

**ADOPTED**

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

31 April 23, 2024

  
JEFF LEVINSON  
INTERIM EXECUTIVE OFFICER



**BARBARA FERRER, Ph.D., M.P.H., M.Ed.**  
Director

**MUNTU DAVIS, M.D., M.P.H.**  
County Health Officer

**ANISH P. MAHAJAN, M.D., M.S., M.P.H.**  
Chief Deputy Director

313 North Figueroa Street, Suite 806  
Los Angeles, CA 90012  
TEL (213) 268-8117 • FAX (213) 975-1273

[www.publichealth.lacounty.gov](http://www.publichealth.lacounty.gov)



BOARD OF SUPERVISORS

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April 23, 2024

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:

**APPROVAL TO EXECUTE AN AMENDMENT TO THE MASTER AGREEMENT WORK ORDER  
WITH TEAM FRIDAY, INC. FOR COMMUNITY BASED COMMUNICATION AND ENGAGEMENT  
CAMPAIGNS MEDIA SERVICES  
(ALL SUPERVISORIAL DISTRICTS) (3 VOTES)**

**SUBJECT**

Request approval to execute an amendment to the Master Agreement Work Order with Team Friday, Inc. increase the maximum obligation for the period July 1, 2023, through June 30, 2024, and extend the term through June 30, 2025.

**IT IS RECOMMENDED THAT THE BOARD:**

1. Approve and instruct the Director of the Department of Public Health (Public Health), or designee, to execute an amendment, substantially similar to Exhibit I, to Master Agreement Work Order (MAWO) Number PH-005104-W1 with Team Friday, Inc. (Team Friday) for the provision of Community Based Communication and Engagement Campaigns Media Services, to increase the maximum obligation by \$1,100,000 from \$1,100,000 to \$2,200,000 for the period of July 1, 2023, through June 30, 2024, and extend the term through June 30, 2025 at a maximum obligation of \$1,350,000 for the period of July 1, 2024, through June 30, 2025, 100 percent funded by Centers for Disease Control and Prevention (CDC), Assistance Listing Number 93.354, California Department of Public Health (CDPH) Future of Public Health, and Care First Community Investment (CFCI) funding.

2. Delegate authority to the Director of Public Health, or designee, to execute future MAWO amendments with Team Friday that: a) extend the term for an additional one-year period through June 30, 2026 at amounts to be determined by the Director of Public Health, contingent upon availability of funds and contractor performance; b) allow the rollover of unspent MAWO funds; and

c) provide an increase or decrease in funding up to 25 percent above or below each period's annual base maximum amount, effective upon amendment execution or at the beginning of the applicable MAWO period, which may include corresponding revisions to the Scope of Work, as necessary, subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office (CEO). Future increases or amendments shall not exceed \$2,000,000 annually without additional delegated authority from your Board.

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

Public Health is dedicated to addressing a range of pressing public health challenges through a variety of media campaigns. To this end, additional funding has been identified to support key initiatives with a focus on violence prevention, including gun violence; maternal and infant health, public health information accessibility, and early childhood education. These efforts are crucial for enhancing the health and well-being of all Los Angeles County (LAC) residents, leveraging strategic communication and community engagement to make a tangible difference in these critical areas.

Public Health's InfoLine serves as an essential bridge between residents and a variety of health-related information and resources. The InfoLine allows residents to directly engage with trained Public Health staff seven days a week. To maximize its reach and effectiveness, Team Friday will promote InfoLine through targeted campaigns and media services. These promotions will utilize diverse channels and culturally responsive messaging to inform the community about available services, including assistance in locating vital vaccinations for viruses like Influenza, COVID-19, and Respiratory Syncytial Virus, and access to free COVID-19 medication. The InfoLine, offering information on a range of health topics and available in multiple languages, ensures equitable healthcare access for all, regardless of insurance or immigration status. The strategic promotion of this service aims to enhance public awareness and accessibility, ensuring that every resident of LAC can benefit from these critical health resources.

Early Childhood Education is a cornerstone of long-term societal health and well-being. In LAC, access to quality early childhood education is uneven, often correlating with socioeconomic status. Implementing a comprehensive Early Childhood Education Program can bridge this gap, offering all children a strong start in life. Such education has lasting benefits, including improved school readiness, better health outcomes, and enhanced lifelong learning and earning potential.

