

**AMENDMENT TO AGREEMENT
BETWEEN THE COUNTY OF SAN MATEO AND THE SOCIAL CHANGERY, LLC**

THIS AMENDMENT TO THE AGREEMENT, entered into this _____ day of _____, 20____, by and between the COUNTY OF SAN MATEO, hereinafter called "County," and THE SOCIAL CHANGERY, LLC, hereinafter called "Contractor";

W I T N E S S E T H:

WHEREAS, pursuant to Government Code, Section 31000, County may contract with independent contractors for the furnishing of such services to or for County or any Department thereof;

WHEREAS, the parties entered into an Agreement on April 21, 2020, with The Social Changery, LLC to develop youth-oriented messaging and education materials, and conduct a media/marketing campaign informing youth about the impacts of COVID-19, for the term April 6, 2020 through June 30, 2020 in the amount of \$100,000; and

WHEREAS, the parties wish to amend the Agreement for LLC for a youth marijuana education campaign, alcohol and tobacco prevention services, and COVID-19 youth education, extending the term of the agreement through June 30, 2021 and increasing the amount by \$446,960 to \$546,960.

NOW, THEREFORE, IT IS HEREBY AGREED BY THE PARTIES HERETO AS FOLLOWS:

1. Section 3. Payments of the agreement is amended to read as follows:

In consideration of the services provided by Contractor in accordance with all terms, conditions and specifications set forth herein and in Exhibit "A1," County shall make payment to Contractor based on the rates and in the manner specified in Exhibit "B1." The County reserves the right to withhold payment if the County determines that the quantity or quality of the work performed is unacceptable. In no event shall the County's total fiscal obligation under this Agreement exceed FIVE HUNDRED FORTY-SIX THOUSAND NINE HUNDRED SIXTY DOLLARS (\$546,960).

2. Exhibit A is hereby deleted and replaced with Exhibit A1 attached hereto.
3. Exhibit B is hereby deleted and replaced with Exhibit B1 attached hereto.

4. All other terms and conditions of the agreement dated April 21, 2020, between the County and Contractor shall remain in full force and effect.

*** SIGNATURE PAGE TO FOLLOW ***

IN WITNESS WHEREOF, the parties hereto, by their duly authorized representatives, have affixed their hands.

COUNTY OF SAN MATEO

By: _____
President, Board of Supervisors
San Mateo County

Date: _____

ATTEST:

By: _____
Clerk of Said Board

THE SOCIAL CHANGERY, LLC

Aubrey Lee

Contractor's Signature

Date: 06/08/2020

EXHIBIT A1 – SERVICES
THE SOCIAL CHANGERY, LLC
FY 2019 - 2021

In consideration of the payments set forth in Exhibit B1, Contractor shall provide the following services:

I. DESCRIPTION OF SERVICES TO BE PERFORMED BY CONTRACTOR

Contractor shall conduct an education campaign to educate youth in the community on how to stay safe and healthy during the COVID-19 pandemic, how to get connected to needed services, how to volunteer and stay connected in their community, and how to pursue academic and other pastimes in a safe and healthy manner. Through Cannabis Decoded, Contractor shall develop, maintain, and expand the education campaign and through the Tobacco Education Campaign, place tobacco prevention media assets developed and approved by the California Tobacco Control Program.

A. COVID-19 Education Campaign

Contractor will coordinate with dedicated county staff from all County Partners (San Mateo, San Francisco, Alameda) and work in collaboration with members of the San Mateo County Youth Commission, other San Mateo County departments (e.g. education, public health, First Five), community partners, and other county partners. The activities/deliverables for the public education campaign are as follows:

1. Message Development for Target Audience (ages 14 to 24)

Building on knowledge gained during the Cannabis Decoded campaign, develop COVID-19 specific messages that will resonate with youth 14-24 years old. Conduct online surveys to test message with members of the target audience. Based on survey results, develop messages appropriate for website and social media posts.

2. Material Development

Develop 2-3 website design options based on outcomes from target audience survey and information gained from Cannabis Decoded campaign. Youth focused website will include information about COVID-19, resources available to youth in the community, linkages to volunteer opportunities, healthy outdoor activities, and resources for hobbies and academic pursuits.

