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BOARD OF SUPERVISORS

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First District  
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December 10, 2013

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:

**ADOPTED**

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

15 DECEMBER 10, 2013

*Sachi A. Hamai*  
SACHI A. HAMAI  
EXECUTIVE OFFICER

**APPROVAL TO AMEND COUNTY CONTRACT NUMBER PH-000569 WITH KCBS MARKETING, INC. EFFECTIVE JANUARY 1, 2014 THROUGH DECEMBER 31, 2014 (ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

**SUBJECT**

Request approval to execute a contract amendment to the HIV/AIDS Social Marketing Services Agreement with KCBS Marketing, Inc., and delegate authority to execute future amendments.

**IT IS RECOMMENDED THAT THE BOARD:**

1. Approve and instruct the Director of the Department of Public Health (DPH), or his designee, to execute a contract amendment, substantially similar to Exhibit I, to Contract Number PH-000569 with KCBS Marketing, Inc. (KCBS) to extend the contract term for 12 months, effective January 1, 2014 through December 31, 2014, and revise the contract name to HIV/STD Social Marketing Services Agreement, at a maximum obligation of \$800,000; 100 percent offset by Centers for Disease Control and Prevention (CDC) funds.
2. Delegate authority to the Director of DPH, or his designee, to execute amendments to the contract that provide an increase or decrease in funding up to 10 percent above or below the annual base maximum obligation, effective upon amendment execution or at the beginning of the applicable contract term, and make corresponding service adjustments, as necessary, subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office (CEO).
3. Delegate authority to the Director of DPH, or his designee, to execute change notices to the contract that authorize modifications to or within schedule budget categories, and corresponding

service adjustments, as necessary; changes to hours of operation and/or service locations; and/or corrections of errors in the contract's terms and conditions.

### **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

Approval of Recommendation 1 will allow DPH's Division of HIV and STD Programs (DHSP) to continue to contract with KCBS for completion of the Erase Doubt and LA Condom social marketing campaigns. The social marketing campaigns were designed in three phases. Phase 1 and 2 of the social marketing campaigns experienced a seven month postponement as a result of an interruption in the production of condoms from the manufacturer and an administrative delay in the contract budget modification process. Consequently, media purchases and other related media activities of Phase 2 could not be implemented within the current contract term. The recommended extension will enable KCBS to fully implement originally planned media activities of Phase 2 and to conduct an evaluation as part of Phase 3 that will provide data to be reported to CDC as required under the grant.

The current robust campaigns rely heavily on existing contacts, social networks, and social media for success. KCBS has demonstrated its success in managing the Erase Doubt website, the LA Condom website: lasexsymbol.com, Facebook, and Twitter accounts, and has initiated the Instagram component to complement these social marketing campaigns. The campaigns target young audiences and it is critical to the success of the campaigns to refresh messages and images. KCBS will continue to refresh messages and images to maximize the effectiveness of the social media campaigns. As a result of these campaigns, more than one million free condoms have been distributed countywide through the LA Condom campaign's website, street outreach team, and vendor networks.

Recommendation 1 will also allow DPH to revise the KCBS contract name from "HIV/AIDS Social Marketing Services" to "HIV/STD Social Marketing Services," to accurately reflect the integration of STD and HIV social marketing activities.

Approval of Recommendation 2 will allow DPH to execute amendments to the contract to increase or decrease funding up to 10 percent above or below the annual base maximum obligation, effective upon amendment execution or at the beginning of the applicable contract term, and make corresponding service adjustments, as necessary. This recommendation will enable DPH to amend the contract to allow for the provision of additional units of funded services that are above the service level identified in the current contract and/or the inclusion of unreimbursed eligible costs, based on the availability of grant funds and grant funder approval. While the County is under no obligation to pay a contractor beyond what is identified in the original executed contract, the County may determine that the contractor has provided evidence of eligible costs for qualifying contracted services and that it is in the County's best interest to increase the maximum contract obligation as a result of receipt of additional grant funds or a determination that funds should be reallocated. This recommendation has no impact on net County cost.

Approval of Recommendation 3 will allow DPH to execute change notices to the contract that authorize modifications to or within budget categories and corresponding service adjustments, as necessary; changes to hours of operation and/or service locations; and/or corrections of errors in the contract's terms and conditions.

### **Implementation of Strategic Plan Goals**

The recommended actions support Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

### **FISCAL IMPACT/FINANCING**

The total cost of the amendment is \$800,000 for the one-year period of January 1, 2014 through December 31, 2014; 100 percent offset by CDC funds.

There is no net County cost associated with this action.

