price, description of all items, and a running balance of unspent funds devoted to the specific project.
 - 2.5. The contractor, although not expected to be a subject-matter expert, must familiarize themselves with the topic under study and any relevant media produced by the section.
 - 2.6. The contractor must conduct both quantitative and qualitative research in a manner consistent with the section’s values of health equity and articulate how it does so.
3. **Deliverable 3: Disclose Planned Methods**
 - 3.1. For both qualitative and quantitative data collected, the contractor must disclose (to the project manager) the following in written format *prior to data collection being initiated*:
 - 3.1.1. Methods of interviewer or coder training and details of supervision and monitoring of interviewers or human coders. If machine coding was conducted, include a description of the machine learning involved in the coding; and
 - 3.1.2. Details about screening procedures, including any screening for other surveys or data collection that would have made sample or selected members ineligible for the current data collection (e.g., survey, focus group, interview) will be disclosed (e.g., in the case of online surveys if a router was used).
 - 3.2. For quantitative data collected, the contractor must disclose (to the project manager) the following in written format *prior to data collection being initiated*:
 - 3.2.1. The method used to generate and acquire the sample, including the a-priori sample design and methods used to contact or recruit research participants;
 - 3.2.2. Explicitly state whether the sample comes from a probability-based methodology or if the sample was selected using non-probability methods;
 - 3.2.3. Probability-based sample specification must include a description of the sampling frame(s);
 - 3.2.4. If a frame is used, the description should include the name of the supplier of the sample and the coverage of the population, including a description of any segment of the target population that is not covered by the design;
 - 3.2.5. Provide a clear indication of the method(s) by which participants were contacted, selected, recruited, intercepted, or otherwise contacted or encountered, along with any eligibility requirements and/or oversampling;
 - 3.2.6. Describe any use of quotas;
 - 3.2.7. Provide details of any strategies used to help gain cooperation (e.g., advance contact, letters and scripts, compensation or incentives, refusal conversion contacts). Describe any compensation/incentives that will be provided to research subjects and the method of delivery (e.g., debit card, gift card, cash);
 - 3.2.8. Include a description of all methods and mode(s) used to contact participants or collect data or information (e.g., random digit dial [RDD] text message, Web for survey, computer-

- assisted telephone interviewing [CATI], computer-assisted personal interviewing [CAPI], audio computer-assisted self-interview software [ACASI], interactive voice response [IVR], mail);
- 3.2.9.If RDD, summarize in writing how the RDD sample will be drawn. This must include mention of whether the sample will be:
- 3.2.9.1. restricted to blocks or banks of numbers with a certain minimum number of listed phone numbers;
 - 3.2.9.2. limited to numbers flagged as “active” or “previously active,” or employed any other activity codes;
 - 3.2.9.3. purged of business numbers by cross-reference to databases such as the “Yellow Pages”;
 - 3.2.9.4. screened of non-productive numbers before the sample was released to interviewers; or
 - 3.2.9.5. modified or cleaned in any other way.
 - 3.2.9.6. describe the location of the question in the survey where respondents need to get to be included in the dataset (i.e., all respondents must answer the set of demographics needed for weighting).
- 3.3. For qualitative data collected, the contractor will disclose (to the project manager) the following *prior to data collection being initiated*:
- 3.3.1. Provide a clear indication of the method(s) by which participants will be contacted, selected, recruited, intercepted, or otherwise contacted or encountered, along with any eligibility requirements and/or oversampling;
 - 3.3.2. Include the geographic location of data collection activities for any in-person research.
 - 3.3.3. Provide details of any strategies used to help gain cooperation (e.g., advance contact, letters and scripts, compensation or incentives, refusal conversion contacts). Describe any compensation/incentives to be provided to research subjects and the method of delivery (e.g., debit card, gift card, cash); and
 - 3.3.4. Include a description of all methods and mode(s) to be used to contact participants or collect data or information (e.g., audio or video recording) and length of interviews or the focus group session.
- 3.4. For quantitative data collected, the contractor will disclose (to the project director) the following *concurrently with the final dataset*:
- 3.4.1. Disclose the dates of data collection;
 - 3.4.2. Include sample sizes (by sampling frame if more than one [1] frame was used) and, if applicable, a discussion of the precision of the results. Also provide sample sizes for each mode of data collection;
 - 3.4.3. For probability sample surveys, report estimates of sampling error and discuss whether or not the reported sampling error or statistical analyses have been adjusted for the design effect due to weighting, clustering, stratification, or other factors;
 - 3.4.4. For non-probability sample surveys, reports will only provide measures of precision if they are defined and accompanied by a detailed description of how the underlying model was specified, its assumptions validated, and the measure(s) calculated;
 - 3.4.5. If weighting is requested, describe how the weights were calculated, including the variables used and the sources of the weighting parameters;