The amendment with Team Friday aligns seamlessly with Team Friday and Public Health's overarching goals, enhancing the ability to coordinate, develop, and disseminate timely messages through multiple communication strategies. By increasing funding, Team Friday can more effectively produce and place culturally responsive content within community-preferred communication channels, ensuring that Public Health's outreach resonates with the diverse population of LAC. Furthermore, this amendment will bolster efforts to identify and engage trusted community partners and audiences, enabling them to advise, promote, and support Public Health communication campaigns. This collaborative approach is crucial for amplifying our reach and impact, fostering a well-informed community where public health initiatives are more effectively received and acted upon.

Approval of Recommendation 1 will allow Public Health to amend MAWO Number PH-005104-W1 with Team Friday to increase the maximum obligation and extend the term through June 30, 2025, to provide additional community-based communication and engagement campaigns media services.

Approval of Recommendation 2 will allow Public Health to execute future amendments to the MAWO

that: a) extend the term for an additional one-year period; b) allow the rollover of unspent MAWO funds; and c) provide an increase or decrease in funding up to 25 percent above or below each period's annual base maximum total not to exceed \$2,000,000 annually.

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

The recommended actions support Strategy I.1, Increase Our Focus on Prevention Initiatives and Strategy II.2, Support the Wellness of Our Communities, of the County's Strategic Plan.

### **FISCAL IMPACT/FINANCING**

The total cost of the MAWO amendment increase for the period of July 1, 2023, through June 30, 2024, is \$2,200,000 and total cost of the MAWO amendment for the period of July 1, 2024, through June 30, 2025, is \$1,350,000, both periods funded by CDC, CDPH Future of Public Health, and CFCI funding.

There is no net County cost associated with this action. Funding for this action has been included in Public Health's fiscal year (FY) 2023-24 Adopted Budget and will be included in future FYs as necessary.

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

As required under Board Policy 5.120, your Board was notified on March 7, 2024, of Public Health's request to increase or decrease funding up to 25 percent above or below the annual base maximum obligation. A ten percent delegated authority will not allow sufficient flexibility to adjust for higher costs tied to contracts that support media services, including messaging regarding COVID-19 and other communicable diseases. Given the numerous funding shifts across COVID-19 service contracts that have occurred previously, Public Health is forecasting the continuous need to have the flexibility to shift such costs, which may result in the increase or decrease of funds, greater than the standard 10 percent.

### **CONTRACTING PROCESS**

On March 7, 2022, Public Health released a Community Based Communication and Engagement Campaigns Work Order Solicitation (MEDIA-WOS-24). Team Friday was awarded the MAWO for the initial year term, and the MAWO was executed on June 29, 2023.

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

Approval of the recommended action will allow Public Health to expand current media service campaigns in support of community-based communication and engagement in LAC.

The Honorable Board of Supervisors

4/23/2024

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Respectfully submitted,

A handwritten signature in black ink that reads "Barbara Ferrer". The signature is written in a cursive, flowing style.

Barbara Ferrer, PhD, MPH, MEd

Director

BF:mo

#07435

Enclosures

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

**Master Agreement Number: PH-005104**

Work Order Number: PH-005104-W1

**COUNTY OF LOS ANGELES / DEPARTMENT OF PUBLIC HEALTH**  
**MASTER AGREEMENT WORK ORDER**  
**FOR**  
**COMMUNITY BASED COMMUNICATION AND ENGAGEMENT CAMPAIGNS**  
**MEDIA SERVICES**  
**TEAM FRIDAY, INC.**  
**Amendment Number 2**

THIS AMENDMENT is made and entered into on \_\_\_\_\_,

by and between COUNTY OF LOS ANGELES  
(hereafter "County"),

and TEAM FRIDAY, INC.  
(hereafter "Contractor").

WHEREAS, on February 17, 2023, the County and Contractor entered into Master Agreement Number PH-005104 to provide media services for Public Health; and

WHEREAS, reference is made to Master Agreement Number PH-005104 (referred to as "Master Agreement"), between County and Contractor, and

WHEREAS on June 29, 2023, County and Contractor entered into Master Agreement Work Order (MAWO) Number PH-005104-W1 to provide Community Based Engagement and Communication Campaigns to support Media Services in Los Angeles County, and

WHEREAS on March 28, 2024, County and Contractor executed Amendment Number 1 to the MAWO to increase the budget; and

WHEREAS, on April 23, 2023, the Board of Supervisors authorized and delegated authority to the Director of the Department of Public Health (Public Health), or designee, to execute an amendment to the MAWO to increase the maximum obligation by \$1,100,000 from \$1,100,000 to \$2,200,000,000 for the period of July 1, 2023, through June 30, 2024, and extend the term through June 30, 2025 at a maximum obligation of \$1,350,000 for the period of July 1, 2024, through June 30, 2025; and

