

## Renewal and Amendment #1 to Agreement By and Between Literacy Campaign for Monterey County and the County of Monterey

**THIS RENEWAL AND AMENDMENT NO. 1** is made to the STANDARD AGREEMENT FOR PROFESSIONAL SERVICES (“AGREEMENT”), dated May 1, 2016, by and between Literacy Campaign for Monterey County, hereinafter “LITERACY CAMPAIGN,” and County of Monterey, a political subdivision of the State of California, hereinafter referred to as “CONTRACTOR.”

**WHEREAS**, the parties entered into the AGREEMENT for the provision by the CONTRACTOR of evaluation services for the LITERACY CAMPAIGN; and

**WHEREAS**, the Agreement expired by its terms on July 31, 2016; and

**WHEREAS**, LITERACY CAMPAIGN and CONTRACTOR wish to renew the AGREEMENT retroactive to August 1, 2016; and

**WHEREAS**, the LITERACY CAMPAIGN and CONTRACTOR wish to amend the AGREEMENT to accommodate additional services, to correspondingly increase the total amount of the AGREEMENT due to the addition of services, and to extend the term of the AGREEMENT; and

**NOW THEREFORE**, the LITERACY CAMPAIGN and CONTRACTOR hereby agree as follows:

1. **DESCRIPTION OF CONTRACTOR’S SERVICES** shall be amended by removing “...during the initial 90-120 days phase of the campaign.”
2. **CONTRACT TERM** shall be amended from “Commencing May 1, 2016 and expiring July 31, 2016” to read “Commencing May 1, 2016 and expiring June 30, 2017.”
3. **CONTRACT AMOUNT** shall be amended from “...shall not exceed the sum of \$6,809.00” to read “...shall not exceed the sum of \$11,302.”
4. **ATTACHMENT A: SCOPE OF WORK** is replaced entirely by the attached ATTACHMENT A: SCOPE OF WORK
5. A copy of this RENEWAL AND AMENDMENT NO. 1 shall be attached to the original AGREEMENT dated April 13, 2016.

*[Signatures follow on next page]*

IN WITNESS WHEREOF, the parties have executed this RENEWAL AND AMENDMENT NO. 1 on the day and year written below.

LITERACY CAMPAIGN

  
\_\_\_\_\_  
President and Board Chair Signature

Printed: LEN FOSTER

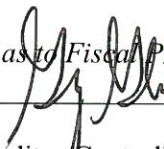
Date: 11-10-2016

CONTRACTOR: County of Monterey

By:   
\_\_\_\_\_  
Contracts/Purchasing Officer  
Director of Health

Date: 17 Jan 2017

*Approved as to Fiscal Provisions:*

  
\_\_\_\_\_  
Deputy Auditor/Controller

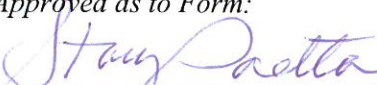
Dated: 11-15-16

*Approved as to Liability Provisions:*

Risk Management

Dated:

*Approved as to Form:*

  
\_\_\_\_\_  
Deputy County Counsel

Dated: 11/15/16

# MONTEREY COUNTY



DEPARTMENT OF HEALTH Ray Bullick, Director

ANIMAL SERVICES  
BEHAVIORAL HEALTH  
CLINIC SERVICES

EMERGENCY MEDICAL SERVICES  
ENVIRONMENTAL HEALTH

PUBLIC HEALTH  
PUBLIC ADMINISTRATOR/PUBLIC GUARDIAN

## Attachment A: Scope of Work for Porque Me Amas Social Message Campaign

This proposal is for evaluation services provided by Monterey County Health Department - Planning, Evaluation, and Policy unit (MCHD-PEP) for the Porque Me Amas social message campaign. Provided services pertain to the "Because you love me, read, play, and sing to me" social marketing campaign (*Because you love me*). The Literacy Campaign for Monterey County will act as the fiscal agent for the project.

**The evaluation Theory of Change** is: If parents are made aware of benefits to their child's brain development through active engagement, they will actively engage their child more frequently or with greater quality or for greater periods of time.

**Background:** The *Because you love me* content consists of images and text for print and electronic formats in Spanish only. A consultant to Porque conducted focus groups to test the image and text that were adopted for use by Porque. Porque will retain the services of a media buyer to place the paid and pro bono advertisements. The duration of the *Because you love me* is expected to be approximately 90 days, ending on or about June 30, 2017.

### Process evaluation to assessing campaign distribution, placement, and exposure

Evaluation Purpose	How Measured	How Results Used
Strength of message exposure	Level of Motivation (behavioral intention)	Factor into overall score (# of exposures x level of motivation) indicating movement from pre-contemplation to contemplation
Strength of value and/or knowledge change	Level of Value (reading, singing, playing with my baby is worth my time/a good thing for my baby)	Factor into overall score (# of exposures x level of value) indicating movement from little to greater value/knowledge
Determine if funds were well spent	Production costs vs overall score	Fiscal accountability; influences next campaign
Track successfulness of fotonovela distribution sites	Rate of distribution	Next distribution sites

Examples of focus group questions:

How much does this picture motivate you? Use a 3-point scale (stop, slow, go)

How much does this picture change your value (opinion?) of the amount of time that adults should spend with a baby or young child?

**Scope of Work and Price:**

<b>Elements</b>	<b>Tasks</b>	<b>Assumptions</b>	<b>Price</b>
1. Conduct pre- focus groups with four distinct groups having a minimum of 12 people (18-20 preferred) in Salinas and south county, to measure level of motivation and value.	Preparation	Final images and text to be provided by Porque Me Amas for use in conducting the focus group. Venue and event coordination to be done by Porque Me Amas. Incentives paid by Porque Me Amas.	\$816
	Travel		\$1,632
	Focus Groups		
	Analysis and recommendations		\$1,224
2. Determine if campaign funds were well spent by measuring production and ad placement costs vs overall score for motivation and value.	Data collection and analysis	Production and placement costs to be provided by Literacy Campaign	\$220
3. Conduct post focus groups four distinct groups having a minimum of 12 people (18-20 preferred) in Salinas and south county, to measure level of motivation and value to measure awareness of messaging.	Preparation	Final images and text to be provided by Porque Me Amas for use in conducting the focus group. Venue and event coordination and purchase of incentives to be done by Porque Me Amas.	\$816
	Focus Groups		\$1,632
	Analysis and recommendations		\$1,224
4. Track fotonovela distribution sites to measure rate of distribution.	Data collection design and setup	Bookmark distribution to be conducted by Porque Me Amas project. Distribution site point of contact name, phone, and email address to be provided by Porque Me Amas	\$204
	Survey response management		\$282
	Response analysis		\$141
5. Brief evaluation report in a data chartbook format using Powerpoint, not to exceed 8 pages/slides.	Report preparation	Report finalization to consist of one meeting held at MCHD and up to 5 phone calls	\$750
	Report finalization		
6. Presentation to Porque Me Amas project collaborative leaders	Verbal presentation with PowerPoint	Porque Me Amas to provide handouts if desired	\$408
7. Agreement and accounts receivable management			\$244
8. Indirect costs @ 15%			\$1,439
<b>Evaluation Proposal</b>			<b>\$11,032</b>

Note: Suggested focus group incentive: \$20 gift card for each group participant.