Funding for this amendment is included in DPH's fiscal year (FY) 2013-14 Final Adopted Budget and will be requested in future FYs, as necessary.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

KCBS provides countywide social marketing services to promote HIV prevention and HIV and STD screening; raise the level of awareness for HIV and STD infection risk; influence community norms; and promote behaviors that lower the risk of HIV or STD infection for at-risk persons in the County, including the distribution of free condoms across the County.

County Counsel has approved Exhibit I as to use.

### **CONTRACTING PROCESS**

Following completion of a competitive solicitation process in 2007, on September 9, 2008, your Board approved the execution of an HIV/AIDS social marketing services contract with KCBS (Contract Number PH-000569) for the period of date of Board approval through June 30, 2011 for a total maximum obligation of \$2,400,000, with provisions for two 12-month extensions through June 30, 2013 and six month-to-month extensions through December 31, 2013; offset by CDC, California Department of Public Health, Office of AIDS (CDPH-OA), and net County cost funds.

Since your Board's approval of this contract, there have been fluctuations in contract funding resulting from reductions in State funding and subsequent identification of additional resources. These funding fluctuations resulted in corresponding adjustments to contract services such as the amount of media or creative development that could be purchased.

On September 10, 2009, your Board was notified that due to major reductions in CDPH-OA funding, DPH intended to amend the contract with KCBS to decrease the annual maximum obligation from \$800,000 to \$200,000 for the period of July 1, 2009 through June 30, 2010, and July 1, 2010 through June 30, 2011. On October 7, 2010, your Board was notified that DPH was exercising delegated authority to increase the annual funding by \$50,000, increasing the annual maximum obligation from \$200,000 to \$250,000 for the period of July 1, 2010 through June 30, 2011; 100 percent offset by CDC funds.

On March 16, 2011, your Board was notified that DPH was: 1) exercising delegated authority to amend the scope of work to add additional social marketing services; and 2) restoring the maximum

obligation of the contract to its original Board-approved amount of \$800,000 for the period of July 1, 2010 through June 30, 2011; offset by CDC, California State AIDS Drug Assistance Program, and Cy Pres – Utility Users Tax Settlement funds.

On July 1, 2011, DPH amended the KCBS contract, as approved by your Board on September 9, 2008, to extend the term for two 12-month extensions through June 30, 2013, at an annual maximum obligation of \$650,000; 100 percent offset by CDC funds. On January 13, 2012, your Board was notified that DPH was exercising delegated authority to amend the scope of work and increase funding by \$194,450, increasing the maximum obligation from \$650,000 to \$844,450 for the period of July 1, 2011 through June 30, 2012; offset by CDC and Cy Pres – Utility Users Tax Settlement funds.

On November 19, 2012, your Board was notified that DPH was exercising delegated authority to amend the scope of work and increase funding by \$150,000, increasing the maximum obligation from \$650,000 to \$800,000 for the period of July 1, 2012 through June 30, 2013; offset by CDC and Cy Pres – Utility Users Tax Settlement funds.

On July 1, 2013, DPH amended the KCBS contract, as approved by your Board on September 9, 2008, to extend the term for six additional months through December 31, 2013, at a maximum obligation of \$400,000; 100 percent offset by CDC funds.

For future media campaigns, DHSP will conduct a Work Order Solicitation utilizing the media services Master Agreements approved by your Board on April 9, 2013.

### **IMPACT ON CURRENT SERVICES (OR PROJECTS)**

Approval of the recommended actions will allow DPH to continue to provide HIV/STD social marketing activities that promote HIV and STD prevention and screening, raise the level of awareness for HIV/STD infection risk, influence community norms, and promote behaviors that lower the risk of HIV/STD infection for at-risk persons in Los Angeles County.

Respectfully submitted,



JONATHAN E. FIELDING, M.D., M.P.H.

Director and Health Officer

JEF:MJP:ld

Enclosures

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

**HIV/STD SOCIAL MARKETING SERVICES AGREEMENT**

Amendment No. 7

THIS AMENDMENT is made and entered into this \_\_\_\_\_ day  
of \_\_\_\_\_, 2014,

by and between

COUNTY OF LOS ANGELES  
(hereafter "County"),

and

KCBS MARKETING, INC.  
(hereafter "Contractor").

WHEREAS, reference is made to that certain document entitled " HIVAIDS SOCIAL MARKETING SERVICES AGREEMENT", dated September 9, 2008, and further identified as Agreement Number PH-000569, and any Amendments thereto (all hereafter "Agreement"); and

WHEREAS, the title of the Agreement "HIV/ AIDS SOCIAL MARKETING SERVICES AGREEMENT", is changed to "HIV/STD SOCIAL MARKETING SERVICES AGREEMENT" and as such, wherever referred to in said Agreement, shall be known as HIV/STD SOCIAL MARKETING SERVICES; and

WHEREAS, County has awarded grant funds from the Centers for Disease Control and Prevention (hereafter "CDC") Catalog of Federal Domestic Assistance (CFDA) Number 93.940; and

WHEREAS, it is the intent of the parties hereto to extend the Agreement and provide other changes set forth herein; and

WHEREAS, said Agreement provides that changes may be made in the form of a written amendment which is formally approved and executed by the parties; and

WHEREAS, the Amendment Format has been approved by County Counsel.

