

**Riverside County Tobacco Control Project (TCP)**  
**Proposed Subcontract Scope of Work for Regional Access Project Foundation**

The activities described below relate to two tobacco policy campaigns. To decrease the availability and appeal of commercial tobacco products, one campaign aims to encourage the Riverside County Board of Supervisors (BOS) to update/revise the current countywide Tobacco Retail Permitting (TRP) ordinance to include comprehensive tobacco retail provisions.

In Palm Springs, the goal is for the city council to adopt and implement: a) 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), and b) a policy that eliminates smoking in all outdoor 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 is already being considered by city commissions. If the ordinance is adopted quickly, TCP would identify another city in the Coachella Valley to launch a campaign in.

In La Quinta, the goal is for the city council to adopt a tobacco retail permitting ordinance to enforce not selling tobacco products to underaged individuals. Some initial assessment work (key informant interviews, public opinion poll) was completed in 2021. The next phase is to engage partners in strategizing and implementing campaign activities (i.e., Activity Section I in the table below).

Activity	Responsible Party	
	Regional Access Project	RUPH-PH NHPRO
I. Partner Engagement in Policy Activities <ul style="list-style-type: none"> <li>○ Convene a campaign task force</li> <li>○ Develop/revise a campaign strategy plan</li> <li>○ Develop/revise a policy implementation plan (once policy is adopted )</li> <li>○ Conduct skill building trainings (e.g., spokesperson training)</li> </ul>	Recruit and invite (potential) partners to engagement activities – and related follow-up (e.g., work with partners on identified action items; invite to the follow activities)	Conduct the partner engagement session
II. Key Informant Interviews (5 interviews for each of the two campaigns)	Conduct interviews, transcribe interviews	Develop interview guide; analyze findings, prepare report
III. Public Opinion Polls	Collect responses	Develop interview guide; analyze findings, prepare report