3. Media/Marketing

Develop a media/marketing plan based on research and surveys.

Campaign will encourage youth to visit the website and engage in activities that will keep them safe, healthy, and engaged in their community. An evaluation will be conducted that will assess audience engagement with the campaign.

4. Web Development/Migration/Technical Assistance

Contractor will develop a custom website to serve as a hub for all information related to the COVID-19 campaign. The website will be developed to enable users with a desktop, tablet, or smartphone to access the information in an optimal form. Smartphone users will be able to access the website and save it to their home screen, utilizing it like an “app” as needed.

a. Contractor’s Responsibilities

Contractor agrees to design and develop the Website in accordance with (a) the specifications which are set forth in Attachment A, Standards of this Agreement, and the other instructions and materials provided by County Partners from time-to-during the term of this Agreement, and (b) the development schedule set forth in Attachment B – Deliverables, of this Agreement.

b. Website Design

The design of the Website shall be in substantial conformity with the Standards. Contractor shall develop the Website to project the highest professional image.

c. Website Development

Contractor will develop the website using the County website standards and in collaboration with County Partners’ staff and web vendors. The website design will be approved by all County Partner’s prior to completion of the site.

Testing and a soft launch of the developed website will be completed prior to the linkage of the site to each County Partner’s web platform.

All other deliverables associated with the development of the website will be completed as indicated in Attachment B: Contract Deliverables and Payment.

d. Accessibility During Development

Throughout the development of the prototype and the final Website, the Website shall be accessible to each County Partner. Until each County Partner has approved the final Website, none of the web pages for the Website will be

accessible to end users through that County Partner's website.

e. Migration to County Platform

Should a County Partner wish to incorporate the website content into its web platform, additional costs will be incurred by that county. Contractor will collaborate with County Partner's staff and the County Partner's web vendor to transition the website to each County Partner's website platform.

f. Deliverables

Upon each County Partner's approval of the final Website, or upon termination of this Agreement, whichever occurs earlier, Contractor shall deliver to each County Partner all code, documentation, reports, images, artwork, text, and other materials developed by Contractor in the course of its performance under this Agreement and any other terms reasonably necessary for the operation of the Website, other than third party operating system software, third-party networking software, web browsers, and hardware, and all changes and enhancements thereto (the "Deliverables"). Documentation shall be delivered in printed format and in electronic format. Code shall be delivered in electronic format. Contractor shall maintain its backups and one set of the Deliverables for a period of six (6) months after each County Partner's approval of the final Website. If this Agreement is terminated prior to final approval, or upon expiration of the six-month period, Contractor will destroy all of its copies of the Deliverables, including all backups thereof, and permanently destroy all files constituting final or working copies of any Deliverables from Contractor's computers and back-up materials unless otherwise directed in writing by Owner, with ownership as defined in section I.A.4.g.

g. Ownership of County Content

Contractor acknowledges and agrees that each County Partner Content is a proprietary, original work of authorship of each County Partner, or licensed or assigned to County Partner, and is protected under United States copyright, trademark, patent and trade secret laws of general applicability. Contractor further acknowledges and agrees that all rights, title, and interest in and to the County Partner Content, and any portion of the County Partner Content, together with all modifications, enhancements, and derivative works of the County Partner Content, whether or not made by Contractor, including all copyright rights, are and shall remain

with County Partners or its licensors. Contractor agrees to assign and transfer and does hereby irrevocably assign and transfer to County Partner's any and all rights, title, and interest, including all copyright rights and other intellectual property rights, and all actions and causes of action related to the foregoing, and all damages, profits, and other recoveries related thereto, which Contractor may have or acquire in and to the County Partner Content and any and all modifications or derivative works made by Contractor to the County Partner Content. Contractor agrees to execute all documents and take all action reasonably requested by County Partners in connection with the assignment of rights to each County Partner. Contractor agrees that it will not challenge or take any action inconsistent with County Partner's rights to the County Partner Content.

