

**AGREEMENT WITH BARRIOS & ASSOCIATES TO PROVIDE
COMMUNITY OUTREACH AND PROMOTIONAL SERVICES**

THIS AGREEMENT is made and entered into this 17th day of August 2021, by and between Barrios & Associates, LLC, dba Communications LAB, a California limited liability company ("Consultant") and the City of Santa Ana, a charter city and municipal corporation organized and existing under the Constitution and laws of the State of California ("City").

RECITALS

- A. On February 17, 2021, the City issued Request for Proposal No. 21-009, by which it sought a Consultant having special skill and knowledge in the field of community outreach and promotional services related to the ReadyOC (ROC) Emergency Preparedness Campaign and the "If You See Something, Say Something™" (S4) Public Awareness Campaign.
- B. The City, acting through the Santa Ana Police Department in its capacity as a Core City for the Anaheim/Santa Ana Urban Area under the FY19 Urban Areas Security Initiative, has applied for, received and accepted a grant from the U.S. Department of Homeland Security, Federal Emergency Management Agency, through the State of California, Office of Emergency Services, to enhance security and overall preparedness to prevent, protect, mitigate respond to, and recover from acts of terrorism, hereinafter referred to as "the Grant."
- C. Consultant represents that it has the necessary skills and experience to expand and enhance the current Ready OC and "If You See Something, Say Something™" Campaigns and existing websites utilizing successful marketing strategies and outlets such as multi-media events, social media venues, Public Service Announcement videos, radio station advertisements, and business partnership groups.
- D. In undertaking the performance of this Agreement, Consultant represents that it is knowledgeable in its field and that any services performed by Consultant under this Agreement will be performed in compliance with such standards as may reasonably be expected from a professional consulting firm in the field.

NOW THEREFORE, in consideration of the mutual and respective promises, and subject to the terms and conditions hereinafter set forth, the parties agree as follows:

1. SCOPE OF SERVICES

Consultant shall perform those services as set forth in Exhibit A for the Ready OC Campaign and Consultant shall perform those services as set forth in Exhibit B for the "If You See Something, Say Something™" Campaign. Scope of services for FY2022, FY2023, FY2024, and FY2025 will be amended yearly no later than Q3 of the previous fiscal year and shall be approved by the City Attorney and City Manager.

2. COMPENSATION

- a. City agrees to pay, and Consultant agrees to accept as total payment for its services during the first year of the Agreement (2021-2022), the rates and charges identified in Exhibit A and B (Scope of Services for year one). The total sum to be expended under the term of this Agreement, including any extension periods, shall not exceed one million one hundred fifty thousand dollars (\$1,150,000.00) during the five-year term of this Agreement. This amount is compromised of the base sum of (1) \$600,000 for years one through three, (2) \$400,000 for years four and five, and (3) a 15% contingency of up to \$150,000 for additional costs or services as may be directed by the City. Funding for 2022-2023, 2023-2024, 2024-2025 and 2025-2026 are contingent upon grant funding being secured by the City and if such funding is not secured, then the Agreement will terminate when the current term's funding is exhausted.
- b. Payment by City shall be made within forty-five (45) days following receipt of proper invoice evidencing work performed and deliverables completed, subject to City accounting procedures. Payment need not be made for work, which fails to meet the standards of performance set for in the Recitals, which may reasonably be expected by City.

3. TERM

This Agreement shall commence on August 17, 2021 and terminate on June 30, 2024, unless terminated earlier in accordance with Section 15, below. The term of this Agreement may be extended for up to two (2) one (1) year options to renew at the City's sole discretion and contingent upon funding being secured by the City, as defined in Section 2.a., above.

4. OWNERSHIP OF MATERIALS, SUPPLIES, DRAWINGS, SPECIFICATIONS, PROGRAMS AND SYSTEMS

Any and all records, papers, plans, drawings, specifications, programs, systems and other materials prepared by Consultant pursuant to this Agreement shall be the property of the City. Consultant agrees to provide the City with any such materials whenever requested to do so.

5. INDEPENDENT CONTRACTOR

Consultant shall, during the entire term of this Agreement, be construed to be an independent contractor and not an employee of the City. This Agreement is not intended nor shall it be construed to create an employer-employee relationship, a joint venture relationship, or to allow the City to exercise discretion or control over the professional manner in which Consultant performs the services which are the subject matter of this Agreement; however, the services to be provided by Consultant shall be provided in a manner consistent with all applicable standards and regulations governing such services. Consultant shall pay all salaries and wages, employer's social security taxes, unemployment insurance and similar taxes relating to employees and shall be responsible for all applicable withholding taxes.

6. INSURANCE

Vendor/Consultant shall procure and maintain for the duration of the contract insurance against claims for security breaches, system failures, injuries to persons, damages to software, or damages to property (including computer equipment) which may arise from or in connection with the performance of the work hereunder by the Vendor, its agents, representatives, or employees. Vendor shall procure and maintain for the duration of the contract insurance claims arising out of their services and including, but not limited to loss, damage, theft or other misuse of data, infringement of intellectual property, invasion of privacy and breach of data.

MINIMUM SCOPE AND LIMIT OF INSURANCE

Coverage shall be at least as broad as:

1. **Commercial General Liability (CGL):** Insurance Services Office Form CG 00 01 covering CGL on an “occurrence” basis, including products and completed operations, property damage, bodily injury and personal & advertising injury with limits no less than **\$1,000,000** per occurrence. If a general aggregate limit applies, either the general aggregate limit shall apply separately to this project/location (ISO CG 25 03 or 25 04) or the general aggregate limit shall be twice the required occurrence limit.
2. **Automobile Liability:** Insurance Services Office Form Number CA 0001 covering, Code 1 (any auto), or if Consultant has no owned autos, Code 8 (hired) and 9 (non- owned), with limit no less than **\$1,000,000** per accident for bodily injury and property damage.
3. **Workers’ Compensation** insurance as required by the State of California, with Statutory Limits, and Employer’s Liability Insurance with limit of no less than \$1,000,000 per accident for bodily injury or disease. (Not required if consultant provides written verification it has no employees)
4. **Cyber Liability** Insurance, with limits not less than **\$2,000,000** per occurrence or claim, **\$2,000,000** aggregate. Coverage shall be sufficiently broad to respond to the duties and obligations as is undertaken by Vendor in this agreement and shall include, but not be limited to, claims involving security breach, system failure, data recovery, business interruption, cyber extortion, social engineering, infringement of intellectual property, including but not limited to infringement of copyright, trademark, trade dress, invasion of privacy violations, information theft, damage to or destruction of electronic information, release of private information, and alteration of electronic information. The policy shall provide coverage for breach response costs, regulatory fines and penalties as well as credit monitoring expenses.

Technology Professional Liability Errors & Omissions

Technology Professional Liability Errors and Omissions Insurance appropriate to the Consultant’s profession and work hereunder, with limits not less than \$2,000,000 per occurrence. Coverage shall be sufficiently broad to respond to the duties and obligations as is undertaken by the Vendor in this agreement and shall include, but not be limited to, claims involving security

breach, system failure, data recovery, business interruption, cyber extortion, social engineering, infringement of intellectual property, including but not limited to infringement of copyright, trademark, trade dress, invasion of privacy violations, information theft, damage to or destruction of electronic information, release of private information, and alteration of electronic information. The policy shall provide coverage for breach response costs, regulatory fines and penalties as well as credit monitoring expenses.

- a. The Policy shall include, or be endorsed to include, ***property damage liability coverage*** for damage to, alteration of, loss of, or destruction of electronic data and/or information “property” of the Agency in the care, custody, or control of the Vendor. If not covered under the Vendor’s liability policy, such “property” coverage of the Agency may be endorsed onto the Vendor’s Cyber Liability Policy as covered property as follows:

If the Vendor maintains broader coverage and/or higher limits than the minimums shown above, the Entity requires and shall be entitled to the broader coverage and/or the higher limits maintained by the contractor. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the Entity.

Other Insurance Provisions

The insurance policies are to contain, or be endorsed to contain, the following provisions:

Additional Insured Status

The Entity, its officers, officials, employees, and volunteers are to be covered as additional insureds on the CGL policy with respect to liability arising out of work or operations performed by or on behalf of the Vendor including materials, parts, or equipment furnished in connection with such work or operations. General liability coverage can be provided in the form of an endorsement to the Consultant’s insurance (at least as broad as ISO Form CG 20 10 11 85 or both CG 20 10, CG 20 26, CG 20 33, or CG 20 38; and CG 20 37 forms if later revisions used).

Primary Coverage

For any claims related to this contract, the Vendor’s insurance coverage shall be primary. Coverage for commercial liability shall be at least as broad as ISO CG 20 01 04 13 as respects the Entity, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by the Entity, its officers, officials, employees, or volunteers shall be excess of the Vendor’s insurance and shall not contribute with it.

Notice of Cancellation

Each insurance policy required above shall state that coverage shall not be canceled, except with notice to the Entity.

Waiver of Subrogation

Vendor hereby grants to Entity a waiver of any right to subrogation which any insurer of said Vendor may acquire against the Entity by virtue of the payment of any loss under such insurance. Vendor agrees to obtain any endorsement that may be necessary to affect this waiver of subrogation, but this provision applies regardless of whether or not the Entity has received a waiver of subrogation endorsement from the insurer.

Self-Insured Retentions

Self-insured retentions must be declared to and approved by the Entity. The Entity may require the Vendor to provide proof of ability to pay losses and related investigations, claim administration, and defense expenses within the retention. The policy language shall provide, or be endorsed to provide, that the self-insured retention may be satisfied by either the named insured or Entity.

Acceptability of Insurers

Insurance is to be placed with insurers authorized to conduct business in the state with a current A.M. Best's rating of no less than A-:VII, unless otherwise acceptable to the Entity.

Claims Made Policies

If any of the required policies provide coverage on a claims-made basis:

1. The Retroactive Date must be shown and must be before the date of the contract or the beginning of contract work.
2. Insurance must be maintained and evidence of insurance must be provided *for at least five (5) years after completion of the contract of work*.
3. If coverage is canceled or non-renewed, and not *replaced with another claims-made policy form with a Retroactive Date* prior to the contract effective date, the Vendor must purchase "extended reporting" coverage for a minimum of *five (5) years* after completion of contract work.

Verification of Coverage

Vendor shall furnish the Entity with original Certificates of Insurance including all required amendatory endorsements (or copies of the applicable policy language effecting coverage required by this clause) and a copy of the Declarations and Endorsement Page of the CGL policy listing all policy endorsements to the Entity before work begins. However, failure to obtain the required documents prior to the work beginning shall not waive the Vendor's obligation to provide them.

The Entity reserves the right to require complete, certified copies of all required insurance policies, including endorsements required by these specifications, at any time.

Subcontractors

Vendor shall require and verify that all subcontractors maintain insurance meeting all the requirements stated herein, and Vendor shall ensure that Entity is an additional insured on insurance required from subcontractors.

Special Risks or Circumstances

Entity reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

7. INDEMNIFICATION

Consultant agrees to and shall defend, indemnify and hold harmless the City, its officers, agents, employees, Consultants, special counsel, and representatives from liability: (1) for personal

injury, damages, just compensation, restitution, judicial or equitable relief arising out of claims for personal injury, including death, and claims for property damage, which may arise from the direct or indirect operations of the Consultant or its subcontractors, agents, employees, or other persons acting on their behalf which relates to the services described in section 1 of this Agreement; and (2) from any claim that personal injury, damages, just compensation, restitution, judicial or equitable relief is due by reason of the terms of or effects arising from this Agreement. This indemnity and hold harmless agreement applies to all claims for damages, just compensation, restitution, judicial or equitable relief suffered, or alleged to have been suffered, by reason of the events referred to in this Section or by reason of the terms of, or effects, arising from this Agreement. The Consultant further agrees to indemnify, hold harmless, and pay all costs for the defense of the City, including fees and costs for special counsel to be selected by the City, regarding any action by a third party challenging the validity of this Agreement, or asserting that personal injury, damages, just compensation, restitution, judicial or equitable relief due to personal or property rights arises by reason of the terms of, or effects arising from this Agreement. City may make all reasonable decisions with respect to its representation in any legal proceeding.

8. CONFORMITY WITH LAW AND SAFETY

In performing any services under this Agreement, Contractor shall observe and comply with all applicable laws, ordinances, codes, and regulations of governmental agencies, including federal, state, municipal, and local governing bodies having jurisdiction over the scope of services, including all provisions of the California Occupational Safety and Health Act. Contractor shall indemnify, defend, and hold harmless City from any and all liability, fines, penalties, and consequences from any of Contractor's failures to comply with such laws, ordinances, codes, and regulations.

9. RECORDS

Contractor shall keep records and invoices in connection with the work to be performed under this Agreement. Contractor shall maintain complete and accurate records with respect to the costs incurred under this Agreement and any services, expenditures, and disbursements charged to the City for a minimum period of three (3) years, or for any longer period required by law, from the date of final payment to Contractor under this Agreement. All such records and invoices shall be clearly identifiable. Contractor shall allow a representative of the City to examine, audit, and make transcripts or copies of such records and any other documents created pursuant to this Agreement during regular business hours. Contractor shall allow inspection of all work, data, documents, proceedings, and activities related to this Agreement for a period of three (3) years from the date of final payment to Contractor under this Agreement. The Contractor agrees to provide the City, the FEMA Administrator, the Comptroller General of the United States, or any of their authorized representatives access to any books, documents, papers, and records of the Contractor which are directly pertinent to this contract for the purposes of making audits, examinations, excerpts, and transcriptions. The Contractor agrees to permit any of the foregoing parties to reproduce by any means whatsoever or to copy excerpts and transcriptions as reasonably needed. The Contractor agrees to provide the FEMA Administrator or his authorized representatives access to construction or other work sites pertaining to the work being completed under the contract.

10. CONFIDENTIALITY

If Consultant receives from the City information which due to the nature of such information is reasonably understood to be confidential and/or proprietary, Consultant agrees that it shall not use or disclose such information except in the performance of this Agreement, and further agrees to exercise the same degree of care it uses to protect its own information of like importance, but in no event less than reasonable care. "Confidential Information" shall include all nonpublic information. Confidential information includes not only written information, but also information transferred orally, visually, electronically, or by other means. Confidential information disclosed to either party by any subsidiary and/or agent of the other party is covered by this Agreement. The foregoing obligations of non-use and nondisclosure shall not apply to any information that (a) has been disclosed in publicly available sources; (b) is, through no fault of the Consultant disclosed in a publicly available source; (c) is in rightful possession of the Consultant without an obligation of confidentiality; (d) is required to be disclosed by operation of law; or (e) is independently developed by the Consultant without reference to information disclosed by the City.

11. CONFLICT OF INTEREST CLAUSE

Consultant covenants that it presently has no interests and shall not have interests, direct or indirect, which would conflict in any manner with performance of services specified under this Agreement.

12. NOTICE

Any notice, tender, demand, delivery, or other communication pursuant to this Agreement shall be in writing and shall be deemed to be properly given if delivered in person or mailed by first class or certified mail, postage prepaid, or sent by telefacsimile or other telegraphic communication in the manner provided in this Section, to the following persons:

To City:

Clerk of the Council
City of Santa Ana
20 Civic Center Plaza (M-30)
P.O. Box 1988
Santa Ana, CA 92702-1988
Fax: (714) 647-6956

Copy to:

Chief of Police
City of Santa Ana
60 Civic Center Plaza (M-97)
P.O. Box 1981
Santa Ana, CA 92702
Fax: (714) 245-8007

With courtesy copies to:

Roland Andrade, Sergeant
UASI Grant Coordinator
Homeland Security Division
Santa Ana Police Department
60 Civic Center Plaza
Santa Ana, CA 92701

To Consultant:

Barrios & Associates, LLC, dba Communications
Arianna Barrios
701 E Chapman Avenue
Orange, CA 92866
Telephone: (949) 215-5539 ext. 101

A party may change its address by giving notice in writing to the other party. Thereafter, any notice, tender, demand, delivery, or other communication shall be addressed and transmitted to the new address. If sent by mail, any notice, tender, demand, delivery, or other communication shall be effective or deemed to have been given three (3) days after it has been deposited in the United States mail, duly registered or certified, with postage prepaid, and addressed as set forth above. If sent by telefacsimile, any notice, tender, demand, delivery, or other communication shall be effective or deemed to have been given twenty-four (24) hours after the time set forth on the transmission report issued by the transmitting facsimile machine, addressed as set forth above. For purposes of calculating these time frames, weekends, federal, state, County or City holidays shall be excluded.

13. EXCLUSIVITY AND AMENDMENT

This Agreement represents the complete and exclusive statement between the City and Consultant regarding the subject matter herein and supersedes any and all other agreements, oral or written, between the parties. In the event of a conflict between the terms of this Agreement and any attachments hereto, the terms of this Agreement shall prevail. This Agreement may not be modified except by written instrument signed by the City and by an authorized representative of Consultant. The parties agree that any terms or conditions of any purchase order or other instrument that are inconsistent with, or in addition to, that terms and conditions hereof, shall not bind or obligate Consultant nor the City. Each party to this Agreement acknowledges that no representations, inducements, promises or agreements, orally or otherwise, have been made by any party, or anyone acting on behalf of any party, which are not embodied herein.