- 3.4.6. Describe how the data were processed and the procedures to ensure data quality such as validity checks. This includes, but is not limited to, whether the researcher added attention checks, logic checks, or excluded respondents who straight-lined or completed the survey under a certain time constraint; any screening of content for evidence that it originated from bots or fabricated profiles; re-contacts to confirm that the interview occurred or to verify respondent's identity, or both; and measures to prevent respondents from completing the survey more than once. Researchers will provide information about whether any coding was done by software or human coders, or both; if automated coding was done, name the software and specify the parameters or decision rules that were used. Any data imputation or other data exclusions or replacement will also be discussed; and
- 3.4.7. All research has limitations in design and data collection, and researchers will include a general statement acknowledging the unmeasured error associated with all forms of public opinion research.
- 3.5. For qualitative data collected, the contractor will disclose (to the project director) the following items *concurrently with the final dataset*:
 - 3.5.1. Disclose the dates of data collection;
 - 3.5.2. Provide sample sizes for each mode of data collection;
 - 3.5.3. Describe how the qualitative data were summarized, including which qualitative data analysis method was used; and
 - 3.5.4. All research has limitations in design and data collection, and researchers will include a general statement acknowledging these limitations.

4. **Deliverable 4: Execute Qualitative Research**

The qualitative research may be focus groups, key informant interviews, or other established qualitative methods (that could include web-based data collection) that explore a target audience's knowledge, attitudes, benefits, barriers, beliefs, intentions, or behaviors related to public health, such as smoking cessation or choosing to be more physically active. These methods may also test key messages and communication tools (e.g., videos, website content, and print materials). All research methods must be able to reach individuals in both rural and urban settings. The section's other contractors and partners will be responsible for developing the creative concepts that the research contractor will test in focus groups.

- 4.1. In Year One (SFY25) of the contract, the contractor must expect to conduct an estimated ten (10) to twenty (20) focus groups and ten (10) to twenty (20) key informant interviews, split between urban and rural Alaska. When recruiting for any of the qualitative research methods, the contractor must:
 - 4.1.1. include the project's designated audience;
 - 4.1.2. engage both rural and urban Alaskans, as needed; and
 - 4.1.3. represent Alaska's diversity by including participants who are Alaska Native and have low socioeconomic status and/or varying levels of education.
- 4.2. For each project that falls under this contract, the contractor will work at the direction of the project director and project manager, and with other DOH contractors and partners to:
 - 4.2.1. draft and finalize the research tools – such as screening guides to recruit participants, focus group question guides, or questions to be used during key informant interviews;

