

From: Laurel Lee-Alexander <laurel@cfmco.org>
Sent: Thursday, March 24, 2022 1:25 PM
To: Pasculli, Nicholas 796-3094 <PasculliN@co.monterey.ca.us>
Cc: Michael Castro <michaelc@cfmco.org>; Dan Baldwin <danb@cfmco.org>; McKee, Charles J <McKeeCJ@co.monterey.ca.us>
Subject: RE: Grant Request for COVID Outreach

Hi Nick,

Thank you for providing additional information for your funding request.




We are pleased to inform you that we will approve a \$20,000 grant for the outreach campaign to African Americans in Salinas Valley and Monterey Peninsula. Per your request, the grant will support: the cost of the billboard contract, billboard production, the entire digital campaign and asset deployment, analysis, talent fees and outside production. We expect you to work in collaboration with African American community members and VIDA in the development of this campaign and to expand awareness through the campaign. We will mail the grant check on April 8, 2022.

Please reply to me and Michael Castro with the following information:

1. Grantee name (is there a specific County department that will be handling this project? The grant will be payable to this entity.)
2. Mailing address and County staff contact for the grant check/letter.

If you have any questions, please contact me. Thank you for your continuing partnership.

Regards,
Laurel

Laurel Lee-Alexander (*she/her/hers*)
Vice President of Community Impact, Community Foundation for Monterey County
831.375.9712 x112 | 831.884.5712 (Direct) | cfmco.org | [CFMC Blog](#) | [ENews sign up](#)
  

From: Pasculli, Nicholas 796-3094 <PasculliN@co.monterey.ca.us>
Sent: Wednesday, March 23, 2022 4:33 PM
To: Laurel Lee-Alexander <laurel@cfmco.org>
Cc: Michael Castro <michaelc@cfmco.org>; Dan Baldwin <danb@cfmco.org>; McKee, Charles J <McKeeCJ@co.monterey.ca.us>
Subject: Re: Grant Request for COVID Outreach

Hi hope you're having a great day. I wanted to get back to you sooner but I've literally been in meetings back to back all day so I apologize. I am going to answer the questions that you had below in the body of the email you sent me if you have any questions please don't hesitate to call me. I did call you earlier and left you a voicemail. Thanks so much.

1. Have members of the local African American community had any involvement/input in this COVID-19 awareness campaign? Who has provided input? We had Lori Medina and Deborah

Wilson on our committee. They have close ties to the community in Seaside and have been in essence liaisons for the county. The plan is to get additional input but we also enlisted the help of Nielsen data as well as looking at Google data to come up with proper demographic profiles so that we can target the audiences in the most appropriate way possible. We do intend on speaking to a couple of church leaders as well as other community leaders prior to the launch of the campaign to share the campaign messaging.

2. Regarding the actual campaign message, do you plan to develop it in collaboration with the African American community stakeholders (churches, African American owned businesses, community centers, etc.? Yes I answered that above we do plan on getting input from stakeholders as well as those who have been advising us all along.
1. You note that the campaign will feature a “well-known African-Am local celebrity” – who is this person? The personality that I’m referring to is showbiz from iHeart media. He is well liked well-connected to the community and involved and engaged in the community. He’s very enthusiastic about the messaging and about the campaign and we are certain after having spoke to a number of people that he is a great person to help us deliver the message.

If you have any questions please do not hesitate to call me it might be easier to discuss via the telephone my phone number is 831-905-9632. Thanks and have a great day.

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From: Laurel Lee-Alexander <laurel@cfmco.org>

Sent: Tuesday, March 22, 2022 6:27:52 PM

To: Pasculli, Nicholas 796-3094 <PasculliN@co.monterey.ca.us>

Cc: Michael Castro <michaelc@cfmco.org>; Dan Baldwin <danb@cfmco.org>; McKee, Charles J <McKeeCJ@co.monterey.ca.us>

Subject: RE: Grant Request for COVID Outreach

[CAUTION: This email originated from outside of the County. Do not click links or open attachments unless you recognize the sender and know the content is safe.]

