



County of Monterey COVID-19 Scope of Work Retainer Agreement

Project Objective & Compensation

TMD in collaboration with the County of Monterey, will develop and produce a variety of communications assets for use throughout the entire county to protect public health in regards to the COVID-19 pandemic and to educate citizenry on factual aspects relating to slowing transmission rates and protecting one's self and family. This means combining your public health knowledge and skills with our strategic communications and creative expertise. TMD shall be compensated in the form of a monthly retainer of \$10,000 per month for a six-month period beginning June 2020, with an option, upon mutual agreement between the County and TMD, for a six-month extension.

Project Scope

TMD will---

- designate a team to collaborate with the Monterey County team to gather information and develop the communications related to COVID-19 public messaging and outreach
- designate a team member to attend Monterey County meetings where it concerns the communications for COVID-19
- develop, create and produce up to 4 public service television announcements in English and Spanish to achieve tactical objectives of the awareness campaign regarding public actions or direction during the COVID-19 pandemic
- develop, create and produce up to 4 public service radio announcements in English and Spanish to achieve tactical objectives of the awareness campaign
- develop, create and design artwork COVID-19 messaging to be utilized on outdoor advertising to include but not be limited to billboards and/or bus sides
- develop, create and design artwork to be utilized in traditional print advertising to include but not be limited to newspapers, tabloids, or magazines for direct public messaging regarding COVID-19
- develop, create and produce up to 5 public service social media ads in English and Spanish to achieve tactical objectives of the awareness campaign across multiple channels direct public messaging regarding COVID-19
- develop, create and produce up to 5 digital media ads in English and Spanish to achieve tactical objectives of the awareness campaign across multiple channels that will utilize retargeting techniques as well as analytical tracking data for direct public messaging regarding COVID-19
- provide all COVID-19 project and vendor management to include media planning, buying, and placement as part of an overall media strategy and to be included with the with the approval of a media plan developed in collaboration with the County of Monterey staff and TMD management team. It is agreed that media cost (referred

to as hard cost) will be invoiced separate from the retainer. Hard cost shall be approved by the county administrative officer or his designee prior to placement.

Strategy

A kickoff meeting will be an essential first step. This meeting would take place immediately upon TMD confirming partnership with the County and to include all relevant members of the County and the team at TMD. The goal of this meeting would be two-fold, the first to finalize the communications strategy as it related to public outreach and education concerning COVID-19 and where TMD can assist the county in plugging in the gaps, while assigning roles and responsibilities for both parties. The second item would be to review the identified target audiences, strategies for disseminating information to the public and rebutting disinformation (as needed), and overview of the different channels being used to share timely information with the media and the public, and discuss what is working best and what is not. If there are any brand guidelines or distinct look and feel for the current information being shared, we would like to review that prior to meeting. During meeting we would set on-going meeting calendar/schedules.

- Channels through where the messaging will be disseminated (not limited to)
 - o Monterey County website (provide assets to County IT)
 - o Facebook
 - o Instagram
 - o Radio
 - o TV
 - o Print materials
- Message to be concise and match the messaging given by the State of California
- Messaging to be translated into Spanish and match the cultural tone of the target audiences (to be done by TMD team)
- Video messages to be delivered by a trusted community leaders or influencers

Deliverables

After completing the initial meeting, TMD will work with County on a list of deliverables along with a timeline for deliverables. TMD understands that it may be necessary to adjust priorities based on unforeseen situations which may occur, and will be ready to pivot with the county as it relates to priorities and objectives should an unplanned situation arise within the parameters of the retainer.

Obviously as the information being shared with the public is constantly being updated based on the newest information, it will be important to create templates early on that we can then add the newest information into. While new information may necessitate new graphic creation, it will allow us to focus on this instead of “recreating the wheel”.

- TMD to create a tool-kit for Monterey County
- TMD to help create audio and video assets for TV and radio
- TMD to create infographics for Monterey County’s social media platforms and website

Evaluation During our on-going scheduled meetings, outlined above in kick-off meeting, we will make the necessary adjustments to our messaging and/or collaboration process to make it more efficient and effective.



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,

Nicholas M. Pasculli
TMD
90 West Alisal St.
Salinas, CA 93901



Signature Page:

AGREED & ACCEPTED BY:

Name _____ Title _____

(County of Monterey)

Company _____ Date _____

Signature _____

Name _____ Title _____

(TMD)

Company _____ Date _____

Signature _____