- 4.2.2. recruit the participants for the research and provide incentives, as appropriate, for participation. Format of incentives should be appropriate for survey participants from all socio-economic levels and regions of the state (e.g., gift cards for cell phone services vs. Amazon) and shall be approved by the project manager;
- 4.2.3. collect data:
 - 4.2.3.1. Vendor must invite the project manager or designee and potentially other DOH contractors and partners to attend the focus groups and/or interviews as unobtrusive observers (whether focus groups are in person or via videoconference); and
 - 4.2.3.2. The successful offeror must provide audio and/or video recordings of each focus group/key informant interview and provide copies of these recordings to the project manager following each focus group.
- 4.2.4. Analyze and summarize the findings into a written report that is delivered to the designated project manager within two (2) weeks of completing the final focus group or key informant interview for that project. A written summary of each focus group/set of key informant interviews must be provided, along with a written report summarizing the overall findings for the project.
- 4.2.5. Destroy all copies of collected data after final deliverables for project have been submitted.
- 4.2.6. Meet (in person or via videoconference) with the project director and project manager, other contractors, and section partners to present and discuss the analysis and findings as needed.
- 4.2.7. Requirements for focus groups, length, refreshments, and recruiting
- 4.2.8. Focus groups may be conducted remotely if approved by the project manager. Each focus group will last one and one half (1 ½) hour to two (2) hours. The contractor will provide a minimum of a \$100. incentive to each participant of the focus groups. Higher incentives may be necessary to recruit health care providers or other subpopulations for key informant interviews and focus groups. The format of the incentives should be selected to provide the most value and fewest barriers to the participant. The contractor will use reminder letters, emails, calls, and/or text messages to ensure recruited participants attend the focus groups.
- 4.2.9. For in-person focus groups, the contractor also will provide a light lunch, dinner, or healthy snack to participants. The project manager will approve snack, food, and beverage options prior to each focus group, ensuring they meet the division's recommended guidelines for foods served during division-related functions.
- 4.2.10. SCDPHP requires a minimum of six (6) participants and a maximum of ten (10) participants in each focus group that meets the requirements of the focus group screening guide, unless the project manager requires a different range for participants. Due to the investment by the State, and the potential loss of value of this project if there is not adequate participation, the contractor will commit to recruiting more than ten (10) participants for each focus group. If more than ten (10) participants show up to the group, the contractor and project manager will work together to systematically select ten (10) participants to remain in the group according to the screening guidelines agreed upon with the designated project manager. Recruited participants over and above the selected ten (10) participants will be allowed to keep their incentive.
- 4.2.11. The State will not fully reimburse the costs of a focus group that is attended by fewer than six (6) participants or the minimum required by the project manager. If a focus group is

conducted with fewer than the minimum number of participants, the contractor will work with the project manager to complete a separate key informant interview for each participant who was missing from the focus group to get full reimbursement. As an example, if the project manager required six (6) participants in a group and only four (4) participants attended, the contractor would complete two (2) key informant interviews with members of the target audience in the designated community using the same focus group question guide. This would be done at no additional charge to the section. The findings of these interviews would be added to the written report provided by the contractor.

4.2.12. Requirements for key informant interviews, length, and recruiting:

4.2.12.1. When key informant interviews are conducted, each interview must last thirty (30) to (60) minutes. The contractor will provide a minimum of \$100 incentive to each interview participant. Higher incentives may be necessary to recruit health care providers or other subpopulations for key informant interviews. The format of the incentives must be selected to provide the most value and fewest barriers to the participant. The contractor will use reminder letters, emails, calls, and/or text messages to ensure recruited participants attend the key informant interviews.

5. **Deliverable 5: Execute Quantitative Research**

Quantitative research will include surveys conducted via telephone, the internet, or other agreed upon, evidence-based methods that may: measure media recall; identify and monitor changes in knowledge, attitudes, beliefs, intentions, and social norms related to public health topics; or assess health-related behaviors regarding tobacco use, obesity, diabetes, injury, substance misuse, other chronic diseases, and associated health outcomes. These surveys may also test key messages and communication tools (e.g., videos, website content, and print materials). Unless otherwise specified, surveys must reach individuals in both rural and urban settings. All questionnaires, survey tools, or other related research tools used during this contract must be developed in coordination with the evaluation team (including external evaluation contractors) and project manager and be approved before they are implemented.

5.1. In Year One (SFY25) of the contract, the contractor will conduct an estimated two (2) to three (3) telephone or online surveys. The sample sizes will range between two thousand (2,000) and three thousand five hundred (3,500) for each, and content for these surveys may vary and may focus on tobacco, obesity, chronic disease prevention, and/or management programs, or other content area that is the focus of the work of SCDPHP.