NOW, THEREFORE, the parties hereto agree as follows:

1. This Amendment shall be effective on January 1, 2014.

2. The first paragraph of Paragraph 1, TERM, shall be amended to read as follows:

“1. TERM: The term of this Agreement shall commence on September 9, 2008, and shall continue in full force and effect through December 31, 2014. In any event, County may terminate this Agreement in accordance with the TERMINATION Paragraphs of the ADDITIONAL PROVISIONS hereunder.”

3. Paragraph 3, MAXIMUM OBLIGATION OF COUNTY, Subparagraph H, shall be added to read as follows:

“3. MAXIMUM OBLIGATION OF COUNTY:

H. During the period of January 1, 2014 through December 31, 2014, the maximum obligation of County for HIV/STD Social Marketing services provided hereunder shall not exceed Eight Hundred Thousand Dollars (\$800,000).

Such maximum obligation is comprised of Centers for Disease Control and Prevention (CDC) funds. This sum represents the total allocation of County as shown in Schedule 8, attached hereto and incorporated herein by reference.”

4. Paragraph 4. FUNDING/SERVICES ADJUSTMENTS AND

REALLOCATIONS: shall be amended to read as follows:

“4. FUNDING/SERVICES ADJUSTMENTS AND REALLOCATIONS:

A. Upon Director’s specific written approval, as authorized by the County’s Board of Supervisors, County may: 1) increase or decrease funding up to 10 percent above or below each term’s annual base maximum obligation; 2) reallocate funds between schedules within this Agreement where such funds can be more effectively used by Contractor up to 10 percent of the term’s annual base maximum obligation; and 3) make modifications to or within budget categories within each schedule, and make corresponding service adjustments, as necessary. Such adjustments may be made based on the following: (a) if additional monies are available from federal, State, or County funding sources; (b) if a reduction of monies occurs from federal, State, or County funding sources; and/or (c) if County determines from reviewing Contractor's records of service delivery and billings to County that an underutilization of funds provided under this Agreement will occur over its term.

All funding adjustments and reallocation as allowed under this Paragraph may be effective upon amendment execution or at the beginning of the applicable Agreement term, to the extent allowed by the funding source and as authorized by the County’s Board of Supervisors. Adjustments and reallocations of funds in excess of the aforementioned amount shall require separate approval by County's Board of Supervisors. Any change to the County maximum obligation or reallocation of funds

between schedules in this Agreement shall be effectuated by an administrative amendment to this Agreement pursuant to the ALTERATION OF TERMS/AMENDMENTS Paragraph of this Agreement. Any modification to or within budget categories within each schedule, shall be effectuated by a change notice that shall be incorporated into and become part of this Agreement pursuant to the ALTERATION OF TERMS/AMENDMENTS Paragraph of this Agreement.

B. County and Contractor shall review Contractor's expenditures and commitments to utilize any funds, which are specified in this Agreement for the services hereunder and which are subject to time limitations as determined by Director, midway through each County fiscal year during the term of this Agreement, midway through the applicable time limitation period for such funds if such period is less than a County fiscal year, and/or at any other time or times during each County fiscal year as determined by Director. At least fifteen (15) calendar days prior to each such review, Contractor shall provide Director with a current update of all of Contractor's expenditures and commitments of such funds during such fiscal year or other applicable time period.”

5. Paragraph 9, COMPENSATION, shall be amended to read as follows:

“9. COMPENSATION: County agrees to compensate Contractor for performing services hereunder for actual reimbursable net cost as set forth in Schedule 8, the BILLING AND PAYMENT Paragraph of the Agreement. Invoices and cost reports must be submitted and will be reimbursed in accordance with



approved line-item detailed budgets.”

6. Paragraph 14, INDEMNIFICATION, shall be amended to read as follows:

“14. INDEMNIFICATION: Contractor shall indemnify, defend and hold harmless the County, its Special Districts, elected and appointed officers, employees, agents and volunteers (“County Indemnitees”) from and against any and all liability, including but not limited to demands, claims, actions, fees, costs, and expenses (including attorney and expert witness fees), arising from and/or relating to this Agreement, except for such loss or damage arising from the sole negligence or willful misconduct of the County Indemnitees.”

