



County of Santa Barbara
 Purchasing Agent
 105 East Anapamu St, RM 65
 Santa Barbara, CA 93101

Order CO365

Order date
 11/24/2021

Delivery address
 Santa Barbara County
 PUBLIC HEALTH GEN ACCTG
 300 N SAN ANTONIO RD
 SANTA BARBARA, CA
 93110
 SHEA SOTO
 805-681-4628;5177

Vendor
 74190
 CONSORTIUM MEDIA SERVICES

 1300 EASTMAN AVE
 VENTURA
 CA
 93003
 DENISE BEAN-WHITE

Bill To
 Santa Barbara County
 300 N SAN ANTONIO RD SANTA BARBARA, CA 93110 805-681-4628; 5177

Refer Inquiries to Buyer
 Lukas Checa
 lcheca@countyofsb.org

Terms of payment
 30 days

Item/Comments	Description	Preferred delivery date	Quantity	Unit	Price	Amount
000490-ADVERTISING/PROMOTION	Provide Public Relations Media and Social Media Outreach for the Tobacco Prevention Program and Cannabis Education Program.	2022-06-30	1.00	Each	180,000.00	180,000.00

Order Total USD **180,000.00**

CONSORTIUM MEDIA SERVICES / SERVICE CONTRACT

GENERAL: CONTRACTOR to provide Public Relations Media and Social Media Outreach per attached Scope of Work (Exhibit A) and Budget dated July 1, 2020 and and provide Public relations and social media outreach for Cannabis Education program per attached Scope of Work (Exhibit A-1) dated March 15, 2021. Amended to include additional work associated with public relations, digital and traditional media advertising, and social media outreach for Santa Barbara County Public Health Department's Tobacco Prevention Program and Awareness Campaign as described in Scope of Work and Budget NOV 2021 - June 2022.

CONTRACT PERIOD: July 1, 2020 through June 30, 2022.

COMPENSATION: CONTRACTOR shall bill monthly. Failure to submit an invoice in a timely manner may result in delayed payment to CONTRACTOR.

LIMITATIONS: Total expenditure for the period shall not exceed \$180,000.00. Any increase or decrease in this total amount may be authorized only upon written notice from the County Purchasing Manager.

STANDARD TERMS and CONDITIONS FOR INDEPENDENT CONTRACTORS (ver. 2018 03 23) applies. Insurance documents already on file in Purchasing Division.

THIS CONTRACT IS NOT VALID FOR AMOUNTS IN EXCESS OF TWO HUNDRED THOUSAND DOLLARS (\$200,000)

NOTE TO CONTRACTOR: No payment will be due or payable unless this contract is properly executed and returned to the County Purchasing Office. Do not commence performance until you have executed this contract and returned it to the County of Santa Barbara Purchasing Division, 105 E. Anapamu St, RM B-5, Santa Barbara, CA 93101.

AMENDMENT #5: Correction to Amendment # 4. Increase in dollar amount by \$74,000.00 from original contract total of \$106,000.00 for a new contract total of \$180,000.00 and date extension to June 30, 2022 per the Tobacco Prevention Program SOW and Budget November 2021 - June 2022.

Note to Supplier: The following change(s) required and authorized for:
 Original Order # CN23773

Phung Loman
 COUNTY OF SANTA BARBARA

- (1) The order number and Bill to dept name shown above must appear on all invoices, shipping papers, packages and correspondence.
 - (2) Mail invoices to the "bill to" address.
 - (3) All duty and/or taxes must be shown separately on invoice where applicable.
 - (4) This order is subject to the terms and conditions stated, including non-discrimination in employment, hazardous chemicals and equipment safety standards, that are available for viewing at www.countyofsb.org.
- For Goods the County Code Section 2-96 requires: If complaint is made that seller is engaging in discriminatory employment practices made unlawful by applicable state and federal laws, rules or regulations, and the State Fair Employment Practice Commission or the Federal Equal Employment Opportunities Commission determines that such unlawful discrimination exists, then the County of Santa Barbara may forthwith terminate this order.



Santa Barbara County Public Health Department
Tobacco Prevention Program
Scope of Work & Budget
NOV 2021 –June 2022

**Scope of Work and Budget –
THE TOBACCO PREVENTION PROGRAM /AWARENESS CAMPAIGN**

OBJECTIVE OF ADDITION:

The purpose of this SOW and budget is to detail services to be performed by Consortium Media and compensation to be paid by Santa Barbara County for those services in support of Santa Barbara County's Tobacco Prevention Program and Awareness Campaign. As described in this SOW and Budget, Consortium Media will be compensated no more than \$74,000 for completing the campaign-related services.