WHEREAS, the County has been allocated funds from the Centers for Disease Control and Prevention (CDC), Assistance Listing Number (ALN) 93.354, California Department of Public Health (CDPH) Future of Public Health and Care First Community Investment (CFCI) Funding, of which a portion of these has been designated to this MAWO; and

WHEREAS, it is the intent of the parties hereto to amend the MAWO to increase the Maximum Total Amount and make other hereafter designated changes to the MAWO; and

WHEREAS Master Agreement, Paragraph 8.1 Amendments provides that changes may be made in the form of an Amendment which is formally approved and executed by the parties; and

WHEREAS, Contractor warrants that it possesses the competence, expertise, and personnel necessary to provide services consistent with the requirements of this MAWO.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment shall be effective upon date of execution for the period of July 1, 2023, through June 30, 2025.
2. Effective on the date of this Amendment, Attachment A, Statement of Work, shall be deleted in its entirety and replaced with, Attachment A-1, Statement of Work,

attached hereto, and incorporated herein by reference. All references in the MAWO to “Attachment A, Statement of Work” shall be deemed amended to state “Attachment A-1, Statement of Work”.

3. Effective on the date of this Amendment, Attachment C-1, Budget, shall be deleted in its entirety and replaced with Attachment C-2, Budget, attached hereto and incorporated herein by reference. All reference in the MAWO to “Attachment C, Budget” shall be deemed amended to state “Attachment C-2 and C-3, Budgets”.

4. Effective on the date of this Amendment, Attachment C-3, Budget, shall be added, attached hereto and incorporated herein by reference.

5. Paragraph 1.0, APPLICABLE DOCUMENTS, shall be deleted in its entirety and replaced as follows:

“1.0 APPLICABLE DOCUMENTS

Attachments A-1, C-2, C-3, D, E, F, G, H, I, and J are attached to and form a part of this MAWO. In the event of any conflict or inconsistency in the definition or interpretation of any work, responsibility, schedule, or the contents or description of any task, deliverable, goods, service, or other work, or otherwise between the base MAWO and the Attachments, or between Attachments, such conflict or inconsistency shall be resolved by giving precedence first to the Master Agreement, MAWO, and then to the Attachments according to the following priority.

**Standard Attachments:**

1.1 Attachment A-1 – Statement of Work

1.2 Attachment B - Scope of Work (Intentionally Omitted)

1.3 Attachment C-2 and C-3 – Budget(s)

- 1.4 Attachment D – Certification of No Conflict of Interest
- 1.5 Attachment E – Certification of Employee Status
- 1.6 Attachment F – County’s Administration
- 1.7 Attachment G – Contractor’s Administration
- 1.8 Attachment H – Forms Required Before Each Work Order Begins

**Unique Attachments**

- 1.9 Attachment I – Forms Required at Completion of each Work Order Involving Intellectual Property That is Developed/Designed by Contractor
- 1.10 Attachment J – Contractor’s Obligation as Other Than Business Associate (Inadvertent Access) Under the Health Insurance Portability and Accountability Act of 1996 (HIPAA)

- 6. Paragraph 2.0, WORK, shall be deleted in its entirety and replaced as follows:

“2.0 WORK

Pursuant to the provisions of this MAWO, the Contractor shall fully perform, complete, and deliver on time, all tasks, deliverables, services and other work as set forth in Attachment A-1, Statement of Work. This MAWO shall constitute the complete and exclusive statement of understanding between the parties relating to the subject matter of this MAWO.”

- 7. Paragraph 3.0, TERM OF MASTER AGREEMENT WORK ORDER, shall be deleted in its entirety and replaced to as follows:



“3.0 TERM OF MASTER AGREEMENT WORK ORDER

The term of this MAWO shall be effective on the July 1, 2023, and continue in full force and effect through June 30, 2025, unless sooner terminated or extended, in whole or in part, as provided in this MAWO.

8. Paragraph 4.0, CONTRACT BUDGET, shall be deleted in its entirety and replaced as follows:

“4.0 CONTRACT BUDGET

Contractor shall provide media services at the specified rates in Attachment C-2 and C-3, Budget(s). Contractor shall not add or replace services or personnel without the prior written permission of the County Project Director or designee.”

9. Paragraph 7.0 MAXIMUM TOTAL AMOUNT AND PAYMENT, subparagraph 7.1, 7.2, and 7.3 shall be deleted in its entirety and replaced as follows:

“7.1 Effective July 1, 2023 through June 30, 2025, the Maximum Total Amount that County will pay Contractor for all services provided under this MAWO shall not exceed the amount of one million eight hundred thousand dollars (\$2,200,000) for the period July 1, 2023 through June 30, 2024, as set forth in Attachment C-2, Budget, attached hereto and incorporated herein, and nine hundred thousand dollars (\$1,350,000) for the period July 1, 2024 through June 30, 2025 as set forth in Attachment C-3, Budget, attached hereto and incorporated herein, for a total Maximum Total Amount of two million seven hundred thousand dollars (\$3,550,000).

