

County of Monterey COVID-19 Request for a Contract Extension Public Outreach Messaging (Extended Vaccination & Reopening Phase) Through December 31, 2021 (provisional)

Dear Charles and Nick,

Together we have accomplished great things for the benefit of the community and recognize there is much more to do. Now that we are just days away from the State of California's economic reopening, we must stay vigilant and focus on continuing the vaccination messaging (especially to younger audiences, hard to convert, the African/American (Black) Community, the underrepresented, as well as the folks hesitant to get the vaccine. In addition, for this extension period, it is very likely that those younger than 12 will become eligible for the vaccine and messaging to parents/guardians will be critically important to protect the greater citizenry of Monterey County. It has been our great honor to work with you both as well as the team of professionals you have assembled to benefit the residents of our county. We have as a team continued to committed ourselves and all our resources fully and have invested a vast sum of our own resources to insure the health and welfare of our community.

Since the inception of our working relationship, TMD has absorbed (donated) well over \$40,000 in professional cost as a result of the work performed to the budgeted retainer. We are committed to continuing this outstanding and historic work and are just alerting you to this detail and the Board of Supervisors as a demonstration of our commitment to the objective.

Agreement Extension Recommendation

The purpose of this document is to extend the revised current consulting agreement that is currently in place and is set to expire on June 30, 2021. The recommendation is to extend the consulting agreement for an additional six (6) month 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 immediately (July 1, 2021) and continue to the end of the current calendar year at an existing rate in the existing contract. Retainer budget would equal \$10,000 per month for the period of July 1 thru December 31, 2021. We understand if and when a communications director is hired that a portion of the contract many be amended. However, we believe that even with the addition of that professional position, our services will still very much be needed to carry out the mission and objectives.

Additionally, the recommendation includes continuing with the media placement contract (proposed budget spreadsheet is attached to this document); which is now set to expire on June 30, 2021, an additional six (6) month would be added to this portion the bring the media portion of the budget to the end of the 2021 calendar year. The extension period would cover the County of Monterey thru December 31, 2021. As noted, multiple times in meetings, media inventory on Television and Radio is getting tight and will continue to tighten due to the recall election of the California Governor thru November 3, 2021. This will affect the rates and placement of our strategy.

Scope of Services

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, vaccinations, 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. Additional messaging has been and will continued to be produced in Indigenous languages given available resources and in partnership with Natividad Medical Centers Communications Office. We will continue to attend meetings and provide verbal and written reports as has been our practice since the first contract period.

Recommended Strategy through 2021 (New messaging strategy to be implemented)

• Expand Social Media & Online Presence

Continue to maintain, and update social media, place more paid posts for broader market penetration, amplifying messaging through partnerships with media, CBO's, CHW's and the Community Foundation for Monterey County Collaborative

Expand to the Instagram platform and tie FB to the IG platforms, to include paid posts for broader market penetration and further expansion of the new Tik Tok platform implementation Create additional consumer friendly content directing visitors to specific places to access relevant information regarding COVID, Vaccination, Testing, Treatment and other related information as the situation dictates

Focus as outlined on page one of this document to expand demographic audience reach Repurpose existing assets where possible - maximize utilization (or make minor revisions) A portion of messaging will be directed at businesses in the county

Showcase Testimonials

Gain community trust with experts and celebrities – provide hope, utilizing real people and real stories

Demonstrate the benefits of getting vaccinated and the 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 and Resources

Direct residents to specific community resources across all communications platforms Showcase Leaders strong efforts/ties to the community

Partner with CBO's in an effort to amplify messaging in particular to hard to reach and elderly populations

• Transform Community Attitudes

Demystify the vaccination process

Model a community of caring for each other

Demonstrate a sensitivity to economic recovery and stability especially as more people get vaccinated

Demonstrate the County's efforts to advocate for equity where it concerns vaccinations and sensitivity to a balance between public health and working to return to "normal"

Tactics/Method (continued as currently implemented)

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) the addition of Tik Tok
- 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 format videos 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 Indigenous languages (when possible) to match the cultural tone of the target audiences (to be done by TMD team in partnership with NMC)
- Video messages to be delivered by celebrities, trusted community leaders or influencers when able/available (and budget permitting)

Retainer and Media Platform Budget

- July 1, 2021 thru December 31, 2021 we are recommending the existing retainer amount of \$10,000 per month.
- Recommended media placement budget to be approximately \$54,166 per month, which is a weighted increase due to supply and demand on mass media, cycle of rate increases, especially as quarters two, three and four have higher demand by the private sector and due to traditional tourism increases as well as the political window impacting media rates. The initial messaging phase as we move through the emergency phase to a prevention and vaccination phase. The vaccination phase has its own complexity which will necessitate the increase in investment for public outreach. The total media budget for the six (6) month period would \$325,000
- Comprehensive budget plan (including hard costs and retainer) by month is attached to this document.



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, Wich Parmer

Nicholas M. Pasculli | 90 West Alisal St. | Salinas, CA 93901 | 831-758-6425



Signature Page:

AGREED&ACCEPTEDBY:

Name	Title	
(County of Monterey)		
Company	Date	
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(TMD)		
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COVID-19 PSA Schedule Phase 3 version 2 County of Monterey - Administrative Offices Estimated Media Budget Q3 & Q4 2021



As of June 10, 2020

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Note: increase placement during back to school is critical (Aug-Sep