



Monterey County

Item No.

Board Report

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

Legistar File Number: 22-311

April 19, 2022

Introduced: 3/30/2022

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

Adopt a resolution to:

- a. Support accepting a grant award of \$20,000 from The Community Foundation for Monterey County: To increase vaccination rates among the African American Community in Monterey County, (Grant ID tba).
- b. Authorize the Auditor-Controller to amend the Fiscal Year 2021-22 Adopted Budget for the County Administrative Office Intergovernmental & Legislative Affairs, 001-1050-CAO004-8054, increasing appropriations and estimated revenue by \$20,000, funded by grant revenues from the Community Foundation for Monterey County (4/5ths vote required);
- c. Authorize the Auditor-Controller's Office to incorporate approved budget modifications to the FY 2021-22 Budget, and the County Administrative Office to reflect these approved changes in FY 2022-23 Adopted Budget.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Support accepting a grant award of \$20,000 from The Community Foundation for Monterey County: To increase vaccination rates among the African American Community in Monterey County, (Grant ID tba).
- b. Authorize the Auditor-Controller to amend the Fiscal Year 2021-22 Adopted Budget for the County Administrative Office Intergovernmental & Legislative Affairs, 001-1050-CAO004-8054, increasing appropriations and estimated revenue by \$20,000, funded by grant revenues from the Community Foundation for Monterey County (4/5ths vote required);
- c. Authorize the Auditor-Controller's Office to incorporate approved budget modifications to the FY 2021-22 Budget, and the County Administrative Office to reflect these approved changes in FY 2022-23 Adopted Budget.

DISCUSSION:

It is the intent of the Monterey County Administrative Office, County Communications Director to accept a grant award from The Community Foundation for Monterey County To increase vaccination rates among the African American Community in Monterey County as directed by the Board of

Supervisors COVID-19 Ad Hoc Committee and on the advice of community advocates and leaders. The County Communications Director on the advice of the County Counsel has consulted with the Budget Committee Chair Askew-Root to take this directly to the Board due to the time sensitivity of this initiative.

Background:

The County of Monterey has been engaged in communications, outreach and education efforts to curb the impact of COVID-19 on our County. This work has been in collaboration with The Community Foundation for Monterey County COVID Collaborative as well as countless other community and industry organizations. The Board of Supervisors COVID Ad Hoc committee accepted the recommendations of the County Communications Director to engage in 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 the Community Foundation for Monterey County to make impacts on hard to reach populations and this grant will support the efforts of the County's Health Department and 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 encouragement for testing.

The grant award of a one-time sum of \$20,000 will support efforts of increasing vaccinations rates among this target population in Monterey County. The funding will be utilized to cover the cost of a social media outreach campaign, a mobile targeting and mobile conquering campaign and a geo-targeting campaign with the support of local digital and traditional media as well as enlisting of a local celebrity spokesperson on all mediums utilized in this campaign including the placement of a billboard in a high traffic intersection in Seaside.

This is a request that the Board of Supervisors accept the grant award and increase the Approved Budget appropriations in the amount of \$20,000.

OTHER AGENCY INVOLVEMENT:

The Office of the County Counsel has reviewed The Community Foundation for Monterey County's Terms and Conditions of the Grant Agreement as to form.

FINANCING:

The Community Foundation for Monterey County Grant in the amount of \$20,000 is a one-time award which does not require a County match.

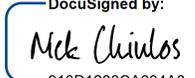
BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

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Acceptance of The Community Foundation for Monterey County Grant Award will afford the increase the vaccination rates among what is identified as a underserved, marginalized and/or vulnerable population.

- X
- X Administration
- X
- X
- X

Prepared by: Nicholas M. Pasculli, County Communications Director
 Approved by: Nicholas E. Chiulos, Assistant County Administrative Officer

Attachments:  4/11/2022 | 1:29 PM PDT
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 Attachment A - The Community Foundation for Monterey County Award Email
 Attachment B - Resolution for CFMC Grant Award

Nicholas E. Chiulos, Assistant CAO

Date