PROJECT TIMELINE:

Project will begin once subcontract is approved. Estimated start date: Nov 15, 2021 through June 30, 2022.

CONTRACTOR RESPONSIBILITIES FOR CAMPAIGN

The following Scope of Work (SOW) is to provide public relations, Digital and traditional media advertising, and social media outreach for Santa Barbara County Public Health Department

Tobacco Prevention Program. The SOW includes media planning and radio advertising, digital advertising, social media content creation, paid social advertising support, to set Santa Barbara County Public Health Department Tobacco Prevention Program up for increased educational outreach and awareness in the Santa Barbara County communities.

- Consult regularly on client strategy and update meetings – set times in advance with the client.
- Develop strategic planning for approval for digital and traditional media outreach, social platform work, in addition to overseeing consistency in messaging for Santa Barbara County Public Health Department – All Tobacco Programs needing outreach.
- Facilitate messaging that enwraps the necessary outreach vehicles with a deep cultural knowledge of programs offered through the Tobacco and vaping de-normalization initiative.
- Insure all State and Federal; local guidelines are followed.
- Implement community outreach strategies to reach supporters and stakeholders, delivering positioning message strategies through digital marketing channels
- Create custom localized social and other creative platforms, as well as special targeting platform work.
- Evaluate results and provide status reports and deliverables updates

Social Media Outreach & Ads

Create a consistent and reliable source for information and communication between Santa Barbara County Public Health Department– Tobacco Prevention Program the Santa Barbara and surrounding communities, engage with public consumers, stakeholders, partners and community officials to increase volume of awareness and understanding.

- Development of strategic social media outreach campaign including posts on Instagram and Facebook with boosted Facebook ads supporting the CEASE: Coalition Engaged in a Smoke free Effort Facebook page.

- Develop and implement monthly Instagram /Facebook ads and post boosts to support fan growth and content engagement amongst existing and potential employees, stakeholders and community members
- Research and set up of Instagram /Facebook / possible Video Pre Roll and In game ads for optimum reach to key demographics, and utilize approved copy to wrap around.
- Ad campaign goals focused on increased traffic to website as well as increased fan base and engagement, education outreach, community partnerships and brand awareness
- Messaging: assist in the creation of clear, effective and engaging content and visuals using state approved content for the education outreach messaging
- Budgets: Work within outlined budgets to determine the most cost effective budgets and campaigns
- Post a minimum of 12 posts per month on a variety of tobacco control issues that are pertinent to the community
- Utilize 2 to 5 existing anti-tobacco TV, digital, radio, print advertising ads developed by CTCP or other state and federal agencies about “Flavors” and “Nicotine = Brain Poison” or most current approved ad campaigns and provide paid placement of the radio ads to best reach the target audience

Media buying and execution:

- Negotiations for valued added and significant placements will be ongoing per the budget figures desired by the client.
- Value added extra PSA’s and interviews will be negotiated as appropriate.
- Final Plan write up, approval process
- Progress reports – including, social media, and impression levels of all media outreach will be provided on an as needed basis or quarterly.

Media Sources:

All media (commercials, graphics, radio ads, etc.) for this procurement will be obtained from the State of California, Tobacco Control Program Media & Communication Program. Media content is customizable on a limited based. This media content has been consumer tested and approved for use.

Summary of Project Deliverables

1. Develop a comprehensive media campaign to address tobacco issues in Santa Barbara County.
2. Dovetail marketing and Public Relations outreach with SBCPHD Tobacco Prevention Program comprehensive communications plan and Community Engagement, local influencers, schools and Alignments
3. Conduct content research on tobacco issues to increase community awareness on the harms of tobacco, secondhand smoke and preventing youth access to tobacco products
5. Procure radio, Digital ads and other forms of Video advertising using materials developed by the State of California, Department of Public Health, Tobacco Control Program.
6. Develop a social media campaign using the following social media platforms, Facebook, Instagram:
 - a) Utilize services such as Facebook boost to target specific populations
 - b) Content for all Social Media will be sourced from reputable sources
 - c) Promote program activities, events and news regarding tobacco issues.

- d) Evaluate success of social media campaigns, reach of target audience and increase in traffic to social media sites. SBPHD will provide evaluation criteria.

Scope of Work Expenditures tied to deliverables
NOV 2021- June 2022

The following is an estimation of the campaign and consultant costs. These have been increased at the end of FY 20-21, to reflect final Prop 56 and 99 allocations and rollover funds:

- MEDIA CONSULTANT FEE : \$34,500
- MEDIA PURCHASE: \$39,500

TOTAL OUTREACH AND MEDIA BUDGET: \$74,000