7. Paragraph 23, ALTERATION OF TERMS, shall be replaced in its entirety to read as follows:

“23. ALTERATION OF TERMS/AMENDMENTS:

A. The body of this Agreement (including its ADDITIONAL PROVISIONS), and any Exhibit(s) attached hereto, fully expresses all understandings of the parties concerning all matters covered and shall constitute the total Agreement. No addition to, or alteration of, the terms of this Agreement, whether by written or verbal understanding of the parties, their officers, employees or agents, shall be valid and effective unless made in the form of a written amendment to this Agreement which is formally approved and executed by the parties in the same manner as this Agreement.

B. The County’s Board of Supervisors; the Chief Executive Officer

or designee; or applicable State and/or federal entities, laws, or regulations may require the addition and/or change of certain terms and conditions in the Agreement during the term of this Agreement to comply with changes in law or County policy. The County reserves the right to add and/or change such provisions as required by the County's Board of Supervisors, Chief Executive Officer, or State or federal entity. To implement such changes, an Amendment to the Agreement shall be prepared by Director and executed by the Contractor and Director, as authorized by the County's Board of Supervisors.

C. Notwithstanding Paragraph 23.A, in instances where the County's Board of Supervisors has delegated authority to the Director to amend this Agreement to permit extensions or adjustments of the contract term; the rollover of unspent Agreement funds; and/or an internal reallocation of funds between budgets up to 10 percent of each term's annual base maximum obligation and/or an increase or decrease in funding up to 10 percent above or below each term's annual base maximum obligation, effective upon amendment execution or at the beginning of the applicable Agreement term, and make corresponding service adjustments, as necessary, an Administrative Amendment shall be prepared by Director and executed by the Contractor and Director, as authorized by the County's Board of Supervisors, and shall be incorporated into and become part of this Agreement.

D. Notwithstanding Paragraph 23.A, in instances where the County's Board of Supervisors has delegated authority to the Director to amend this Agreement to permit modifications to or within budget categories within each schedule, and corresponding adjustment of the scope of work tasks and/or activities and/or allow for changes to hours of operation, changes to service locations, and/or correction of errors in the Agreement's terms and conditions, a written Change Notice shall be signed by the Director and Contractor, as authorized by the County's Board of Supervisors. The executed Change Notice shall be incorporated into and become part of this Agreement.”

8. Paragraph 1, ADMINISTRATION, of the ADDITIONAL PROVISIONS, shall be replaced in its entirety to read as follows:

“1. ADMINISTRATION OF CONTRACT:

A. County's Director of Public Health or his/her authorized designee(s) (hereafter collectively “Director”) shall have the authority to administer this Agreement on behalf of County. Contractor agrees to extend to Director the right to review and monitor Contractor's programs, policies, procedures, and financial and/or other records, and to inspect its facilities for contractual compliance at any reasonable time.

B. Approval of Contractor's Staff: County has the absolute right to approve or disapprove all of the Contractor's staff performing work hereunder and any proposed changes in the Contractor's staff, including, but not limited to, the contractor's Project Manager.

C. Contractor's Staff Identification: All of Contractor's employees assigned to County facilities are required to have a County Identification (ID) badge on their person and visible at all times. Contractor bears all expense related to the badges.

D. Background and Security Investigations: Each of Contractor's staff performing services under this Contract, who is in a designated sensitive position, as determined by County in County's sole discretion, shall undergo and pass a background investigation to the satisfaction of County as a condition of beginning and continuing to perform services under this Contract. Such background investigation must be obtained through fingerprints submitted to the California Department of Justice to include State, local, and federal-level review, which may include, but shall not be limited to, criminal conviction information. The fees associated with the background investigation shall be at the expense of the Contractor, regardless if the member of Contractor's staff passes or fails the background investigation. County shall perform the background check and bill Contractor for the cost.

If a member of Contractor's staff who is in a designated sensitive position does not obtain work clearance through the criminal history background review, they may not be placed and/or assigned within the Department of Public Health. During the term of the Contract, the Department may receive subsequent criminal information. If this subsequent information constitutes a job nexus, the Contractor shall

immediately remove staff from performing services under this Agreement and replace such staff within fifteen (15) days of removal or within an agreed upon time with the County. Pursuant to an agreement with the Federal Department of Justice, the County will not provide to Contractor nor to Contractor's staff any information obtained through the County's criminal history review.

Disqualification of any member of Contractor's staff pursuant to this section shall not relieve Contractor of its obligation to complete all work in accordance with the terms and conditions of this Contract."