h. Trademarks

County Partners grant to Contractor a limited, non-exclusive, revocable license to use the trademarks of County Partners solely for use on the Website and in exactly the form designated by each County Partner. The license granted under this Agreement may be terminated at any time by County Partners, in its sole discretion, upon ten (10) days' notice. Contractor agrees and acknowledges that the license of the County Partners' trademarks is made without any representations or warranties of any kind or nature. County Partners do not make any representations or warranties regarding title to any County Partner trademark, the rights of any other persons or entities to the County Partner trademarks, or with regard to the enforceability of any rights to any County Partner trademark. Except as provided in this Agreement, no other right is granted to Contractor under this Agreement with respect to any trademarks of County Partners. Contractor agrees that it will not file any applications or assert any rights to any of County's trademarks in the United States, or any other country or territory.

i. Ownership of Deliverables

County Partners and Contractor intend that, all elements of all Deliverables shall be exclusively owned by County Partners, and County Partners shall exclusively own all copyrights and all other intellectual property rights in the Deliverables. Accordingly, Contractor agrees to assign and transfer and does hereby irrevocably assign and transfer to County Partners any and all rights, title, and interest, including all copyright rights and other intellectual property rights, and all actions and causes of action related to the foregoing, and all

damages, profits, and other recoveries related thereto, which Contractor may have or acquire in and to any and all Deliverables. Such rights, title, and interest shall be deemed assigned as of the moment of creation without the necessity of any further action on the part of either party. Contractor agrees to transfer all website rights and access to the County, and any copyright application for and registration of the Deliverables or any elements of the Deliverables. If the foregoing assignment is determined to be unenforceable for any reason, Contractor hereby grants to County an exclusive, non-revocable, worldwide, fully paid, copyright license to sublicense through multiple tiers, perform, publish, display, reproduce, create derivative works of, and distribute any or all of the Deliverables or any derivative works thereof.

Shared documents will be received in electronic original source files (i.e. Adobe InDesign) and in PDF, GIF, and JPEG. All shared content/documents used are copyright protection free. If not, Contractor will obtain written authorization from the owner of the content that gives the County permission to use and customize their materials as the County's own for any and all communications purposes.

- j. Copyright
Contractor shall include on the Website any and all copyright or other notices as requested by County Partners.

The website will be designed so that each County Partners' staff can easily update and add new content as needed, without the added expense or burden of having to hire technical staff to keep the website fresh and current. Full documentation to enable staff to manage the site will be provided upon launch as well as the ability to track visits to the website and information about the users.

5. Documentation

Documentation of completion of activities should be submitted with contract invoices.

B. Cannabis Decoded Education Campaign

Contractor will coordinate with dedicated county staff from Behavioral Health and Recovery Services. The activities/deliverables for the media education campaign are as follows:

1. Management of campaign website and Instagram Account

Maintain a relevant and functional website, grow the library of messages on the Instagram account, facilitate the MOU process with partner jurisdictions as needed, and coordinate needed review and approval processes with BHRIS project manager.

2. Campaign localization

Update and add San Mateo County-specific content to website, provide semi-annual report on website analytics, and implement a local youth survey to ensure ongoing youth input into campaign messaging.

3. Message development

Refresh and develop new website and social media messaging based on youth input. Coordinate review and approval process with BHRIS project manager.

4. Campaign Media and Marketing

Develop media/marketing plan to maximize message exposure across San Mateo County. Strategies could include but are not limited to: digital ad buys, billboards, digital radio ads, shakers, video, event sponsorship, sidewalk chalk, wild postings, etc. Source, customize, or develop new media assets and other content. Implement media plan.

C. Tobacco Prevention

Coordinate the placement of tobacco prevention messages on bus shelters, digital billboards, and Google display ads. Tobacco Prevention Program (TPP) staff will provide contractor with California Tobacco Control Program-approved ads. Contractor will include TPP logo as requested.

II. ADMINISTRATIVE REQUIREMENTS

A. Fingerprint Compliance

Contractor certifies that its employees, trainees, and/or its subcontractors, assignees, volunteers, and any other persons who provide services under this agreement, who have direct contact with any client, will be fingerprinted in order to determine whether they have a criminal history which would compromise the safety of individuals with whom the Contractor's employees, trainees and/or its subcontractors, assignees, or volunteers have contact. Contractor shall have a screening process in place to ensure that employees who have positive fingerprints shall:

1. Adhere to CCR Title 9 Section 13060 (Code of Conduct) when providing services to individuals with whom they have contact as a part of their employment with the contractor; OR
2. Obtain an exemption from Community Care Licensing allowing the employee to provide services to individuals with whom they have contact as a part of their employment with the contractor.

