

EXHIBIT-A

**To Agreement by and between
Cannabis Education Program (Cannabis Program), hereinafter referred to as “County”
AND
The Social Changery, LLC, hereinafter referred to as “CONTRACTOR”**

Scope of Services / Payment Provisions

A. SCOPE OF SERVICES

A.1 CONTRACTOR shall provide services and staff, and otherwise do all things necessary for or incidental to the performance of work, as set forth below:

A.1.1 CONTRACTOR shall assist the Monterey County Health Department Cannabis Education Program to expand existing [Cannabis] Decoded social media messaging and educational materials that engage Monterey County parents, youth, and young adults.

A.1.2 CONTRACTOR shall provide parents material, including a PowerPoint presentation and educational hand-outs in English and Spanish.

A.1.3 CONTRACTOR shall assist the County in providing engagement through [Cannabis] Decoded website, youth TikTok channel, and three local campaign messages (safe storage, health effects of smoking cannabis, and cannabis laws).

A.1.4 Local Monterey County content will be integrated throughout the [Cannabis] Decoded webpage and local campaign messages.

B. PAYMENT PROVISIONS

B.1 COMPENSATION/ PAYMENT

County shall pay an amount not to exceed **\$80,000** for the performance of all things necessary for or incidental to the performance of work as set forth in the Scope of Work. CONTRACTOR'S compensation for services rendered shall be based on the following rates or in accordance with the following terms:

Participation in [Cannabis] Decoded Campaign	Timeline	Budget
<ul style="list-style-type: none"> • Website Technical Hosting and Support: <ul style="list-style-type: none"> ○ Hosting on Pantheon server, monitoring, and regular site maintenance. Covers work for the duration of the contract period as well as the development of the new [Cannabis] Decoded website to launch in FY 22/23. ○ Monitor all new cannabis reports and research as related to public health. Review existing content on websites to ensure information is up to date with all new findings, source and write new facts and resources as they become available and add to the site. Covers work for the duration of the contract period as well as the development of content for the new [Cannabis] Decoded website to launch in FY 22/23. ○ Social media management will cover on-going work of content posting, content sourcing, and ongoing monitoring, tracking and engagement management for the campaign social media channels for the duration of contract period, as well as sourcing new content, designing new social media assets, creating content calendar, and creating and implementing plans for increasing organic growth and sustainability. ○ Provide the required communications and report back to San Mateo County per the [Cannabis] Decoded Campaign MOU on behalf of Monterey County, project management and coordination of Decoded campaign, including collaboration and alignment with other participating counties to leverage opportunities for expanded impact. Includes one (1) one-hour client call per month for project updates. Covers work for the duration of the contract period. 	Upon execution – June 2023	\$34,750
Parent/Caregiver Presentations & Materials		
<ul style="list-style-type: none"> • Parent/Caregiver Presentations & Materials: <ul style="list-style-type: none"> ○ Update of the existing parent workshop materials regarding Cannabis use among teens and young adults. The information in the existing presentation slide deck will be condensed into an abbreviated version. To ensure the content is specific to Monterey County and up to date, formative market surveying of Monterey County parents and caregivers will be conducted. Monterey County staff will disseminate the survey with additional formative research will include information on local population-specific needs regarding cannabis. ○ Materials will include development of the following products: one (1) market research survey, summary report of the survey results and recommendations, one (1) updated, professionally designed presentation slide deck, and one (1) updated parent pamphlet. All materials will be created in English and Social Changery staff will coordinate with Monterey County, who will provide language translation, to develop all materials in Spanish. 	Upon execution – December 2022	\$24,250

Local Campaign Customization (Take-Aways)		
<ul style="list-style-type: none"> • [Cannabis] Decoded Materials Localization: <ul style="list-style-type: none"> ○ Develop collateral materials for cannabis safe storage information to be distributed to dispensaries, specifically to include one handout for print, one digital handout, and one social media graphic version. No printing is included. ○ Develop collateral materials for messaging on the health effects of smoking cannabis and versus tobacco use to target youth and young adults, specifically to include one handout for print, one digital handout, and one social media graphic versions. No printing is included. ○ Develop and/or update collateral materials surrounding cannabis laws, including immigration laws and medical use laws targeting young adults 21+ and those under age 21, about medical cannabis use, specifically to include one handout for print, one digital handout, and one social media graphic versions. No printing is included. 	Upon execution – June 2023	\$13,500
Local TikTok Media & Marketing		
<ul style="list-style-type: none"> ○ Collaborate with up to two, Monterey County community-based organizations, identified in collaboration with the Monterey County Health Department Cannabis Education Program, to engage local community youth to create TikToks with content specific to Monterey County’s needs, cross promoting on Instagram. This includes compensation for up to two community-based organizations and for up to 5 stipends per organization for youth producing TikToks. 	Upon execution – June 2023	\$7,500
Not to Exceed		\$80,000

There shall be no travel reimbursement allowed during this Agreement.

CONTRACTOR warrants that the cost charged for services under the terms of this contract are not in excess of those charged any other client for the same services performed by the same individuals.

B.2 CONTRACTORS BILLING PROCEDURES

NOTE: Payment may be based upon satisfactory acceptance of each deliverable, payment after completion of each major part of the Agreement, payment at conclusion of the Agreement, etc.

County may, in its sole discretion, terminate the contract or withhold payments claimed by CONTRACTOR for services rendered if CONTRACTOR fails to satisfactorily comply with any term or condition of this Agreement.

No payments in advance or in anticipation of services or supplies to be provided under this Agreement shall be made by County.

County shall not pay any claims for payment for services submitted more than twelve (12) months after the calendar month in which the services were completed.

DISALLOWED COSTS: CONTRACTOR is responsible for any audit exceptions or disallowed costs incurred by its own organization or that of its subcontractors.

Invoices shall be submitted in duplicate to:

The County of Monterey Health Department
Public Health Finance
1270 Natividad Road
Salinas, CA 93906
(831) 755-4500
412-PHFiscal@co.monterey.ca.us

Michelle House
Health Program Supervisor
Monterey County Health Department
1441 Schilling Place – South 1st Floor, Salinas, CA 93901
Main: (831) 755-4500
Direct: (831) 755-4607
housem@co.monterey.ca.us

Invoices shall:

- a. Be prepared on Contractor letterhead. An authorized official, employee, or agent certifying that the expenditures claimed represent services performed under this contract must sign invoices.
- b. Bear the Contractor's name as shown on the agreement.
- c. Be submitted monthly; the annual payable amount shall not exceed: \$80,000
- d. Identify the billing and/or performance period covered by the invoice.
- e. Itemize costs for the billing period in the same detail as indicated in the scope of services in the agreement. Reimbursement may only be sought for those costs and/or cost categories expressly identified as allowable in this agreement and approved by the County of Monterey.