



April 12, 2021

**County of Monterey COVID-19
Request for a Contract Extension
Public Outreach Messaging (Extended Vaccination Phase) and Spanish Translation Services**

Dear Charles and Nick,

Together we have accomplished great things for the benefit of the community and recognize there is much more to do. It has been our great honor to work with you both as well as the team of professionals you have assembled to benefit the residents of our county. We have committed ourselves fully and have invested a vast sum of our own resources to insure the health and welfare of our community.

Since the inception of our working relationship, TMD has absorbed well over \$20,000 in professional cost as a result of the work performed to the budgeted retainer. We are committed to continuing this outstanding and historic work; however, we are asking for a modest adjustment to cover 'some' of that overrun. You will find that request under the budget section of this request for continuance of our contract.

Agreement Extension Recommendation

The purpose of this document is to extend the current consulting agreement that is currently in place and is set to expire on **May 31, 2021**. The recommendation is to extend the consulting agreement for an additional month as outlined/provided for in the existing contract between the County of Monterey CAO's office and TMD Creative. The extension would go into effect on **immediately and continue to** the end of the current 2020-2021 fiscal year at an existing rate in the existing contract. Retainer budget would equal \$10,000 for the period of May 1, 2021 thru June 30, 2021.

Additionally, the recommendation includes continuing with the media placement contract (proposed budget spreadsheet was submitted to the county at the first contract extension); which is set to expire on May 31, 2021, an additional month would be added to this portion to bring the media portion of the budget to the end of the 2020-2021 fiscal year. The extension period would cover the County of Monterey thru June 30, 2021.

Scope (Amendment to contract to include Spanish Translation)

Continuing the great work performed to date; TMD will continue collaboration with the County of Monterey, to develop and produce a variety of additional communications assets for use throughout the entire county (and stakeholder groups via the Dropbox) to protect public health in regards to the COVID-19 pandemic, vaccinations, and to continue educate of the citizenry on factual aspects relating to slowing transmission rates, steps necessary to progress in tiers established by the State of California and protecting one's self, family, and the work-force. Additional messaging has been and will continued to be produced in Indigenous languages given available resources and in partnership with Natividad Medical Centers Communications Office. We will continue to attend meetings and provide verbal and written reports as has been our practice since the first contract period.

Spanish (only) Translation

The scope of this professional service will need monitoring and have reasonable expectations, including but not limited to:

- a. access to services during regular business hours
 - Monday thru Friday 8:00 am to 5:00 pm
 - Cut off time for 24-hour service (limit to no more than one-page) will be 11:00 am PST
 - Cut-off time for same-day service (limited to no more than 1/2 page) will be noon PST and delivered by EOD
- b. reasonable turn-around time (see notes above)
 - Additional pages may take longer. We will need as much lead time as possible - Multi-page documents or documents that contain technical language, we will need to provide an estimated turn-around before work beginning
- c. provisions for what constitutes an emergency
 - (TBD)
 - Time and billing allocation 1.5x customary rate
- d. provision for anything to be translated that is highly technical in nature and falls outside of general public consumption of information. This will require review by multiple staff members to insure it is reader friendly.
- e. defined process for translating documents (steps we will take)
 - Initial review of the document
 - Translation of the document
 - Internal review of the translation and comparison with similar document language
 - Alternative review process based on the nature of what is being translated
 - Provide to COM appropriate staff person for written approvals
- f. provisions for differing opinions of stylistic preferences (ie: everyone has a different opinion and opinions are very regional) We will provide the COM editable Word Docs so that a 3rd party finds it necessary to modify what was provided can do so. This does not constitute an error on our part as this is the one condition that could be difficult to manage.
- g. time for sufficient review and approval processes

Recommended Strategy entering 2021 (no change in strategy)