9. Paragraph 40, COUNTY'S QUALITY ASSURANCE PLAN, of the ADDITIONAL PROVISIONS, shall be amended to read as follows:

"40. COUNTY'S QUALITY ASSURANCE PLAN: County or its agent will evaluate Contractor's performance under this Agreement on not less than an annual basis. Such evaluation will include assessing Contractor's compliance with all agreement terms and performance standards. Contractor deficiencies which County determines are severe or continuing and that may place performance of this Agreement in jeopardy if not corrected will be reported to the Board of Supervisors. The report will include improvement/corrective action measures taken by County and Contractor. If improvement does not occur consistent with the corrective action measures, County may terminate this Agreement or impose other penalties as specified in this Agreement.

The County maintains databases that track/monitor contractor performance history. Information entered into such databases may be used for a

variety of purposes, including determining whether the County will exercise an Contract term extension option.”

10. Effective on the date of this Amendment, Exhibit F and E-1, SCOPE(S) OF WORK FOR HIV/STD SOCIAL MARKETING SERVICES shall be attached hereto and incorporated herein by reference.

11. Effective on the date of this Amendment, Schedule 8, BUDGET FOR HIV/STD SOCIAL MARKETING SERVICES, shall be attached hereto and incorporated herein by reference.

12. Except for the changes set forth herein above, Agreement shall not be changed in any respect by this Amendment.

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IN WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment to be subscribed by its Director of Public Health, and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized officer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

By \_\_\_\_\_  
Jonathan E. Fielding, M.D. M.P.H.  
Director and Health Officer

\_\_\_\_\_  
KCBS MARKETING, INC.  
Contractor

By \_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

Title \_\_\_\_\_  
(AFFIX CORPORATE SEAL)

APPROVED AS TO FORM  
BY THE OFFICE OF THE COUNTY COUNSEL  
JOHN F. KRATTLI  
County Counsel

APPROVED AS TO CONTRACT  
ADMINISTRATION:

Department of Public Health

By \_\_\_\_\_  
Patricia Gibson, Chief  
Contracts and Grants Division

#02807

**EXHIBIT F**

**KCBS MARKETING, INC.  
HIV/ STDSOCIAL MARKETING SERVICES AGREEMENT**

1. Paragraph 4, COUNTY'S MAXIMUM OBLIGATION, Subparagraph H, shall be added to read as follows:

"4. COUNTY'S MAXIMUM OBLIGATION:

H. During the period of January 1, 2014 through December 31, 2014, the maximum obligation of County for HIV/STD social marketing services provided hereunder shall not exceed Eight Hundred Thousand Dollars (\$800,000)."

2. Paragraph 6, COMPENSATION, Subparagraph A, shall be amended to read as follows:

"6. COMPENSATION: County agrees to compensate Contractor for performing services hereunder as set forth in Schedule 8. Invoices and cost reports must be submitted and will be reimbursed in accordance with approved line-item detailed budgets."

3. The first paragraph of Paragraph 7, SERVICES TO BE PROVIDED, shall be amended to read as follows:

"7. SERVICES TO BE PROVIDED: Contractor shall provide HIV/STD Social Marketing services in accordance with procedures formulated and adopted by Contractor's staff consistent with laws, regulation, and the terms of this Agreement. Additionally Contractor shall provide such services as described in Exhibit F and E-1, attached hereto and incorporated herein by reference."



**SCHEDULE 8**

**KCBS MARKETING, INC.  
HIV/STD SOCIAL MARKETING SERVICES AGREEMENT**

Budget Period  
January 1, 2014  
Through  
December 31, 2014

Operating Expenses	\$800,000
Indirect Cost	<u>\$ 0</u>
TOTAL PROGRAM BUDGET	\$800,000

During the term of this Agreement, any variation to the above budget must have prior written approval of the Division of HIV and STD Programs Director. Funds shall only be utilized for eligible program expenses. Invoices and cost reports must be submitted and will be reimbursed in accordance with approved line-item detailed budgets.