7.2 County agrees to compensate Contractor in accordance with the payment structure set forth in Attachment C-2 and C-3 Budget(s), attached hereto and incorporated herein by reference.

7.3 Contractor shall satisfactorily perform and complete all required services in accordance with Attachment A-1, Statement of Work, notwithstanding the fact that total payment from County shall not exceed the Maximum Total Amount. Performance of services as used in this Paragraph includes time spent performing any of the service activities designated in the Attachment(s) including, but not limited to, any time spent on the preparation for such activities.”

9. Paragraph 10.0, MANDATORY COMPLETION DATE, shall be deleted in its entirety and replaced as follows:

“10.0 MANDATORY COMPLETION DATE

Contractor shall provide all deliverables no later than the completion date identified in Attachment A-1 Statement of Work. The Contractor shall ensure all services have been performed by such date.”

10. Except for the changes set forth herein, all terms and conditions of the MAWO shall remain the same.

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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, or designee, 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: \_\_\_\_\_  
Barbara Ferrer, Ph.D., M.P.H., M.Ed.  
Director

TEAM FRIDAY, INC.

\_\_\_\_\_  
Contractor

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

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

Title: \_\_\_\_\_

APPROVED AS TO FORM  
BY THE OFFICE OF THE COUNTY COUNSEL  
DAWYN R. HARRISON  
County Counsel

APPROVED AS TO CONTRACT  
ADMINISTRATION:

Department of Public Health

By: \_\_\_\_\_  
Contracts and Grants Division Management

**STATEMENT OF WORK  
COMMUNITY BASED COMMUNICATIONS AND  
ENGAGEMENT CAMPAIGNS**

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**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH  
COMMUNITY BASED COMMUNICATION AND ENGAGEMENT CAMPAIGNS**

**SAMPLE STATEMENT OF WORK (SOW)**

**1.0 SCOPE OF WORK**

The Los Angeles County (County) Department of Public Health’s (Public Health) Office of Communications and Public Affairs (OCPA) has the oversight and responsibility for reporting and responding to events that impact both Los Angeles County residents. The OCPA’s work is accomplished in partnership and collaboration with first response agencies, as well as non-profit, private sector and government partners. One of the OCPA’s primary responsibilities is to strengthen Public Health’s position through high-impact responsive marketing and communications and with the goal of composing a media strategy plan with measurable results.

OCPA collaborates with Departmental programs and community organizations to coordinate and expand communications reach and engage diverse countywide audiences, particularly communities highly impacted by health outcomes, through a variety of public health matters, including but not limited to health promotional messaging, communicable disease prevention and mitigation (e.g., COVID-19, flu) and environmental hazard protections. Under this Master Agreement Work Order (MAWO), the Contractor will be instrumental in assisting OCPA with this effort.

The Contractor will be responsible for the following goals:

Goal 1: Coordinate and develop timely messages and activities utilizing multiple communications strategies;

Goal 2: Produce and place culturally responsive assets in community preferred communication channels; and

Goal 3: Identify and engage trusted community partners and audiences to advise, promote and support public health communication campaigns.

**2.0 QUALITY CONTROL**

The Contractor shall establish and utilize a comprehensive Quality Control Plan to assure the County a consistently high level of service throughout the term of the MAWO. The Plan shall be submitted to the County MAWO Project Monitor for review. The plan shall include, but may not be limited to the following:

2.1 Method of monitoring to ensure that MAWO requirements are being met;

2.2 A record of all inspections conducted by the Contractor, any corrective action taken, the time a problem was first identified, a clear description of

the problem, and the time elapsed between identification and completed corrective action, shall be provided to the County upon request.

### **3.0 QUALITY ASSURANCE PLAN**

The County will evaluate the Contractor's performance under this MAWO using the quality assurance procedures as defined in the Master Agreement, Sub-paragraph 8.14, County's Quality Assurance Plan.

#### **3.1 Meetings**

Contractor shall attend meetings as required by Public Health.

#### **3.2 Contract Discrepancy Report**

Verbal notification of a Contract discrepancy will be made to the Contractor's Project Manager as soon as possible whenever a Contract discrepancy is identified. The problem shall be resolved within a time period mutually agreed upon by the County and the Contractor's Project Manager.