14. ASSIGNMENT

Inasmuch as this Agreement is intended to secure the specialized services of Consultant, Consultant may not assign, transfer, delegate, or subcontract any interest herein without the prior

written consent of the City and any such assignment, transfer, delegation or subcontract without the City's prior written consent shall be considered null and void. Nothing in this Agreement shall be construed to limit the City's ability to have any of the services which are the subject to this Agreement performed by City personnel or by other Consultants retained by City.

15. TERMINATION

This Agreement may be terminated by the City upon thirty (30) days written notice of termination. In such event, Consultant shall be entitled to receive and the City shall pay Consultant compensation for all services performed by Consultant prior to receipt of such notice of termination, subject to the following conditions:

- a. As a condition of such payment, the City of Santa Ana may require Consultant to deliver to the City all work product completed as of such date, and in such case such work product shall be the property of the City unless prohibited by law, and Consultant consents to the City's use thereof for such purposes as the City deems appropriate.
- b. Payment need not be made for work, which fails to meet the standard of performance specified in the Recitals of this Agreement.

16. NON-DISCRIMINATION

Consultant shall not discriminate because of race, color, creed, religion, sex, marital status, sexual orientation, gender identity, gender expression, gender, medical conditions, genetic information, or military and veteran status, age, national origin, ancestry, or disability, as defined and prohibited by applicable law, in the recruitment, selection, teaching, training, utilization, promotion, termination or other employment related activities or any services provided under this Agreement. Consultant affirms that it is an equal opportunity employer and shall comply with all applicable federal, state and local laws and regulations.

17. JURISDICTION - VENUE

This Agreement and all questions relating to its validity, interpretation, performance, and enforcement shall be government and construed in accordance with the laws of the State of California. This Agreement has been executed and delivered in the State of California and the validity, interpretation, performance, and enforcement of any of the clauses of this Agreement shall be determined and governed by the laws of the State of California. Both parties further agree that Orange County, California, shall be the venue for any action or proceeding that may be brought or arise out of, in connection with or by reason of this Agreement.

18. PROFESSIONAL LICENSES

Consultant shall, throughout the term of this Agreement, maintain all necessary licenses, permits, approvals, waivers, and exemptions necessary for the provision of the services hereunder and required by the laws and regulations of the United States, the State of California, the City of Santa Ana and all other governmental agencies. Consultant shall notify the City immediately and

in writing of its inability to obtain or maintain such permits, licenses, approvals, waivers, and exemptions. Said inability shall be cause for termination of this Agreement.

19. SEVERABILITY

In the event that one or more of the phrases, sentences, clauses, paragraphs or sections contained in this Agreement shall be declared invalid or unenforceable by valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining phrases, sentences, clauses, paragraphs or sections of this Agreement, which shall be interpreted to carry out the intent of the parties hereunder.

20. CERTIFICATIONS

a. Debarment and Suspension. Contractor will comply, and all its subcontractors will comply, with applicable federal suspension and debarment regulations including, but not limited to, Executive Orders 12549 and 12689, and 2 Code of Federal Regulations (CFR) §200.212 and codified in 2 CFR Part 200.

b. Section 504 of the Rehabilitation Act of 1973. All recipients of federal funds must comply with Section 504 of the Rehabilitation Act of 1973 (The Act). Therefore, the federal funds recipient pursuant to the requirements of The Act hereby gives assurance that no otherwise qualified disabled person shall, solely by reason of disability be excluded from the participation in, be denied the benefits of or be subject to discrimination, including discrimination in employment, in any program or activity that receives or benefits from federal financial assistance. Contractor agrees it will ensure that requirements of The Act shall be included in any agreements with and be binding on all of its subcontractors, assignees, or successors.

c. Americans with Disabilities Act of 1990 (ADA). Contractor must comply with all requirements of the Americans with Disabilities Act of 1990 (ADA), as applicable.

d. Lobbying and Political Activity. None of the funds, materials, property, or services provided directly or indirectly under this Agreement shall be used for any partisan political activity, or to further the election or defeat of any candidate for public office, or otherwise in violation of the provisions of the "Hatch Act".

e. Contractor will comply, and all its subcontractors will comply, with all applicable lobbying prohibitions and laws, including those found in United States Code Title 31, § 1352, et seq., and agrees that none of the funds provided under this award may be expended by the Contractor to pay any person to influence, or attempt to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with any federal action concerning the award or renewal of any federal contract, grant, loan, or cooperative agreement.

f. Contractor will comply, and all its subcontractors will comply, with all requirements of the Byrd Anti-Lobbying Amendment (31 U.S.C. 1352), as applicable. Contractors who apply or bid for an award of more than \$100,000 shall file the required certification regarding

lobbying. Each tier certifies to the tier above that it will not and has not used federally appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, officer or employee of Congress, or an employee of a Member of Congress in connection with obtaining any federal contract, grant, or any other award covered by 31 U.S.C. § 1352. Each tier shall also disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award. Such disclosures are forwarded from tier to tier up to the recipient who in turn will forward the certification(s) to the federal awarding agency.

g. Non-Discrimination and Equal Opportunity. Contractor will comply, and all its subcontractors will comply, with Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1964, as amended; Subtitle A, Title II of the Americans with Disabilities Act (ADA) (1990); Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975, as amended; Drug Abuse Office and Treatment Act of 1972, as amended; Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970, as amended; Section 523 and 527 of the Public Health Service Act of 1912, as amended; Title VIII of the Civil Rights Act of 1968, as amended; Department of Justice Non-Discrimination Regulations, 28 CFR Part 42, Subparts C, D, E, and G; and Department of Justice regulations on disability discrimination, 28 CFR Part 35 and 39. In the event a Federal or State court, Federal or State administrative agency, or the Contractor makes a finding of discrimination after a due process hearing on the grounds of race, color, religion, national origin, sex, or disability against Contractor, Contractor will forward a copy of the findings to City, which will, in turn, submit the findings to the Office of Civil Rights, Office of Justice Programs, U.S. Department of Justice.

h. Contractor will comply, and all its subcontractors will comply, with all requirements of the Executive Order 11246 of September 24, 1965, entitled "Equal Employment Opportunity," as amended by Executive Order 11375 of October 13, 1967, and as supplemented in Department of Labor regulations (41 CFR chapter 60), as applicable. During the performance of this contract, the contractor agrees as follows:

- (1) The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, gender identity, or national origin. The contractor will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, color, religion, sex, sexual orientation, gender identity, or national origin. Such action shall include, but not be limited to the following: Employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided setting forth the provisions of this nondiscrimination clause.
- (2) The contractor will, in all solicitations or advertisements for employees placed by or on behalf of the contractor, state that all qualified applicants will receive

consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, or national origin.

- (3) The contractor will not discharge or in any other manner discriminate against any employee or applicant for employment because such employee or applicant has inquired about, discussed, or disclosed the compensation of the employee or applicant or another employee or applicant. This provision shall not apply to instances in which an employee who has access to the compensation information of other employees or applicants as a part of such employee's essential job functions discloses the compensation of such other employees or applicants to individuals who do not otherwise have access to such information, unless such disclosure is in response to a formal complaint or charge, in furtherance of an investigation, proceeding, hearing, or action, including an investigation conducted by the employer, or is consistent with the contractor's legal duty to furnish information.
- (4) The contractor will send to each labor union or representative of workers with which he has a collective bargaining agreement or other contract or understanding, a notice to be provided advising the said labor union or workers' representatives of the contractor's commitments under this section, and shall post copies of the notice in conspicuous places available to employees and applicants for employment.
- (5) The contractor will comply with all provisions of Executive Order 11246 of September 24, 1965, and of the rules, regulations, and relevant orders of the Secretary of Labor.
- (6) The contractor will furnish all information and reports required by Executive Order 11246 of September 24, 1965, and by rules, regulations, and orders of the Secretary of Labor, or pursuant thereto, and will permit access to his books, records, and accounts by the administering agency and the Secretary of Labor for purposes of investigation to ascertain compliance with such rules, regulations, and orders.
- (7) In the event of the contractor's noncompliance with the nondiscrimination clauses of this contract or with any of the said rules, regulations, or orders, this contract may be canceled, terminated, or suspended in whole or in part and the contractor may be declared ineligible for further Government contracts or federally assisted construction contracts in accordance with procedures authorized in Executive Order 11246 of September 24, 1965, and such other sanctions may be imposed and remedies invoked as provided in Executive Order 11246 of September 24, 1965, or by rule, regulation, or order of the Secretary of Labor, or as otherwise provided by law.
- (8) The contractor will include the portion of the sentence immediately preceding paragraph (1) and the provisions of paragraphs (1) through (8) in every subcontract or purchase order unless exempted by rules, regulations, or orders of the Secretary of Labor issued pursuant to section 204 of Executive Order 11246 of September 24, 1965, so that such provisions will be binding upon each subcontractor or

vendor. The contractor will take such action with respect to any subcontract or purchase order as the administering agency may direct as a means of enforcing such provisions, including sanctions for noncompliance: provided, however, that in the event a contractor becomes involved in, or is threatened with, litigation with a subcontractor or vendor as a result of such direction by the administering agency, the contractor may request the United States to enter into such litigation to protect the interests of the United States.

The applicant further agrees that it will be bound by the above equal opportunity clause with respect to its own employment practices when it participates in federally assisted construction work: Provided, that if the applicant so participating is a state or local government, the above equal opportunity clause is not applicable to any agency, instrumentality or subdivision of such government which does not participate in work on or under the contract.

The applicant agrees that it will assist and cooperate actively with the administering agency and the Secretary of Labor in obtaining the compliance of contractors and subcontractors with the equal opportunity clause and the rules, regulations, and relevant orders of the Secretary of Labor, that it will furnish the administering agency and the Secretary of Labor such information as they may require for the supervision of such compliance, and that it will otherwise assist the administering agency in the discharge of the agency's primary responsibility for securing compliance.

The applicant further agrees that it will refrain from entering into any contract or contract modification subject to Executive Order 11246 of September 24, 1965, with a contractor debarred from, or who has not demonstrated eligibility for, Government contracts and federally assisted construction contracts pursuant to the Executive Order and will carry out such sanctions and penalties for violation of the equal opportunity clause as may be imposed upon contractors and subcontractors by the administering agency or the Secretary of Labor pursuant to Part II, Subpart D of the Executive Order. In addition, the applicant agrees that if it fails or refuses to comply with these undertakings, the administering agency may take any or all of the following actions: Cancel, terminate, or suspend in whole or in part this grant (contract, loan, insurance, guarantee); refrain from extending any further assistance to the applicant under the program with respect to which the failure or refund occurred until satisfactory assurance of future compliance has been received from such applicant; and refer the case to the Department of Justice for appropriate legal proceedings.

i. Contractor will comply, and all its subcontractors will comply, with all requirements of the California Public Contract Code Section 10295.3, as applicable.

j. Contractor will comply, and all its subcontractors will comply, with all requirements of the Copeland "Anti-Kickback" Act (18 U.S.C. 874) as supplemented in Department of Labor regulations (29 CFR Part 3), as applicable. A breach of the contract clauses above may be grounds for termination of the contract, and for debarment as a contractor and subcontractor as provided in 29 C.F.R. § 5.12.

k. Contractor will comply, and all its subcontractors will comply, with all requirements of the Davis-Bacon Act (40 U.S.C. 276a to 276a-7) as supplemented by Department of Labor regulations (29 CFR Part 5), as applicable.

1. Contractor will comply, and all its subcontractors will comply, with all requirements of Sections 103 and 107 of the Contract Work and Safety Standards Act (40 U.S.C. 327-330) as supplemented by Department of Labor regulations (29 CFR Part 5), as applicable. Compliance with the Contract Work Hours and Safety Standards Act:

- (1) Overtime requirements. No contractor or subcontractor contracting for any part of the contract work which may require or involve the employment of laborers or mechanics shall require or permit any such laborer or mechanic in any workweek in which he or she is employed on such work to work in excess of forty hours in such workweek unless such laborer or mechanic receives compensation at a rate not less than one and one-half times the basic rate of pay for all hours worked in excess of forty hours in such workweek.
- (2) Violation; liability for unpaid wages; liquidated damages. In the event of any violation of the clause set forth in paragraph (b)(1) of this section the contractor and any subcontractor responsible therefor shall be liable for the unpaid wages. In addition, such contractor and subcontractor shall be liable to the United States (in the case of work done under contract for the District of Columbia or a territory, to such District or to such territory), for liquidated damages. Such liquidated damages shall be computed with respect to each individual laborer or mechanic, including watchmen and guards, employed in violation of the clause set forth in paragraph (b)(1) of this section, in the sum of \$27 for each calendar day on which such individual was required or permitted to work in excess of the standard workweek of forty hours without payment of the overtime wages required by the clause set forth in paragraph (b)(1) of this section.
- (3) Withholding for unpaid wages and liquidated damages. The Contractor shall upon its own action or upon written request of an authorized representative of the Department of Labor withhold or cause to be withheld, from any moneys payable on account of work performed by the contractor or subcontractor under any such contract or any other federal contract with the same prime contractor, or any other federally-assisted contract subject to the Contract Work Hours and Safety Standards Act, which is held by the same prime contractor, such sums as may be determined to be necessary to satisfy any liabilities of such contractor or subcontractor for unpaid wages and liquidated damages as provided in the clause set forth in paragraph (b)(2) of this section
- (4) Subcontracts. The contractor or subcontractor shall insert in any subcontracts the clauses set forth in paragraph (b)(1) through (4) of this section and also a clause requiring the subcontractors to include these clauses in any lower tier subcontracts. The prime contractor shall be responsible for compliance by any subcontractor or lower tier subcontractor with the clauses set forth in paragraphs (b)(1) through (4) of this section.

m. Contractor will comply, and all its subcontractors will comply, with all applicable standards, orders or requirements issued under Section 306 of the Clean Air Act (42 U.S.C. 1857(h)), Section 508 of the Clean Water Act (33 U.S.C. 1368), Executive Order 11738, and the Environmental Protection Agency regulations (40 CFR part 15), as applicable. The contractor agrees to report each violation to the City and understands and agrees that the City will, in turn, report each violation as required to assure notification to the Federal Emergency Management Agency (FEMA), and the appropriate Environmental Protection Agency Regional Office.

n. Contractor will comply, and all its subcontractors will comply, with all requirements of the Energy Policy and Conservation Act (Pub. L. 94-163, 89 Stat. 871), (53 FR 8078, 8087, Mar. 11, 1988, as amended at 60 FR 19639, 19645, Apr. 19, 1995), as applicable.

o. Contractor will comply, and all its subcontractors will comply, with all requirements of Section 6002 of the Solid Waste Disposal Act, as amended by the Resource Conservation and Recovery Act, as applicable. In the performance of this contract, the Contractor shall make maximum use of products containing recovered materials that are EPA-designated items unless the product cannot be acquired—competitively within a timeframe providing for compliance with the contract performance schedule; meeting contract performance requirements; or at a reasonable price. Information about this requirement, along with the list of EPA-designated items, is available at EPA’s Comprehensive Procurement Guidelines webpage: <https://www.epa.gov/smm/comprehensive-procurement-guideline-cpg-program>.

p. Contractor agrees that the Department of Homeland Security shall have the authority to seek patent rights for any process, product, invention or discovery developed and paid for with funding through this Agreement based on the requirements of 37 CFR§ 401, as applicable.

q. Contractor may copyright any books, publications or other copyrightable materials developed in the course of or under this Agreement. However, the federal awarding agency, State Administrative Agency (SAA), and City reserve a royalty-free, non-exclusive, and irrevocable license to reproduce, publish or otherwise use, and to authorize others to use, for federal government, SAA and/or City purpose:

- (1) the copyright in any work developed through this Agreement; and
- (2) any rights of copyright to which the Contractor purchases ownership with support through this grant. The Federal government’s, SAA’s and City’s rights identified above must be conveyed to the publisher and the language of the publisher’s release form must ensure the preservation of these rights.
- (3) License and delivery of works subject to copyright and data rights. The Contractor grants to the City, a paid-up, royalty-free, nonexclusive, irrevocable, worldwide license in data first produced in the performance of this contract to reproduce, publish, or otherwise use, including prepare derivative works, distribute copies to the public, and perform publicly and display publicly such data. For data required by the contract but not first produced in the performance of this contract, the Contractor will identify such data and grant to the City or acquires on its behalf a

license of the same scope as for data first produced in the performance of this contract. Data, as used herein, shall include any work subject to copyright under 17 U.S.C. § 102, for example, any written reports or literary works, software and/or source code, music, choreography, pictures or images, graphics, sculptures, videos, motion pictures or other audiovisual works, sound and/or video recordings, and architectural works. Upon or before the completion of this contract, the Contractor will deliver to the City data first produced in the performance of this contract and data required by the contract but not first produced in the performance of this contract in formats acceptable by the City.

r. Prohibition on Contracting for Covered Telecommunications Equipment or Services.

(a) Definitions. As used in this clause, the terms backhaul; covered foreign country; covered telecommunications equipment or services; interconnection arrangements; roaming; substantial or essential component; and telecommunications equipment or services have the meaning as defined in FEMA Policy 405-143-1, Prohibitions on Expending FEMA Award Funds for Covered Telecommunications Equipment or Services (Interim), as used in this clause—

(b) Prohibitions.