Dear Nick,

We appreciate the County’s partnership for our VIDA project and other efforts. Your proposed project to increase outreach to Monterey County’s African American population aligns with the goals of VIDA and we have some questions:


1. Have members of the local African American community had any involvement/input in this COVID-19 awareness campaign? Who has provided input?
2. Regarding the actual campaign message, do you plan to develop it in collaboration with the African American community stakeholders (churches, African American owned businesses, community centers, etc.?)

3. You note that the campaign will feature a “well-known African-Am local celebrity” – who is this person?

Note, if funded by the CFMC, we expect you to work in collaboration with VIDA to expand awareness through the campaign. The billboard campaign and digital marketing efforts can be strengthened by VIDA’s in-person outreach.

Thank you for reaching out to us. We look forward to your responses and next steps.

Regards,
Laurel

Laurel Lee-Alexander (*she/her/hers*)
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From: Pasculli, Nicholas 796-3094 <PasculliN@co.monterey.ca.us>
Sent: Tuesday, March 22, 2022 12:04 PM
To: Dan Baldwin <danb@cfmco.org>; Michael Castro <michaelc@cfmco.org>; Laurel Lee-Alexander <laurel@cfmco.org>
Cc: Chiulos, Nick x5145 <chiulosn@co.monterey.ca.us>; McKee, Charles J <McKeeCJ@co.monterey.ca.us>
Subject: Grant Request for COVID Outreach

Dear Dan, Michael and Laurel,

I am writing to you with a small request for a highly target outreach campaign in an effort to continue to make progress reaching the African-American community, particularly on the Monterey Peninsula and the Salinas Valley.

As you know this community has been hard to reach in many cases and is considered by Federal, State, and Local health officials as being vulnerable and at higher risk due to what is reported as lower the average vaccination rates. There is a great deal of research as to the root causes of this challenge and it is the desire of the County of Monterey to double down on our efforts to reach this community. As you know the County has backed the work of VIDA in partnership with your organization to make impacts on hard to reach populations and this effort will support the efforts of VIDA by raising awareness and encouraging the target population to take the appropriate steps to protect themselves and the community by getting vaccinated and providing greater access to testing.

As you may be aware, there is 4 billboards in Seaside that the County contracted for use of one (on Fremont) of the four early on in the pandemic for our Covid awareness campaign. I wanted to contract with the company that owns the billboard to post a message featuring a well-known African-Am local celebrity with a simple message specific to vaccinations and encourage those who have not been vaccinated to do so. We have received feedback and believe that having something up for 3-6 months would help build good will and move the needle in that community. We are under a time crunch as the inventory of availability is tight and it will get contracted quickly. This will help us with that community and the amazing efforts of VIDA.

314A – Fremont & Trinity, southeast side, north face

Size – 10’5”x22’8”

Illuminated

Available week of 4/11

Rate - \$1,500 per 4-Week period for the space (we would like to keep it up for a minimum of 3 months but prefer to have it up for 24 weeks.

Production - \$100 x 6 (as this is an old fashioned billboard that uses paper material.

In addition, We want to implement immediately a digital campaign incorporation behavioral targeting and mobile conquesting. We would be using the same local celebrity to deliver (PUSH) out messaging in video format across mobile platforms. Our geo-targeting will include churches, barber shops, hair salons, shopping centers, community centers, African American owned businesses, in and around the Seaside zip code 93955. This campaign would commence on April 1 and run thru June 30, 2022 and based on Neilson and Google data we believe we will achieve approximately 600,000 impressions. Our behavioral attributes will include utilization of discount shopping, fast and casual dining, fashion shopping, QSRs, and payday loan centers. We have look at third party data that supports this approach and strategy.

As such we are requesting funding help in the amount of \$20,000 which covers the cost of the billboard contract, billboard production, the entire digital campaign and asset deployment, analysis, talent fees and outside production.

I realize Dan is going away for 2 weeks, and I am sorry for this rushed request, but unfortunately time is of the essence in particular for securing the billboard. I am looking forward to working with you on this important project.

Very Truly Yours,
Nick

Kindest Regards,



Nicholas M. Pasculli

County Communications Director

County Administrative Office

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“Kindness begins with the understanding that we all struggle.”

- *Charles Glassman*