The County will determine whether a Contract Discrepancy Report shall be issued. Upon receipt of this document, the Project Manager is required to respond in writing to the County within five (5) workdays, acknowledging the reported discrepancies or presenting contrary evidence. A plan for correction of all deficiencies identified in the Contract Discrepancy Report shall be submitted to the County within fifteen (15) workdays.

#### **3.3 County Observations**

In addition to departmental contracting staff, other County personnel may observe performance, activities, and review documents relevant to the Master Agreement and/or Master Agreement Work Order (MAWO) at any time during normal business hours. However, these observations may not unreasonably interfere with the Contractor's performance.

### **4.0 SPECIFIC WORK REQUIREMENTS**

The Contractor shall provide overall Program Management for the project including but not limited to:

#### **4.1 Coordination of messages and activities across multiple communication platforms.**

4.1.1 At the direction of Public Health, convene regularly scheduled communications meetings between OCPA and community partners to identify messages, updates, and current information. These meetings will be used by OCPA to connect with key partners and

identify any communications gaps, areas of improvement, misinformation, or alternative methods to communicate messaging to community members.

- 4.1.2 Identify convenings and opportunities to audit and augment communications across County departments and partners to learn where collaboration, updates, and clarification can happen. Ensure regular status updates to key stakeholders.
- 4.1.3 Co-create and update engagement materials to allow community organizations to utilize their unique communications and reference when having conversations with reporters.
- 4.1.4 Create digital tools to house information or expand the existing website.
  - a. Work with Public Health to assess current website challenges and needs. Identify opportunities and engage stakeholders on options and accessibility.

#### **4.2 Production and placement of culturally responsive assets in community preferred communication channels**

- 4.2.1 Conduct research, group listening sessions, and social listening tracking to identify current themes, online discussions, relevant topics, and opinions related to any and all public health matters, vaccines, and resources. Share the findings and data with community partners and internal audiences.
- 4.2.2 Track relevant campaign and engagement analytics and share, as appropriate and directed by Public Health, with community partners in ways to easily access and distribute in communities across multiple platforms.
- 4.2.3 Collaborate with Public Health programs to identify partnership opportunities for Community-Based Organizations (CBOs), Faith-Based Organizations (FBOs), and other community organizations, as well as internal audiences.
- 4.2.4 Message development and refinement with partners and other trusted community messengers.
  - a. Rapid test messaging and focus grouping A/B testing.
  - b. Paid focus groups within target audience communities.
  - c. Listening sessions, research.



- 4.2.5 Multilingual campaigns creation for outreach, messaging, uplifting community stories related to emerging public health matters, facilitating increased access to health information across channels and platforms, including but not limited to out-of-home, earned media, paid media, social media, and collaboration with trusted messengers in the communities. Unique elements designed for and disseminated in highly-impacted communities with the focus on actions, hope, work, connectedness, and community stories.
- a. Take careful consideration for the visual storytelling representation of genders, ages, races, disability, and the visual elements of colors, text, and readability. Achieving equity-based communications means the details of the assets and outreach prioritize inclusion, and accessibility in content development and dissemination.
  - b. Collaborate with Public Health to identify community stories and storytellers to uplift, share unique perspectives, solutions, and situations for unique communities within larger highly-impacted neighborhoods.
- 4.2.6 Create communications campaigns to engage traditional and multi-lingual media outlets, community partners, influencers, trusted messengers to reach highly-impacted communities, and highlight the work of Public Health with a holistic public health vision and plan for harm reduction and influence behavioral changes.
- 4.2.7 Coordinate and manage the creation of materials, ensuring sharing across county departments and partners. Ensure messages are:
- a. Translated and interpreted for at least the threshold languages. For Los Angeles County, these are (in alphabetical order): Arabic, Armenian, Cantonese, English, Farsi, Khmer (Cambodian), Korean, Mandarin, Russian, Spanish, Tagalog, and Vietnamese.
  - b. Materials for non-readers.
  - c. Culturally relevant and engaging.
  - d. Messages that create:
    - Actions that are attainable for focus populations.
    - Actions that are direct, clear.
    - Actions that show the result of avoiding harm to self, family and community.
    - Messages that center wellness for today and the future.