- (1) Section 889(b) of the John S. McCain National Defense Authorization Act for Fiscal Year 2019, Pub. L. No. 115-232, and 2 C.F.R. § 200.216 prohibit the head of an executive agency on or after Aug.13, 2020, from obligating or expending grant, cooperative agreement, loan, or loan guarantee funds on certain telecommunications products or from certain entities for national security reasons.
- (2) Unless an exception in paragraph (c) of this clause applies, the contractor and its subcontractors may not use grant, cooperative agreement, loan, or loan guarantee funds from the Federal Emergency Management Agency to:
 - (i) Procure or obtain any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology of any system;
 - (ii) Enter into, extend, or renew a contract to procure or obtain any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology of any system;
 - (iii) Enter into, extend, or renew contracts with entities that use covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system; or
 - (iv) Provide, as part of its performance of this contract, subcontract, or other contractual instrument, any equipment, system, or service that

uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system.

(c) Exceptions.

(1) This clause does not prohibit contractors from providing—

- (i) A service that connects to the facilities of a third-party, such as backhaul, roaming, or interconnection arrangements; or
- (ii) Telecommunications equipment that cannot route or redirect user data traffic or permit visibility into any user data or packets that such equipment transmits or otherwise handles.

(2) By necessary implication and regulation, the prohibitions also do not apply to:

- (i) Covered telecommunications equipment or services that:
 - i. Are not used as a substantial or essential component of any system; and
 - ii. Are not used as critical technology of any system.
- (ii) Other telecommunications equipment or services that are not considered covered telecommunications equipment or services.

(d) Reporting requirement.

(1) In the event the contractor identifies covered telecommunications equipment or services used as a substantial or essential component of any system, or as critical technology as part of any system, during contract performance, or the contractor is notified of such by a subcontractor at any tier or by any other source, the contractor shall report the information in paragraph (d)(2) of this clause to the recipient or subrecipient, unless elsewhere in this contract are established procedures for reporting the information.

(2) The Contractor shall report the following information pursuant to paragraph (d)(1) of this clause:

- (i) Within one business day from the date of such identification or notification: The contract number; the order number(s), if applicable; supplier name; supplier unique entity identifier (if known); supplier Commercial and Government Entity (CAGE) code (if known); brand; model number (original equipment manufacturer number, manufacturer part number, or wholesaler number); item description; and any readily available information about mitigation actions undertaken or recommended.
- (ii) Within 10 business days of submitting the information in paragraph (d)(2)(i) of this clause: Any further available information about mitigation actions undertaken or recommended. In addition, the contractor shall describe the efforts it undertook to prevent use or submission of covered telecommunications equipment or services, and any additional efforts that will be incorporated to prevent future use or submission of covered telecommunications equipment or services.

(e) Subcontracts. The Contractor shall insert the substance of this clause, including this paragraph (e), in all subcontracts and other contractual instruments.

s. Domestic Preference for Procurements. As appropriate, and to the extent consistent with law, the contractor should, to the greatest extent practicable, provide a preference for the purchase, acquisition, or use of goods, products, or materials produced in the United States. This includes, but is not limited to iron, aluminum, steel, cement, and other manufactured products. For purposes of this clause: produced in the United States means, for iron and steel products, that all manufacturing processes, from the initial melting stage through the application of coatings, occurred in the United States. Manufactured products mean items and construction materials composed in whole or in part of non-ferrous metals such as aluminum; plastics and polymer-based products such as polyvinyl chloride pipe; aggregates such as concrete; glass, including optical fiber; and lumber.

t. The contractor shall not use the DHS seal(s), logos, crests, or reproductions of flags or likenesses of DHS agency officials without specific FEMA pre-approval. The contractor shall include this provision in any subcontracts.

u. This is an acknowledgement that FEMA financial assistance will be used to fund all or a portion of the contract. The contractor will comply with all applicable federal law, regulations, executive orders, FEMA policies, procedures, and directives.

v. The federal government is not a party to this contract and is not subject to any obligations or liabilities to the non-federal entity, contractor, or any other party pertaining to any matter resulting from the contract.

w. The contractor acknowledges that 31 U.S.C. Chap. 38 (Administrative Remedies for False Claims and Statements) applies to the contractor's actions pertaining to this contract.

x. If subcontracts are to be let, the prime contractor is required to take all necessary steps identified in 2 C.F.R. § 200.321(b)(1)-(5) to ensure that small and minority businesses, women's business enterprises, and labor surplus area firms are used when possible.

21. EXHIBITS

All Exhibits referenced herein and attached hereto shall be incorporated as if fully set forth in the body of this Agreement.

22. AUTHORITY

The person(s) executing this Agreement on behalf of the parties hereto warrant that they are duly authorized to execute this Agreement on behalf of said parties and that by so executing this Agreement, the parties hereto are formally bound to the provisions of this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the date and year first above written.

ATTEST:

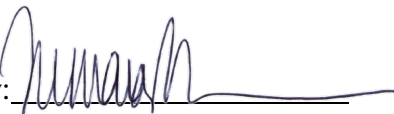
CITY OF SANTA ANA

DAISY GOMEZ
Clerk of the Council

KRISTINE RIDGE
City Manager

APPROVED AS TO FORM:
SONIA R. CARVALHO
City Attorney

BARRIOS & ASSOCIATES, LLC, DBA
COMMUNICATIONS LAB

By: 
TAMARA BOGOSIAN
Senior Assistant City Attorney



ARIANNA BARRIOS
CEO

RECOMMENDED FOR APPROVAL

DAVID VALENTIN
Chief of Police

EXHIBIT A

FY21 READYOC STATEMENT OF WORK

General Information:

The following Statement of Work (SOW) defines the principal activities and responsibilities of all parties for public outreach services to support the ReadyOC (ROC) Emergency Preparedness Campaign. This scope of work shall stand as an agreement between the City of Santa Ana (here-in-after Santa Ana) and Communications LAB (here-in-after Comm LAB) for the contracted period.

Comm LAB will supply the following services:

Marketing:

- Brand Management
- Collateral (kids books, brochures)
- Ready Fox OC Redo (new mascot)

Digital Communications

- Website
 - Site content updating
 - Site optimization
 - Site maintenance
- Newsletter Database Development
- Social Media
 - a. Content Development
 - b. Graphic Design
- App Management
 - Updating and maintenance
- Text Message Strategy
- Develop Partnership with Alert OC

Advertising:

- Social/Search ads
- Paid Advertising

Media:

- Broadcast news promotions
- Media/corporate promotions
- Publicity Service Announcements (PSA)
- Media Training
- Public Information Support (ROC)

Outreach-Education-Partnerships:

- Local Stakeholder Outreach
- Elected Officials Outreach
- Partner Outreach
- Citizen and faith-based outreach

Project Management

- Project Administration Services
- Routine Meeting with ROC Strategy Team
- KPI Reports

No deviation of this SOW will be allowed without written consent from the Santa Ana Project Manager. Nevertheless, Santa Ana recognizes that projects of this magnitude will likely encounter various unforeseeable events that may cause tasks to overlap or change, and such change will be permissible with the written approval of the Santa Ana Project Manager.

This SOW is contingent upon both Comm LAB and Santa Ana fulfilling their respective responsibilities as defined in the Agreement and within this document.

Contents

The following are included with this SOW:

- Task Descriptions
- Project Change Order
- Project Schedule
- Milestone Payment Schedule

General Project Management Responsibilities

Project management occurs throughout the project and is involved in every task. The overall project management activities are listed here for reference.

Comm LAB Responsibilities:

- a. Maintain project communications with Santa Ana's Project Manager.
- b. Manage the efforts of the Comm LAB team and coordinate Comm LAB activities with the Santa Ana Project Manager.
- c. Conduct on-site status meetings with Santa Ana's Project Manager on a monthly basis or when reasonably required at the discretion of Santa Ana to discuss project status.
- d. Provide timely responses, within ten (10) business days, to issues raised by Santa Ana's Project Manager.
- e. Prepare and submit, no later than the fifth business day of each month, a status activity report that includes: the accomplishments of the previous month, activities planned for the current month and any update to the project schedule.
- f. Prepare and submit project Change Proposals to Santa Ana's Project Manager as necessary.

- g. Prepare and submit Task Completion Letter(s) with appropriate invoices to Santa Ana's Project Manager.

Santa Ana Responsibilities:

- a. Maintain project communications with the Comm LAB Project Manager.
- b. Manage the efforts of ROC involved staff and coordinate ROC activities with the Comm LAB Project Manager.
- c. The Project Manager must ensure that personnel have ample time, resources, and expertise to carry out their respective tasks and responsibilities.
- d. The Project Manager or his designee will participate in status meetings with the Comm LAB Project Manager on a monthly basis or as may otherwise be reasonably required to discuss project status.
- e. Provide timely responses, within ten (10) business days, to issues raised by the Comm LAB Project Manager.
- f. Liaison with all Santa Ana-provided third-party vendors and associated systems.
- g. Ensure acceptable Change Orders are approved by authorized signature(s).
- h. Ensure acceptable Task Completion Letter(s) are approved by the Project Manager or his designee.
- i. Ensure timely payment of invoices.
- j. Ensure Comm LAB access to server and network equipment and work areas on a 24x7 basis, with pre-authorization for off-hours.
- k. Provide workspace for Comm LAB personnel as reasonably requested.

SOW Format:

Each task includes the following: Title, Objective, Task Description, Responsibilities and Completion Criteria. The tasks are depicted on the project schedule. All parties recognize that the SOW is not formatted chronologically with contractual obligations defaulting to the Project Schedule unless otherwise noted.

TASK 1: 2021-22 MARKETING ROADMAP

Objective:

Create, establish and implement a formal marketing plan and road map to best promote and provide outreach for ROC during the campaign period. The road map will include target audiences, objectives, management procedures and proposed activities.

Task Description:

Develop, refine, review and approve plans for all campaign initiatives, including the marketing plan and project schedule. Activities include:

- a. Launch Meetings – conduct a minimum of two meetings with the Santa Ana Project Manager to present strategies and recommendations and to get approval to proceed with the Road Map.

- b. 2021-2022 Marketing Road Map – develop and submit a comprehensive marketing communications and promotions plan detailing strategies, objectives, tasks, schedules and metrics for all ROC activities during the contracted period.
- c. Project Schedule – develop and complete a comprehensive project schedule that details timing for all activities.
- d. Project Management & Control Procedures – review and update, as needed, all currently approved control and administrative procedures (change orders, approval processes, etc.) and documents currently on file with the Santa Ana Project Manager.

Responsibilities:

Comm LAB shall:

- a. Develop the initiative and seek plan approval from Santa Ana Project Manager
- b. Execute the promotion in accordance with the approved plan

Santa Ana shall:

- a. Approve plan and promotion elements

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 1-A: BRANDING AND DIGITAL MARKETING AUDIT

Objective: Conduct an exhaustive audit of ROC’s current branding and digital marketing to ensure consistency in visual and written messaging and to understand ROC’s current online presence. The audit will include findings and recommendations to improve ROC’s reach and safeguard the integrity of this campaign.

Task Description:

Collect, review and evaluate ROC’s current branding and digital marketing materials. Audit will consider the appropriate use of tools and materials for the targeted audiences, image and visual consistency and identify recommendations to enhance ROC’s marketing.

Responsibilities:

Comm LAB shall:

- a. Collect, review and evaluate branding and digital marketing materials.
- b. Present audit findings and key recommendations to Santa Ana Project Manager.

Santa Ana shall:

- a. Review audit and approve execution of key recommendations.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of August 2021.

TASK 2: DIGITAL COMMUNICATIONS

Objective: Create a digital communications outreach platform to support Ready OC's overall communications strategy. This communications platform will mainly consist of a newsletter distribution system and database retention effort.

Task Description:

Through various digital outreach tactics, we will work to build an internal database for email distribution. These monthly newsletters will support the following:

- a. Micro-campaigns: promotion of various sub-campaigns in relation to our pre-approved micro-campaigns (i.e. emergency kits, college earthquake preparedness, etc.)
- b. Ready OC messaging: promotion of general Ready OC information, tools, resources, etc.

Responsibilities:

Comm LAB shall:

- a. Create a newsletter system in combination with a database collection initiative
- b. Routinely distribute information newsletter to database
- c. Provide KPI report to Santa Ana Project to show progress

Santa Ana shall:

- a. Review, edit and approve newsletter drafts for distribution

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 2-A: NEWSLETTER DATABASE COLLECTION STRATEGY

Objective: Establish a robust database of stakeholders to distribute newsletters, updates and relevant information.

Task Description: Develop a mechanism to collect contact information from Orange County stakeholders interested in receiving news from ROC. The collector will include:

- a. Email address
- b. City of residence
- c. Zip Code
- e. Opt-in consent statement

Responsibilities:

Comm LAB shall:

- a. Add an email collector to the ROC website where stakeholders can register to receive ROC newsletters and updates. Maintain and update the newsletter database accordingly.
- b. Create a newsletter design with routine topics to be included
- c. Present draft newsletter to the Santa Ana PD project manager for approval.

Santa Ana shall:

- a. Provide any relevant databases in its possession to be added to the newly established database.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of September 2021.

TASK 2-B: NEWSLETTER DISTRIBUTION

Objective: Establish ROC newsletter as a trusted resource for stakeholders to receive emergency preparedness information and relevant updates.

Task Description: Develop newsletter template, elements and set distribution frequency. This includes all aspects related to the curation of a newsletter including but not limited to writing copy and generating graphics.

Responsibilities:

Comm LAB shall:

- a. Develop the newsletter format and distribution schedule and seek approval of Santa Ana Project Manager.
- b. Execute newsletter distribution in accordance with the approved plan.

Santa Ana shall:

- a. Approve newsletter plan and approve subsequent newsletters before public distribution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of February 2022.

TASK 3: READY OC WEBSITE REFRESH

Objective: Refresh Ready OC Website to improve user experience, navigability and to meet the needs of the new digital strategy.

Task Description:

Evaluate, propose modifications and update Ready OC Website. This includes but is not limited to: finding technical problems, removing outdated links, adding content and installing an email collector for the new newsletter distribution strategy. This includes an SEO evaluation to ensure the website is search engine friendly.

Responsibilities:

Comm LAB shall:

- a. Review Ready OC Website and identify any immediate modifications and updates needed.
- b. Seek approval from Santa Ana Project Manager to make modifications.

Santa Ana shall:

- a. Approve website refresh recommendations.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 3-A: READY OC WEBSITE AUDIT & TIMELINE FOR TRANSITION

Objective: Assess areas to improve, growth and increase credibility of the Ready OC website.

Task Description:

- a. Conduct an exhaustive content and technical audit of the Ready OC Website. Assess page structures, navigability, accessibility and analytics. Create a timeline to transition the website from .org to a .gov address.

Responsibilities:

Comm LAB shall:

- a. Evaluate website components, website traffic and insights for growth opportunities.
- b. Create a timeline to transition the ROC website efficiently and effectively.

Santa Ana shall:

- a. Review audit and approve timeline for transition.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of August 2021.

TASK 3-B: READY OC WEBSITE SITE MAP & FRAMES

Objective: Based on team input and long-term strategy, staff will create an outline of the new website's navigation "site-map" as well as an outline of the site's main pages.

Task Description:

The site-map and wireframes will showcase how all of the ROC content, imagery, resources etc. will be organized on the new website. This draft will provide an opportunity to highlight the team's overall objectives before programming starts.

- a. Provide a site-map of the new ROC navigation including all sub-pages
- b. Provide wireframes or lay-outs of the Home, About and "Get Prepared" pages.

Responsibilities:

Comm LAB shall:

- a. Provide site-map and layout options for the approval of the Santa Ana Project Manager
- b. Implement any requested edits/changes to the site-map and wireframes

Santa Ana shall:

- a. Review and audit draft site-map and wireframes
- b. Provide any feedback, edits to staff
- c. Rely final approval of site-map and wireframes

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of October 2021.

TASK 3-C: READY OC WEBSITE CONTENT DEVELOPMENT

Objective: Develop a comprehensive document merging the existing ROC website copy with additions required for the new website. This document will serve as a guide for website developers as they finalize the new ROC website.

Task Description:

The website content will include all the existing information in addition to information regarding the following:

- a. Micro-campaigns: staff will include copy for the upcoming micro-campaigns to avoid any last minute changes that may be necessary on the website.
- b. Database: the new website will encourage residents to sign up for the ROC newsletter
- c. Local partners: Call-outs to ROC most significant partners.

Responsibilities:

Comm LAB shall:

- a. Provide draft copy for the review of the Santa Ana Project Manager and team.
- b. Update the document with any changes requested by the Santa Ana Project Manager
- c. Provide a final copy of the website content

Santa Ana shall:

- a. Review and edit the draft website copy
- b. Provide edits and final approval

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of December 2021.

TASK 3-D: READY OC WEBSITE DESIGN & DEVELOPMENT

Objective: Create a contemporary design in support of the new website content that is reflective of ROC's overall goals and objectives. The development of the new website will be based on a contemporary model with an easy-to-navigate interface for users.

Task Description:

Develop a modern site with useful, yet aesthetically pleasing elements that will create a positive experience for users accessing the website for information regarding ROC. This

Responsibilities:

Comm LAB shall:

- a. Develop a draft website that is reflective of approved copy, sitemap and wireframes
- b. Implement updates from the Santa Ana project manager
- c. Provide final website

Santa Ana shall:

- a. Provide all edits to staff to implement
- b. Approve final website before transitioning live

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of February 2022.