**EXHIBIT E-1  
 SCOPE OF WORK  
 HIV/STD SOCIAL MARKETING SERVICES  
 January 1, 2014 through December 31, 2014**

OBJECTIVE(S)	IMPLEMENTATION ACTIVITIES	TIMELINE	DELIVERABLES
Websites	Maintain LASEXSYMBOL.COM, EraseDoubt.org and BorraLaDuda.org and update content on monthly basis including but not limited to: <ul style="list-style-type: none"> <li>• Relevant articles</li> <li>• Relevant videos</li> <li>• Photographs</li> <li>• Banners</li> <li>• Events and key dates</li> <li>• Current marketing initiatives</li> <li>• Update 'About Us' section</li> <li>• Update content as specified by DHSP</li> </ul> Refresh STD campaigns	01/01/14 through 12/31/14	Monthly report of website activity including: <ul style="list-style-type: none"> <li>• Traffic summary</li> <li>• Summary of content added / changed</li> <li>• Screen shots</li> </ul>
Social Media Outreach	Maintain/Update social media profiles Facebook, Twitter , Instagram and YouTube with relevant content  Coordinate and execute Facebook media buy to expand future impressions throughout Facebook network	01/01/14 through 12/31/14	Deliverables to include: <ul style="list-style-type: none"> <li>• Facebook and Instagram media strategy presented to DHSP for approval including but not limited to:               <ul style="list-style-type: none"> <li>○ Timing</li> <li>○ Messaging</li> <li>○ Creative</li> <li>○ Impressions</li> <li>○ Click-thru results</li> </ul> </li> <li>• Monthly postings of relevant and/or current content including but not limited to:               <ul style="list-style-type: none"> <li>○ Photographs</li> <li>○ Articles</li> <li>○ Videos</li> <li>○ Links</li> </ul> </li> <li>• Monthly summary report including:               <ul style="list-style-type: none"> <li>○ Social media outreach activities</li> <li>○ Social media profile results</li> <li>○ Facebook media buy results</li> </ul> </li> </ul>
PSAs Video/Audio	Write and produce video PSAs to target audience via: <ul style="list-style-type: none"> <li>• Local radio</li> <li>• Social media outlets</li> <li>• EraseDoubt.org</li> <li>• BorraLaDuda.org</li> <li>• LAsymbols.com</li> </ul> Feature community spokespeople, celebrities and key community influencers to leverage on a minimum of 3 PSAs	01/01/14 through 12/31/14	Deliverables to include: <ul style="list-style-type: none"> <li>• Scripts for PSA videos submitted to DHSP for approval prior to production</li> <li>• 6 videos to DHSP for approval prior to online distribution</li> <li>• DVD of all video files to DHSP</li> <li>• Monthly summary report including:               <ul style="list-style-type: none"> <li>○ PSA activities</li> <li>○ Spokespeople:                   <ul style="list-style-type: none"> <li>▪ who was secured</li> <li>▪ messaging strategy</li> </ul> </li> </ul> </li> </ul>

**EXHIBIT E-1  
 SCOPE OF WORK  
 HIV/STD SOCIAL MARKETING SERVICES  
 January 1, 2014 through December 31, 2014**

OBJECTIVE(S)	IMPLEMENTATION ACTIVITIES	TIMELINE	DELIVERABLES
CBS PSA Commitment	<p>CBS will commit to running a minimum of 350 PSAs across CBS Radio's affiliate stations valued at over \$105,000 in media</p> <p>Write and produce all PSAs encouraging condom use, HIV/STD testing and driving traffic to LAsexsymbol.com, EraseDoubt.org</p>	01/01/14 through 12/31/14	<p>Deliverables to include:</p> <ul style="list-style-type: none"> <li>• Scripts for PSA audio submitted to DHSP for approval prior to production</li> <li>• 12 audio PSAs (1 x month) for radio distribution</li> <li>• CD of all audio files to DHSP</li> <li>• Monthly summary report including:               <ul style="list-style-type: none"> <li>○ Approved scripts</li> <li>○ Airing dates</li> <li>○ Airing frequency</li> <li>○ Valuation</li> </ul> </li> </ul>
Media	<p>Negotiate contracts with media partners and maintain a zip code-targeted multi-media campaign for condom distribution program messaging and HIV/STD prevention and testing including but not limited to:</p> <ul style="list-style-type: none"> <li>• Outdoor media</li> <li>• Interior/Exterior transit</li> <li>• Cable Television (using existing ads)</li> <li>• Bars, bathrooms and/or gyms</li> <li>• Radio targeting following markets:               <ul style="list-style-type: none"> <li>○ Gay men</li> <li>○ African-American MSM</li> <li>○ Latino MSM</li> <li>○ Second District Young Women of Color</li> </ul> </li> <li>• Digital</li> <li>• Social Media</li> <li>• Print</li> <li>• Mobile</li> <li>• Gas Pumps</li> </ul>	01/01/14 through 12/31/14	<p>Deliverables to include:</p> <ul style="list-style-type: none"> <li>• Submit ad concepts, creative and mechanicals to DHSP for approval</li> <li>• Monthly placement report summarizing:               <ul style="list-style-type: none"> <li>○ Impressions/Reach</li> <li>○ Photographs of each medium</li> </ul> </li> <li>• Post-campaign report due by January 31, 2015 providing comprehensive summary of:               <ul style="list-style-type: none"> <li>○ Impressions/Reach</li> <li>○ Photographs of each medium</li> </ul> </li> <li>• Added-value, if applicable</li> </ul>
Grassroots Marketing	<p>Generate awareness of condom access and distribution program, HIV/STD testing, treatment and care among target audience by engaging and interacting with them at LA County-specific events including:</p> <ul style="list-style-type: none"> <li>• High-profile events</li> <li>• Community-based events</li> <li>• High-traffic destinations</li> </ul> <p>Develop training manual and train street teams on brand messaging</p> <p>Coordinate street team appearances and distribute marketing collateral</p>	01/01/14 through 12/31/14	<p>Deliverables to include:</p> <ul style="list-style-type: none"> <li>• Target list to DHSP for approval of a minimum of:               <ul style="list-style-type: none"> <li>○ 6 high-profile events</li> <li>○ 6 community-based events</li> <li>○ 6 high-traffic destinations</li> </ul> </li> <li>• Documentation of a minimum of 3 meetings with affinity and/or community member groups</li> <li>• Street team training guide on campaign messaging to DHSP for approval</li> <li>• Monthly summary report including:               <ul style="list-style-type: none"> <li>○ Calendar of approved appearances</li> <li>○ Collateral distribution</li> <li>○ Approximate number of attendees</li> </ul> </li> </ul>

