



County of Monterey COVID-19 Q1 and Q2 2021 Strategy Statement & Media Platform Budget Estimate Next Phase of Public Outreach Messaging

Agreement Extension Recommendation

The purpose of this document is to extend the current six-month consulting agreement that is currently in place and is set to expire on December 1, 2020. The recommendation is to extend the consulting agreement for an additional six months 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 December 1, 2020 and continue to May 31, 2021 at the current rate in the existing contract. Retainer budget attached.

Additionally, the recommendation includes continuing with the media placement contract (proposed budget spreadsheet attached); which is set to expire on December 31, 2020, an additional six month. The extension period would cover the County of Monterey January 1, 2021 thru the end of the county's fiscal year, June 30, 2021.

Significant Accomplishments to Date

1. Digital targeted Spanish speaking campaign performed at 19x the national average for click throughs and engagement and a high engagement social media campaign reaching close to 200k people in the recent 28-day period
2. Produced a bilingual Family Smart Guide and partnered with MCOE to get the smart guides in the hand of almost 80,000 students – parents as part of their education packages at the beginning of the school year
3. Utilized high profile Spanish speaking celebrities as credible spokes people to encourage the target audience to follow guidelines to keep themselves and their families safe
4. Created a Drop Box Resource Library housing several dozen communications tools to do outreach to the broadest audience possible giving access to over 100 individuals representing numerous community and business groups
5. Created a unified and consistent look and theme for broad messaging, leveraging our relationships with dozens of media outlets, and reached well over 75% of the population (a conservative estimate), having produced over 100 unique assets (both Spanish and English) being broadly utilized throughout the county

Scope

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 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.

Recommended Strategy entering 2021

- **Expand Social Media & Online Presence**
 - Continue to maintain, and update social media, place more paid posts for broader market penetration
 - 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, 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 Recovery Stories**
 - Gain community trust with experts and celebrities – provide hope, utilizing real people and real stories
 - Demonstrate 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 on Resources**
 - Direct residents to specific community resources across all communications platforms
 - Showcase Leaders strong efforts/ties to the community
- **Transform Community Attitudes**
 - Model a community of caring for each other
 - Demonstrate a sensitivity to economic recovery and stability
 - Demonstrate the County's sensitivity to a balance between public health and working to return to "normal"

Tactics/Method

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



Media Platform Budget

- January 2021 thru end of the County's fiscal year June 2021
- Recommended media placement budget to be approximately \$275,000, which is well over \$100,000 less than the initial messaging phase as we move from an emergency phase to a prevention and treatment phase. We are able to reduce our cost in Q1 due to inventory availability and very favorable placement rates due to supply and demand factors
- Comprehensive budget plan by month attach

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 | 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 _____