TASK 4: SOCIAL MEDIA OUTREACH

Objective: Develop consistent social media content based on messaging strategies for Ready OC objectives and micro-campaigns. The content will be focused on increasing users' post engagements and website traffic.

Task Description: Develop contemporary and engaging social media content in various formats including graphics, memes, surveys, video, gifs, etc. This content will be used for both the ROC social media timeline calendar, as well as social media advertising.

Responsibilities:

Comm LAB shall:

- a. Develop a 6-week social media calendar with draft respective imagery for Santa Ana Project Manager approval
- b. The calendar will include: social media platforms, date of publication, copy for social media post, graphic, links, hashtags
- c. Schedule 6-week social media calendar meetings to review social media calendar when needed
- d. Implement any updates and/or edits to the social media calendar
- e. Post time-sensitive content at the direction of the Santa Ana Project Manager
- f. Provide 6-week social media KPI reports on post engagement, traffic and trends.

Santa Ana shall:

- a. Provide feedback and input for social media calendar
- b. Attend 6-week social media calendar meetings when needed
- c. Provide any time-sensitive social media messaging to staff when appropriate

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

**TASK 4-A: READY OC SOCIAL MEDIA CONTENT
DEVELOPMENT/MANAGEMENT (AUGUST-DECEMBER 2021)**

Objective: Develop consistent social media content based on messaging strategies for Ready OC objectives and micro-campaigns. The content will be focused on increasing users' post engagements and website traffic.

Task Description: Develop contemporary and engaging social media content in various formats including graphics, memes, surveys, video, gifs, etc. This content will be used for both the ROC social media timeline calendar, as well as social media advertising.

- a. Develop Social Media Calendar
- b. Post time-sensitive information on social media channels
- c. Keep Social Media Channels Updated

Responsibilities:

Comm LAB shall:

- a. Develop a 6-week social media calendar with draft respective imagery for Santa Ana Project Manager approval
- b. The calendar will include: social media platforms, date of publication, copy for social media post, graphic, links, hashtags
- c. Schedule 6-week social media calendar meetings to review social media calendar when needed
- d. Implement any updates and/or edits to the social media calendar
- e. Post time-sensitive content at the direction of the Santa Ana Project Manager
- f. Provide 6-week social media KPI reports on post engagement, traffic and trends.

Santa Ana shall:

- a. Provide feedback and input for social media calendar
- b. Attend 6-week social media calendar meetings when needed
- c. Provide any time-sensitive social media messaging to staff when appropriate

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of December 2021.

TASK 4-B: READY OC SOCIAL MEDIA CONTENT DEVELOPMENT/MANAGEMENT (JAN-MARCH 2022)

Objective: Develop consistent social media content based on messaging strategies for Ready OC objectives and micro-campaigns. The content will be focused on increasing users' post engagements and website traffic.

Task Description: Develop contemporary and engaging social media content in various formats including graphics, memes, surveys, video, gifs, etc. This content will be used for both the ROC social media timeline calendar, as well as social media advertising.

- a. Develop Social Media Calendar
- b. Post time-sensitive information on social media channels
- c. Keep Social Media Channels Updated

Responsibilities:

Comm LAB shall:

- a. Develop a 6-week social media calendar with draft respective imagery for Santa Ana Project Manager approval
- b. The calendar will include: social media platforms, date of publication, copy for social media post, graphic, links, hashtags
- c. Schedule 6-week social media calendar meetings to review social media calendar when needed
- d. Implement any updates and/or edits to the social media calendar
- e. Post time-sensitive content at the direction of the Santa Ana Project Manager
- f. Provide 6-week social media KPI reports on post engagement, traffic and trends.

Santa Ana shall:

- a. Provide feedback and input for social media calendar.
- b. Attend 6-week social media calendar meetings when needed
- c. Provide any time-sensitive social media messaging to staff when appropriate

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of March 2022.

TASK 4-C: READY OC SOCIAL MEDIA CONTENT DEVELOPMENT/MANAGEMENT (APRIL-JUNE 2022)

Objective: Develop consistent social media content based on messaging strategies for Ready OC objectives and micro-campaigns. The content will be focused on increasing users' post engagements and website traffic.

Task Description: Develop contemporary and engaging social media content in various formats including graphics, memes, surveys, video, gifs, etc. This content will be used for both the ROC social media timeline calendar, as well as social media advertising.

- a. Develop Social Media Calendar
- b. Post time-sensitive information on social media channels
- c. Keep Social Media Channels Updated

Responsibilities:

Comm LAB shall:

- a. Develop a 6-week social media calendar with draft respective imagery for Santa Ana Project Manager approval
- b. The calendar will include: social media platforms, date of publication, copy for social media post, graphic, links, hashtags
- c. Schedule 6-week social media calendar meetings to review social media calendar when needed
- d. Implement any updates and/or edits to the social media calendar
- e. Post time-sensitive content at the direction of the Santa Ana Project Manager
- f. Provide 6-week social media KPI reports on post engagement, traffic and trends.

Santa Ana shall:

- a. Provide feedback and input for social media calendar
- b. Attend 6-week social media calendar meetings when needed
- c. Provide any time-sensitive social media messaging to staff when appropriate

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of June 2022.

TASK 5: READY OC SOCIAL MEDIA & SEARCH ADVERTISING

Objective: Develop a comprehensive digital advertising strategy within the project budget to promote Ready OC's overall objectives and micro-campaigns when relevant. The advertising campaign will be primarily digital with concentration on social media channels and Google search.

Task Description: Create a digital advertising strategy and budget to boost ROC's social media channels, messaging, micro-campaigns, and objectives.

- a. Boost social media timeline content
- b. Develop social media advertisements
- c. Develop advertisements for Google (display, search, and YouTube)

Responsibilities:

Comm LAB shall:

- a. Create a digital advertising budget with funds allocated to search and social media advertising.
- b. Itemize digital media advertising funding to micro-campaign messaging
- c. Deliver budget to Santa Ana Project manager for approval
- d. Execute routine advertising programming and monitor results

- e. Provide KPI reports at the end of each task monitoring success and opportunities

Santa Ana shall:

- a. Provide feedback and approval on digital advertising budget on search and social
- b. Review KPI report at the end of each subsequent digital marketing task order.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 5-A: READY OC SOCIAL MEDIA & SEARCH ADVERTISING (AUGUST-DECEMBER 2021)

Objective: Develop a comprehensive digital advertising strategy within the project budget to promote Ready OC's overall objectives and micro-campaigns when relevant. The advertising campaign will be primarily digital with concentration on social media channels and Google search.

Task Description: Create a digital advertising strategy and budget to boost ROC's social media channels, messaging, micro-campaigns, and objectives.

- a. Boost social media timeline content
- b. Develop social media advertisements
- c. Develop advertisements for Google (display, search, and YouTube)

Responsibilities:

Comm LAB shall:

- a. Create a digital advertising budget with funds allocated to search and social media advertising.
- b. Itemize digital media advertising funding to micro-campaign messaging
- c. Deliver budget to Santa Ana Project manager for approval
- d. Execute routine advertising programming and monitor results
- e. Provide KPI reports at the end of each task monitoring success and opportunities

Santa Ana shall:

- a. Provide feedback and approval on digital advertising budget on search and social
- b. Review KPI report at the end of each subsequent digital marketing task order.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of December 2021.

TASK 5-B: READY OC SOCIAL MEDIA & SEARCH ADVERTISING (JAN-MARCH 2022)

Objective: Develop a comprehensive digital advertising strategy within the project budget to promote Ready OC's overall objectives and micro-campaigns when relevant. The advertising campaign will be primarily digital with concentration on social media channels and Google search.

Task Description: Create a digital advertising strategy and budget to boost ROC's social media channels, messaging, micro-campaigns, and objectives.

- a. Boost social media timeline content
- b. Develop social media advertisements
- c. Develop advertisements for Google (display, search, and YouTube)

Responsibilities:

Comm LAB shall:

- a. Create a digital advertising budget with funds allocated to search and social media advertising.
- b. Itemize digital media advertising funding to micro-campaign messaging
- c. Deliver budget to Santa Ana Project manager for approval
- d. Execute routine advertising programming and monitor results
- e. Provide KPI reports at the end of each task monitoring success and opportunities

Santa Ana shall:

- a. Provide feedback and approval on digital advertising budget on search and social
- b. Review KPI report at the end of each subsequent digital marketing task order.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of March 2022.

TASK 5-C: READY OC SOCIAL MEDIA & SEARCH ADVERTISING (APRIL-JUNE 2022)

Objective: Develop a comprehensive digital advertising strategy within the project budget to promote Ready OC's overall objectives and micro-campaigns when relevant. The advertising campaign will be primarily digital with concentration on social media channels and Google search.

Task Description: Create a digital advertising strategy and budget to boost ROC's social media channels, messaging, micro-campaigns, and objectives.

- a. Boost social media timeline content
- b. Develop social media advertisements
- c. Develop advertisements for Google (display, search, and YouTube)

Responsibilities:

Comm LAB shall:

- a. Create a digital advertising budget with funds allocated to search and social media advertising.
- b. Itemize digital media advertising funding to micro-campaign messaging
- c. Deliver budget to Santa Ana Project manager for approval
- d. Execute routine advertising programming and monitor results
- e. Provide KPI reports at the end of each task monitoring success and opportunities

Santa Ana shall:

- a. Provide feedback and approval on digital advertising budget on search and social
- b. Review KPI report at the end of each subsequent digital marketing task order.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of June 2022.

TASK 6: MICRO CAMPAIGN: EARTHQUAKE FOR COLLEGE STUDENTS

Objective: Develop a comprehensive plan to promote ROC and increase awareness of earthquake preparedness tactics and tools among college students, especially important for Orange County's out-of-state student population.

Task Description: Create, establish and implement a plan to promote ROC's earthquake preparedness micro-camp, specifically its earthquake resources during the micro campaign period. The plan will include outreach channels, partnerships, procedures, proposed activities, communications and schedule.

Responsibilities:

Comm LAB shall:

- a. Develop the micro campaign plan, identify partners, outreach channels, activities, promotional materials, schedule and budget.
- b. Present micro campaign plan timeline for the approval of Santa Ana Project Manager
- c. Begin to execute micro-campaign tasks in accordance with the approved plan.

Santa Ana shall:

- a. Approve micro campaign plan for execution and provide input.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 6-A: MICRO CAMPAIGN: EARTHQUAKE FOR COLLEGE STUDENTS: DEVELOP MESSAGING & OUTREACH STRATEGY

Objective: Develop an effective messaging and outreach strategy to deliver key messages to Orange County's college student population that increase ROC engagement, preparedness and promote earthquake safety.

Task Description: Research, identify and craft messaging and outreach strategy to raise awareness of earthquake preparedness. This task includes:

- a. Mapping out effective messaging and calls to action
- b. Identifying outreach channels with high-traffic in the selected demographic.
- c. Setting messaging frequency
- d. Identifying partnerships

Responsibilities:

Comm LAB shall:

- a. Create a strategy to appeal to the selected demographic.
- b. Provide messaging options and taglines for marketing/advertising
- c. Present strategy to and seek approval approval of Santa Ana Project Manager
- d. Begin to execute strategy in accordance with the approved plan.

Santa Ana shall:

- a. Approve messaging and outreach strategy for execution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of September 2021.

**TASK 6-B: MICRO CAMPAIGN: EARTHQUAKE FOR COLLEGE STUDENTS:
DEVELOP CAMPAIGN TIMELINE**

Objective: Establish a campaign timeline that delivers high impact and reach among targeted demographic (college students).

Task Description: Create, establish and implement a timeline to promote ROC, specifically its earthquake resources during the micro campaign period. This task includes:

- a. Developing a draft calendar with respective outreach activities for Santa Ana Project Manager approval
- b. Reviewing college campus events calendars
- c. Identifying any competing campaigns distributed during the selected timeline

Responsibilities:

Comm LAB shall:

- a. Create a timeline.
- b. Present timeline to and seek approval approval of Santa Ana Project Manager
- c. Execute activities in accordance with the approved timeline.

Santa Ana shall:

- a. Approve timeline for execution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of October 2021.

TASK 6-C: MICRO CAMPAIGN: EARTHQUAKE FOR COLLEGE STUDENTS: IDENTIFY POTENTIAL PARTNERS

Objective: Execute an audit of existing ROC partners to then identify a new list of potential partners who can assist in the outreach, advertising and communications of our promoting earthquake preparedness on college campuses.

Task Description: Identify a list of existing and new partners to increase earthquake preparedness amongst student bodies on college campuses throughout Orange County.

Responsibilities:

Comm LAB shall:

- a. Develop a list of existing and potential partners for the approval of the Santa Ana Project Manager
- b. Begin reaching out to existing partners to schedule strategy discussions and outreach events

Santa Ana shall:

- a. Provide approval on the list of potential partners.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of November 2021.

TASK 7: MICRO CAMPAIGN: EVACUATION TEXT ALERTS

Objective: Develop a communications and outreach strategy for evacuation areas during fire season. This campaign will be in partnership with AlertOC or another local organization.

Task Description: Create a text alert communications and outreach campaign for Orange County residents who are in fire zones during fire season.

Responsibilities:

Comm LAB shall:

- a. Develop an outreach and communications plan
- b. Provide outline to Santa Ana Project Manager for approval

Santa Ana shall:

- a. Provide final approval of micro-campaign overview

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 7-A: MICRO CAMPAIGN: EVACUATION TEXT ALERTS: DEVELOP MESSAGING & OUTREACH STRATEGY

Objective: Develop an effective messaging and outreach strategy to educate residents living in fire hazard severity zones on the importance of enrolling in the evacuation text alert system.

Task Description: Research, identify and craft messaging and outreach strategy to drive up enrollment in evacuation text alerts. This task includes:

- a. Mapping out effective messaging and calls to action
- b. Identifying outreach channels with high-traffic in the selected demographic and geographic areas.
- c. Setting messaging frequency
- d. Identifying partnerships

Responsibilities:

Comm LAB shall:

- a. Create a strategy to appeal to the selected demographics and geographic targeted areas.
- b. Present strategy to and seek the approval of the Santa Ana Project Manager
- c. Begin to execute strategy in accordance with the approved plan.
- d. Provide messaging options and taglines for marketing/advertising

Santa Ana shall:

- a. Provide feedback and input on messaging and outreach strategies.
- b. Approve messaging and outreach strategy for execution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of September 2021.

TASK 7-B: MICRO CAMPAIGN: EVACUATION TEXT ALERTS: DEVELOP CAMPAIGN TIMELINE

Objective: Establish a campaign timeline that delivers high impact and reach among targeted demographic (residents living in fire hazard severity zones).

Task Description: Create, establish and implement a timeline to promote ROC, specifically the evacuation text alert system during the micro campaign period. This task includes:

- a. Assessing feasibility of conducting the micro campaign during “Fire Awareness Month”, which is typically around the month October
- b. Developing a draft calendar with outreach activities for Santa Ana Project Manager approval.

Responsibilities:

Comm LAB shall:

- a. Create a timeline.
- b. Present timeline to and seek approval approval of Santa Ana Project Manager
- c. Execute activities in accordance with the approved timeline.

Santa Ana shall:

- a. Approve timeline for execution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of October 2021.

TASK 7-C: MICRO CAMPAIGN: EVACUATION TEXT ALERTS: IDENTIFY POTENTIAL PARTNERS

Objective: Execute an audit of existing ROC partners to then identify a new list of potential patterns who can assist in the outreach, advertising and communications in our effort to inform residents living in fire hazard severity zones to enroll in our evacuation alerts system.

Task Description: Identify a list of existing and new partners to increase awareness of the evacuation text alert system amongst Orange County residents living in fire hazard severity zones.

Responsibilities:

Comm LAB shall:

- a. Develop a list of existing and potential partners for the approval of the Santa Ana Project Manager
- b. Begin reaching out to existing partners to schedule strategy discussions and outreach events

Santa Ana shall:

- a. Provide approval on the list of potential partners.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of November 2021.

TASK 8: MICRO CAMPAIGN: EMERGENCY KITS

Objective: Plan, develop and outline micro-campaign concept for residents to easily assemble a five-gallon ROC emergency preparedness bucket at various locations throughout the county. These potential partners and community stakeholders could range from Lowes, Home Depot, etc. to elected officials' offices, outposts, foodbanks, etc.

Task Description:

See sub-tasks for specifics.

Responsibilities:

See sub-tasks for specifics.

Completion Criteria:

This task is considered complete when all budgeted sub-tasks have been completed in their respective entirety.

TASK 8-A: MICRO CAMPAIGN: EMERGENCY KITS: DEVELOP MESSAGINGS & OUTREACH STRATEGY

Objective: Plan and develop a messaging and outreach strategy to increase the numbers of residents who are assembling a five-gallon ROC emergency preparedness bucket at various locations throughout the county.

Task Description: Develop an outreach and messaging strategy to increase awareness amongst residents to assemble a five-gallon ROC emergency bucket.

Responsibilities:

Comm LAB shall:

- a. Create an outline for messaging and outreach to support our campaign's efforts to increase public awareness for preparedness.
- b. Provide messagings options and taglines for marketing/advertising

Santa Ana shall:

- c. Provide approval of messaging and outreach strategy

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be the end of September 2021.

TASK 8-B: MICRO CAMPAIGN: EMERGENCY KITS: DEVELOP CAMPAIGN TIMELINE

Objective: Establish a campaign timeline that delivers in order to increase the number of residents who assemble the five-gallon ROC emergency preparedness buckets/kits in their homes/businesses.