### **4.3 Identification and engagement of trusted community partners and audiences to advise, promote and support public health communication campaigns that build trust and confidence.**

- 4.3.1 Collaborate with Public Health, County Departments, and community partners to facilitate listening feedback sessions, testing material, relationship building, peer learning, and collaboration, as needed for campaigns.
- 4.3.2 Tailor communications to local/geographic/audience-specific needs and any existing outreach or testing.
- 4.3.3 Coordinate message dissemination and related education by partners. Identify and highlight platforms across the communities of Los Angeles County that can be utilized, making material specific for those audiences.
- 4.3.4 Develop media channels including, web-based, mainstream media, and community-centered options.
- 4.3.5 Identify and coordinate key media buys and outreach material placements that align with prioritized communities by co-identifying the most trusted outlets and approaches.
- 4.3.6 Create, design, and collaborate on materials for distribution hubs including printing and coordinated delivery.
  - a. Materials disseminated to distribution hubs of food, essential items, COVID-19 testing sites, county, and other healthcare providers.
  - b. Identify other community-focused physical locations to distribute the material.

## **5.0 RESPONSIBILITIES**

The County's and the Contractor's responsibilities are as follows:

### **COUNTY**

The County will administer the Work Order according to Paragraph 6.0, Administration of Master Agreement – County.

### **5.1 Responsibilities**

- 5.1.1 County will provide a full-time assigned Public Health representative.

The assigned Public Health representative will serve as the County's central point of contact to the Contractor, providing day-to-day oversight, guidance, and direction to the Contractor.

- 5.1.2 Monitor the Contractor's performance in the daily operation of this Agreement.
- 5.1.3 Provide direction to the Contractor in areas relating to policy, information and procedural requirements.
- 5.1.4 Prepare Amendments in accordance with Paragraph 8.0, Standard Terms and Conditions, Sub-paragraph 8.1, Amendments of the Master Agreement.

## **CONTRACTOR**

The Contractor will not use information gained regarding or from this Work Order for its own business promotion purposes without the prior written consent of the County in any capacity.

### **5.2 Account Lead/Project Manager**

- 5.2.1 One (1) Account Lead/Project Manager (1.00 Full Time Equivalent) will be designated to this campaign and will be the central point of contact with Public Health. The Account Lead/Project Manager will be responsible for leading and participating in weekly meetings/updates to discuss media objectives, communication objectives, invoicing/budget management, County audits, deliverable management, provide updates, and act as a liaison between Public Health and community partners.
  - 5.2.1.1 Account Lead/Project Manager must have a minimum of five (5) years' experience within the last seven (7) years in managing accounts.
  - 5.2.1.2 Account Lead/Project Manager must be able to effectively communicate in English, both orally and in writing, and be physically based in Los Angeles County.
  - 5.2.1.3 Account Lead/Project Manager shall have full authority to act for Contractor on all matters relating to the daily operation of the MAWO.
  - 5.2.1.4 County must have access to Contractor's Account Lead/Project Manager during all weekday working hours

each week, each month, each term year. Contractor shall provide a telephone number and e-mail address where Contractor's Account Lead/Project manager may be reached on an as-needed basis. Account Lead/Project manager or designated alternate shall respond to the County within two (2) hours after the County initiates contact.

### **5.3 Materials and Equipment**

The purchase of all materials/equipment to provide the needed services is the responsibility of the Contractor. Contractor shall use materials and equipment that are safe for the environment and safe for use by the employee.

### **5.4 Contractor's Office**

Contractor shall maintain a physical office in Los Angeles County with a telephone in the company's name where the Contractor conducts business. The office shall be staffed during the hours of 8:00 a.m. to 5:00 p.m. Pacific Time (PT), Monday through Friday, by at least one (1) employee who can respond to inquiries and complaints which may be received about the Contractor's performance of the MAWO. When the office is closed, an answering service shall be provided to receive calls. The Contractor shall answer calls received by the answering service within twenty-four (24) hours of receipt of the call.

Contractor shall be required to provide telephone and e-mail responses to the Public Health Representative or designee Monday through Friday 8:00 a.m. to 5:00 p.m. PST.

### **5.5 Contractor's Staff Work Schedules**

5.5.1 The Contractor shall submit for review and approval all staff work schedules to the County within ten (10) days prior to starting work.

5.5.2 The Contractor shall provide for a two (2) week overlap/transition period for any staff member that is being removed from this Work Order. The new replacement staff member is required to have qualifications equal to or exceeding that of the staff member that is being replaced. The Contractor's new staff may not be assigned to this Work Order without prior approval from the County. If prior approval is not received in writing from the County, any invoices received from the Contractor for the services conducted by that staff member will not be payable.

## **5.6 Identification Badges**

The Contractor shall ensure their employees are appropriately identified as set forth in Administration of Agreement – Contractor, Sub-paragraph 7.4, Contractor’s Staff Identification, of the Master Agreement. The cost of supplying identification badges will be paid for by Contractor.