5.2. Requirements for each project that falls under the Quantitative Research section of this contract:

5.2.1. Provide appropriate sampling. When generating samples for telephone or online survey research, the contractor must:

5.2.1.1. proficiently sample methodology and capably provide advice on sampling, including methodologies such as RDD, address-based sampling, and possible alternatives for email-based sampling;

5.2.1.2. sample subpopulations, such as tobacco users, parents of children aged two to five (2-5) years, Alaska Native populations, and low-income individuals;

5.2.1.3. For online surveys:

- 5.2.1.3.1. provide representative samples of the Alaska population, including RDD – push to online. Such sampling methodology will be chosen by the project manager;
- 5.2.1.3.2. provide demographic and health behavior (e.g., smoking) data that will allow estimation of the representativeness of the sample;
- 5.2.1.3.3. provide respondent-unique identifiers for tracking over time; and
- 5.2.1.3.4. provide approximately one thousand (1,000) to three thousand (3,500) completed responses per project (with non-overlapping respondents).
- 5.2.1.4. For telephone surveys:
 - 5.2.1.4.1. provide representative samples of the Alaska population, including, but not limited to, RDD. Such sampling methodology will be chosen by the project manager;
 - 5.2.1.4.2. sample both cellphone and landline telephone numbers and provide advice on the appropriate cellphone-landline distribution; and
 - 5.2.1.4.3. provide approximately five hundred (1,000) to one thousand (3,000) completed surveys per project.
- 5.2.2. Prepare the Survey Instrument. To prepare the survey instrument to be released into the field, the contractor must, at a minimum:
 - 5.2.2.1. work and communicate effectively with the project manager and contractors on the development of the survey instrument. This includes utilizing established section best practices and standards for sets of demographic questions to be used or weighting and other purposes;
 - 5.2.2.2. review the questionnaire;
 - 5.2.2.3. make recommendations for and coordinate any necessary edits to the questionnaire;
 - 5.2.2.4. program the questionnaire into CATI software or an appropriate internet-based platform.
 - 5.2.2.5. provide final questionnaire for review, both in written and programmed form, prior to fielding;
 - 5.2.2.6. for RDD – Push to online surveys, provide final language of all text messages for review, including incentive structure;
 - 5.2.2.7. pilot test the survey instrument, including making the survey available to the project manager. Revise the instrument accordingly; and
 - 5.2.2.8. provide the project manager with the final questionnaire (including in a format that matches how respondents viewed an online survey, if conducted online).
- 5.2.3. Collect Data. The contractor will be responsible for data collection for surveys conducted via telephone, the internet (e.g., text push to online), or other agreed-upon method.
 - 5.2.3.1. For telephone surveys:
 - 5.2.3.1.1. Ensure Alaska area codes are used for RDD data collection.
 - 5.2.3.1.2. Utilize methods to both monitor and combat spam filters and call-blocking on numbers used for RDD data collection.
 - 5.2.3.1.3. The contractor shall monitor its interviewers through an audio or audiovisual device. The contractor shall monitor at least a five (5) percent random sample of completed surveys for each project, stratified by:

- 5.2.3.1.3.1. selected demographic characteristics;
- 5.2.3.1.3.2. selected behaviors; and
- 5.2.3.1.3.3. interviewer manner.
- 5.2.3.1.4. The contractor will provide project manager and/or contractors access to a random selection of interview recordings and allow unobtrusive monitoring of active surveys. This task shall consist of:
 - 5.2.3.1.4.1. project manager, section designees, and/or contractors to unobtrusively listen to, and potentially view, active surveys as they are being conducted between interviewers and respondents;
 - 5.2.3.1.4.2. a process and means by which project manager and/or contractors will monitor active surveys from their offices; and
 - 5.2.3.1.4.3. a toll-free number or local calling center number for project manager and/or contractors to use for active interview monitoring.
- 5.2.3.1.5. The contractor will provide remedial training to interviewers found to have performance issues (e.g., not strictly following the interview protocol) during unobtrusive monitoring. Training will be repeated until the performance issue has been resolved.
- 5.2.3.1.6. The contractor must utilize a survey fielding protocol that includes,
 - 5.2.3.1.6.1. up to eight (8) call attempts to landline numbers and up to five (5) call attempts to cell phone numbers in order to reach a respondent;
 - 5.2.3.1.6.2. upon first reaching an answering machine, leaving a message regarding the content of the survey and informing the respondent that future attempts will be made to reach them.
 - 5.2.3.1.6.3. up to eighty (80) percent of call attempts during evenings and weekends and the remainder being placed during weekdays; and
 - 5.2.3.1.6.4. unless requested or approved by the project manager, survey research with the section will not use quotas to reach desired distributions of age, sex, or other demographic variables.
- 5.2.3.1.7. The contractor must document and conduct appropriate validity edits for online surveys. All surveys must be checked.
- 5.2.3.1.8. The contractor must work with the project manager and appropriate evaluation team members to develop a survey fielding protocol appropriate for Internet surveys.
- 5.2.4. Analyze Data, Develop, and share written report. The contractor must:
 - 5.2.4.1. clean data to minimize recording errors, typos, and other anomalies:
 - 5.2.4.1.1. include validity checks for online surveys;
 - 5.2.4.1.2. provide project manager information on the number of records lost due to data cleaning; and
 - 5.2.4.2. provide cleaned, unweighted data in a format that can be analyzed or imported for analysis into a statistical software package (e.g., R, SAS, Excel, or Comma Separated Value [CSV] format).
 - 5.2.4.3. For both telephone and online surveys, provide a disposition report that defines disposition codes and summarizes disposition findings. Provide disposition codes according to the most current American Association for Public Opinion Research