Task Description: Create, establish and implement a timeline to promote ROC, specifically the importance of curating a 5-gallon ROC emergency bucket/kit. This task includes:

- a. Developing a draft calendar with respective outreach activities for Santa Ana Project Manager approval
- b. Accounting for any competing/concurrent campaigns that potential partners/community organizations may be engaged in.

Responsibilities:

Comm LAB shall:

- a. Create a timeline.
- b. Present timeline to and seek approval approval of Santa Ana Project Manager
- c. Execute activities in accordance with the approved timeline.

Santa Ana shall:

- a. Approve timeline for execution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of October 2021.

TASK 8-C: MICRO CAMPAIGN: EMERGENCY KITS: IDENTIFY POTENTIAL PARTNERS

Objective: Execute an audit of existing ROC partners to then identify a new list of potential patterns who can assist in the outreach, advertising and communications of our effort to encourage residents to curate a five-gallon emergency bucket.

Task Description: Identify a list of existing and new partners to increase awareness on the importance of assembling a 5-gallon emergency bucket.

Responsibilities:

Comm LAB shall:

- a. Develop a list of existing and potential partners for the approval of the Santa Ana Project Manager
- b. Begin reaching out to existing partners to schedule strategy discussions and outreach events.

Santa Ana shall:

- a. Provide approval on the list of potential partners.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of November 2021.

TASK 9: EARNED MEDIA OUTREACH

Objective: Develop and implement media promotions and concentrated publicity outreach to local print, online, broadcast and/or theater/cinema outlets to promote ROC programming elements, initiatives and calendar of activities.

Task Description:

Develop and implement media promotions including, but not limited to, management and enhancement of the ROC smartphone app, advertising and/or online promotions, video PSA creation and media outreach to local outlets to direct OC residents to commit to preparedness steps. Task includes ongoing measurement and tracking of promotional elements.

Activities will include:

- a. Publicity/Media Outreach – conduct outreach to targeted local media to achieve a minimum of two earned or sponsored placements during the contract period.
- b. Video PSA – leverage existing :30-second video PSA and focus on efforts to expand exposure of ROC via additional placements within the OC community via the ROC website, YouTube channel, city websites, local public access stations, selected regional theatre venues, etc.

Responsibilities:

Comm LAB shall:

- a. Plan, develop and produce the video with approval from the Santa Ana Project Manager
- b. Execute distribution in accordance with approved plans

Santa Ana shall:

- a. Approve initiative concepts, production and distribution plan.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 9-A: EARNED MEDIA OUTREACH: IDENTIFY & EXECUTE EARNED MEDIA OPPORTUNITIES (FALL 2021)

Objective: Develop and implement media promotions and concentrated publicity outreach to local print, online, broadcast and/or theater/cinema outlets to promote ROC programming elements, initiatives and the calendar of activities.

Task Description:

Develop and implement media promotions including, but not limited to, management and enhancement of the ROC app, advertising and/or online promotions, video PSA creation and media outreach to local outlets to direct OC residents to commit to preparedness steps. Task includes ongoing measurement and tracking of promotional elements.

Responsibilities:

Comm LAB shall:

- a. Plan, develop and produce the video with approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee
- b. Execute distribution in accordance with approved plans

Santa Ana shall:

- c. Approve initiative concepts, production and distribution plan

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of October 2021.

TASK 9-B: EARNED MEDIA OUTREACH: IDENTIFY & EXECUTE EARNED MEDIA OPPORTUNITIES (WINTER 2021/SPRING 2022)

Objective: Develop and implement media promotions and concentrated publicity outreach to local print, online, broadcast and/or theater/cinema outlets to promote ROC programming elements, initiatives and the calendar of activities.

Task Description:

Develop and implement media promotions including, but not limited to, management and enhancement of the ROC smartphone app, advertising and/or online promotions, video PSA creation and media outreach to local outlets to direct OC residents to commit to preparedness steps. Task includes ongoing measurement and tracking of promotional elements.

Responsibilities:

Comm LAB shall:

- a. Plan, develop and produce the video with approval from the Santa Ana Project Manager in alignment
- b. Execute distribution in accordance with approved plans

Santa Ana shall:

- c. Approve initiative concepts, production and distribution plan

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of June 2022.

TASK 10: COMMUNITY & CITIZENS OUTREACH

Objective: Develop and implement ongoing community and citizens' outreach at targeted community, emergency preparedness, faith-based and other designated events and/or location to increase ROC preparedness messaging.

Task Description:

See sub-tasks for specifics.

Responsibilities:

See sub-tasks for specifics.

Completion Criteria:

This task is considered complete when all budgeted sub-tasks have been completed in their respective entirety.

TASK 10-A: COMMUNITY & CITIZENS OUTREACH (FALL 2021)**Objective:**

Develop and implement ongoing community and citizens' outreach at targeted community, emergency preparedness, faith-based and other designated events and/or location to increase ROC preparedness messaging.

Task Description:

Calendar, staff and manage outreach briefings, virtual events, etc. to targeted community organizations/groups.

Activities include:

- a. Outreach List and Calendar - create and manage a master annual calendar for any local organization/group to provide information, tools, resources, etc. for emergency preparedness.

Responsibilities:

Comm LAB shall:

- a. Develop the outreach and seek plan approval from the Santa Ana Project Manager.
- b. Execute the outreach in accordance with the approved plan

Santa Ana shall:

- a. Approve plan and promotional elements

Completion Criteria:

This task is considered complete upon the completion of the calendared event outreach and when the Santa Ana Project Manager signs the task completion letter. Completion is planned November 2021.

TASK 10: COMMUNITY & CITIZENS OUTREACH (WINTER/SPRING 2022)

Objective: Develop and implement ongoing community and citizens' outreach at targeted community, emergency preparedness, faith-based and other designated events and/or presentation venues, seeking to reach and engage with hundreds of thousands of citizens and community members.

Task Description: Calendar, staff and manage outreach briefings, virtual events, etc. to targeted community organizations/groups.

Activities include:

- a. Outreach List and Calendar - create and manage a master annual calendar for any local organization/group to provide information, tools, resources, etc. for emergency preparedness.

Responsibilities:

Comm LAB shall:

- a. Develop the outreach and seek plan approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee
- b. Execute the outreach in accordance with the approved plan

Santa Ana shall:

- a. Approve plan and promotional elements

Completion Criteria:

This task is considered complete upon the completion of the calendared event outreach and when the Santa Ana Project Manager signs the task completion letter. Completion is planned by April 2022.

TASK 11: STAKEHOLDER MEETINGS & PROMOTIONS**Objective:**

Manage campaign updates and activities including, but not limited to meetings, monthly activity reporting, programming documentation, regular communications and presentations to Santa Ana Project Manager and corresponding agency partners during this task order.

Task Description:

Provide campaign and promotion updates to the Santa Ana Project Manager through regularly scheduled phone calls and/or emails and meetings (as needed or requested). Manage the ongoing reporting and measurement of campaign data and maintain weekly and monthly communication

with the Santa Ana Project Manager including at least one formal meeting/conference call during the quarter, unless otherwise directed and approved by the Santa Ana Project Manager.

Responsibilities:

Comm LAB shall:

- a. Coordinate, manage and participate in at least one team meeting
- b. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
- c. Manage the weekly and monthly reporting of campaign measurement
- d. Manage ongoing budget and campaign schedule
- e. Submit task completion letters with task invoices to the Santa Ana Project Manager

Santa Ana shall:

- a. Approve campaign progress, updates and promotions
- b. Support and facilitate partnering and sponsorship efforts with Steering Committee

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 11-A: STAKEHOLDER MEETINGS & PROMOTIONS (SEP-JAN 2022)

Objective:

Manage campaign updates and activities including, but not limited to meetings, monthly activity reporting, programming documentation, regular communications and presentations to Santa Ana Project Manager and corresponding agency partners during this task order.

Task Description:

Provide campaign and promotion updates to the Santa Ana Project Manager through regularly scheduled phone calls and/or emails and meetings (as needed or requested). Manage the ongoing reporting and measurement of campaign data and maintain weekly and monthly communication with the Santa Ana Project Manager including at least one formal meeting/conference call during the quarter, unless otherwise directed and approved by the Santa Ana Project Manager.

Responsibilities:

Comm LAB shall:

- a. Coordinate, manage and participate in at least one Steering Committee meeting
- b. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
- c. Manage the weekly and monthly reporting of campaign measurement
- d. Manage ongoing budget and campaign schedule
- e. Submit task completion letters with task invoices to the Santa Ana Project Manager

Santa Ana shall:

- a. Approve campaign progress, updates and promotions
- b. Support and facilitate partnering and sponsorship efforts with Steering Committee

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for the task. Planned completion and implementation is by the end of January 2022.

TASK 11-B: STAKEHOLDER MEETINGS & PROMOTIONS (FEB-JUNE 2022)**Objective:**

Manage campaign updates and activities including, but not limited to meetings, monthly activity reporting, programming documentation, regular communications and presentations to Santa Ana Project Manager and corresponding agency partners during this task order.

Task Description:

Provide campaign and promotion updates to the Santa Ana Project Manager through regularly scheduled phone calls and/or emails and meetings (as needed or requested). Manage the ongoing reporting and measurement of campaign data and maintain weekly and monthly communication with the Santa Ana Project Manager including at least one formal meeting/conference call during the quarter, unless otherwise directed and approved by the Santa Ana Project Manager.

Responsibilities:

Comm LAB shall:

- a. Coordinate, manage and participate in at least one Steering Committee meeting
- b. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
- c. Manage the weekly and monthly reporting of campaign measurement
- d. Manage ongoing budget and campaign schedule
- e. Submit task completion letters with task invoices to the Santa Ana Project Manager

Santa Ana shall:

- a. Approve campaign progress, updates and promotions
- b. Support and facilitate partnering and sponsorship efforts with Steering Committee

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for the task. Planned completion and implementation is by the end of May 2022.

TASK 12: CORPORATE ADVISORY COUNCIL PARTNERING**Objective:**

Continue managing the current CAC group with emphasis on enhancing participation benefits, retaining current active members, and expanding successes in leveraging CAC resources, connections and contributions to the overall ROC initiative during the year.

Task Description:

Continue momentum to expand the success of the council to help provide opportunities, extensions, and ongoing support for ROC. Activities include:

- a. CAC Designated Ambassador – continue to leverage and refine the designated CAC ambassadors to facilitate and deepen relationship efforts.
- b. One-on-One Outreach Tour – continue successful strategy to outreach to CAC members in a high-touch, one-to-one manner to generate customized opportunities for promotional investment and support of the ROC campaign.

Responsibilities:

Comm LAB shall:

- a. Develop and implement the program with approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee

Santa Ana shall:

- a. Approve the program and promotional efforts

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 12-A: CORPORATE ADVISORY COUNCIL PARTNERING (FALL 2021)**Objective:**

Continue managing the current CAC group with emphasis on enhancing participation benefits and expanding successes in leveraging CAC resources, connections and contributions to the overall ROC initiative during the year.

Task Description:

Continue momentum to expand the success of the council to help provide opportunities, extensions, and ongoing support for ROC. Activities include:

- a. CAC Designated Ambassador – continue to leverage and refine the designated CAC ambassadors to facilitate and deepen relationship efforts.
- b. One-on-One Outreach Tour – continue successful strategy to outreach to CAC members to generate customized opportunities for promotional investment and support of the ROC campaigns.

Responsibilities:

Comm LAB shall:

- a. Develop and implement the program with approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee

Santa Ana shall:

- a. Approve the program and promotional efforts

Completion Criteria:

This task will be implemented throughout the performance period and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by November 2021.

TASK 12-B: CORPORATE ADVISORY COUNCIL PARTNERING (WINTER/SPRING 2021)

Objective:

Continue managing the current CAC group with emphasis on enhancing participation benefits and expanding successes in leveraging CAC resources, connections and contributions to the overall ROC initiative during the year.

Task Description:

Continue momentum to expand the success of the council to help provide opportunities, extensions, and ongoing support for ROC. Activities include:

- a. CAC Designated Ambassador – continue to leverage and refine the designated CAC ambassadors to facilitate and deepen relationship efforts.
- b. One-on-One Outreach Tour – continue successful strategy to outreach to CAC members to generate customized opportunities for promotional investment and support of the ROC campaign.

Responsibilities:

Comm LAB shall:

- a. Develop and implement the program with approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee

Santa Ana shall:

- a. Approve the program and promotional efforts

Completion Criteria:

This task will be implemented throughout the performance period and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by May 2022.

TASK 13: WEBSITE & MOBILE MAINTENANCE

Objective:

Update, manage, host and maintain the ReadyOC.org website and provide recommendations for updates to improve the user experience and functionality.

Task Description:

See sub-tasks for specifics.

Responsibilities:

See sub-tasks for specifics.

Completion Criteria:

This task is considered complete when all budgeted sub-tasks have been completed in their respective entirety.

TASK 13-A: WEBSITE & MOBILE MAINTENANCE (FALL 2021)**Objective:**

Update, manage, host and maintain the ReadyOC.org website and provide recommendations for updates to improve the user experience and functionality.

Task Description:

Provide routine updates of the ROC website including content, imagery and navigation.

Responsibilities:

Comm LAB shall:

- a. Update the ROC website with any additions/changes provided by the Santa Ana Project Manager
- b. Ensure all hosting, server, maintenance, and updates are maintained.

Santa Ana shall:

- a. Provide any edits and/or additions for the ROC website
- b. Approve any update and/or additions to the ROC website.

Completion Criteria:

This task will be implemented throughout the performance period and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by January 2022.

TASK 13-B: WEBSITE & MOBILE MAINTENANCE (WINTER/SPRING 2022)**Objective:**

Update, manage, host and maintain the ReadyOC.org website and provide recommendations for updates to improve the user experience and functionality.

Task Description:

Provide routine updates of the ROC website including content, imagery and navigation.

Responsibilities:

Comm LAB shall:

- a. Update the ROC website with any additions/changes provided by the Santa Ana Project Manager
- b. Ensure all hosting, server, maintenance, and updates are maintained.

Santa Ana shall:

- a. Provide any edits and/or additions for the ROC website
- b. Approve any update and/or additions to the ROC website.

Completion Criteria:

This task will be implemented throughout the performance period and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by May 2022.

TASK 14: COLLATERAL MATERIALS

Objective: Develop, produce and update ROC collateral materials for use in all programming and communications as appropriate.

Task Description:

Handle design, writing, production and distribution of all materials supporting ROC initiatives.

Responsibilities:

Comm LAB shall:

- a. Develop all materials and seek approval from the Santa Ana Project Manager
- b. Produce materials in accordance with the Santa Ana Project Manager's guidance

Santa Ana shall:

- a. Approve materials and provide feedback

Completion Criteria:

This task is considered complete upon the order or delivery of the promotional materials, given requirements in some instances for upfront payment, and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by March 2022.

TASK 15: PROMOTIONAL MATERIALS

Objective: Develop, produce and update ROC promotional materials for use in all programming as appropriate.

Task Description: Handle design, writing, production and distribution of all materials supporting ROC.

Responsibilities:

Comm LAB shall:

- a. Develop all materials and seek approval from the Santa Ana Project Manager in alignment with the ROC Steering Committee
- b. Produce materials in accordance with Steering Committee approvals

Santa Ana shall:

- a. Approve materials

Completion Criteria:

This task is considered complete upon the order or delivery of the promotional materials, given requirements in some instances for upfront payment, and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by January 2022.

