



Monterey County

Item No.18

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 20-948

December 01, 2020

Introduced: 11/10/2020

Current Status: General Government -
Consent

Version: 1

Matter Type: General Agenda Item

Approve the following actions with regard to the professional services agreement with TMD Creative to provide strategy, design and placement of public health messaging to address the Covid 19 pandemic emergency in Monterey County:

- a. Extend to the contract period for 6 months to May 31, 2021, and
- b. Increase the contract the contract amount by \$335,000 to a total of \$744,959
- c. Authorize the Chair of the Board of Supervisors to sign the amended contract
- d. Adopt a resolution authorizing and directing the Auditor-Controller to amend the FY 2020-21 Office of Emergency Services Adopted Budget, Fund 001, Appropriation Unit CAO 005, to increase appropriations by \$335,000, financed by a release of Cannabis Tax Assignment (BSA 001-3132)-4/5 vote required.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Approve the following actions with regard to the professional services agreement with TMD Creative to provide strategy, design and placement of public health messaging to address the Covid 19 pandemic emergency in Monterey County:

- a. Extend to the contract period for 6 months to May 31, 2021, and
- b. Increase the contract the contract amount by \$335,000 to a total of \$744,959
- c. Authorize the Chair of the Board of Supervisors to sign the amended contract
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SUMMARY:

TMD Creative provides critical public health messaging strategy, design and placement to address the Covid 19 public health emergency in Monterey County.

DISCUSSION:

In the Spring of 2020, the Board of Supervisors directed staff to seek additional messaging resources to address the Covid 19 public health emergency in Monterey County. Several firms were considered in the ensuing process; TMD Creative of Salinas was selected and awarded a contract in June 2020. The contract was for a 6 month period with provision for a 6 month extension. The current contract totals \$409, 959 and is comprised of a \$60,000 retainer and hard costs (media placement) of

\$349,959. The proposed amendment/extension would add an additional \$60,000 in retainer and \$275,000 in hard costs for a total from December 2020-May 2021 of \$335,000. The total contract amount, as extended/amended would this be \$744,959.

TMD has coordinated a highly effective messaging campaign in English and Spanish related to the Covid 19 public health emergency. Significant accomplishments to date include:

1. Created and implemented a digital campaign targeted to the Spanish speaking community which performed at 19 times the national average as measured by “click throughs”
2. Created and implemented a social media campaign which reached approximately 200,000 individuals in a 28 day period
3. Designed and produced a “Family Smart Guide” and partnered with Monterey County to distribute the Guide to approximately 80,000 students
4. Created a Drop Box Resource Library containing several dozen communication tools designed to reach the broadest possible audience. The Drop Box Resource Library has been shared with over 100 community and business groups including each city manager, trade associations, business organizations and interested individuals
5. Utilized high profile Spanish speaking celebrities and trusted community spokes people to urge the public to follow public health guidelines to keep themselves and their families safe.
6. Created and implemented a unified and consistent messaging theme for use across every available media platform and leveraged relationships with a broad range of media outlets including print, digital, radio, television , bill boards and bus signage. It is estimated conservatively that the campaign has reached over 75% of the County population, as well as visitors, and has produced over 100 unique assets in both Spanish and English which are broadly utilized throughout the County.
7. Created and implemented, in expedited fashion, a messaging campaign to communicate the Small Business Relief program as directed by the Board of Supervisors and implemented by the Workforce Development Board.

During the period from December 2020 to May 2021, TMD proposes to do the following which are amplified in the attached TMD extension proposal:

1. Expand social media and on-line presence
2. Showcase recovery stories
3. Provide information on resources
4. Transform community attitudes

OTHER AGENCY INVOLVEMENT:

The County’s Covid 19 pandemic public health messaging campaign is closely coordinated with the Board of Supervisors, County Administration, the Health Department and Natividad Medical Center. Message strategy is formulated in weekly meetings with the Chair of the Board of Supervisors, the CAO, the Health Director and public health staff as well as public information staff from the Health Department and the County Administrative Office.

The Budget Committee reviewed this matter at its November 19, 2020 special meeting and unanimously recommended approval with this following additional recommendations:

1. Direct that a portion of TMD messaging be done in indigenous languages
2. Seek FEMA reimbursement for the additional costs incurred as a result of the actions authorized by this Board action
3. Use cannabis assignment for the recommended action with the understanding that, should additional Federal funding similar to the CARES Act become available, that funding source would be substituted for the funds authorized in this Board action.

FINANCING:

TMD Creative’s current contract has been funded with CAREs Act funding in the amount of \$409,959. Given that the current CAREs Act funding will expire on Dec 31, 2020, staff recommends that the TMD Creative contract extension be funded with a one time use of Cannabis Tax Assignment funds in the amount of \$335,000. In the event that an additional round of relief funding is approved by the Federal government, staff will return to the Board to amend/adjust the funding source for this contract extension. In addition, FEMA reimbursement will be sought for the costs associated with the recommended action.

Upon approval by the Board of Supervisors, the total TMD contract amount will be \$744,959.

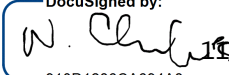
BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

One or two sentences explaining how this recommendation supports/advances the Board of Supervisors Strategic Initiatives. Reference to any Key Objectives and/or Milestones that are related.

Mark a check to the related Board of Supervisors Strategic Initiatives

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

Prepared and approved by: Nicholas E Chiulos, Asst CAO ext 5145

DocuSigned by:

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Attachments:

1. TMD Creative proposed contract extension and cost breakdown
2. Board of Supervisors resolution

Cc: Nick Pasculli, TMD Creative

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