(AAPOR) Standard Definitions, (<https://aapor.org/standards-and-ethics/standard-definitions/>) including interviews, eligible cases that are not interviewed, cases of unknown eligibility, and cases that are not eligible. These codes must be sufficient for calculating AAPOR response rates RR1 through RR4, which should also be included in the disposition report. Summarize the disposition of study-specific sample records so that response rates for probability samples and participation rates for non-probability samples can be computed. If response or cooperation rates are reported, they will be computed. If dispositions cannot be provided, explain the reason(s) why they cannot be disclosed, and this will be mentioned as a limitation of the study.

- 5.2.4.3.1. For RDD – Push to online surveys, ensure the disposition report includes:
 - 5.2.4.3.1.1. the number of phone numbers texted for each prefix;
 - 5.2.4.3.1.2. the number of bounce-backs;
 - 5.2.4.3.1.3. methods used for generating numbers; and
 - 5.2.4.3.1.4. methods used for sampling numbers.
- 5.2.4.4. Provide any relevant stimuli, such as visual or sensory exhibits or show cards. In the case of surveys conducted via self-administered, computer-assisted interviewing, providing the relevant screen shot(s) is strongly encouraged, though not required.
- 5.2.4.5. Provide the unweighted sample size(s) on which one or more reported subgroup estimates are based.
- 5.2.4.6. Provide specifications adequate for replication of indices or statistical modeling included in research reports.
- 5.2.4.7. Provide a codebook, including variable and value labels, that will allow CDPHP staff to read in the raw data appropriately.
- 5.2.4.8. Provide a topline report with frequencies of cleaned, unweighted data within (ten) 10 days of completion of the survey.
- 5.2.4.9. Provide and document the development of weights and weighted frequencies. The section uses raked weights (also known as iterative proportional fitting) for weighted analyses.
- 5.2.4.10. Conduct statistical analyses (such as t-tests and chi-square tests) to detect statistical differences across surveys.
- 5.2.4.11. Ensure that all data collected during the term of this contract meets data confidentiality requirements. The data must be Health Insurance Portability and Accountability Act (HIPAA) compliant and meet DOH data-transfer protocols. No identifiable data, including names, will be collected unless under special circumstances.
- 5.2.4.12. Keep confidential all information related to the identity of respondents. Other than the data provided to specific contacts at DOH, the contractor shall not release, publish, reproduce, or otherwise divulge such information in whole or in part, or authorize or permit others to do so without explicit permission from DOH. The contractor will destroy all data collected as part of this agreement once the data has been provided to DOH.
- 5.2.4.13. The contractor must document how each aspect of the survey protocol matches the survey protocol given in Section 5.2.3.1.6. above and provide this information along with the final disposition report.

5.2.4.14. Meet with project director, project manager, and other DOH contractors and partners to present and discuss the findings and analysis.

For both qualitative and quantitative research, all documents, data, reports, video and audio, and presentations submitted to the project manager during the term of this contract will become the property of DOH and may be shared with other DOH contractors and partners.