FY21 Milestone Payment Schedule

Milestone	Task Name	Milestone Payment	Planned Completion Date
TASK 1	READYOC 2021/22 MARKETING ROADMAP		
Task 1-A	- Brand & Digital Marketing Audit	\$1,000.00	August 2021
TASK 2	DIGITAL COMMUNICATIONS		
Task 2-A	- Newsletter Database Collection Strategy	\$1,000.00	Sep 2021
Task 2-B	- Newsletter Distribution	\$1,000.00	Feb 2022
TASK 3	Ready OC WEBSITE RE-FRESH		
Task 3-A	- Ready OC Website Audit & Timeline for Transition	\$1,000.00	August 2021
Task 3-B	- Ready OC Website Site Map & Frames	\$2,000.00	Oct 2021
Task 3-C	- Ready OC Website Content Development	\$2,000.00	Dec 2021
Task 3-D	- Ready OC Website Design & Development	\$4,000.00	Feb 2022
TASK 4	SOCIAL MEDIA OUTREACH		
Task 4-A	- ReadyOC Social Media Content Development & Management (August-December 2021)	\$6,500.00	Dec 2021
Task 4-B	- ReadyOC Social Media Content Development & Management (Jan-March 2022)	\$5,500.00	March 2022
Task 4-C	- ReadyOC Social Media Content Development & Management (Apr 2022-June 2022)	\$5,000.00	June 2022
TASK 5	ADVERTISING		
Task 5-A	- ReadyOC Social Media/Search Advertising (August-December 2021)	\$5,000.00	Dec 2021
Task 5-B	- ReadyOC Social Media/Search Advertising (Jan 2021 -March 2022)	\$4,000.00	March 2022
Task 5-C	- ReadyOC Social Media/Search Advertising (Apr 2022-June 2022)	\$3,000.00	June 2022
TASK 6	MICRO CAMPAIGN: EARTHQUAKE FOR COLLEGE STUDENTS		
Task 6-A	- Develop Messaging & Outreach Strategy	\$1,000.00	Sept 2021
Task 6-B	- Develop Campaign Timeline	\$1,000.00	October 2021
Task 6-C	- Identify Potential Partners	\$1,000.00	November 2021
TASK 7	MICRO CAMPAIGN: EVACUATION TEXT ALERTS		
Task 7-A	- Develop Messaging & Outreach Strategy	\$1,000.00	Sept 2021
Task 7-B	- Develop Campaign Timeline	\$1,000.00	October 2021
Task 7-C	- Identify Potential Partners	\$1,000.00	November 2021
TASK 8	MICRO CAMPAIGN: EMERGENCY KITS		
Task 8-A	- Develop Messaging & Outreach Strategy	\$1,000.00	Sept 2021
Task 8-B	- Develop Campaign Timeline	\$1,000.00	October 2021

Task 8-C	- Identify Potential Partners	\$1,000.00	November 2021
TASK 9	EARNED MEDIA OUTREACH		
Task 9-A	- Identify & Execute Earned Media Opportunities (Fall/Winter 2021)	\$7,000.00	Oct 2021
Task 9-B	- Identify & Execute Earned Media Opportunities (Spring 2022)	\$7,000.00	June 2022
TASK 10	COMMUNITY & CITIZENS OUTREACH		
Task 10-A	- Community & Citizens Outreach (Fall 2021)	\$2,000.00	Nov 2021
Task 10-B	- Community & Citizens Outreach (Winter/Spring 2022)	\$2,000.00	April 2022
TASK 11	STAKEHOLDER MEETINGS & PROMOTIONS		
Task 11-A	- ReadyOC Stakeholder Meetings & Promotions (Sep 2021-Jan 2022)	\$2,000.00	Jan 2022
Task 11-B	- ReadyOC Stakeholder Meetings & Promotions (Feb 2022 -June 2022)	\$2,000.00	May 2022
TASK 12	CORPORATE ADVISORY COUNCIL & PARTNERING		
Task 12-A	- Corporate Advisory Council & Partnering (Fall 2021)	\$2,500.00	Nov 2021
Task 12-B	- Corporate Advisory Council & Partnering (Winter/Spring 2022)	\$2,500.00	May 2022
TASK 13	WEBSITE & MOBILE MAINTENANCE		
Task 13-A	- Website, Social Media & Mobile Outreach/Maintenance (Fall 2021)	\$2,000.00	Jan 2022
Task 13-B	- Website, Social Media & Mobile Outreach/Maintenance (Winter/Spring 2022)	\$2,500.00	May 2022
TASK 14	COLLATERAL MATERIALS	\$3,000.00	March 2022
TASK 15	PROMOTIONAL MATERIALS	\$3,000.00	Jan 2022
CONTINGENCY		\$10,000.00	
TOTAL		\$97,500.00	

EXHIBIT B

If You See Something, Say Something (S4) – OC Initiative

FY21 S4 STATEMENT OF WORK

General Information:

The following Statement of Work (SOW) defines the principal activities and responsibilities of all parties for public outreach services to support the See Something Say Something (S4) Emergency Preparedness Campaign. This scope of work shall stand as an agreement between the City of Santa Ana (here-in-after Santa Ana) and Communications LAB (here-in-after Comm LAB) for the contracted period.

Comm LAB will supply the following services:

Marketing:

- Brand Management
- Collateral (kids books, brochures)

Digital Communications

- Website
 - Site content updating
 - Site optimization
 - Site maintenance
- Newsletter Database Development
- Social Media
 - c. Content Development
 - d. Graphic Design
- Text Message Strategy

Advertising:

- Social/Search ads
- Paid Advertising

Media:

- Broadcast news promotions
- Media/corporate promotions
- Publicity Service Announcements (PSA)
- Media Training
- Public Information Support (S4)

Outreach-Education-Partnerships:

- Local Stakeholder Outreach
- Elected Officials Outreach
- Partner Outreach
- Citizen and faith-based outreach

Project Management

- Project Administration Services
- Routine Meeting with S4 Strategy Team
- KPI Reports

No deviation of this SOW will be allowed without written consent from the Santa Ana Project Manager. Nevertheless, Santa Ana recognizes that projects of this magnitude will likely encounter various unforeseeable events that may cause tasks to overlap or change, and such change will be permissible with the written approval of the Santa Ana Project Manager.

This SOW is contingent upon both Comm LAB and Santa Ana fulfilling their respective responsibilities as defined in the Agreement and within this document.

Contents

The following are included with this SOW:

- Task Descriptions
- Project Change Order
- Project Schedule
- Milestone Payment Schedule

General Project Management Responsibilities

Project management occurs throughout the project and is involved in every task. The overall project management activities are listed here for reference.

Comm LAB Responsibilities:

- h. Maintain project communications with Santa Ana's Project Manager.
- i. Manage the efforts of the Comm LAB team and coordinate Comm LAB activities with the Santa Ana Project Manager.
- j. Conduct on-site status meetings with Santa Ana's Project Manager on a monthly basis or when reasonably required at the discretion of Santa Ana to discuss project status.
- k. Provide timely responses, within ten (10) business days, to issues raised by Santa Ana's Project Manager.
- l. Prepare and submit, no later than the fifth business day of each month, a status activity report that includes: the accomplishments of the previous month, activities planned for the current month and any update to the project schedule.
- m. Prepare and submit project Change Proposals to Santa Ana's Project Manager as necessary.
- n. Prepare and submit Task Completion Letter(s) with appropriate invoices to Santa Ana's Project Manager.

Santa Ana Responsibilities:

- a. Maintain project communications with the Comm LAB Project Manager.
- b. Manage the efforts of S4 involved staff and coordinate S4 activities with the Comm LAB Project Manager.
- c. The Project Manager must ensure that personnel have ample time, resources, and expertise to carry out their respective tasks and responsibilities.
- d. The Project Manager or his designee will participate in status meetings with the Comm LAB Project Manager on a monthly basis or as may otherwise be reasonably required to discuss project status.
- e. Provide timely responses, within ten (10) business days, to issues raised by the Comm LAB Project Manager.

- f. Liaison with all Santa Ana-provided third-party vendors and associated systems.
- g. Ensure acceptable Change Orders are approved by authorized signature(s).
- h. Ensure acceptable Task Completion Letter(s) are approved by the Project Manager or his designee.
- i. Ensure timely payment of invoices.
- j. Ensure Comm LAB access to server and network equipment and work areas on a 24x7 basis, with pre-authorization for off-hours.
- k. Provide workspace for Comm LAB personnel as reasonably requested.

SOW Format:

Each task includes the following: Title, Objective, Task Description, Responsibilities and Completion Criteria. The tasks are depicted on the project schedule. All parties recognize that the SOW is not formatted chronologically with contractual obligations defaulting to the Project Schedule unless otherwise noted.

TASK 1: 2021-22 MARKETING ROADMAP

Objective:

Create, establish and implement a formal marketing plan and road map to best promote and provide outreach for S4 during the campaign period. The road map will include target audiences, objectives, management procedures and proposed activities.

Task Description:

Develop, refine, review and approve plan for all campaign initiatives, including the marketing plan and project schedule. Activities include:

- a. Launch Meetings – conduct a minimum of two meetings with the Santa Ana Project Manager to present strategies and recommendations and to get approval to proceed with the Road Map.
- b. 2021-2022 Marketing Road Map – develop and submit a comprehensive marketing communications and promotions plan detailing strategies, objectives, tasks, schedules and metrics for all S4 activities during the contracted period.
- c. Project Schedule – develop and complete a comprehensive project schedule that details timing for all activities.
- d. Project Management & Control Procedures – review and update, as needed, all currently approved control and administrative procedures (change orders, approval processes, etc.) and documents currently on file with the Santa Ana Project Manager.

Responsibilities:

Comm LAB shall:

- a. Develop the initiative and seek plan approval from Santa Ana Project Manager
- b. Execute the promotion in accordance with the approved plan

Santa Ana shall:

- a. Approve plan and promotion elements

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 1-A: BRANDING AND DIGITAL MARKETING AUDIT

Objective: Conduct an exhaustive audit of S4's current branding and digital marketing to ensure consistency in visual and written messaging and to understand S4's current online presence. The audit will include findings and recommendations to improve S4's reach and safeguard the integrity of this campaign.

Task Description: Collect, review and evaluate S4's current branding and digital marketing materials. Audit will consider the appropriate use of tools and materials for the targeted audiences, image and visual consistency and identify recommendations to enhance S4's marketing.

Responsibilities:

Comm LAB shall:

- a. Collect, review and evaluate branding and digital marketing materials.
- b. Present audit findings and key recommendations to Santa Ana Project Manager.

Santa Ana shall:

- a. Review audit and approve execution of key recommendations.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of August 2021.

TASK 2: DIGITAL COMMUNICATIONS

Objective: Create a digital communications outreach platform to support S4's overall communications strategy. This communications platform will mainly consist of a newsletter distribution system and database retention effort.

Task Description: Through various digital outreach tactics, we will work to build an internal database for email distribution. These monthly newsletters will support the following:

- a. Micro-campaigns: promotion of various sub-campaigns in relation to our pre-approved micro-campaigns (cyber security, school reporters and video game security)
- b. S4 messaging: promotion of general S4 information, tools, resources, etc.

Responsibilities:

Comm LAB shall:

- a. Create a newsletter system in combination with a database collection initiative
- b. Routinely distribute information newsletter to database
- c. Provide KPI report to Santa Ana Project to show progress

Santa Ana shall:

- a. Review, edit and approve newsletter drafts for distribution

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of August 2021.

TASK 2-A: NEWSLETTER DATABASE COLLECTION STRATEGY

Objective: Establish a robust database of stakeholders to distribute newsletters, updates and relevant information.

Task Description: Develop a mechanism to collect contact information from Orange County stakeholders interested in receiving news from S4. The collector will include:

- a. Email address
- b. City of residence
- c. Zip Code
- d. Opt-in consent statement

Responsibilities:

Comm LAB shall:

- a. Add an email collector to the S4 website where stakeholders can register to receive newsletters and updates. Maintain and update the newsletter database accordingly.
- b. Create a newsletter design with routine topics to be included
- c. Present draft newsletter to the Santa Ana PD project manager for approval.

Santa Ana shall:

- a. Provide any relevant databases in its possession to be added to the newly established database.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of October 2021.

TASK 2-B: NEWSLETTER DISTRIBUTION

Objective: Establish S4 newsletter as a trusted resource for stakeholders to information and relevant updates.

Task Description: Develop newsletter template, elements and set distribution frequency. This includes all aspects related to the curation of a newsletter including but not limited to writing copy and generating graphics.

Responsibilities:

Comm LAB shall:

- a. Develop the newsletter format and distribution schedule and seek approval of Santa Ana Project Manager.
- b. Execute newsletter distribution in accordance with the approved plan.

Santa Ana shall:

- a. Approve newsletter plan and approve subsequent newsletters before public distribution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of February 2022.

TASK 3: S4 WEBSITE RE-FRESH

Objective: Refresh S4 Website to improve user experience, navigability and to meet the needs of the new digital strategy.

Task Description:

Evaluate, propose modifications and update S4 Website. This includes but is not limited to: finding technical problems, removing outdated links, adding content and installing an email collector for the new newsletter distribution strategy. This includes an SEO evaluation to ensure the website is search engine friendly.

Responsibilities:

Comm LAB shall:

- a. Review S4 Website and identify any immediate modifications and updates needed.
- b. Seek approval from Santa Ana Project Manager to make modifications.

Santa Ana shall:

- a. Approve website refresh recommendations.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 3-A: S4 WEBSITE AUDIT & TIMELINE FOR TRANSITION

Objective: Assess areas to improve, growth and increase credibility of the S4 website.

Task Description:

- a. Conduct an exhaustive content and technical audit of the S4 Website. Assess page structures, navigability, accessibility and analytics.

Responsibilities:

Comm LAB shall:

- a. Evaluate website components, website traffic and insights for growth opportunities.

Santa Ana shall:

- a. Review audit and approve timeline for transition.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of August 2021.

TASK 3-B: S4 WEBSITE SITE MAP & FRAMES

Objective: Based on team input and long-term strategy, staff will create an outline of the new website's navigation "site-map" as well as an outline of the site's main pages.

Task Description:

The site-map and wireframes will showcase how all of the S4 content, imagery, resources etc. will be organized on the new website. This draft will provide an opportunity to highlight the team's overall objectives before programming starts.

- a. Provide a site-map of the new S4 navigation including all sub-pages
- b. Provide wireframes or lay-outs of the Home, About and Resources pages.

Responsibilities:

Comm LAB shall:

- a. Provide site-map and layout options for the approval of the Santa Ana Project Manager
- b. Implement any requested edits/changes to the site-map and wireframes

Santa Ana shall:

- a. Review and audit draft site-map and wireframes
- b. Provide any feedback, edits to staff
- c. Rely final approval of site-map and wireframes

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of October 2021.

TASK 3-C: S4 WEBSITE CONTENT DEVELOPMENT

Objective: Develop a comprehensive document merging the existing S4 website copy with additions required for the new website. This document will serve as a guide for website developers as they finalize the new S4 website.

Task Description:

The website content will include all the existing information in addition to information regarding the following:

- a. Micro-campaigns: staff will include copy for the upcoming micro-campaigns to avoid any last minute changes that may be necessary on the website.
- b. Database: the new website will encourage residents to sign up for the S4 newsletter
- c. Local partners: Call-outs to S4's most significant partners.

Responsibilities:

Comm LAB shall:

- a. Provide draft copy for the review of the Santa Ana Project Manager and team
- b. Update the document with any changes requested by the Santa Ana Project Manager
- c. Provide a final copy of the website content

Santa Ana shall:

- a. Review and edit the draft website copy
- b. Provide edits and final approval

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of December 2021.

TASK 3-D: S4 WEBSITE DESIGN & DEVELOPMENT

Objective: Create a contemporary design in support of the new website content that is reflective of S4's overall goals and objectives. The development of the new website will be based on a contemporary model with an easy-to-navigate interface for users.

Task Description:

Develop a modern site with useful, yet aesthetically pleasing elements that will create a positive experience for users accessing the website for information regarding S4. This

Responsibilities:

Comm LAB shall:

- a. Develop a draft website that is reflective of approved copy, sitemap and wireframes
- b. Implement updates from the Santa Ana project manager
- c. Provide final website

Santa Ana shall:

- a. Provide all edits to staff to implement
- b. Approve final website before transitioning live

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of February 2022.

TASK 4: S4 SOCIAL MEDIA OUTREACH

Objective: Develop consistent social media content based on messaging strategies for S4's objectives and micro-campaigns. The content will be focused on increasing users' post engagements and website traffic.

Task Description: Develop contemporary and engaging social media content in various formats including graphics, memes, surveys, video, gifs, etc. This content will be used for both the S4's social media timeline calendar, as well as social media advertising.

Responsibilities:

Comm LAB shall:

- a. Develop a 6-week social media calendar with draft respective imagery for Santa Ana Project Manager approval
- b. The calendar will include: social media platforms, date of publication, copy for social media post, graphic, links, hashtags
- c. Schedule 6-week social media calendar meetings to review social media calendar when needed
- d. Implement any updates and/or edits to the social media calendar
- e. Post time-sensitive content at the direction of the Santa Ana Project Manager

- f. Provide 6-week social media KPI reports on post engagement, traffic and trends.

Santa Ana shall:

- a. Provide feedback and input for social media calendar
- b. Attend 6-week social media calendar meetings when needed
- c. Provide any time-sensitive social media messaging to staff when appropriate

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 4-A: S4 SOCIAL MEDIA CONTENT DEVELOPMENT/MANAGEMENT (AUGUST-JANUARY 2022)

Objective: Develop consistent social media content based on messaging strategies for S4's objectives and micro-campaigns. The content will be focused on increasing users' post engagements and website traffic.

Task Description: Develop contemporary and engaging social media content in various formats including graphics, memes, surveys, video, gifs, etc. This content will be used for both the S4's social media timeline calendar, as well as social media advertising.

- a. Develop Social Media Calendar
- b. Post time-sensitive information on social media channels
- c. Keep Social Media Channels Updated

Responsibilities:

Comm LAB shall:

- a. Develop a 6-week social media calendar with draft respective imagery for Santa Ana Project Manager approval
- b. The calendar will include: social media platforms, date of publication, copy for social media post, graphic, links, hashtags
- c. Schedule 6-week social media calendar meetings to review social media calendar when needed
- d. Implement any updates and/or edits to the social media calendar
- e. Post time-sensitive content at the direction of the Santa Ana Project Manager
- f. Provide 6-week social media KPI reports on post engagement, traffic and trends.

Santa Ana shall:

- a. Provide feedback and input for social media calendar
- b. Attend 6-week social media calendar meetings when needed
- c. Provide any time-sensitive social media messaging to staff when appropriate

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of January 2022.

TASK 4-B: S4 SOCIAL MEDIA CONTENT DEVELOPMENT/MANAGEMENT (JAN-MARCH 2022)

Objective: Develop consistent social media content based on messaging strategies for S4's objectives and micro-campaigns. The content will be focused on increasing users' post engagements and website traffic.

Task Description: Develop contemporary and engaging social media content in various formats including graphics, memes, surveys, video, gifs, etc. This content will be used for both the S4's social media timeline calendar, as well as social media advertising.