A certificate of fingerprinting certification is attached hereto and incorporated by reference herein as Attachment E.

B. Cultural Competency

Implementations of these guidelines are based on the National Culturally and Linguistically Accessible Services (CLAS) Standards issued by the Department of Health and Human Services. For more information about these standards, please contact the Health Equity Initiatives (HEI) office at ode@smcgov.org

1. Out-of-county Contractors must attest to compliance with all of the pertinent cultural competence requirements in their host County contract. Out-of-county Contractors shall submit to HEI office at ode@smcgov.org by March 31st, documentation of their compliance.
2. Technical Assistance

Contractors who are not able to comply with the cultural competence requirements will be asked to meet with the Program Manager and HEI office at ode@smcgov.org to plan for appropriate technical assistance.

III. GOALS AND OBJECTIVES

Contractor shall ensure that the following outcome objectives are pursued throughout the term of this Agreement:

Goal: Improve the knowledge of program participants regarding how to stay safe and healthy during the COVID-19 pandemic

Objective: At least 10,000 youth will be reached by the campaign.

Goal: Cannabis Decoded campaign website and Instagram account are updated and expanded.

Objective: At least 100,000 people will be exposed to the Cannabis Decoded campaign messages

Goal: Tobacco prevention messages will be placed to support tobacco free communities.

Objective: At least 10,000 people will be exposed to a tobacco prevention messages in San Mateo County.

*** END OF EXHIBIT A1 ***

EXHIBIT B1 – PAYMENTS AND RATES
THE SOCIAL CHANGERY, LLC
FY2019 – 2021

In consideration of the services provided by Contractor in Exhibit A1, County shall pay Contractor based on the following fee schedule:

I. PAYMENTS

In full consideration of the services provided by Contractor under this Agreement and subject to the provisions of Paragraph 3 of this Agreement, County shall pay Contractor in the manner described below:

A. Maximum Obligation

The maximum amount that County shall be obligated to pay for all services provided under this Agreement shall not exceed the amount stated in Paragraph 3 of this Agreement. Furthermore, County shall not pay or be obligated to pay more than the amounts listed below for each component of service required under this Agreement.

In any event, the maximum amount County shall be obligated to pay for all services rendered under this contract shall not exceed FIVE HUNDRED FORTY-SIX THOUSAND NINE HUNDRED SIXTY DOLLARS (\$546,960).

B. Rate of Payment

1. COVID-19 Education Campaign

- a. For the term April 6, 2020 through June 30, 2020, Contractor shall be paid total of ONE HUNDRED THOUSAND DOLLARS (\$100,000). Contractor shall be reimbursed based on completion of deliverables as described in Attachment B.
- b. For the term July 1, 2020 through December 31, 2020, Contractor shall be paid total of TWO HUNDRED THOUSAND DOLLARS (\$200,000). Contractor shall be reimbursed based on completion of deliverables as described in Attachment D1. Payments in advance of deliverables completion require approval of project manager.

2. Cannabis Decoded Education Campaign

For the term June 1, 2020 through June 30, 2020, Contractor shall be paid total of TWO HUNDRED THOUSAND DOLLARS (\$200,000). Contractor shall be reimbursed based on completion of deliverables as described in Attachment B1.

3. Tobacco Prevention

For the term June 1, 2020 through June 30, 2020, Contractor shall be paid total of FORTY-SIX THOUSAND NINE HUNDRED SIXTY DOLLARS (\$46,960). Contractor shall be reimbursed based on completion of deliverables as described in Attachment C1.

Contractor will be responsible for all expenses incurred during the performance of services rendered under this Agreement.