**EXHIBIT E-1  
 SCOPE OF WORK  
 HIV/STD SOCIAL MARKETING SERVICES  
 January 1, 2014 through December 31, 2014**

OBJECTIVE(S)	IMPLEMENTATION ACTIVITIES	TIMELINE	DELIVERABLES
	Hold meeting with affinity groups and community members to target ad concepts and distribution		<ul style="list-style-type: none"> <li>o Demographic breakdown</li> <li>o Promotions (e.g., tent, table, banner, collateral distribution, etc.)</li> <li>o Event photographs</li> </ul> <p>Contractor shall maintain on file and provide an electronic copy of the report and timeline to DHSP Program Manager.</p>
Resources Website (formerly HIVLA.org)	<p>Launch and maintain new website providing detailed HIV/STD resource information in Spanish and English</p> <p>Manage content and website maintenance activities</p>	01/01/14 through 12/31/14	<p>Deliverables to include:</p> <ul style="list-style-type: none"> <li>• Wireframe to DHSP for approval</li> <li>• Design concept to DHSP for approval</li> <li>• Content strategy to DHSP for approval</li> <li>• Proposed timing of various phases of site development</li> <li>• Purchase URL(s) if applicable</li> <li>• Translate and build out Spanish version of site</li> <li>• Monthly summary report including:               <ul style="list-style-type: none"> <li>o Traffic summary</li> <li>o Summary of content added / changed</li> <li>o Screen shots</li> </ul> </li> </ul>
Condom Initiative	Continue marketing strategy for condom distribution program via lasexsymbol.com to promote the use of condoms in LA County, and supply condoms to vendors on distribution list	01/01/14 through 12/31/14	<p>Deliverables to include:</p> <ul style="list-style-type: none"> <li>• Strategic marketing plan to DHSP for approval including but not limited to:               <ul style="list-style-type: none"> <li>o Campaign objectives</li> <li>o Campaign tactics</li> <li>o Timing</li> </ul> </li> <li>• Themes and strategies for specific target pops to DHSP for approval</li> <li>• Outreach plan for enlisting contest participation to DHSP for approval</li> <li>• Details of participation incentives to DHSP for approval</li> <li>• Continue to enlist local businesses to participate in condom distribution network</li> <li>• Purchase and disseminate condoms to approved sites</li> <li>• Number of condoms distributed each month</li> <li>•</li> </ul>
Virus Licensing Fee	Maintain usage rights for virus image	01/01/14 through 12/31/14	<p>Deliverables to include:</p> <ul style="list-style-type: none"> <li>• Usage rights in LA County for comprehensive media outreach</li> <li>• Unlimited online usage rights</li> </ul>