- a. Develop Social Media Calendar
- b. Post time-sensitive information on social media channels
- c. Keep Social Media Channels Updated

Responsibilities:

Comm LAB shall:

- a. Develop a 6-week social media calendar with draft respective imagery for Santa Ana Project Manager approval
- b. The calendar will include: social media platforms, date of publication, copy for social media post, graphic, links, hashtags
- c. Schedule 6-week social media calendar meetings to review social media calendar when needed
- d. Implement any updates and/or edits to the social media calendar
- e. Post time-sensitive content at the direction of the Santa Ana Project Manager
- f. Provide 6-week social media KPI reports on post engagement, traffic and trends.

Santa Ana shall:

- a. Provide feedback and input for social media calendar
- b. Attend 6-week social media calendar meetings when needed
- c. Provide any time-sensitive social media messaging to staff when appropriate

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of March 2022.

TASK 4-C: S4 SOCIAL MEDIA CONTENT DEVELOPMENT/MANAGEMENT (APRIL-JUNE 2022)

Objective: Develop consistent social media content based on messaging strategies for S4 objectives and micro-campaigns. The content will be focused on increasing users' post engagements and website traffic.

Task Description: Develop contemporary and engaging social media content in various formats including graphics, memes, surveys, video, gifs, etc. This content will be used for both the S4 social media timeline calendar, as well as social media advertising.

- a. Develop Social Media Calendar
- b. Post time-sensitive information on social media channels
- c. Keep Social Media Channels Updated

Responsibilities:

Comm LAB shall:

- a. Develop a 6-week social media calendar with draft respective imagery for Santa Ana Project Manager approval

- b. The calendar will include: social media platforms, date of publication, copy for social media post, graphic, links, hashtags
- c. Schedule 6-week social media calendar meetings to review social media calendar when needed
- d. Implement any updates and/or edits to the social media calendar
- e. Post time-sensitive content at the direction of the Santa Ana Project Manager
- f. Provide 6-week social media KPI reports on post engagement, traffic and trends.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of June 2022.

TASK 5: READY OC SOCIAL MEDIA & SEARCH ADVERTISING

Objective: Develop a comprehensive digital advertising strategy within the project budget to promote Ready OC's overall objectives and micro-campaigns when relevant. The advertising campaign will be primarily digital with concentration on social media channels and Google search.

Task Description: Create a digital advertising strategy and budget to boost S4's social media channels, messaging, micro-campaigns, and objectives.

- a. Boost social media timeline content
- b. Develop social media advertisements
- c. Develop advertisements for Google (display, search, and YouTube)

Responsibilities:

Comm LAB shall:

- a. Create a digital advertising budget with funds allocated to search and social media advertising.
- b. Itemize digital media advertising funding to micro-campaign messaging
- c. Deliver budget to Santa Ana Project manager for approval
- d. Execute routine advertising programming and monitor results
- e. Provide KPI reports at the end of each task monitoring success and opportunities

Santa Ana shall:

- a. Provide feedback and approval on digital advertising budget on search and social
- b. Review KPI report at the end of each subsequent digital marketing task order.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 5-A: S4 SOCIAL MEDIA & SEARCH ADVERTISING (AUGUST-JANUARY 2022)

Develop a comprehensive digital advertising strategy within the project budget to promote S4's overall objectives and micro-campaigns when relevant. The advertising campaign will be primarily digital with concentration on social media channels and Google search.

Task Description: Create a digital advertising strategy and budget to boost S4's social media channels, messaging, micro-campaigns, and objectives.

- a. Boost social media timeline content
- b. Develop social media advertisements

- c. Develop advertisements for Google (display, search, and YouTube)

Responsibilities:

Comm LAB shall:

- a. Create a digital advertising budget with funds allocated to search and social media advertising.
- b. Itemize digital media advertising funding to micro-campaign messaging
- c. Deliver budget to Santa Ana Project manager for approval
- d. Execute routine advertising programming and monitor results
- e. Provide KPI reports at the end of each task monitoring success and opportunities

Santa Ana shall:

- a. Provide feedback and approval on digital advertising budget on search and social
- b. Review KPI report at the end of each subsequent digital marketing task order.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of January 2022.

TASK 5-B: S4 SOCIAL MEDIA & SEARCH ADVERTISING (JAN-MARCH 2022)

Develop a comprehensive digital advertising strategy within the project budget to promote S4's overall objectives and micro-campaigns when relevant. The advertising campaign will be primarily digital with concentration on social media channels and Google search.

Task Description: Create a digital advertising strategy and budget to boost S4's social media channels, messaging, micro-campaigns, and objectives.

- a. Boost social media timeline content
- b. Develop social media advertisements
- c. Develop advertisements for Google (display, search, and YouTube)

Responsibilities:

Comm LAB shall:

- a. Create a digital advertising budget with funds allocated to search and social media advertising.
- b. Itemize digital media advertising funding to micro-campaign messaging
- c. Deliver budget to Santa Ana Project manager for approval
- d. Execute routine advertising programming and monitor results
- e. Provide KPI reports at the end of each task monitoring success and opportunities

Santa Ana shall:

- a. Provide feedback and approval on digital advertising budget on search and social
- b. Review KPI report at the end of each subsequent digital marketing task order.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of March 2022.

TASK 5-C: S4 SOCIAL MEDIA & SEARCH ADVERTISING (APRIL-JUNE 2022)

Objective: Develop a comprehensive digital advertising strategy within the project budget to promote S4's overall objectives and micro-campaigns when relevant. The advertising campaign will be primarily digital with concentration on social media channels and Google search.

Task Description: Create a digital advertising strategy and budget to boost S4's social media channels, messaging, micro-campaigns, and objectives.

- a. Boost social media timeline content
- b. Develop social media advertisements
- c. Develop advertisements for Google (display, search, and YouTube)

Responsibilities:

Comm LAB shall:

- a. Create a digital advertising budget with funds allocated to search and social media advertising.
- b. Itemize digital media advertising funding to micro-campaign messaging
- c. Deliver budget to Santa Ana Project manager for approval
- d. Execute routine advertising programming and monitor results
- e. Provide KPI reports at the end of each task monitoring success and opportunities

Santa Ana shall:

- a. Provide feedback and approval on digital advertising budget on search and social
- b. Review KPI report at the end of each subsequent digital marketing task order.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of June 2022.

TASK 6: MICRO CAMPAIGN: CYBER SECURITY

Objective: Develop a comprehensive micro campaign plan to enhance cyber security awareness, deter online fraud/identity theft and enhance privacy; a special focus will be placed on the 65+ demographic to inform them of cyber security threats.

Task Description: Create, establish and implement a plan to promote cyber security awareness and deter online threats. The plan will include outreach channels, partnerships, procedures, proposed activities, communications and schedule.

Responsibilities:

Comm LAB shall:

- a. Develop the micro campaign plan, identify partners, outreach channels, activities, promotional materials, schedule and budget.
- b. Present micro campaign plan timeline for the approval of Santa Ana Project Manager
- c. Begin to execute micro-campaign tasks in accordance with the approved plan.

Santa Ana shall:

- a. Approve micro campaign plan for execution and provide input.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 6-A: MICRO CAMPAIGN: CYBER SECURITY: DEVELOP MESSAGING & OUTREACH STRATEGY

Objective: Develop an effective messaging and outreach strategy to deliver key messages to Orange County's general population, with special concentration of 65+ population, that promotes general online safety.

Task Description: Research, identify and craft messaging and outreach strategy to raise awareness of cyber security threats. This task includes:

- a. Mapping out effective messaging and calls to action
- b. Identifying outreach channels with high-traffic in the selected demographic.
- c. Setting messaging frequency
- d. Identifying partnerships

Responsibilities:

Comm LAB shall:

- a. Create a strategy to appeal to the selected demographic.
- b. Provide messaging options and taglines for marketing/advertising
- c. Present strategy to and seek approval of Santa Ana Project Manager
- d. Begin to execute strategy in accordance with the approved plan.

Santa Ana shall:

- a. Approve messaging and outreach strategy for execution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of September 2021.

TASK 6-B: MICRO CAMPAIGN: CYBER SECURITY: DEVELOP CAMPAIGN TIMELINE

Objective: Establish a campaign timeline that delivers high impact and reach among targeted demographic (Orange County residents, ages 65+).

Task Description: Create, establish and implement a timeline to promote S4, specifically its tips to deter online threats. This task includes:

- a. Developing a draft calendar with respective outreach activities for Santa Ana Project Manager approval
- b. Identifying any competing campaigns distributed during the selected timeline

Responsibilities:

Comm LAB shall:

- a. Create a timeline.
- b. Present timeline to and seek approval approval of Santa Ana Project Manager
- c. Execute activities in accordance with the approved timeline.

Santa Ana shall:

- a. Approve timeline for execution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of October 2021.

TASK 6-C: MICRO CAMPAIGN: CYBER SECURITY: IDENTIFY POTENTIAL PARTNERS

Objective: Execute an audit of existing S4 partners to then identify a new list of potential partners who can assist in the outreach, advertising and communications of our promoting cyber security tips.

Task Description: Identify a list of existing and new partners to increase awareness amongst residents age 65+ of threats they may encounter online.

Responsibilities:

Comm LAB shall:

- a. Develop a list of existing and potential partners for the approval of the Santa Ana Project Manager
- b. Begin reaching out to existing partners to schedule strategy discussions and outreach events

Santa Ana shall:

- a. Provide approval for the list of potential partners.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of November 2021.

TASK 7: MICRO CAMPAIGN: SCHOOL REPORTERS

Objective: Develop a comprehensive micro campaign plan to encourage students from middle school to college to report suspicious behavior online. A reporting system will be developed to receive tips.

Task Description: Create, establish and implement a micro campaign plan to encourage students to report suspicious behavior exhibited online or via other social media platforms. The plan will include outreach channels, partnerships, procedures, proposed activities, communications and schedule.

Responsibilities:

Comm LAB shall:

- a. Develop the micro campaign plan, identify partners, outreach channels, activities, promotional materials, schedule and budget.
- b. Present micro campaign plan timeline for the approval of Santa Ana Project Manager
- c. Begin to execute micro-campaign tasks in accordance with the approved plan.

Santa Ana shall:

- a. Approve micro campaign plan for execution and provide input.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 7-A: MICRO CAMPAIGN: SCHOOL REPORTERS: DEVELOP MESSAGING & OUTREACH STRATEGY

Objective: Develop an effective messaging and outreach strategy to educate students on the importance of capturing and reporting suspicious behavior exhibited online, especially on social media platforms (SnapChat, Instagram, TikTok, YouTube, Twitter etc.)

Task Description: Research, identify and craft messaging and outreach strategy to garner student trust and encourage reporting. This task includes:

- a. Mapping out effective messaging and calls to action
- b. Identifying outreach channels with high-traffic in the selected demographic.
- c. Setting messaging frequency
- d. Identifying partnerships

Responsibilities:

Comm LAB shall:

- a. Create a strategy to appeal to the selected demographic.
- b. Present strategy to and seek approval approval of Santa Ana Project Manager
- c. Begin to execute strategy in accordance with the approved plan.
- d. Provide messagings options and taglines for marketing/advertising

Santa Ana shall:

- a. Approve messaging and outreach strategy for execution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of September 2021.

TASK 7-B: MICRO CAMPAIGN: SCHOOL REPORTERS: DEVELOP CAMPAIGN TIMELINE

Objective: Establish a campaign timeline that delivers high impact and reach among targeted demographic (students in grades 6-12 and college campuses).

Task Description: Create, establish and implement a timeline to promote campaign specifically reporting system(s) during the micro campaign period. This task includes:

- a. Developing a draft calendar with respective outreach activities for Santa Ana Project Manager approval

Responsibilities:

Comm LAB shall:

- a. Create a timeline.
- b. Present timeline to and seek approval approval of Santa Ana Project Manager
- c. Execute activities in accordance with the approved timeline.

Santa Ana shall:

- a. Approve timeline for execution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of October 2021.

TASK 7-C: MICRO CAMPAIGN: SCHOOL REPORTERS: IDENTIFY POTENTIAL PARTNERS

Objective: Execute an audit of existing S4's partners to then identify a new list of potential patterns who can assist in the outreach, advertising and communications of our effort to inform and encourage student participation.

Task Description: Identify a list of existing and new partners to increase awareness among potential school reporters.

Responsibilities:

Comm LAB shall:

- a. Develop a list of existing and potential partners for the approval of the Santa Ana Project Manager
 - a. List may include promotional partnerships to encourage participation i.e. "Text for Tacos".
- b. Begin reaching out to existing partners to schedule strategy discussions and outreach events

Santa Ana shall:

- a. Provide approval on the list of potential partners.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of November 2021.

TASK 8: MICRO CAMPAIGN: VIDEO GAME SECURITY

Objective: Plan, develop and outline micro-campaign concept for a campaign to increase parent awareness of child tracking, predators and radicalization risks that exist in video game chat rooms. Many parents/legal guardians are unaware of these potential threats or the dangers of online gaming.

Task Description:

Create a micro-campaign that increases parents and community awareness regarding online threats in video game chat rooms and how they can be proactive to protect younger demographics.

Responsibilities:

Comm LAB shall:

- a. Develop the micro campaign plan, identify partners, outreach channels, activities, promotional materials, schedule and budget.
- b. Present micro campaign plan timeline for the approval of Santa Ana Project Manager
- c. Begin to execute micro-campaign tasks in accordance with the approved plan.

Santa Ana shall:

- a. Approve micro campaign plan for execution and provide input.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 8-A: MICRO CAMPAIGN: VIDEO GAME SECURITY: DEVELOP MESSAGINGS & OUTREACH STRATEGY

Objective: Plan and develop a messaging and outreach strategy to increase awareness among parents/legal guardians of the threats posed by a child's engagement in video games.

Task Description: Develop an outreach and messaging strategy to increase awareness amongst parents/legal guardians of the various communications platforms available within video games and the ways these channels are used to endanger youth and to facilitate radicalization by domestic and international terrorists.

Responsibilities:

Comm LAB shall:

- a. Create an outline for messaging and outreach to support our campaign's efforts to increase public awareness of this security risk.
- b. Provide messagings options and taglines for marketing/advertising

Santa Ana shall:

- a. Provide approval of messaging and outreach strategy

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of September 2021.

TASK 8-B: MICRO CAMPAIGN: VIDEO GAME SECURITY: DEVELOP CAMPAIGN TIMELINE

Objective: Establish a campaign timeline that delivers high impact and reach to increase parent awareness of video game security threats.

Task Description: Create, establish and implement a timeline to promote S4, specifically the importance of understanding video game dynamics and features. This task includes:

- a. Developing a draft calendar with respective outreach activities for Santa Ana Project Manager approval
- b. Accounting for any competing/concurrent campaigns that potential partners/community organizations may be engaged in.

Responsibilities:

Comm LAB shall:

- a. Create a timeline.

- b. Present timeline to and seek approval approval of Santa Ana Project Manager
- c. Execute activities in accordance with the approved timeline.

Santa Ana shall:

- a. Approve timeline for execution.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be the end of October 2021.

TASK 8-C: MICRO CAMPAIGN: VIDEO GAME SECURITY: IDENTIFY POTENTIAL PARTNERS

Objective: Execute an audit of existing S4 partners to then identify a new list of potential patterns who can assist in the outreach and communications of our effort to educate parents/legal guardians of video game security threats.

Task Description: Identify a list of existing and new partners to increase awareness of video game security and tips to enhance a child's security while using this form of entertainment.

Responsibilities:

Comm LAB shall:

- a. Develop a list of existing and potential partners for the approval of the Santa Ana Project Manager
- b. Begin reaching out to existing partners to schedule strategy discussions and outreach events

Santa Ana shall:

- a. Provide approval on the list of potential partners.

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of November 2021.

TASK 9: EARNED MEDIA OUTREACH

Objective: Develop and implement media promotions and concentrated publicity outreach to local print, online, broadcast and/or theater/cinema outlets to promote S4 programming elements, initiatives, and calendar of activities.

Task Description:

Develop and implement media promotions including, but not limited to, advertising and/or online promotions, video PSA creation and media outreach to local outlets to direct OC residents to commit to preparedness steps. Task includes ongoing measurement and tracking of promotional elements.

Activities will include:

- a. Publicity/Media Outreach – conduct outreach to targeted local media to achieve a minimum of two earned or sponsored placements during the task period.

- b. Video PSA – leverage existing :30-second video PSA and focus on efforts to expand exposure of S4 via additional placements within the OC community via the S4 website, YouTube channel, city websites, local public access stations, selected regional theatre venues, etc.

Responsibilities:

Comm LAB shall:

- a. Plan, develop and produce the video with approval from the Santa Ana Project Manager
- b. Execute distribution in accordance with approved plans

Santa Ana shall:

- a. Approve initiative concepts, production and distribution plan.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 9-A: EARNED MEDIA OUTREACH: IDENTIFY & EXECUTE EARNED MEDIA OPPORTUNITIES (FALL 2021)

Objective: Develop and implement media promotions and concentrated publicity outreach to local print, online, broadcast and/or theater/cinema outlets to promote S4 programming elements, initiatives and the calendar of activities.

Task Description:

Develop and implement media promotions including, but not limited to advertising and/or online promotions, video PSA creation and media outreach to local outlets to direct OC residents to commit to preparedness steps. Task includes ongoing measurement and tracking of promotional elements.