- C. Modifications to the allocations in Paragraph A of this Exhibit B1 may be approved by the Chief of San Mateo County Health or designee, subject to the maximum amount set forth in Paragraph 3 of this Agreement.
- D. The Chief of San Mateo County Health or designee is authorized to execute contract amendments which modify the County's maximum fiscal obligation by no more than \$25,000 (in aggregate), and/or modify the contract term and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.
- E. In the event that funds provided under this Agreement are expended prior to the end of the contract period, Contractor shall provide ongoing services under the terms of this Agreement through the end of the contract period without further payment from County.
- F. In the event this Agreement is terminated prior to June 30, 2021, Contractor shall be paid on a prorated basis for only that portion of the contract term during which Contractor provided services pursuant to this Agreement. Such billing shall be subject to the approval of the Chief of San Mateo County Health or designee.
- G. Disallowances that are attributable to an error or omission on the part of County shall be the responsibility of County. This shall include but not be limited to quality assurance (QA) audit disallowances as a result of QA Plan error or format problems with County-designed service documents.
- H. Monthly Invoice and Payment

Contractor shall invoice the County on or before the tenth (10th) working day of each month prior to the service month. An update of project activities will be submitted with the monthly invoices. Payment by County to Contractor shall be monthly. Invoices that are received after the tenth (10th) working day of the month are considered to be late submissions and may be subject to a delay in payment. Claims may be sent to:

County of San Mateo

Behavioral Health and Recovery Services
Attn: Edith Cabuslay
310 Harbor Blvd., Building E
Belmont, CA 94002
Email: ecabuslay@smcgov.org

I. County anticipates revenues from various sources to be used to fund services provided by Contractor through this Agreement. Should actual revenues be less than the amounts anticipated for any period of this Agreement, the maximum payment obligation and/or payment obligations for specific services may be reduced at the discretion of the Chief of San Mateo County Health or designee.

J. In the event Contractor claims or receives payment from County for a service, reimbursement for which is later disallowed by County or the State of California or the United States Government, then Contractor shall promptly refund the disallowed amount to County upon request, or, at its option, County may offset the amount disallowed from any payment due or become due to Contractor under this Agreement or any other agreement.

K. Inadequate Performance

If County or Contractor finds that performance is inadequate, at the County discretion, a meeting may be called to discuss the causes for the performance problem, to review documentation, billing and/or other reports, and to take appropriate corrective action, as needed, to resolve any identified discrepancies. This Agreement may be renegotiated, allowed to continue to end of term, or terminated pursuant to Paragraph 5 of this Agreement. Any unspent monies due to performance failure may reduce the following year's agreement, if any.

L. Invoice Certification and Program Integrity

Anytime Contractor submits an invoice to the County for reimbursement for services provided under Exhibit A1 of this Agreement, Contractor shall certify by signature that the invoice is true and accurate by stating the invoice is submitted under the penalty of perjury under the laws of the State of California.

The invoice must include the following language and signature line at the bottom of the form(s) and/or cover letter used to report the invoice.

"Under the penalty of perjury under the laws of the State of California, I hereby certify that this invoice for services complies with all terms and conditions referenced in the Agreement with San Mateo County.

Executed at _____ California, on _____ 20____

Signed _____ Title _____

Agency _____”

*** END OF EXHIBIT B1 ***

ATTACHMENT B – CONTRACT DELIVERABLES AND PAYMENT
THE SOCIAL CHANGERY, LLC - YOUTH COVID-19
FY 2019 – 2020

DELIVERABLE	BUDGET
Deliverable 1: Message Development	
1.1: Draft proposed key messages.	\$5,000
1.2: Develop online survey to test messages with target audience. San Mateo County will disseminate. Collect feedback. Conduct additional phone key informant interviews as needed.	\$5,000
1.3: Develop one (1) revision of messages, including incorporating feedback from survey, <i>key informant interviews</i> , and client feedback.	\$2,000
1.4: Create one page of pre-written social media posts for Facebook, NextDoor, etc.	\$5,000
1.5: Develop content and resources for the website.	\$8,000
Deliverable 2: Materials Development	
2.1: Develop 2-3 campaign and website visual brand identity options. Present to client for feedback and final selection in one (1) phone/video meeting.	\$5,000
2.2: Based on client feedback and final selection, finalize visual brand identity, including developing the logo, color palette, typography, photography /image styles, and basic brand/style guidelines.	\$5,000
2.3: Develop creative materials and collateral for media/marketing according to the developed media/marketing plan.	\$10,000
2.4: Develop campaign website (on Wix, WordPress, or similar platform) including website design, hosting, graphic design/brand implementation, ADA compliance, SEO optimization, and mobile optimization.	\$15,000
Deliverable 3: Media/Marketing	
3.1: Research effective media, marketing, and outreach strategies, tactics, and channels for target audience.	\$3,750
3.2: Develop media/marketing plan based on research, which may include media buy, marketing strategies, other outreach efforts, placement of advertisements (social media, print media, outdoor, digital, etc.), and other <i>outreach and marketing strategies</i> .	\$3,750
3.3: Present plan and integrate one (1) round of feedback with client.	\$1,000
3.4: Implement media/marketing plan.	\$31,500
TOTAL	\$100,000