## **6.0 REPORTING AND RECORD KEEPING**

**6.1** The Contractor shall generate and maintain retrievable program records relating to services performed under this Work Order and data collection/tracking systems as directed by County.

### **6.2 Reporting – Ethnic and Hyperlocal Community Outreach**

In addition to any reporting requirements outlined in the MAWO, the Contractor must report on any advertising in hyperlocal and ethnic media outlets for community outreach. This must include the amount and percentage of advertising in hyperlocal and media outlets.

Reports should be submitted to Public Health at the end of each calendar year or, upon request by Public Health.

## **7.0 IMPLEMENTATION PLAN**

The Contractor shall develop an implementation plan and provide a draft no later than two weeks after the date of MAWO execution. The implementation plan must be finalized within sixty (60) days of executing the MAWO, which shall be approved by the County. An updated implementation plan draft must be provided to the County by June 1, 2024. The updated implementation plan must be finalized by June 30, 2024. Implementation activities are to be completed according to the timelines agreed upon by the Contractor and the County and shall be documented and/or submitted as specified. Any updates to the implementation plan must have the County’s approval. All program documents, completed materials, evaluations, etc., will be maintained on file and available for review by the County upon request. Any failure by the Contractor to comply with the implementation plan may constitute a material breach of this Work Order, upon which the County may take corrective action, up to and including termination of this Work Order.

**COUNTY OF LOS ANGELES - DEPARTMENT OF PUBLIC HEALTH  
COMMUNITY BASED COMMUNICATION AND ENGAGEMENT CAMPAIGNS**

**July 1, 2023 through June 30, 2024**

<b>BUDGET SUMMARY</b>	
<b>(Schedule of Projected Costs)</b>	
<b>COST CATEGORY</b>	<b>AMOUNT</b>
<b>Budget Category I: 4.1 Coordination of messages and activities across multiple communication platforms.</b>	<b>\$ 500,000</b>
<b>Budget Category II: 4.2 Production and placement of culturally responsive assets in community preferred communication channels</b>	<b>\$ 1,100,000</b>
<b>Budget Category III: 4.3 Identification and engagement of trusted community partners and audiences to advise, promote and support public health communication campaigns that build trust and confidence</b>	<b>\$ 500,000</b>
<b>TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK</b>	<b>\$ 2,100,000</b>

**Detailed Budget Breakdown 2023-2024:**

<b>Positions</b>	<b>Number of Employees</b>	<b>Salary/Cost*</b>	<b>Description/Justifications</b>	<b>Notes</b>
Chief Executive Officer	1	\$85,700	Administrative and strategic support for all DPH media and engagement. Billed hourly as necessary at \$225.	Budget Category 1, 2, 3
Vice President, Planning & Strategy	1	\$160,000	Administrative and strategic support for all DPH earned and paid media and engagement. Billed hourly as necessary at \$200.	Budget Category 1, 2, 3
Vice President, Client Services	1	\$125,000	Administrative and strategic support for all DPH coordination and engagement. Billed hourly as necessary at \$200.	Budget Category 1, 2, 3
Account Executive	1	\$115,000	Administrative and strategic support for all DPH account coordination and creative projects. Billed as needed. hourly at \$150. Includes on FT and one creative support.	Budget Category 1, 2, 3
Project Manager/Production Coordinator	1	\$6,300	Administrative and strategic support for all DPH media development coordination and project management. Billed hourly as necessary at \$150.	Budget Category 1, 2, 3
Manager, Earned Media	1	\$95,000	Administrative and strategic support on DPH earned media and public relations engagement. Billed hourly at \$150.	Budget Category 1, 2, 3

ATTACHMENT C-2 BUDGET

Coordinator, Media Buyer	1	\$115,000	Administrative and strategic support for all DPH paid media buying and vendor coordination. Billed hourly as necessary at \$150.	Budget Category 1, 2, 3
Executive Creative Director	1	\$120,000	Design and Creative support for all DPH for all DPH media and engagement. Billed hourly as necessary at \$200.	Budget Category 1, 2, 3
Graphic Designer	1	\$90,000	Design and Creative support for all DPH media and engagement. Billed hourly as necessary at \$150 or \$90 (dependent on experience).	Budget Category 1, 2, 3
<b>Subtotal:</b>		<b>\$912,000</b>		

<b>Services and Supplies</b>	<b>Cost</b>	<b>Description</b>	<b>Notes</b>
Translations	\$4,000	Budget for translation of material in identified threshold languages as needed. This includes a budget for translation and ASL support during any and all training. Will work closely with DPH internal translations team for execution and approval when utilized. (Inclusive of 10% management service fee.)	Budget Category 1, 2, 3