Responsibilities:

Comm LAB shall:

- a. Plan, develop and produce the video with approval from the Santa Ana Project Manager
- b. Execute distribution in accordance with approved plans

Santa Ana shall:

- a. Approve initiative concepts, production and distribution plan

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of December 2021.

TASK 9-B: EARNED MEDIA OUTREACH: IDENTIFY & EXECUTE EARNED MEDIA OPPORTUNITIES (WINTER 2021/SPRING 2022)

Objective: Develop and implement media promotions and concentrated publicity outreach to local print, online, broadcast and/or theater/cinema outlets to promote S4 programming elements, initiatives and the calendar of activities.

Task Description:

Develop and implement media promotions including, but not limited to advertising and/or online promotions, video PSA creation and media outreach to local outlets to direct OC residents to commit to preparedness steps. Task includes ongoing measurement and tracking of promotional elements.

Responsibilities:

Comm LAB shall:

- a. Plan, develop and produce the video with approval from the Santa Ana Project Manager
- b. Execute distribution in accordance with approved plans

Santa Ana shall:

- a. Approve initiative concepts, production and distribution plan

Completion Criteria:

This task is considered complete upon the completion of the deliverables detailed in the task description above and when the Santa Ana Project Manager signs the task completion letter. Planned completion and invoicing will be at the end of April 2022.

TASK 10: COMMUNITY & CITIZENS OUTREACH

Objective: Develop and implement ongoing community and citizens' outreach at targeted community, emergency preparedness, faith-based and other designated events and/or location to increase S4 preparedness messaging.

Task Description:

See sub-tasks for specifics.

Responsibilities:

See sub-tasks for specifics.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 10-A: COMMUNITY & CITIZENS OUTREACH (FALL 2021)

Objective:

Develop and implement ongoing community and citizens' outreach at targeted community, emergency preparedness, faith-based and other designated events and/or location to increase S4 preparedness messaging.

Task Description:

Calendar, staff and manage outreach briefings, virtual events, etc. to targeted community organizations/groups.

Activities include:

- a. Outreach List and Calendar - create and manage a master annual calendar for any local organization/group to provide information, tools, resources, etc. for emergency preparedness.

Responsibilities:

Comm LAB shall:

- a. Develop the outreach and seek plan approval from the Santa Ana Project Manager.
- b. Execute the outreach in accordance with the approved plan

Santa Ana shall:

- a. Approve plan and promotional elements

Completion Criteria:

This task is considered complete upon the completion of the calendared event outreach and when the Santa Ana Project Manager signs the task completion letter. Completion is planned November 2021.

TASK 10: COMMUNITY & CITIZENS OUTREACH (WINTER/SPRING 2022)

Objective: Develop and implement ongoing community and citizens' outreach at targeted community, emergency preparedness, faith-based and other designated events and/or presentation venues, seeking to reach and engage with hundreds of thousands of citizens and community members.

Task Description: Calendar, staff and manage outreach briefings, virtual events, etc. to targeted community organizations/groups.

Activities include:

- a. Outreach List and Calendar - create and manage a master annual calendar for any local organization/group to provide information, tools, resources, etc. for emergency preparedness.

Responsibilities:

Comm LAB shall:

- a. Develop the outreach and seek plan approval from the Santa Ana Project Manager in alignment with the S4 Steering Committee
- b. Execute the outreach in accordance with the approved plan

Santa Ana shall:

- a. Approve plan and promotional elements

Completion Criteria:

This task is considered complete upon the completion of the calendared event outreach and when the Santa Ana Project Manager signs the task completion letter. Completion is planned by April 2022.

TASK 11: STAKEHOLDER MEETINGS & PROMOTIONS

Objective:

Manage campaign updates and activities including, but not limited to meetings, monthly activity reporting, programming documentation, regular communications and presentations to Santa Ana Project Manager and corresponding agency partners during this task order.

Task Description:

Provide campaign and promotion updates to the Santa Ana Project Manager through regularly scheduled phone calls and/or emails and meetings (as needed or requested). Manage the ongoing reporting and measurement of campaign data and maintain weekly and monthly communication with the Santa Ana Project Manager including at least one formal meeting/conference call during the quarter, unless otherwise directed and approved by the Santa Ana Project Manager.

Responsibilities:

Comm LAB shall:

- a. Coordinate, manage and participate in at least one team meeting
- b. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
- c. Manage the weekly and monthly reporting of campaign measurement
- d. Manage ongoing budget and campaign schedule
- e. Submit task completion letters with task invoices to the Santa Ana Project Manager

Santa Ana shall:

- a. Approve campaign progress, updates and promotions
- b. Support and facilitate partnering and sponsorship efforts with Steering Committee

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 11-A: STAKEHOLDER MEETINGS & PROMOTIONS (SEP-FEB 2022)**Objective:**

Manage campaign updates and activities including, but not limited to meetings, monthly activity reporting, programming documentation, regular communications and presentations to Santa Ana Project Manager and corresponding agency partners during this task order.

Task Description:

Provide campaign and promotion updates to the Santa Ana Project Manager through regularly scheduled phone calls and/or emails and meetings (as needed or requested). Manage the ongoing reporting and measurement of campaign data and maintain weekly and monthly communication with the Santa Ana Project Manager including at least one formal meeting/conference call during the quarter, unless otherwise directed and approved by the Santa Ana Project Manager.

Responsibilities:

Comm LAB shall:

- a. Coordinate, manage and participate in at least one Steering Committee meeting
- b. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
- c. Manage the weekly and monthly reporting of campaign measurement
- d. Manage ongoing budget and campaign schedule
- e. Submit task completion letters with task invoices to the Santa Ana Project Manager

Santa Ana shall:

- a. Approve campaign progress, updates and promotions
- b. Support and facilitate partnering and sponsorship efforts with Steering Committee

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for the task. Planned completion and implementation is by the end of February 2022.

TASK 11-B: STAKEHOLDER MEETINGS & PROMOTIONS (MARCH-JUNE 2022)

Objective:

Manage campaign updates and activities including, but not limited to meetings, monthly activity reporting, programming documentation, regular communications and presentations to Santa Ana Project Manager and corresponding agency partners during this task order.

Task Description:

Provide campaign and promotion updates to the Santa Ana Project Manager through regularly scheduled phone calls and/or emails and meetings (as needed or requested). Manage the ongoing reporting and measurement of campaign data and maintain weekly and monthly communication with the Santa Ana Project Manager including at least one formal meeting/conference call during the quarter, unless otherwise directed and approved by the Santa Ana Project Manager.

Responsibilities:

Comm LAB shall:

- a. Coordinate, manage and participate in at least one team meeting
- b. Provide daily, weekly and monthly campaign and promotion updates to the Santa Ana Project Manager
- c. Manage the weekly and monthly reporting of campaign measurement
- d. Manage ongoing budget and campaign schedule
- e. Submit task completion letters with task invoices to the Santa Ana Project Manager

Santa Ana shall:

- a. Approve campaign progress, updates and promotions
- b. Support and facilitate partnering and sponsorship efforts with Steering Committee

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for the task. Planned completion and implementation is by the end of May 2022.

TASK 12: CORPORATE ADVISORY COUNCIL PARTNERING**Objective:**

Continue managing the current CAC group with emphasis on enhancing participation benefits and expanding successes in leveraging CAC resources, connections and contributions to the overall S4 initiative during the year.

Task Description:

Continue momentum to expand the success of the council to help provide opportunities, extensions, and ongoing support for S4. Activities include:

- a. CAC Designated Ambassador – continue to leverage and refine the designated CAC ambassadors to facilitate and deepen relationship efforts.
- b. One-on-One Outreach Tour – continue successful strategy to outreach to CAC members in a high-touch, one-to-one manner to generate customized opportunities for promotional investment and support of the S4 campaigns.

Responsibilities:

Comm LAB shall:

- a. Develop and implement the program with approval from the Santa Ana Project Manager.

Santa Ana shall:

- a. Approve the program and promotional efforts

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 12-A: CORPORATE ADVISORY COUNCIL PARTNERING (FALL 2021)

Objective:

Continue managing the current CAC group with emphasis on enhancing participation benefits and expanding successes in leveraging CAC resources, connections, and contributions to the overall S4 initiative during the year.

Task Description:

Continue momentum to expand the success of the council to help provide opportunities, extensions, and ongoing support for S4. Activities include:

- a. CAC Designated Ambassador – continue to leverage and refine the designated CAC ambassadors to facilitate and deepen relationship efforts.
- b. One-on-One Outreach Tour – continue successful strategy to outreach to CAC members to generate customized opportunities for promotional investment and support of the S4 campaigns.

Responsibilities:

Comm LAB shall:

- a. Develop and implement the program with approval from the Santa Ana Project Manager in alignment with the S4 Steering Committee

Santa Ana shall:

- a. Approve the program and promotional efforts

Completion Criteria:

This task will be implemented throughout the performance period and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by November 2021.

TASK 12-B: CORPORATE ADVISORY COUNCIL PARTNERING (WINTER/SPRING 2021)

Objective:

Continue managing the current CAC group with emphasis on enhancing participation benefits and expanding successes in leveraging CAC resources, connections and contributions to the overall S4 initiative during the year.

Task Description:

Continue momentum to expand the success of the council to help provide opportunities, extensions, and ongoing support for S4. Activities include:

- a. CAC Designated Ambassador – continue to leverage and refine the designated CAC ambassadors to facilitate and deepen relationship efforts.

- b. One-on-One Outreach Tour – continue successful strategy to outreach to CAC members to generate customized opportunities for promotional investment and support of the S4 campaigns.

Responsibilities:

Comm LAB shall:

- a. Develop and implement the program with approval from the Santa Ana Project Manager in alignment with the S4 Steering Committee

Santa Ana shall:

- a. Approve the program and promotional efforts

Completion Criteria:

This task will be implemented throughout the performance period and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by June 2022.

TASK 13: WEBSITE & MOBILE MAINTENANCE

Objective:

Update, manage, host and maintain the KeepOCsafe.org website and provide recommendations for updates to improve the user experience and functionality.

Task Description:

See sub-tasks for specifics.

Responsibilities:

See sub-tasks for specifics.

Completion Criteria:

This task is considered complete upon completion of administrative deliverables and when the Santa Ana Project Manager signs the completion letter for each subtask noted below.

TASK 13-A: WEBSITE & MOBILE MAINTENANCE (FALL/WINTER 2022)

Objective:

Update, manage, host and maintain the KeepOCsafe.org website and provide recommendations for updates to improve the user experience and functionality.

Task Description:

Provide routine updates of the S4 website including content, imagery and navigation.

Responsibilities:

Comm LAB shall:

- a. Update the S4 website with any additions/changes provided by the Santa Ana Project Manager
- b. Ensure all hosting, server, maintenance, and updates are maintained.

Santa Ana shall:

- a. Provide any edits and/or additions for the S4 website
- b. Approve any update and/or additions to the S4 website.

Completion Criteria:

This task will be implemented throughout the performance period and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by January 2022.

TASK 13-B: WEBSITE & MOBILE MAINTENANCE (SPRING 2022)**Objective:**

Update, manage, host and maintain the KeepOCsafet.org website and provide recommendations for updates to improve the user experience and functionality.

Task Description:

Provide routine updates of the S4 website including content, imagery and navigation.

Responsibilities:

Comm LAB shall:

- a. Update the S4 website with any additions/changes provided by the Santa Ana Project Manager
- b. Ensure all hosting, server, maintenance, and updates are maintained.

Santa Ana shall:

- a. Provide any edits and/or additions for the S4 website
- b. Approve any update and/or additions to the S4 website.

Completion Criteria:

This task will be implemented throughout the performance period and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by June 2022.

TASK 14: COLLATERAL MATERIALS

Objective: Develop, produce and update S4 collateral materials for use in all programming and communications as appropriate.

Task Description:

Handle design, writing, production and distribution of all materials supporting S4 initiatives.

Responsibilities:

Comm LAB shall:

- a. Develop all materials and seek approval from the Santa Ana Project Manager
- b. Produce materials in accordance with the Santa Ana Project Manager's guidance

Santa Ana shall:

- a. Approve materials and provide feedback

Completion Criteria:

This task is considered complete upon the order or delivery of the promotional materials, given requirements in some instances for upfront payment, and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by April 2022.

TASK 15: PROMOTIONAL MATERIALS

Objective: Develop, produce and update S4 promotional materials for use in all programming as appropriate.

Task Description: Handle design, writing, production and distribution of all materials supporting S4.

Responsibilities:

Comm LAB shall:

- a. Develop all materials and seek approval from the Santa Ana Project Manager.
- b. Produce materials in accordance with Steering Committee approvals

Santa Ana shall:

- a. Approve materials

Completion Criteria:

This task is considered complete upon the order or delivery of the promotional materials, given requirements in some instances for upfront payment, and when the Santa Ana Project Manager signs the task completion letter. Completion is planned to occur by May 2022.

FY21 S4 Milestone Payment Schedule

Milestone	Task Name	Milestone Payment	Planned Completion Date
TASK 1	S4 2021/22 MARKETING ROADMAP		
Task 1-A	- Brand & Digital Marketing Audit	\$2,000.00	August 2021
TASK 2	DIGITAL COMMUNICATIONS		
Task 2-A	- Newsletter Database Collection Strategy	\$1,000.00	Oct 2021
Task 2-B	- Newsletter Distribution	\$1,000.00	Feb 2022
TASK 3	S4 WEBSITE RE-FRESH		
Task 3-A	- S4 Website Audit & Timeline for Transition	\$1,000.00	August 2021
Task 3-B	- S4 Website Site Map & Frames	\$2,000.00	Oct 2021
Task 3-C	- S4 Website Content Development	\$2,000.00	Dec 2021
Task 3-D	- S4 Website Design & Development	\$4,000.00	Feb 2022
TASK 4	SOCIAL MEDIA OUTREACH		
Task 4-A	- S4 Social Media Content Development (August-January 2022)	\$5,500.00	Jan 2022
Task 4-B	- S4 Social Media Content Development (Jan-March 2022)	\$5,500.00	March 2022
Task 4-C	- S4 Social Media Content Development (Apr 2022-June 2022)	\$5,000.00	June 2022
TASK 5	ADVERTISING		
Task 5-A	- S4 Social Media/Search Advertising (August-January 2022)	\$5,000.00	Jan 2022
Task 5-B	- S4 Social Media/Search Advertising (Jan 2021 -March 2022)	\$4,000.00	March 2022
Task 5-C	- S4 Social Media/Search Advertising (Apr 2022-June 2022)	\$3,000.00	June 2022
TASK 6	MICRO CAMPAIGN: CYBER SECURITY		
Task 6-A	- Develop Messaging & Outreach Strategy	\$1,000.00	Sept 2021
Task 6-B	- Develop Campaign Timeline	\$1,000.00	October 2021
Task 6-C	- Identify Potential Partners	\$1,000.00	November 2021
TASK 7	MICRO CAMPAIGN: SCHOOL REPORTERS		
Task 7-A	- Develop Messaging & Outreach Strategy	\$1,000.00	Sept 2021
Task 7-B	- Develop Campaign Timeline	\$1,000.00	October 2021
Task 7-C	- Identify Potential Partners	\$1,000.00	November 2021

TASK 8	MICRO CAMPAIGN: VIDEO GAME SECURITY		
Task 8-A	- Develop Messaging & Outreach Strategy	\$1,000.00	Sept 2021
Task 8-B	- Develop Campaign Timeline	\$1,000.00	October 2021
Task 8-C	- Identify Potential Partners	\$1,000.00	November 2021
TASK 9	EARNED MEDIA OUTREACH		
Task 9-A	- Identify Earned Media Opportunities (Fall/Winter 2021)	\$7,000.00	Dec 2021
Task 9-B	- Identify Earned Media Opportunities (Spring 2022)	\$7,000.00	April 2022
TASK 10	COMMUNITY & CITIZENS OUTREACH		
Task 10-A	- Community & Citizens Outreach (Fall 2021)	\$2,000.00	Nov 2021
Task 10-B	- Community & Citizens Outreach (Winter/Spring 2022)	\$2,000.00	April 2022
TASK 11	STAKEHOLDER MEETINGS & PROMOTIONS		
Task 11-A	- S4 Stakeholder Meetings & Promotions (Sep 2021-Feb 2022)	\$2,000.00	Feb 2022
Task 11-B	- S4 Stakeholder Meetings & Promotions (March 2022 -May 2022)	\$2,000.00	May 2022
TASK 12	CORPORATE ADVISORY COUNCIL & PARTNERING		
Task 12-A	- Corporate Advisory Council & Partnering (Fall 2021)	\$2,500.00	Nov 2021
Task 12-B	- Corporate Advisory Council & Partnering (Winter/Spring 2022)	\$2,500.00	June 2022
TASK 13	WEBSITE & MOBILE MAINTENANCE		
Task 13-A	- Website, Social Media & Mobile Outreach/Maintenance (Fall 2021)	\$2,000.00	Jan 2022
Task 13-B	- Website, Social Media & Mobile Outreach/Maintenance (Winter/Spring 2022)	\$2,500.00	June 2022
TASK 14	COLLATERAL MATERIALS	\$3,000.00	April 2022
TASK 15	PROMOTIONAL MATERIALS	\$3,000.00	May 2022
CONTINGENCY		\$10,000.00	
TOTAL		\$97,500.00	