**ATTACHMENT B1 – THE SOCIAL CHANGERY
CONTRACT DELIVERABLES AND PAYMENT
Cannabis Decoded FY 2020/2021**

Campaign Website, Instagram, and Management	Budget
<ul style="list-style-type: none"> • Maintain a relevant and functional website. This includes website hosting, technical support, security and other updates, and campaign-wide standard website analytics reports twice annually. This also includes ongoing content management and updates, including review and evaluation of cannabis research to integrate new and relevant information. This cost is shared between all counties that participate in this campaign. • Maintain and grow the [Cannabis] Decoded Instagram channel to direct youth to the campaign website. This includes development of the annual content calendar, implementation of organic growth strategies, professional graphic design of all Instagram assets, and content management of the channel. • Campaign management and communications with The Social Changery Project Lead. This includes meetings with the Project Lead ongoingly, communications from other participating counties regarding campaign participation (per the San Mateo County project MOU), and quarterly newsletter with updates on partners’ activities and new resources for your use. • Consultation on licensing agreements, memorandums of understanding, etc. for interested and potential campaign partners. 	<p>\$44,000</p>
Campaign Localization	
<ul style="list-style-type: none"> • Add and/or update local content on the campaign website (local resources available to youth and/or parents via the Take Action area of the website and parents’ page). • Local county-specific website reports. This will be provided twice annually and will include standard website analytics. • Local survey to research youth and integration of local feedback into campaign and Instagram strategies. This includes providing an electronic survey for you to disseminate to local youth. The survey results will provide assistance in planning local campaign implementation efforts, sourcing and adding/updating county-specific resources to “Take Action” items on the website, and informing local campaign engagement efforts. 	<p>\$5,000</p>
Message Development	
<ul style="list-style-type: none"> • Develop refreshed and additional messages for the campaign and San Mateo County’s media and marketing plan, to include: 	<p>\$26,000</p>

<ul style="list-style-type: none"> ○ results from most recent survey and evaluation data and feedback from target audiences, ○ draft proposed messaging for targeted audience, ○ market research and testing of messaging, ○ stipends for youth feedback participants, ○ revise based on recommendations, and ○ submit messaging to SMC for review and approval. 	
Campaign Media and Marketing	
<ul style="list-style-type: none"> ● Develop media and marketing plan specific to your County. This could include tactics and strategies like sidewalk chalk, wild postings, billboards, digital radio ads, shaker ads, digital ad buys, video, event sponsorship, etc. ● Source, customize or develop new media assets and other content needed to implement your media and marketing plan. ● Implement your local media and marketing plan, including a report following media placement with detailed analysis of numbers reached, influenced visits, and which assets performed best with which audiences. 	\$125,000
Grand Total	\$200,000

THE SOCIAL CHANGERY
ATTACHMENT C1 - TOBACCO PREVENTION PROGRAM
June 1 - 30, 2020

San Mateo County Behavioral Health and Recovery Services – Tobacco Prevention Program wishes to place CDPH-developed media products into local media targets in San Mateo County. The contractor will be provided the needed ads to customize and place as detailed below.