- **Expand Social Media & Online Presence**
 - Continue to maintain, and update social media, place more paid posts for broader market penetration, amplifying messaging through partnerships with media, CBO's, CHW's and the Community Foundation for Monterey County Collaborative
 - Expand to the Instagram platform and tie FB to the IG platforms, to include paid posts for broader market penetration
 - Create additional consumer friendly content directing visitors to specific places to access relevant information regarding COVID, Vaccination, Testing, Treatment and other related information as the situation dictates
 - Repurpose existing assets where possible - maximize utilization (or make minor revisions)
 - A portion of messaging will be directed at businesses in the county
- **Showcase Testimonials**
 - Gain community trust with experts and celebrities – provide hope, utilizing real people and real stories
 - Demonstrate the benefits of getting vaccinated and the need for compliance to local, state and federal guidelines
 - Testimonials make a difference – real people real stories, those who have recovered

Show Results – MOC working hard for you

- **Provide Information and Resources**

Direct residents to specific community resources across all communications platforms

Showcase Leaders strong efforts/ties to the community

Partner with CBO's in an effort to amplify messaging in particular to hard to reach and elderly populations

- **Transform Community Attitudes**

Demystify the vaccination process

Model a community of caring for each other

Demonstrate a sensitivity to economic recovery and stability especially as more people get vaccinated

Demonstrate the County's efforts to advocate for equity where it concerns vaccinations and sensitivity to a balance between public health and working to return to "normal"

Tactics/Method (no change)

- Channels through where the messaging will be disseminated (not limited to)
 - Monterey County website (provide assets to County staff to upload to county site)
 - Facebook (Health Department and other department pages)
 - Instagram (newly created on behalf of the County of Monterey at large)
 - Radio :30s and :60s
 - TV & Live Streaming :30s and longer format videos for social
 - Print media (to include Spanish paper El Sol and the Pine Cone on a limited basis)
 - Outdoor media (with new messaging)
- Message to be concise and match the messaging given by the State of California & CDC
- Messaging to be translated into Spanish and Indigenous languages to match the cultural tone of the target audiences (to be done by TMD team in partnership with NMC)
- Video messages to be delivered by celebrities, trusted community leaders or influencers when able/available (and budget permitting)

Retainer and Media Platform Budget

- **June 1, 2021 thru June 30, 2021 we are asking for a retainer amount of \$10,000 per month plus \$5,000 per month for Spanish Translations services to begin May 1, 2021 thru June 30, 2021.**
- Recommended media placement budget to be approximately \$62,500, which is a weighted increase due to supply and demand on mass media, cycle of rate increases, especially as quarters two, three and four have higher demand by the private sector and due to traditional tourism increases. The initial messaging phase as we move through the emergency phase to a prevention and vaccination phase. The vaccination phase has its own complexity which will necessitate the increase in investment for public outreach.
- Comprehensive budget plan by month was provide in February 2021.



Limitation of Liability

TMD will notify client of inaccuracies that are discovered during our normal course of business, however, unless specifically stated otherwise in writing (in this proposal or amending work orders), the client bears final responsibility for any errors or omissions present in the content submitted to TMD. Therefore, the client should verify the accuracy of any and all content before submitting it to TMD. Content includes but is not limited to copy/text, data, pictures, and images.

TMD is happy to provide copy writing and editing services for a fee upon request. Excluded from this service is technical or scientific data and statistics, or information specific to the client for which TMD has no reference to verify accuracy.

Content that is mistakenly withheld, or comes to light at a later date, or if some aspect of the scope is to change due to some unforeseen issue, the scope and pricing of the project will be reevaluated and an equitable resolution will be reached between TMD and County of Monterey.

Agreed and Accepted:

If this proposal meets with your approval, please indicate by signing and returning one copy to TMD by U.S. Mail, fax, or e-mail. An invoice of one-sixth (1st months retainer) of the total retainer will be invoiced upon acceptance to initiate work. Should you have questions, please feel free to call me at 831-758-6425 ext. 202 or email: nick@tmdcreative.com. Thank you for the opportunity to submit this proposal. We're looking forward to working with you!

Sincerely,

A handwritten signature in black ink that reads "Nicholas M. Pasculli".

Nicholas M. Pasculli | 90 West Alisal St. | Salinas, CA 93901 | 831-758-6425



.....
.....
Signature Page:

AGREED & ACCEPTED BY:

Name _____ Title _____

(County of Monterey)

Company _____ Date _____

Signature _____

Name _____ Title _____

(TMD)

Company _____ Date _____

Signature _____