ATTACHMENT C-2 BUDGET

Media Buying / Digital media Buying	\$1,138,000	Budget to negotiate effectively and steward media buys for the LA County Department of Public Health including but not limited to OOH, digital, and paid partnerships. Serve as media specialist providing insights on the media marketplace, macro-trends, and opportunities across for highly targeted platforms. Collaborate with internal teams to build and execute buying and test strategies that drive the overall campaign strategy. This would be 30% to general market media campaigns, 50% to ethnic media campaigns, and 20% for community partners media development. (Inclusive 10% media buying fee.)	Budget Category 2
Creative Media Services	\$13,000	Develop PSA's, license photography, music, voice-over as part of media campaigns and buying.	Budget Category 2, 3
Creative Photo and Video Production	\$33,000	Budget for photo and video production and story-telling material as approach and quantity will be defined by strategy. Captions are included but transcription of languages other than English will be attributed to the translation budget.	Budget Category 2, 3
<b>Subtotal:</b>	<b>\$1,188,000</b>		
<b>Total FY 2023-24</b>	<b>\$2,100,000</b>		

**COUNTY OF LOS ANGELES - DEPARTMENT OF PUBLIC HEALTH  
COMMUNITY BASED COMMUNICATION AND ENGAGEMENT CAMPAIGNS**

**Term 2: July 1, 2024 through June 30, 2025**

<b>BUDGET SUMMARY</b>	
<b>(Schedule of Projected Costs)</b>	
<b>COST CATEGORY</b>	<b>AMOUNT</b>
<b>Budget Category I: 4.1 Coordination of messages and activities across multiple communication platforms.</b>	<b>\$ 300,000</b>
<b>Budget Category II: 4.2 Production and placement of culturally responsive assets in community preferred communication channels</b>	<b>\$ 700,000</b>
<b>Budget Category III: 4.3 Identification and engagement of trusted community partners and audiences to advise, promote and support public health communication campaigns that build trust and confidence</b>	<b>\$ 350,000</b>
<b>TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK</b>	<b>\$ 1,350,000</b>

**Detailed Budget Breakdown 2024-2025:**

<b>Positions</b>	<b>Number of Employees</b>	<b>Salary/Cost*</b>	<b>Description/Justifications</b>	<b>Notes</b>
Chief Executive Officer	1	\$90,000	Administrative and strategic support for all DPH media and engagement. Billed hourly as necessary at \$225.	Budget Category 1, 2, 3
Vice President, Planning & Strategy	1	\$100,000	Administrative and strategic support for all DPH earned and paid media and engagement. Billed hourly as necessary at \$200.	Budget Category 1, 2, 3
Vice President, Client Services	1	\$90,000	Administrative and strategic support for all DPH coordination and engagement. Billed hourly as necessary at \$200.	Budget Category 1, 2, 3
Account Executive	1	\$90,000	Administrative and strategic support for all DPH account coordination and creative projects. Billed as needed. hourly at \$150. Includes on FT and one creative support.	Budget Category 1, 2, 3
Coordinator, Media Buyer	1	\$100,000	Administrative and strategic support for all DPH paid media buying and vendor coordination. Billed hourly as necessary at \$150.	Budget Category 1, 2, 3
Creative Director	1	\$100,000	Design and Creative support for all DPH for all DPH media and engagement. Billed hourly as necessary at \$200.	Budget Category 1, 2, 3

ATTACHMENT C-3 BUDGET

Graphic Designer	1	\$90,000	Design and Creative support for all DPH media and engagement. Billed hourly as necessary at \$150 or \$90 (dependent on experience).	Budget Category 1, 2, 3
<b>Subtotal:</b>		<b>\$660,000</b>		

<b>Services and Supplies</b>	<b>Cost</b>	<b>Description</b>	<b>Notes</b>
Media Buying / Digital media Buying	\$665,000	Budget to negotiate effectively and steward media buys for the LA County Department of Public Health including but not limited to OOH, digital, and paid partnerships. Serve as media specialist providing insights on the media marketplace, macro-trends, and opportunities across for highly targeted platforms. Collaborate with internal teams to build and execute buying and test strategies that drive the overall campaign strategy. (Inclusive 10% media buying fee.)	Budget Category 2
Creative Media Services	\$25,000	Develop PSA's, license photography, video production, music, voice-over as part of media campaigns and buying.	Budget Category 2, 3
<b>Subtotal:</b>	<b>\$690,000</b>		
<b>Total FY 2023-24</b>	<b>\$1,350,000</b>		