DELIVERABLE	QTY	TIMELINE	BUDGET
Bus Shelters – Flavored Tobacco - 5 per city (San Mateo, Redwood City, Daly City)	15	June 2020	\$27,630
Digital Billboard – Flavored tobacco	1	June 2020	\$12,880
Google Display Ads - MUH	2	June 2020	\$1,450
Administrative costs to customize and place ads	N/A	June 2020	\$5,000
		TOTAL	\$46,960

THE SOCIAL CHANGERY
ATTACHMENT D1 – YOUTH COVID-19 GREATER BAY AREA EXPANSION
July 1, 2020 - June 30, 2021

San Mateo County Behavioral Health and Recovery Services -- in partnership with San Francisco County and Alameda County -- have been working with The Social Changery to build a social marketing campaign to outreach to, build awareness for, and educate youth about health and wellbeing during and following the COVID-19 pandemic. This proposed scope of work and budget would expand this initial campaign to reach and serve four (4) additional jurisdictions in the San Francisco Bay Area with updated campaign content, website features and media/marketing activities. These four (4) additional jurisdictions are Santa Clara County, Contra Costa County, Marin County and the City of Berkeley. Depending upon funding, the campaign efforts would be expanded to include activities for 6 months or 1 year.

DELIVERABLE	TIME LINE	BUDGET
Deliverable 1: Messages and Content Development		
1.1: Write draft copy of messages and content for materials, digital advertising, social media, other media/marketing efforts, etc.	July - Sept 2020	\$7,500
1.2: Develop an online survey to test messages with the target audience. Survey will be disseminated by the participating counties and cities. Collect and synthesize survey results. Conduct additional phone key informant interviews, as needed, up to a maximum of ten (10) phone interviews, to clarify specific items that come up in the survey results where further information/detail is needed.	July - Sept 2020	\$10,000
1.3: Using results from the online survey, any feedback received from key informant interviews, and client feedback from each participating county, develop one (1) revision of messages and related content based on these inputs for approval.	July - Sept 2020	\$7,000

1.4: Source and/or write content to expand the “parent information” section on the website to include content and resources such as: tips on how to talk to your teen/young adult about shelter-in-place orders, what to do/where to go for help if your teen is struggling with mental health or substance use problems, tips on how to talk to teens about mental health and substance use, etc.	Oct - Dec 2020	\$5,000
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1.5: Develop additional youth content and resources relevant to the participating counties and cities for use on the website. This includes sourcing, curating, writing, updating and uploading local resources for each participating county and general content (blogs, resources, updated guidance, etc) monthly.	July - Jun 2021	\$20,000
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Deliverable 2: Website and Materials Development		
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2.1: Maintain a functional website to accommodate expansion and reach to all participating counties and cities. This includes website hosting, technical support, security and other updates to support increased traffic and usage.	July – Dec 2020	\$5,100
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2.2: Expand functionality of the website to include additional functionality and content of the ‘parent’ section and enabling sharing of website content on common social media channels.	July - Sept 2020	\$8,000
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2.3: Develop creative materials, assets, and collateral needed for media/marketing activities according to the developed and approved media/marketing plan.	July - Sept 2020	\$25,000
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2.4: Create one (1) social media channel (ex: Instagram) to launch in August 2020, create editorial calendar, messaging and content as well as professionally designed assets to implement the social media channel Aug 2020-Dec 2020.	July – Dec 2020	\$25,000
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2.5: Maintain and grow the social media channel to direct youth to the website. This includes implementation of the content calendar, implementation of organic growth strategies, and regular user engagement activities including 35 hours per week of monitoring engagement in real time, responding to direct messages, and moderating the channel to flag any crisis/high-risk engagements providing an appropriate response in accordance with best-practices.	Aug – Dec 2020	\$10,000
Deliverable 3: Media/Marketing*		
3.1: Develop media plan to promote the campaign's website and social media channels. Present draft plan and create final plan based on one (1) round of feedback with the client.	Jul-Aug 2020	\$7,000*
3.2: Develop assets needed for media plan and targeted youth engagement on social media during media buy.	Aug-Sep 2020	\$15,000*
3.3: Implement media plan (media to run in Fall of 2020 for 60 days).	Oct 2020	\$45,400*
3.4: Report on outcomes of media campaign	Dec 2020	\$10,000*
TOTAL		\$200,000

*This budget includes only a portion of the required dollar amount to implement Deliverable 3 as it is written here. Completion of Deliverable 3 as it is written here is dependent on receiving the other portion of the required dollar amount from additional funders. If additional funds do not become available, a renegotiation and rework of this entire Scope of Work and budget will be required to determine what is feasible.