**EXHIBIT E-1  
 SCOPE OF WORK  
 HIV/STD SOCIAL MARKETING SERVICES  
 January 1, 2014 through December 31, 2014**

OBJECTIVE(S)	IMPLEMENTATION ACTIVITIES	TIMELINE	DELIVERABLES
Partnership Marketing	Prospect and secure corporate partnerships to expand market reach and help increase HIV/STD testing via: <ul style="list-style-type: none"> <li>• Retail locations</li> <li>• Partner email blasts</li> <li>• Partner websites</li> <li>• Existing events</li> </ul>	01/01/14 through 12/31/14	Deliverables to include: <ul style="list-style-type: none"> <li>• List summarizing prospective partners and partnership details</li> <li>• Minimum of 6 approved partnerships to DHSP for activation approval</li> <li>• Monthly report including:               <ul style="list-style-type: none"> <li>○ Summary of partners</li> <li>○ Partnership integration</li> <li>○ Photographs</li> <li>○ Screen shots</li> <li>○ Value-adds if applicable</li> </ul> </li> <li>• Annual summary report of all partners due January 31, 2015</li> </ul>
Public Relations	Develop and execute a minimum of 6 Media/PR opportunities to secure non-paid target market media support  Coordinate and execute media outreach initiatives including: <ul style="list-style-type: none"> <li>• Developing press materials including press releases, media alerts, mat columns</li> <li>• Pitching local media</li> <li>• Securing interviews in local media outlets</li> <li>• Developing photos or b-roll for media usage for each event</li> </ul> Monitor media activity on daily basis	01/01/14 through 12/31/14	Deliverables to include: <ul style="list-style-type: none"> <li>• Media and PR strategy to DHSP for approval</li> <li>• Copy of final press materials</li> <li>• Event photos and/or b-roll to DHSP for approval prior to media distribution</li> <li>• Event summary due to DHSP 30 days after event including:               <ul style="list-style-type: none"> <li>○ Media hits</li> <li>○ Impression values</li> </ul> </li> </ul>
Printing and Production	Manage print and production of all campaign-related promotional collateral to be distributed and used in grassroots marketing including but not limited to: <ul style="list-style-type: none"> <li>• T-shirts</li> <li>• Printed pieces</li> <li>• Stickers</li> <li>• Other collateral as directed</li> </ul>	01/01/14 through 12/31/14	Deliverables to include: <ul style="list-style-type: none"> <li>• List of suggested quantities to DHSP for printing approval</li> <li>• Production dates and timelines</li> <li>• Proofs to DHSP for approval before production</li> <li>• Final printing amount per item</li> <li>• Samples of each collateral</li> </ul>
Creative Development	Manage development of all campaign-related creative	01/01/14 through 12/31/14	Deliverables to include: <ul style="list-style-type: none"> <li>• Creative concepts and/or drafts to DHSP for approval for:               <ul style="list-style-type: none"> <li>○ All media elements (outdoor, banner ads, posters, etc.)</li> <li>○ Condom initiative</li> <li>○ Printed pieces</li> <li>○ Promotional merchandise</li> </ul> </li> </ul>

**EXHIBIT E-1  
 SCOPE OF WORK  
 HIV/STD SOCIAL MARKETING SERVICES  
 January 1, 2014 through December 31, 2014**

OBJECTIVE(S)	IMPLEMENTATION ACTIVITIES	TIMELINE	DELIVERABLES
Mobile Marketing	40 foot RV condom mobile, with condom program messaging. Drive RV around targeted zip codes on weekly basis, and to intramural sports team events to promote condom use. Drive RV to grassroots marketing events and/or testing locations to encourage condom use. Distribute condoms and promotional items and/or printed collateral where appropriate.	01/01/14 through 12/31/14	<ul style="list-style-type: none"> <li>• Final approved version to DHSP in layered and JPEG formats</li> </ul> Deliverables to include: <ul style="list-style-type: none"> <li>• List of zip codes to target for weekly drives to DHSP for approval</li> <li>• Photographs of wrapped RV parked and at events</li> <li>• Detailed monthly report of RV tours including:               <ul style="list-style-type: none"> <li>○ Zip codes driven through</li> <li>○ Dates and times of games and events</li> <li>○ Photographs</li> <li>○ Collateral distribution</li> <li>○ Target audience recaps</li> </ul> </li> </ul>
Research/Survey	Assist DHSP in providing evaluation survey instruments to marketing partners (eg Affinity Groups) for the condom campaign, and other similar assistance as needed	01/01/14 through 12/31/14	Deliverables to include: <ul style="list-style-type: none"> <li>• Documentation of interviewer trainings</li> <li>• Delivery of field survey instruments to DHSP</li> </ul>
Management Services	Manage all program processes and ensure initiatives fall within timeline and budget parameters	01/01/14 through 12/31/14	Deliverables to include: <ul style="list-style-type: none"> <li>• Detailed monthly reports on campaign activity, processed invoices and value delivered to DHSP</li> <li>• Management of partner contracts to ensure compliance with negotiated deliverables</li> <li>• Final summary report due January 31, 2015</li> </ul> Contractor shall maintain on file and provide an electronic copy of the report and timeline to DHSP Program Manager.
Campaign Wrap-Up	Develop a comprehensive summary binder of program initiatives including but not limited to: <ul style="list-style-type: none"> <li>• PR/Publicity</li> <li>• Websites</li> <li>• Condom Distribution</li> <li>• Grassroots Marketing/Events</li> <li>• Mobile Marketing</li> <li>• Media</li> </ul>	By December 31, 2014	Deliverables to include: <ul style="list-style-type: none"> <li>• 3 copies of program binder to DHSP due January 31, 2015.</li> </ul> Contractor shall maintain on file and provide an electronic copy of the report and timeline to DHSP Program Manager.